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## FSC introduces new consumer brand identity

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The Forest Stewardship Council (FSC) has launched a new global brand, aimed at improving consumer awareness of FSC-certified products.

The new slogan - *Forests For All Forever* - reaffirms the FSC vision of saving the world's forests for future generations, according to FSC director general Kim Carstensen.



“The visual identity, which includes the animals and people who live and interact in forests, reinforces the all-encompassing approach FSC takes to sustainable forest management,” he said.

“The success of FSC has always depended on consumer awareness and demand for FSC-certified products, and we have relied on our partners and certificate holders to spread the message of FSC on our behalf. However, it became clear that we needed to provide our partners with tools that could inspire their customers to choose FSC – an identity that would connect with consumers and be memorable in the retail space,” Carstensen said.

"Forests are so much more than trees and timber – they are reservoirs for clean drinking water, protection for animals and endangered wildlife, and home to indigenous peoples and communities. Our principles and criteria have always reflected our determination to protect forests and their inhabitants.



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Now, our commitment will also be expressed in our visual identity, and provide a clearer message to consumers of what it means when they buy an FSC-certified product,” he added.

The new branding was developed based on a marketing survey that reached 9,000 participants from 11 countries in 2013.

An online toolkit containing the new branding assets has been created to help businesses promote their FSC certification.

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