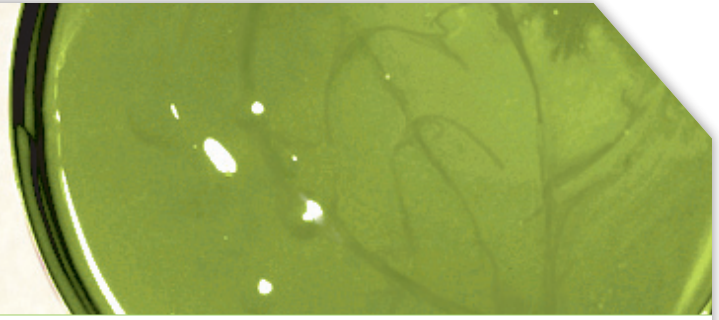


# FSC LOGO CHECKLIST



## WHAT IS THE FSC?

The FSC, or Forest Stewardship Council, is the most credible global authority on promoting responsible forestry behavior. Their job is to distinguish products that have had a part in beneficial forestry practices. Continue reading to determine if your next project can go on to be FSC certified.

## FSC CERTIFICATION\*

There are many steps involved when getting a piece printed, and before you can add the FSC logo, all parts of the process must be FSC certified.

- PAPER SELECTION** Be sure to opt for a paper stock that is FSC certified.
- CHOOSE A PRINTER** The next step is to find a printer that is FSC certified. Rest assured, O'Neil Printing is fully certified, however, if you're unsure about one's eligibility, the printer should provide you with a copy of their Chain of Custody Certificate.
- OBTAINING FSC LOGOS** Go to [oneilprint.com](http://oneilprint.com) to download the correct FPO logo for your project. O'Neil Printing will replace it with the final version before going to print.
- FINAL APPROVAL** Once the final "Print" logo with certificate number and recycled content % when applicable is inserted, the printer must submit a final proof to their certifier for final approval. This process can take up to 24 hours.

*\*Please note that any information regarding the FSC from this fact sheet is only in reference to paper, and does not, in any way, provide FSC certification.*

## LOGO USAGE GUIDELINES

Congratulations! Your project has met all the standards for FSC certification. In this section, you will read about the different variations of the logo and the standards for including it on your piece. Follow them carefully, or your project may not receive final approval. †

*†Note: Please maintain all proportions, shapes, colors, fonts, and composition of the logo. In no way should any of these elements be altered by the individual. The only changes that may be made are increasing the size.*

**WHICH TYPE OF LABEL SHOULD I USE?** There are three variations on the FSC logo: FSC Pure, FSC Mixed Sources, and FSC Recycled.

- Use the FSC Pure logo when the paper chosen is manufactured with 100% certified pulp.
- Use the FSC Mixed Sources logo when dealing with materials from FSC certified well-managed forests, individually certified companies, or recycled matter.
- Use the FSC Recycled logo when your project contains 100% post-consumer waste.

## THE DETAILS‡

- For more vertical applications, use the portrait logo version. For more horizontal applications, there is a landscape logo version available.
- Make sure there is at least twice the height of the FSC watermark on all sides of the logo. This is to make sure the logo is not lost among competing elements.
- The horizontal format logo must be a minimum of 11mm in height.
- The vertical format logo must be a minimum of 19mm in width.

*‡For complete information on logo usage, download the official FSC labeling guide at [oneilprint.com](http://oneilprint.com) or visit [fscus.org](http://fscus.org).*



Put your knowledge to the test and print this sheet on recycled paper, or don't print it at all! For more information about environmental awareness in the print field, call O'Neil Printing at **602.258.7789** or visit us online at **[oneilprint.com](http://oneilprint.com)**.