



PART IV: GRAPHIC RULES

10 FSC LABELS

FSC 100%



FSC Mix



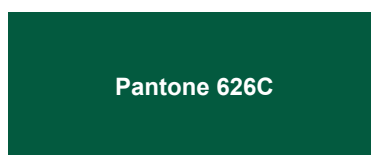
FSC Recycled



Color and font

10.1 Green, black and white are the standard FSC label colors. Positive green is the preferred color. Negative green and black and white (positive or negative) may be used as an alternative.

10.1.1 The green color for reproduction shall be:



If a printing process uses CMYK or RGB instead of Pantone, the equivalent color to Pantone 626C shall be used in CMYK or RGB.

10.1.2 If the printed item does not use the standard colors the FSC label may be produced using the darkest available color on a solid non patterned background, provided the contrast allows legibility. The label may be produced in positive or negative versions. The approval of the color shall be at the discretion of the certification body.

For example: If a printed item uses only yellow and dark blue (no black, white or FSC green) the FSC label can appear in dark blue positive (yellow text, blue label background) or dark blue negative (blue text, yellow label background).



10.1.3 Where no unprinted white areas are available, in a printed item using standard or limited colors, a transparent label may be used, allowing the label elements to be reproduced in black or white on a background color that provides sufficient contrast.

For example: If the background of a printed item using full colors is red and it is technically difficult to reserve a white area, the label elements may be reproduced in black or white on the red background providing sufficient contrast.

If in exceptional circumstances none of the above color options are possible, an individual solution should be proposed to FSC via the certification body.

10.2 The use of a border around the label is preferred. When the border is not used and the surrounding color is different from the label background, the label background must always have rounded corners as for the label with a line border.

10.2.1 When the border is not used, the label elements should not be altered.

10.3 The font used for labels is Arial Unicode MS.

**Green
(positive)**



**Green
(negative)**



**Black and White
(positive)**



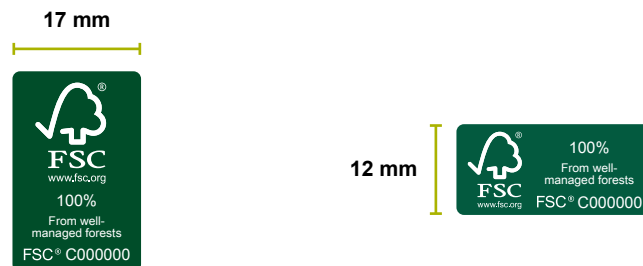
**Black and White
(negative)**





Format and size

- 10.4 FSC labels may be used in portrait or landscape versions.
- 10.5 Minimum size for the portrait label is 17mm in width.
- 10.6 Minimum size for the landscape label is 12mm in height.
- 10.7 Where adding the product type or translation requires more space, the portrait label grows in height and the landscape label in width only.



Trademark symbol

- 10.8 The trademark symbol shall be chosen for the logo and the initials FSC before the license code in the label, as in Annex 1.

FSC trademark license code

- 10.9 The FSC trademark license code is automatically added when the label generator is accessed via log-on and password.



Label text

- 10.10 The label text can be edited to select the appropriate product type.
- 10.11 A list of words for product types is provided in the label generator, such as “wood”, “paper” and “packaging”. These are intended as broad categories. Specific product names shall not be used. The list is not exhaustive and others are possible, such as non-timber forest products. The organization shall contact FSC via the certification body with a request for a new word to be added.

Percentage of recycled fiber

- 10.12 The percentage of recycled content shown below the Moebius Loop may be edited as follows
 - a) For the FSC Mix label, the percentage figure can be added for a Moebius loop.
 - b) For the FSC Recycled label, the figure is always 100%.

Placement of the label

- 10.13 There shall be enough clear space surrounding the label to ensure that the label remains uncluttered. The minimum space is calculated by using the height of the FSC initials of the logo.



- 10.14 The FSC label should be placed on a non patterned background. Photographic or patterned backgrounds that are not disruptive or compromising to the FSC label design may be approved by the certification body.

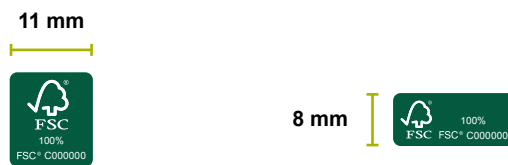
Several languages in one label

- 10.15 In the label generator, up to 4 languages of the label text can be added to a label.



Mini label

- 10.16 When there are space limitations, the mini label may be used (see 3.3). Color, format, font and placement shall follow the rules of the standard label. The trademark symbol shall be chosen as specified in Annex 1.
- 10.17 Minimum size of the portrait mini label is 11mm in width.
- 10.18 Minimum size of the landscape mini label is 8mm in height.



11 PROMOTIONAL USE OF THE LOGO



The mark of responsible forestry

Promotional panel

- 11.1 When the promotional panel is used, the color, format and placement shall follow the rules of the FSC label. The promotional panel may appear without the border.
- 11.2 The minimum size of the promotional panel is calculated by the height of the logo (“checkmark-and-tree” and initials) which shall not be less than 10mm. The promotional statement can be arranged on one, two or three lines as needed.



- 11.3 The font of the text for the promotional panel is Arial Unicode MS or as provided in the label generator. When only the minimum promotional elements (these are the logo and the license code) are used the font for the license code may be matched with the font of the other text in the promotional material.
- 11.4 The trademark symbol shall be chosen for the logo and the initials FSC before the license code in the promotional panel, as in Annex 1.
- 11.5 When the promotional elements are used without the colored background panel, they shall not be placed on a photographic or strongly patterned background which interferes with or goes through the elements, or could be misleading as to what is certified.

Extra logos

- 11.6 The FSC logo (“checkmark and tree” and initials) may appear on its own on product or in promotional material in addition to the FSC label or promotional panel. When other optional elements are included (such as license code), the font may follow that of the surrounding text.
- 11.7 The color of extra logos shall follow the same color rules for the label.
- 11.8 The minimum size of the extra logo, calculated by the height of the logo, is 10 mm.
- 11.8.1 In the following cases, extra logos may be used with a minimum size of 7mm:
- a) Paper size is A5 or smaller
 - b) Packaging is 500ml volume or less
 - c) Logo used to indicate FSC certified products (e.g. in catalogues, brochures and websites)
- 11.9 When the logo is used without the colored background panel, it shall not be placed on photographic or strongly patterned background which interferes with or goes through the logo design, or could be misleading as to what is certified.



12 MISUSE OF THE LABEL AND LOGO

12.1 These rules apply to all labels and promotional panels and to the logo when used promotionally in the organization's own layout.

12.2 The following are not allowed:

- a) Changing the logo or label proportions
- b) Changing or adding to the label contents, other than editing the amount of recycled content, the product type and the FSC trademark license code
- c) Making the logo or label appear to be part of other information such as environmental claims not relevant to FSC certification
- d) Placing the logo or label within another border or shaped background
- e) Using more than two colors for the label or promotional panel
- f) Changing the shape of the border or background
- g) Rotating the logo or the label
- h) Violating the clear space around the logo or the label (measured by the height of letters FSC which form part of the logo)
- i) Combining the logo or the label with the user's own branding in a way which implies association or which overlaps with the FSC label
- j) Placing the logo or label on a strongly patterned background

Examples of misuse:

