

DER-STD-50-001_03 FLEXIBLE GRAPHIC REQUIREMENTS FOR IMPROVED LEGIBILITY

Normative reference	FSC-STD-50-001 V2-1, Clause 3.4 FSC-STD-50-001 V3-0, Clause 2.2
Scope	☒ Generic (applicable to all certificate holders) ☐ Specific (applicable only upon individual request and FSC confirmation)
Approval	13 July 2026
Effective date	13 July 2026
Period of validity	Until replacement or withdrawal
Certification Body	Multiple
Request by CB	<FSC-STD-50-001 V3-0 Use of the FSC® Trademarks by Certificate Holders> introduces the FSC website address as a new compulsory element for the FSC label. Due to reduced space on some FSC-certified products, certificate holders (CHs) seek to use the minimum permitted size of FSC on-product labels. However, this is not possible when using the standard label design, as this may affect legibility. This can be addressed by allowing minimal changes to the standard label elements, while maintaining overall label integrity
Rationale	The standard text size and text weight of the FSC label elements may compromise legibility at small label sizes. Primarily, the semi-bolded text weight cannot always be reproduced legibly on some materials and using some printing technologies. This can be addressed by adjusting the text weight without affecting the consistent perception of the FSC label. Additionally, the smallest text available on the FSC label (that of the FSC website address) requires increasing the label size to ensure legibility, even if all other text is legible. With the FSC website address becoming mandatory in <FSC-STD-50-001 V3-0 Use of the FSC® Trademarks by Certificate Holders>, this creates an unnecessary constraint on the use of the minimum permitted label sizes. In practice, this means that CHs are restricted by their printing technology from benefitting from the minimum permitted sizes for the FSC on-product labels.
FSC Conclusion	After analysing the potential risks of allowing modifications to the FSC label elements and weighing them against stakeholder input about implementing the inclusion of the FSC website address and about printing technology restrictions, FSC acknowledges the constraints of the standard label design.

Consequently, FSC has decided to allow CHs to make modifications to the labels downloaded from the Trademark Portal/ FSC Brand Hub, derogating from clause 3.4 of FSC-STD-50-001 V2-1 and clause 2.2 FSC-STD-50-001 V3-0.

The modifications permitted by this derogation are the following:

- Omission of the 'www' from the FSC website address ('www.fsc.org' may be manually modified to 'fsc.org') in order to support legibility;
- Increase of the text size for the following label elements: FSC website address and registration symbols, to support legibility;
- Modification of the text weight for the following label elements: label title, product type, label text, FSC licence code, FSC website address, and registration symbols in order to support legibility.