



## **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.

December 2004

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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](http://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 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 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.

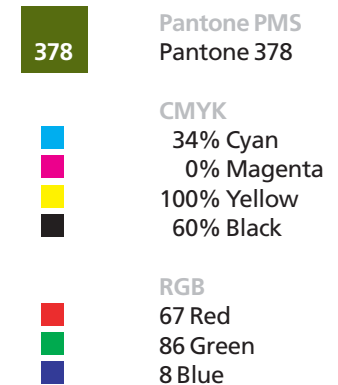
### Minimum size

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.



# FSC PRODUCT LABELING GUIDE

## 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.

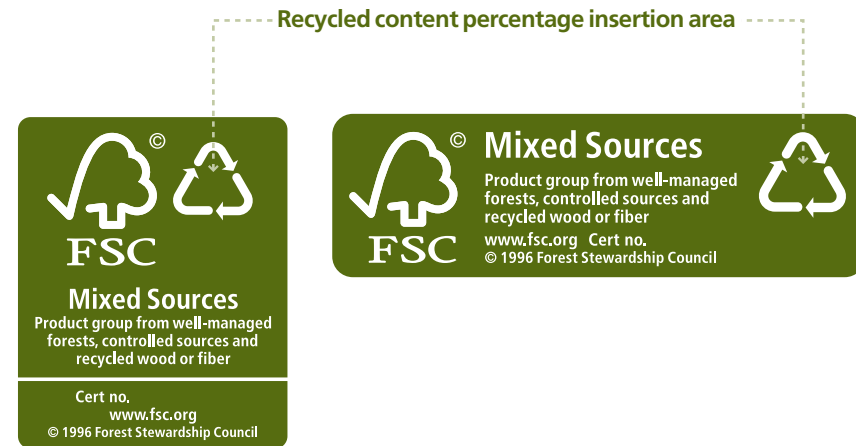
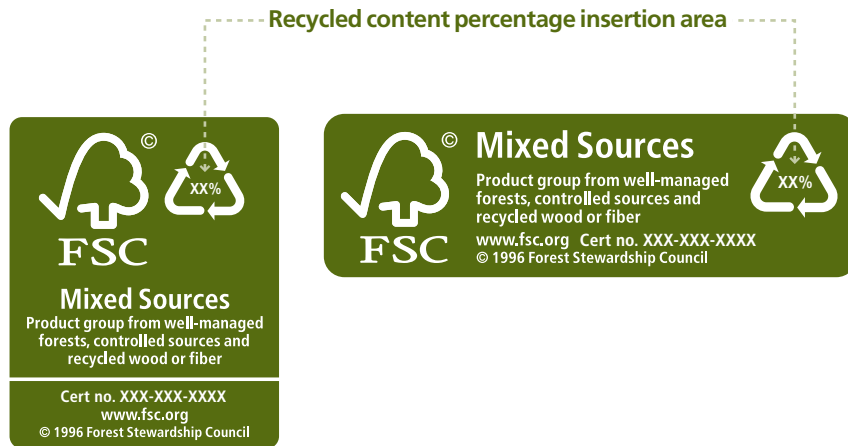
# FSC PRODUCT LABELING GUIDE

## 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.

### Recycled content percentage size

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

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



# 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](http://www.fsc.org)

# FSC\_100\_PPCC.EPS

### Label type

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

### File configuration

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

### File format

<b>EPS</b>	Editable file
<b>TIFF</b>	Manual certification code number insertion
<b>JPG</b>	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