

FSC® International Standard Requirements - 2011

The FSC trademarks are the primary communication tool for FSC certificate holders to demonstrate that their products meet the standards set by FSC. Therefore it is essential that they are used correctly, do not misguide customers and the public about certification claims and are not associated with quality aspects beyond those covered by FSC certification.

REQUIREMENTS

Ground rules for using the FSC trade marks -

- The Forest Stewardship Council™ A.C (FSC) owns three registered trademarks: the FSC “checkmark and tree” logo, the initials “FSC” and the name “Forest Stewardship Council”.
- In order to use the FSC trademarks, the organization shall have signed the FSC trademark license agreement and hold a valid certificate.
- The FSC trademarks shall not be used in a way that could cause confusion, misinterpretation or loss of credibility to the FSC certification scheme.
- Only the FSC label artwork provided on the label generator or otherwise issued or approved by the certification body or FSC shall be used.
- Where permanent parts of the product (other than any packaging materials or non-forest based materials) are not covered by FSC certification, the FSC label shall not be used.
- When a product is FSC labeled, marks of other forest certification schemes should not be used on the same product.

FSC LABELS

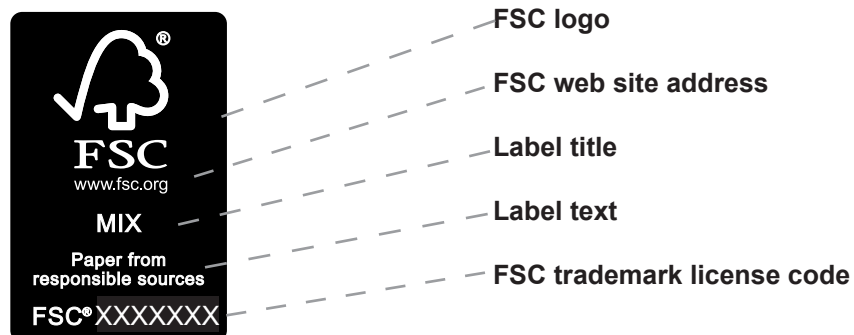
There are three categories of the FSC label, which describe the content of FSC material. The correct label should be chosen according to the claim with which the product or material has been supplied. Each category of label is available in portrait or landscape designs.

The FSC label categories are:

- a) 100% label for products containing 100% material from FSC certified forests. The label text is “[Product type] from well-managed forests”.
- b) Mix label for products containing a combination of material from FSC certified forests, FSC Controlled Wood or eligible recycled fiber. The label text is “[Product type] from responsible sources”.
- c) Recycled label for products containing only recycled fiber. The label text is “[Product type] made from recycled material”.

Standard label

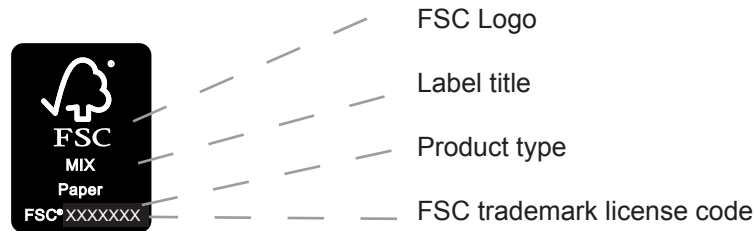
The required elements for the standard label are:



Mini label

The mini label may be used when there is not sufficient clear, unprinted space for the standard label in the area where the label is to be placed. The mini label may also be used on paper that is size A5 or smaller (5.8" x 8.3").

The required elements for the mini label are:



Graphic Rules

The FSC Logo may be used in green (Pantone 626C) or black and white, positive or negative. If the printing process uses CMYK instead of Pantone, the equivalent color to 626C shall be used.

If the printed item doesn't use any of the above mentioned 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.

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.

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.

The font used for labels is Arial Unicode MS.

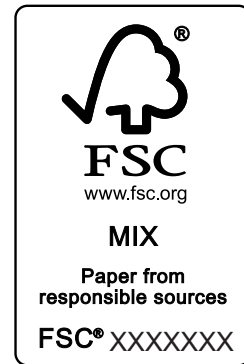
FSC labels may be used in portrait or landscape versions. Minimum size for the portrait label is 17mm (.669 inch) in width. Minimum size for the landscape label is 12mm (.472 inch) in height.

