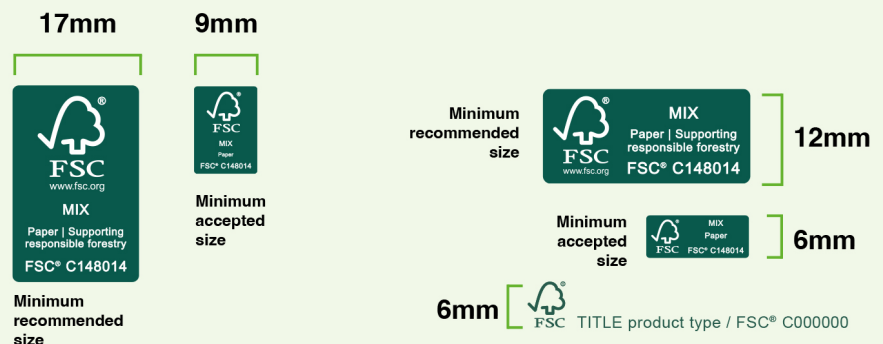


FSC® LOGO APPROVAL CHECKLIST

A quick guide for external on-product labelling

Check the size

For portrait a minimum size of 9mm wide. For landscape a minimum size of 6mm high. For very small spaces with limited printing surface a one line arrangement may be used with a minimum 6mm height of the FSC logo.



Check the quiet space

The minimum quiet space around all sides of the logo must be equal to or greater than the cap height of the 'F' from the 'FSC' logotype.



Check the claim

New Zealand has access to either FSC Mixed Credit or FSC Recycled Credit paper. Make sure the logo matches the paper claim specified on the job.



Check the trademark

The FSC logo is a registered trademark in New Zealand. Therefore all uses of the logo must feature the ® symbol (not ™). The ® symbol shall also be added to 'FSC' and 'Forest Stewardship Council' at the first or most prominent use in any text; one use per material is sufficient (e.g. website or brochure)



Check the licence code

Kale Print is a multi-site FSC certified organisation which includes Cypress Street and Advocate Print facilities. Our certification is identified by a unique code. All FSC logos must be accompanied by the correct code to identify our chain of custody; **FSC® C148014**

Check the placement

Ensure logo placement is independent from any other branding, ie, not on a cover. Select the correct colour way for the background.

