

QUICK GUIDE TO FSC TRADEMARK USAGE – BACKGROUND

SOLID BACKGROUND



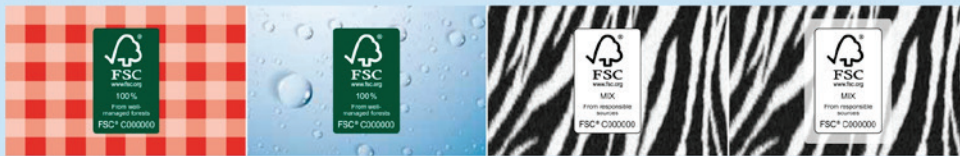
Solid with rounded corners



Solid without rounded corners



PATTERNED BACKGROUND



Regular patterned background



Slightly patterned background



Strongly patterned background affecting exclusion zone



Strong patterns with fade out exclusion zone



NOTE: Regular patterns are most likely to be approved; strong patterns that affect the exclusion zone are less likely to be approved.

PATTERNED BACKGROUND



Any pattern going through the label or logo



PHOTOGRAPHIC BACKGROUND



Background affects the exclusion zone



Photographic background with exclusion zone faded out



Slightly photographic background



PLACEMENT



In combination with other brands



Endorsement of quality aspects outside FSC certification



In conjunction but independent from other brands



SHAPED BACKGROUND



Within a border

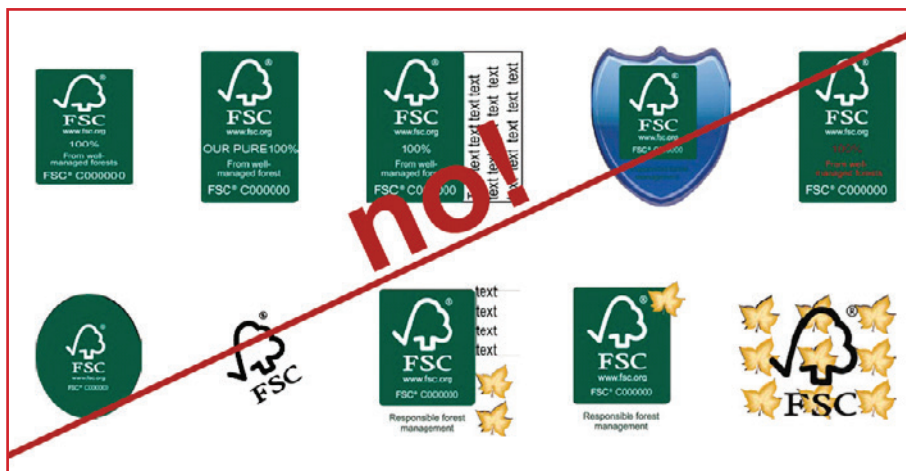


Within a border with the exclusion zone respected



NOTE: Patterned backgrounds are more likely to be approved than photographic backgrounds and illustrations.

The examples refer to the FSC-STD-50-001 (V1-2)



Størrelser og afstande:

Portrait:
mindst 17 mm bred.

Landscape:
mindst 12 mm høj

Afstanden rundt om logoet er mindst højden på bogstaverne "FSC" i logoet