



FOREST STEWARDSHIP COUNCIL PRODUCT LABELING GUIDE

This guide specifies the requirements for use of the FSC Product Labeling System to ensure consistent and correct use of FSC labels on products.

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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

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.



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 colour 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 colour and black and white negative for use when the label is required to be placed 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.

Minimum size

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



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

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LANDSCAPE LABELS

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.



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 placed 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.

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.



Pantone PMS
Pantone 378



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



RGB
67 Red
86 Green
8 Blue

FSC PRODUCT LABELING GUIDE

CERTIFICATION CODE NUMBER INSERTION

If there is difficulty accessing the editable EPS file, the certification code number maybe entered manually using the JPEG and TIFF files in software available (i.e. MicrosoftOffice software, Pagemaker, InDesign, etc).

Care must be taken to ensure that the certification code number is entered in the correct field and at the correct size - the CAP height of 'Cert no'.

Frutiger Bold Condensed should be used where possible, however, Arial Narrow can be used as a substitute font where Frutiger Bold Condensed is not available.



Editable label artwork file (EPS files)

The relevant certification code number can be inserted replacing the editable number on the artwork.

Base label artwork file (TIFF and JPEG files)

For those unable to utilize the editable file, a file has been created that enables the user to place an alternative file (TIFF or JPEG) into software and apply the certification code number manually into the area left blank alongside 'Cert no.'

Certification code number size

This is dictated by the CAP height of 'Cert no.' on the label design.

Cert no. XXX-XXX-XXXX

Please ensure that this insertion of the certification code number resembles the editable EPS file.

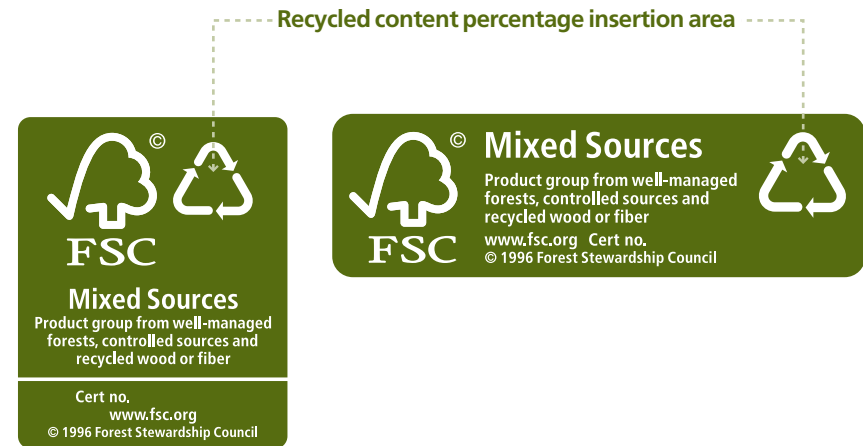
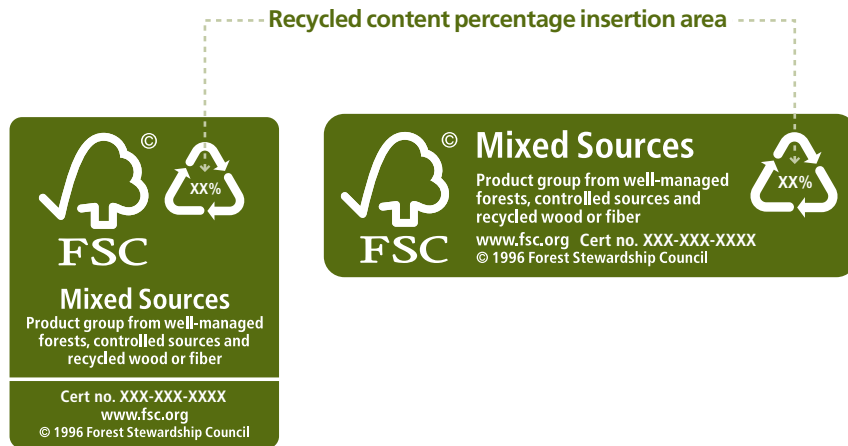
FSC PRODUCT LABELING GUIDE

RECYCLED CONTENT PERCENTAGE INSERTION

Two of the Mixed Source labels have editable Recycled content percentage size (artworks FSC_MS2 and FSC_MS5). If there is difficulty accessing the editable EPS file, the recycled content percentage may be entered manually using the JPEG and TIFF files in software available (i.e. Microsoft Office software, Pagemaker, InDesign, etc).

