

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.



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.

