



The mark of responsible forestry

SGS-COC-004869

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FOREST STEWARDSHIP COUNCIL (FSC) LOGO GUIDELINES

By deciding to print on FSC Certified stock AND use the FSC Product Label, it is necessary to leave the required minimum amount of space for the label in your design document. Whitman will then place the label in your document at the appropriate size while also leaving the required amount of white space around the label.

When using an FSC logo on a letterhead, postcard, brochure, envelope or some other pieces a brief statement may be required to accompany the logo. This statement is to identify that the printed piece was produced on FSC certified stock and to clarify that it's the printed piece that is certified, not your company.

Example: This letterhead is printed on FSC Certified Paper. This represents ACME Company's commitment to helping the environment.

LOGO FORMATS

Whitman Communications is not permitted to give out the FSC Product Labels to customers.

You may select the orientation (portrait or landscape) of the label based on what works best in your document design. All labels will be used at the minimum size requirements below. You may request a larger size and the label will be enlarged proportionally.

The logos are available in black or green and positive or negative format. Choice of color formats are dictated by strict guidelines. Your customer service representative will notify you if you have options.



19mm 19 mm=approx .75 in.
28.5mm 28.5 mm=approx 1.125 in.

Portrait Label

Minimum label width of 19mm

White space around label is a minimum of twice the height of the FSC wordmark.

For Portrait Labels, leave a minimum blank area of 1.125 in. wide x 1.3125 in. high



11mm 11 mm=approx .4375 in.
20.25mm 20.25 mm=approx .8125 in.

Landscape Label

Minimum label height of 11mm

White space around label is a minimum of twice the height of the FSC wordmark.

For Landscape Labels, leave a minimum blank area of 1.8125 in. wide x .8125 in. high

Prior to printing, all of our FSC Certified jobs are subject to review & approval by the Certification body of SGS North America on behalf of FSC.



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