

# Forest Stewardship Council (FSC) Logo Guidelines



In 2008, QSL became an FSC certified printer. The Forest Stewardship Council (FSC) is an international non-profit organization whose mission is to promote environmentally appropriate, socially beneficial, and economically viable management of the world's forests, chiefly through forest certification and product labeling standards.

Printing on FSC-certified papers is an effective way to demonstrate your or your client's commitment to sustainability and saves forests, protects wildlife habitats and keeps water clean.

The presence of the Forest Stewardship Council chain-of-custody logo ensures that the materials used to produce the product or printed piece were sourced responsibly. To use the FSC label on a printed piece, your substrate must be tracked through the FSC chain of custody. This means that every entity that touches the product—from the logger to the printer—must be FSC certified.

## FSC Certified Papers

When you choose FSC papers you can print the FSC label appropriate for that paper directly onto your project to promote the environmental qualities of the paper. QSL has a large variety of FSC certified stocks available to use on your projects including and we can help you select FSC-certified papers that will meet your needs. To obtain a list of the current FSC certified stocks visit [www.fscus.org/paper](http://www.fscus.org/paper) or talk to your QSL Rep for recommendations.

## On-Product Label Requirements

On-product FSC labels must meet strict graphical size, color and placement rules and must be approved by QSL's certifier prior to going to press. The actual language/claim on your label will depend on the paper you purchase. All labels must meet these requirements:

- + Must include the printing company's certification code.
- + The logo, whether landscape or portrait, must meet the minimum size requirement — 19 mm across for portrait labels, 11 mm high for landscape labels.
- + The logo is an approved color and contrast (positive/green, positive B&W, negative/green, negative B&W). FSC labels are available in Pantone, CMYK, and B&W versions.
- + The "clear space" is met, the non-print area surrounding the label remains uncluttered. It is calculated by using twice the height of the FSC word mark.

## Process for Printing the FSC Logo

If you are considering using FSC certified paper and want to use the FSC logo for an upcoming job follow these simple guidelines:

- + Let your QSL Rep know that you want to run your next job FSC.
- + When designing your project, be sure to leave room for the FSC logo, which we will place in your file for you. It is a requirement of our certification that we place the appropriate logo with our certification code directly into your file. Your QSL Rep can provide you with an FSC Product Label Selection Worksheet of available logo dimensions, orientations and colors to choose from. We can also provide you an FPO image to use as a placeholder.
- + Next you will receive a proof of your job. A copy of the page containing the FSC logo is sent for approval to our certifier, who will verify that the correct FSC claim label is being used on your project and that the logo standards are met. This approval process typically takes 24 hours. Once approved, your files will be released for printing, subject to your proof approval.
- + Once your project is printed it will be invoiced carrying a special denotation that your project was printed on FSC-certified paper.

Logo Examples:

