

Examples of promotional materials include:

- Websites
- Brochures, pamphlets
- Advertisements
- Stationery (business cards, letterhead, invoices, etc.)
- Corporate promotional products (mugs, t-shirts, etc.)

Required elements when using the FSC logo:

1. Heartland Printing & Graphics' certification code: **SW-COC-003044**
2. The FSC copyright claim: **© 1996 Forest Stewardship Council A.C.**  
NOTE: For limited space it may be an option to use the abbreviated copyright claim:  
**© 1996.FSC**

3. A promotional statement such as:

**The mark of responsible forestry**  
Or  
**Responsible Forest Management**

4. The FSC logo cannot be smaller than **10mm**.



Important Notes:

1. If the FSC trademarks are used on sales **invoices** or delivery note templates, they must include the following statement:  
“Only the products that are identified as such on this document are FSC certified.”
2. The FSC trademarks may **not** be used at the top of letterhead templates.
3. When the paper used is FSC-certified, it is an option to use an on-product FSC label in lieu of or in addition to the elements above.
4. When the promotional material is very small (such as a business card) or on corporate promotional products, your certification code may be used alone or in combination with any of the above elements. For example, just the FSC logo with your certification code may be used, without the copyright claim and promotional statement. At the very minimum, your certification code must always be included.