

DESIGN WITH FSC®

As a graphic designer, your work plays a crucial role in conveying messages and shaping perceptions. However, it's equally important to ensure that your designs align with sustainable practices. The Forest Stewardship Council (FSC) certification is a vital aspect of sustainable design.

RESPONSIBLE SOURCING

Paper and packaging are some of the most widely used forest-based products, so ensuring they are sustainably sourced is crucial to protecting healthy, resilient forests. FSC certification allows you to provide the responsible choices consumers want and demonstrate your commitment to forests.

FOREST STEWARDSHIP COUNCIL

The Forest Stewardship Council (FSC) is the world's most trusted sustainable forest management solution, trusted by NGOs, consumers, and businesses alike to help promote healthy and resilient forests, for all, forever.

FSC certification ensures that forest-based materials, such as paper and packaging, are procured from forests adhering to stringent environmental and social criteria.

3 LABELS. 1 MISSION.

Behind every FSC label is a product that supports responsible forestry. Found on thousands of products around the world, the FSC labels provide assurance that the materials or product comes from verified and responsible sources that have met FSC's strict environmental and social requirements.



FSC 100% products made from 100% virgin material from FSC-certified forests.

FSC MIX products which are made from FSC virgin fibre, and/or recycled materials with controlled virgin fibre.

FSC RECYCLED products which are made with 100% recycled fibre.

DESIGN WITH PURPOSE

Embrace sustainability as a core principle of your design practice, and together, we can create a more environmentally and socially conscious future.

Here's what you can do:

- 1. Material Selection**
Choose FSC-certified paper and wood-based materials for your designs whenever possible.
- 2. Educate Clients**
Advocate for sustainable practices and educate clients about the importance of using FSC-certified materials. Incorporate sustainability into your design proposals.
- 3. Design Responsibly**
Consider the environmental impact of your designs, including factors like paper usage, printing techniques, and recyclability.

GRAPHICAL REQUIREMENTS

The FSC certified companies already have access to the FSC label graphics and know how to obtain approvals.

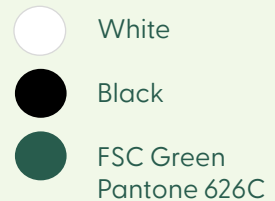
Portrait label



Landscape label



Colours



ELEMENTS OF A LABEL

Label title, either FSC 100%, FSC MIC or FSC Recycled

Mobius loop, identifies % of pre/post-consumer waster

FSC website



Product type, identifies the type of product e.g. paper, wood

Label text, e.g. Supporting responsible forestry or from recycled material

FSC License code, belongs to FSC certificate holder

Our full requirements can be found at www.ca.fsc.org