

Suttle Straus HOW-TO

FSC - FPO placement & guidelines

(FPO = For Position Only)

The Forest Stewardship Council (FSC) label identifies products that come from an environmentally and socially responsible source. 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 certification code.

The follow is an overview of the FSC logo placement packet you have received or downloaded.

As part of this FSC placement packet you have received 10 FPO files to build into your job showing placement and style. The 10 placement files are as follows:

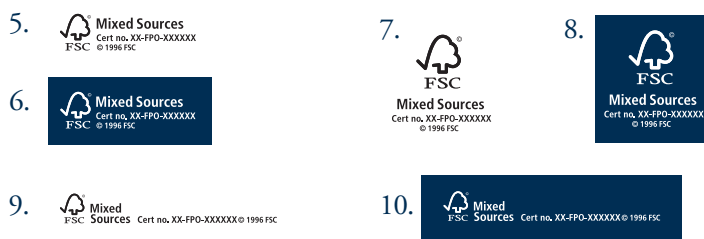
Standard size FSC logos: these 4 FPOs represent the various options within the standard-sized FSC logos. They are supplied at their minimum size in both black and reverse styles. Do not reduce.

1. FSC-Landscape-black-FPO.eps
2. FSC-Landscape-reversed-FPO.eps
3. FSC-Portrait-black-FPO.eps
4. FSC-Portrait-reversed-FPO.eps



Minimum element FSC logos: these 6 FPOs represent the various options within the minimum elements sized FSC logo. These are smaller than the standard size and contain less detail about the source. If space is a premium on a smaller project, such as a postcard, you may use these. They are supplied at their minimum acceptable size in both black and reverse styles. Do not reduce further.

5. EXB-black-FPO.eps
6. EXB-reversed-FPO.eps
7. EXV-black FPO.eps
8. EXV-reversed-FPO.eps
9. EXH-black-FPO.eps
10. EXH-reversed-FPO.eps



Use the version that works best and place in your art file to show position while keeping these guidelines in mind:

- Use landscape or portrait depending on best fit
- Use the black text version against no background or light color backgrounds; go with the reverse version on darker backgrounds or when the black version becomes difficult to read



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continued

- 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; do not reduce further
- Maintain 3/16" clear space around logo
- Suttle-Straus, Inc. will replace your FPO with one containing our certification code; at this time we will submit your project for official approval; changes may be requested if the project use does not meet their specification
- The supplied FPOs do not include the recycled logo; depending on the paper type, we will swap out with a recycle logo version when applicable

If you have any questions about FSC logo use please contact your Suttle-Straus Account Manager.