

# SUTTLESTRAUS HOW-TO

## FSC - FOREST STEWARDSHIP COUNCIL PLACEMENT GUIDE

The Forest Stewardship Council (FSC) label provides a credible link between responsible production and consumption of forest products, enabling consumers and businesses to make purchasing decisions that benefit people and the environment as well as providing ongoing business value.

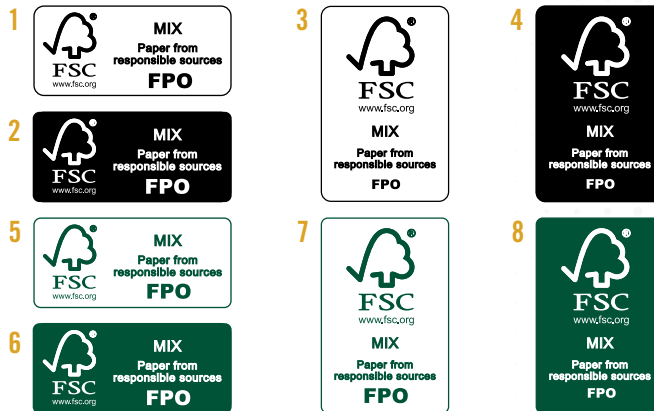
To use the FSC label on a product, Suttle-Straus completed a certification process to ensure the “chain of custody”. This chain of custody is a tracking and auditing system to ensure only FSC certified papers are being used in all phases of production. As part of this certification, all jobs following this audited chain of custody must contain the FSC logo with the Suttle-Straus license code.

As part of this FSC placement packet you have received sixteen FPO files to build into your job showing placement and style. The FPO placement files are as follows:

### Full Size FSC Logos:

These 8 FPO files represent the various options within the standard sized FSC logos. They are supplied at their minimum size and should not be reduced or altered. The green\* versions will run as 4 color process. Do not reduce.

- 1 FSC Landscape Black
- 2 FSC Landscape Reversed
- 3 FSC Portrait Black
- 4 FSC Portrait Reversed
- 5 FSC Landscape Green
- 6 FSC Landscape Reversed Green
- 7 FSC Portrait Green
- 8 FSC Portrait Reversed Green



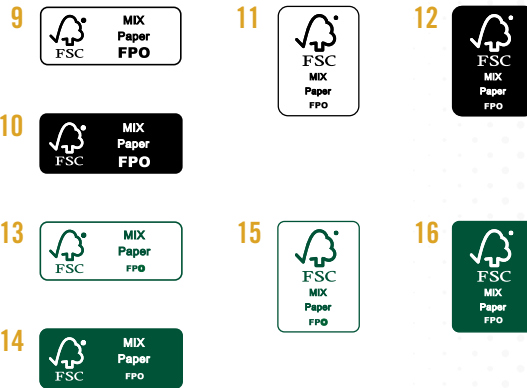
\*Green fill is FSC standard mix C100/M60/Y100/K20

### Minimum element size FSC logos (mini):

These 8 FPOs represent the various options within the minimum element sized logo. These are smaller than the standard size and contain less detail about the source. The recycle mobius is not available on the mini versions.

If space is a premium on a smaller project, such as a postcard, you may use these. **The full size logo MUST be used if there is enough space for the label at the minimum size and with a clear 1/8" space around it before choosing to use the mini logo.**

- 9 FSC Mini Landscape Black
- 10 FSC Mini Landscape Reversed
- 11 FSC Mini Portrait Black
- 12 FSC Mini Portrait Reversed
- 13 FSC Mini Landscape Green
- 14 FSC Mini Landscape Reversed Green
- 15 FSC Mini Portrait Green
- 16 FSC Mini Portrait Reversed Green



### Follow these general rules:

Maintain 1/8" clear space around logo.

- A label with the rounded corner, lined border must always be used. Logos cannot be altered.
- Suttle-Straus, Inc. will replace your FPO with one containing our license code; at this time we will submit your project for FSC approval; changes may be requested if the project use does not meet FSC specifications.
- The supplied FPOs do not include the recycled logo; when applicable, we will replace with a recycle logo (mobius) version.
- Not all papers qualify to have the recycled mobius as they may not contain recycled content, but instead may be produced from a well-managed forest.
- Avoid placing the logo over a non-continuous background that would make it difficult to read, such as a pattern or an exceptionally busy image.
- All FPOs are supplied at their minimum use size; they cannot be reduced further or modified in style.

**If you have any questions about FSC logo use, please contact your Suttle-Straus Sales Representative.**