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.

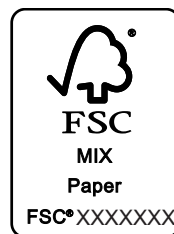


The FSC label should be placed on a non patterned background. Photographic or patterned backgrounds that are not disruptive or compromising to the FSC label design may be approved by the certification body.

Standard Mixed Sources Labels



Mini Labels



Minimum Size

Standard

.669"



.472"



Mini

.433"



.315"

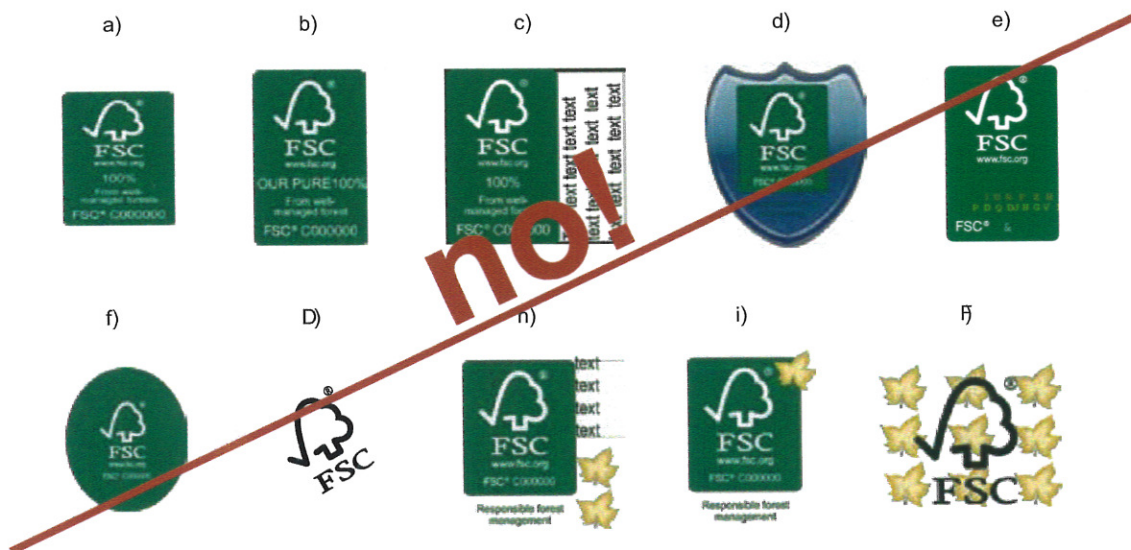


Misuse of the Label and Logo

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:



© 1996 Forest Stewardship Council (FSC) all rights reserved - ©SCBECR0002

Rainforest Alliance Certified™ SmartWood Labeling Guidelines Seal Usage

RAC Seal Placement

To ensure that the RAC seal is never compromised, it should not compete with existing text, graphics or images, including other certification marks. The seal should not appear on these materials in a position where it might be confused with a company or brand name of a product. Whenever possible, the RAC seal should be placed prominently along with the FSC logo.

The Rainforest Alliance Certified Seal can be sized in accordance with the FSC label or promotional panel as long as it is clearly visible when printed.

To ensure the visual impact of the RAC seal, a minimum clear area has been defined. Clear space around the seal should be approximately 20% of the width of the seal. No other elements may appear in this space.



Clear space around the seal should be 20% the width of the seal.

In this case, the seal is 1.25 in. across and a margin of 1/4 in. has been left on all sides.

Approved Color of the RAC Seal

- The RAC seal is preferred to be used in Pantone® 625 green (CMYK 69% Cyan, 21% Magenta, 57% Yellow, 7% Black)
- The green RAC seal is set on a white background and has the seal to ensure that it stands out from any background.
- The RAC seal is available in black on a white background.
- The RAC seal in black on a white background may be on color materials; and when printing in black and white.
- No background colors are permitted to show through the seal.
- No other color versions of the seal are permitted.

RAC Seal with FSC On-Product Labeling

For on-product labeling, the RAC seal should be reproduced in accordance with sizing requirements for the FSC label.

RAC seal = same height as FSC portrait label



RAC seal text within RAC seal = same height as FSC landscape label



RAC seal = same height as FSC landscape mini label



RAC seal text within RAC seal = same height as FSC landscape mini label

