FOREST STEWARDSHIP COUNCIL
PRODUCT LABELING GUIDE

The following guidelines have been prepared to ensure the correct and consistent use of the FSC Product Labeling system for all on-product applications.

The following labels must not be altered in anyway except for the insertion of the relevant certification code number and scaling. Proportions of the label shall not be changed when increasing or reducing the label size. Where the mobius loop symbol is used to indicate post consumer recycled content in the Mixed Sources labels the relevant percentage content will need to be entered into the symbol.

When reproducing these labels, it is essential that the appropriate digital format is used. On-product label files have been supplied on CD in the following digital formats: EPS, JPEG and TIFF. Please refer to the on-product label matrix on pages 7, 8 and 9 for direction on file locations and file names.

For further information and approval of label application, please contact your FSC accredited certification body. Current contact details are available from www.fsc.org

LABEL MATRIX

FSC 100% label
Products with a 100% FSC label come from forests certified as being in compliance with the environmental and social standards of the Forest Stewardship Council (FSC).

FSC Mixed Sources label
Products with a Mixed Sources label support the development of responsible forest management worldwide. The wood comes from FSC certified well managed forests, company controlled sources and/or recycled material.

Company controlled sources are controlled, in accordance with FSC standards, to exclude illegally harvested timber, forests where high conservation values are threatened, genetically modified organisms, violation of people's civil and traditional rights and wood from forests harvested for the purpose of converting the land to plantations or other non-forest use.

The recycling symbol identifies post-consumer recycled content in these products.

FSC Recycled label
Products with a 100% Recycled label support re-use of forest resources and in accordance with FSC standards only use post-consumer recycled wood or fiber .

FSC PRODUCT LABELING GUIDE
PORTRAIT LABELS

Throughout this guide the examples use the FSC 100% portrait positive label, the same principles apply to all other portrait labels in the FSC label matrix.

Of the portrait labels the **Full color portrait positive label** is the preferred version, although other versions are available for a variety of reproductions:

Black and white portrait positive for use in black and white reproductions.

Full color and black and white negative for use when the label is required to be place on a dark background.

Please note: The certification code number field on all label artwork has been left editable for the insertion of the relevant certification code number. The Frutiger Bold Condensed font will be required for this alteration. In the event that Frutiger Bold Condensed is not available Arial Narrow should be used as an alternative.

Please note: That both color and black and white negative JPEG and TIFF files have square corners.

For those unable to use the editable EPS file format please see page 4.

For insertion of the percentage recycled content, see page 5.

Portrait labels
1. **Full colour portrait positive**
2. **Black and white portrait positive**
3. **Full colour portrait negative**
4. **Black and white portrait negative**

Clear space
Clear space is the non-print area surrounding the label to ensure that the label remains uncluttered. It is calculated by using twice the height of the FSC wordmark.

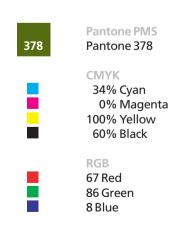Where possible, apply more clear space than is required.

Minimum size
To avoid any possible reproduction and legibility problems, the portrait labels must never be reproduced at a size less than 19mm across.

19mm

Color reproduction
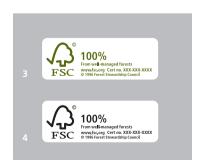The FSC labels artworks are supplied in Pantone, CMYK and black and white versions.

378	**Pantone PMS** Pantone 378

CMYK
- 34% Cyan
- 0% Magenta
- 100% Yellow
- 60% Black

RGB
- 67 Red
- 86 Green
- 8 Blue

FSC PRODUCT LABELING GUIDE
LANDSCAPE LABELS

The following examples use the FSC 100% landscape positive label, the same principles apply to all other landscape labels in the FSC label matrix.

Of the landscape labels the **Full color landscape positive label** is the preferred version, although other versions are available for a variety of reproductions:

Black and white landscape positive for use in black and white reproductions.

Full color and black and white landscape negative for use when label is required to be place on a dark background.

Please note: The certification code number field on all label artwork has been left editable for the insertion of the relevant certification code number. The Frutiger Bold Condensed font will be required for this alteration. In the event that Frutiger Bold Condensed is not available Arial Narrow should be used as an alternative.

Please note: That both color and black and white negative JPEG and TIFF files have square corners.

For those unable to use the editable EPS file format please see page 4.

For insertion of the percentage recycled content, see page 5.

Landscape labels
1. **Full colour landscape positive**
2. **Black and white landscape positive**
3. **Full colour landscape negative**
4. **Black and white landscape negative**

Clear space
Clear space is the non-print area surrounding the label to ensure that the label remains uncluttered. It is calculated by using twice the height of the FSC wordmark.

Where possible, apply more clear space than is required.

Minimum size
To avoid any possible reproduction and legibility problems, the landscape labels must never be reproduced at a size less than 11mm in height.

Color reproduction
The FSC labels artworks are supplied in Pantone, CMYK and black and white versions.

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100%
From well-managed forests
www.fsc.org Cert no. XXX-XXX-XXXX
© 1996 Forest Stewardship Council

FSC

2

100%
From well-managed forests
www.fsc.org Cert no. XXX-XXX-XXXX
© 1996 Forest Stewardship Council

FSC

3

100%
From well-managed forests
www.fsc.org Cert no. XXX-XXX-XXXX
© 1996 Forest Stewardship Council

FSC

4

100%
From well-managed forests
www.fsc.org Cert no. XXX-XXX-XXXX
© 1996 Forest Stewardship Council

FSC

11mm

100%
From well-managed forests
www.fsc.org Cert no. XXX-XXX-XXXX
© 1996 Forest Stewardship Council

FSC

378

Pantone PMS
Pantone 378

CMYK
  34% Cyan
    0% Magenta
100% Yellow
  60% Black

RGB
67 Red
86 Green
8 Blue