Care must be taken to ensure that the the recycled content percentage is entered in the correct field and at the correct size - comfortably within the recycled mobius loop, use the editable examples as a guide.

Frutiger Bold Condensed should be used where possible, however, Arial Narrow can be used as a substitute font where Frutiger Bold Condensed is not available.



Editable label artwork file (EPS files)

The relevant recycled content percentage can be inserted replacing the editable number on the artwork.

Base label artwork file (TIFF and JPEG files)

For those unable to utilize the editable file, a file has been created that enables the user to place an alternative file (TIFF or JPEG) into software and apply the certification code number manually into the area left blank inside the mobius loop.

Please ensure that this insertion of the certification code number resembles the editable EPS file.

Recycled content percentage size

The recycled content percentage number should fit comfortably within the recycled mobius loop



FSC PRODUCT LABELING GUIDE

INFRINGEMENTS

It is essential that the FSC labels are reproduced consistently and correctly.

The 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.



Do not alter the proportion of the labels



Do not alter the shape of the labels



Do not change the fonts within the label



Do not alter the color of the labels - unless authorization is obtained from your FSC accredited certification body



Do not alter the color of the label contents



Do not edit or change the label information

PRODUCT LABELLING GUIDE

FILE NAMING

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.

This page demonstrates the naming convention for all the label artworks, the following label matrix pages show both the portrait and landscape label artworks available and where they can be located on the CD.

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

FSC_100_PPCC.EPS

Label type

100	100% (from well-managed forests)
MS_1	Mixed Sources (Product group from well-managed forests, controlled sources and recycled wood or fiber)
MS_2	Mixed Sources % recycled content (Product group from well-managed forests, controlled sources and recycled wood or fiber)
MS_3	Mixed Sources (Product group from well-managed forests and controlled sources)
MS_4	Mixed Sources (Product group from well-managed forests and recycled wood or fiber)
MS_5	Mixed Sources % recycled content (Product group from well-managed forests and recycled wood or fiber)
RE_1	Recycled label

File configuration

PPC	Portrait / Positive / Color
PPBW	Portrait / Positive / Black & White
PNC	Portrait / Negative / Color
PNBW	Portrait / Negative / Black & White
LPC	Landscape / Positive / Color
LPBW	Landscape / Positive / Black & White
LNC	Landscape / Negative / Color
LNBW	Landscape / Negative / Black & White

File format

EPS	Editable file
TIFF	Manual certification code number insertion
JPG	Manual certification code number insertion

PRODUCT LABELLING GUIDE PORTRAIT LABEL EDITABLE EPS ARTWORK MATRIX

FSC Label Artwork

FSC_Labels_Portrait

FSC_Labels_PPC

Portrait / Positive / Color (PPC)



FSC_100_PPC.EPS
FSC_100_PPC.TIFF
FSC_100_PPC.JPG

FSC_MS_1_PPC.EPS
FSC_MS_1_PPC.TIFF
FSC_MS_1_PPC.JPG

FSC_MS_2_PPC.EPS
FSC_MS_2_PPC.TIFF
FSC_MS_2_PPC.JPG

FSC_MS_3_PPC.EPS
FSC_MS_3_PPC.TIFF
FSC_MS_3_PPC.JPG

FSC_MS_4_PPC.EPS
FSC_MS_4_PPC.TIFF
FSC_MS_4_PPC.JPG

FSC_MS_5_PPC.EPS
FSC_MS_5_PPC.TIFF
FSC_MS_5_PPC.JPG

FSC_RE_1_PPC.EPS
FSC_RE_1_PPC.TIFF
FSC_RE_1_PPC.JPG

FSC_Labels_PPBW

Portrait / Positive / Black & White (PPBW)



