



PART IV: GRAPHIC RULES

10 FSC LABELS

FSC 100%



FSC Mix



FSC Recycled



Color and font

10.1 Positive green is the standard preferred color. Negative green and black and white (positive or negative) may be used as an alternative. The standard green color of the label should not be altered.

10.1.1 Green color for reproduction shall be:

<p>Pantone 626C</p>	<p>CMYK 100% cyan / 60% magenta 100% yellow / 20% black</p>	<p>RGB 50 red / 80 green / 60 blue</p>
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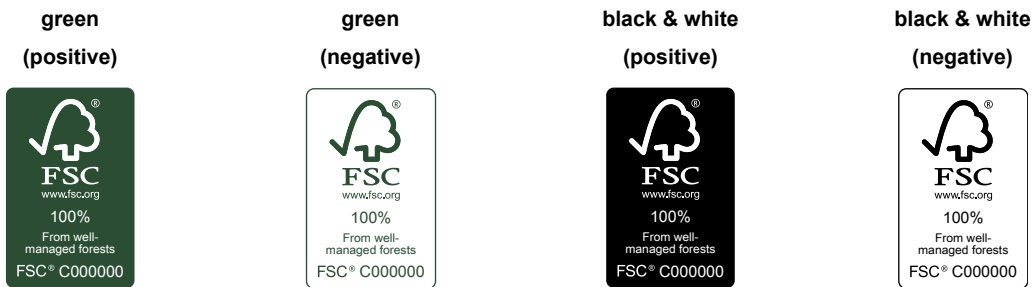
10.1.2 If the print process uses a limited number of colors, the FSC label can appear transparent on a solid color non patterned background, provided that the contrast allows legibility. In this case, the content of the label and the border shall appear only in black or white. The use of a transparent background shall be approved by the certification body prior to production.

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

10.2 A border around the label shall always be used, unless the surrounding color is different to the label background. Where the label is defined by color only, the background must always have rounded corners as for the label with a line border.



10.3 The font used for labels is Arial Unicode MS.



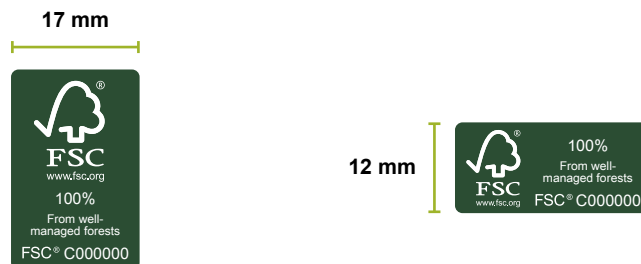
Format and size

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 type is provided in 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 new non-timber forest products. The organization shall contact 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
- For the FSC Mix label, the percentage figure can be added for a Moebius loop.
 - 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.



Several languages in one label

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



Mini label

- 10.15 When there are space limitations, the mini label may be used (see 3.3). Color, format, font and placing shall follow the rules of the standard label. The trademark symbol shall be chosen as specified in Annex 1.
- 10.16 The border shall be defined for mini labels as for standard labels. For stencils, heat brands and very small items, the mini label may be reproduced without the border.
- 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 forest management

Promotional panel

- 11.1 When the promotional panel is used, the color and format 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 (tick-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.

Extra logos

- 11.5 The FSC logo may appear on its own on product or in promotional material in addition to the FSC label or promotional panel. The color of the logo shall follow the rules of the label. When other optional elements are included (such as license code or label title), the font may follow that of the surrounding text.

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 description word 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 patterned background



Examples of misuse:





MATRIX OF FSC LABELS – FSC-STD-50-001 (version 1- 0)

		100%				
		100%	100% product type	100% Moebius loop	100% mini	100% mini product type
Portrait				N/A		
Landscape				N/A		

		MIX				
		MIX	MIX product type	MIX Moebius loop	MIX mini	MIX mini product type
Portrait						
Landscape						



MATRIX OF FSC LABELS – FSC-STD-50-001 (version 1- 0)

RECYCLED

	RECYCLED	RECYCLED product type	RECYCLED Moebius loop	RECYCLED mini	RECYCLED mini product type
Portrait					
Landscape					

ELEMENTS FOR FSC LABELS

	100%	MIX	RECYCLED	MINI
FSC logo	Always	Always	Always	Always
Website	Always	Always	Always	N/A
Title	Always	Always	Always	Always
Text	Always	Always	Always	N/A
FSC code	Always	Always	Always	Always
Product type	When required	When required	When required	When required
Moebius loop	N/A	Optional	Optional	N/A