FSC_100_PPBW.EPS
FSC_100_PPBW.TIFF
FSC_100_PPBW.JPG

FSC_MS_1_PPBW.EPS
FSC_MS_1_PPBW.TIFF
FSC_MS_1_PPBW.JPG

FSC_MS_2_PPBW.EPS
FSC_MS_2_PPBW.TIFF
FSC_MS_2_PPBW.JPG

FSC_MS_3_PPBW.EPS
FSC_MS_3_PPBW.TIFF
FSC_MS_3_PPBW.JPG

FSC_MS_4_PPBW.EPS
FSC_MS_4_PPBW.TIFF
FSC_MS_4_PPBW.JPG

FSC_MS_5_PPBW.EPS
FSC_MS_5_PPBW.TIFF
FSC_MS_5_PPBW.JPG

FSC_RE_1_PPBW.EPS
FSC_RE_1_PPBW.TIFF
FSC_RE_1_PPBW.JPG

FSC_Labels_PNC

Portrait / Negative / Color (PNC)



FSC_100_PNC.EPS
FSC_100_PNC.TIFF
FSC_100_PNC.JPG

FSC_MS_1_PNC.EPS
FSC_MS_1_PNC.TIFF
FSC_MS_1_PNC.JPG

FSC_MS_2_PNC.EPS
FSC_MS_2_PNC.TIFF
FSC_MS_2_PNC.JPG

FSC_MS_3_PNC.EPS
FSC_MS_3_PNC.TIFF
FSC_MS_3_PNC.JPG

FSC_MS_4_PNC.EPS
FSC_MS_4_PNC.TIFF
FSC_MS_4_PNC.JPG

FSC_MS_5_PNC.EPS
FSC_MS_5_PNC.TIFF
FSC_MS_5_PNC.JPG

FSC_RE_1_PNC.EPS
FSC_RE_1_PNC.TIFF
FSC_RE_1_PNC.JPG

FSC_Labels_PNBW

Portrait / Negative / Black & White (PNBW)



FSC_100_PNBW.EPS
FSC_100_PNBW.TIFF
FSC_100_PNBW.JPG

FSC_MS_1_PNBW.EPS
FSC_MS_1_PNBW.TIFF
FSC_MS_1_PNBW.JPG

FSC_MS_2_PNBW.EPS
FSC_MS_2_PNBW.TIFF
FSC_MS_2_PNBW.JPG

FSC_MS_3_PNBW.EPS
FSC_MS_3_PNBW.TIFF
FSC_MS_3_PNBW.JPG

FSC_MS_4_PNBW.EPS
FSC_MS_4_PNBW.TIFF
FSC_MS_4_PNBW.JPG

FSC_MS_5_PNBW.EPS
FSC_MS_5_PNBW.TIFF
FSC_MS_5_PNBW.JPG

FSC_RE_1_PNBW.EPS
FSC_RE_1_PNBW.TIFF
FSC_RE_1_PNBW.JPG

PRODUCT LABELLING GUIDE LANDSCAPE LABEL EDITABLE EPS ARTWORK MATRIX



FSC_Labels_LPC

Landscape / Positive / Colour (LPC)



FSC_100_LPC.EPS
FSC_100_LPC.TIFF
FSC_100_LPC.JPG



FSC_MS_1_LPC.EPS
FSC_MS_1_LPC.TIFF
FSC_MS_1_LPC.JPG



FSC_MS_2_LPC.EPS
FSC_MS_2_LPC.TIFF
FSC_MS_2_LPC.JPG



FSC_MS_3_LPC.EPS
FSC_MS_3_LPC.TIFF
FSC_MS_3_LPC.JPG



FSC_MS_4_LPC.EPS
FSC_MS_4_LPC.TIFF
FSC_MS_4_LPC.JPG



FSC_MS_5_LPC.EPS
FSC_MS_5_LPC.TIFF
FSC_MS_5_LPC.JPG



FSC_RE_1_LPC.EPS
FSC_RE_1_LPC.TIFF
FSC_RE_1_LPC.JPG

FSC_Labels_LPBW

Landscape / Positive / Black & White (LPBW)



FSC_100_LPBW.EPS
FSC_100_LPBW.TIFF
FSC_100_LPBW.JPG



FSC_MS_1_LPBW.EPS
FSC_MS_1_LPBW.TIFF
FSC_MS_1_LPBW.JPG



FSC_MS_2_LPBW.EPS
FSC_MS_2_LPBW.TIFF
FSC_MS_2_LPBW.JPG



FSC_MS_3_LPBW.EPS
FSC_MS_3_LPBW.TIFF
FSC_MS_3_LPBW.JPG



FSC_MS_4_LPBW.EPS
FSC_MS_4_LPBW.TIFF
FSC_MS_4_LPBW.JPG



FSC_MS_5_LPBW.EPS
FSC_MS_5_LPBW.TIFF
FSC_MS_5_LPBW.JPG



FSC_RE_1_LPBW.EPS
FSC_RE_1_LPBW.TIFF
FSC_RE_1_LPBW.JPG

FSC_Labels_LNC

Landscape / Negative / Colour (LNC)



FSC_100_LNC.EPS
FSC_100_LNC.TIFF
FSC_100_LNC.JPG



FSC_MS_1_LNC.EPS
FSC_MS_1_LNC.TIFF
FSC_MS_1_LNC.JPG



FSC_MS_2_LNC.EPS
FSC_MS_2_LNC.TIFF
FSC_MS_2_LNC.JPG



FSC_MS_3_LNC.EPS
FSC_MS_3_LNC.TIFF
FSC_MS_3_LNC.JPG



FSC_MS_4_LNC.EPS
FSC_MS_4_LNC.TIFF
FSC_MS_4_LNC.JPG



FSC_MS_5_LNC.EPS
FSC_MS_5_LNC.TIFF
FSC_MS_5_LNC.JPG



FSC_RE_1_LNC.EPS
FSC_RE_1_LNC.TIFF
FSC_RE_1_LNC.JPG

FSC_Labels_LNBW

Landscape / Negative / Black & White (LNBW)



FSC_100_LNBW.EPS
FSC_100_LNBW.TIFF
FSC_100_LNBW.JPG



FSC_MS_1_LNBW.EPS
FSC_MS_1_LNBW.TIFF
FSC_MS_1_LNBW.JPG



FSC_MS_2_LNBW.EPS
FSC_MS_2_LNBW.TIFF
FSC_MS_2_LNBW.JPG



FSC_MS_3_LNBW.EPS
FSC_MS_3_LNBW.TIFF
FSC_MS_3_LNBW.JPG



FSC_MS_4_LNBW.EPS
FSC_MS_4_LNBW.TIFF
FSC_MS_4_LNBW.JPG



FSC_MS_5_LNBW.EPS
FSC_MS_5_LNBW.TIFF
FSC_MS_5_LNBW.JPG



FSC_RE_1_LNBW.EPS
FSC_RE_1_LNBW.TIFF
FSC_RE_1_LNBW.JPG

FSC PRODUCT LABELING GUIDE

EXCEPTIONAL CIRCUMSTANCES

BELOW MINIMUM SIZE

In exceptional circumstances, due to the size of product, where the application of an FSC label at minimum size is not possible either on the packaging or on the product, a request for authorization must be obtained from your FSC accredited certification body to label the product with the following elements:

1. The FSC logo
2. Label title
3. Abbreviated copyright claim
4. Certification code number

Examples

Shown are several examples of how such configurations might work. Please note, these are not available as artwork and are purely indicative only.

