

# Visy – FSC® Artwork Guidelines and specifications for use



## Customer guide for the application of the FSC logo

FSC Certified packaging material is available for approved Visy fibre packaging products. As such, the FSC “on product logo” is available for printing onto FSC eligible products.

FSC has strict rules on the use of the “on product logo” through the FSC Standard ([FSC-STD-50-001](#)).

The following is a guide for Visy customers to apply the FSC logo on Visy’s behalf and as such adherence to this guide is mandatory.


As Visy is the licensee for the FSC logo (FSC-C008345) that may be used on Visy’s products, rules and approvals have been established to ensure control of its use.

To determine if your artwork is eligible for the FSC logo, please contact your Visy Account Manager.



# Proofs with the FSC Artwork

Acknowledgement of the FSC logo shall be included in the title block of the artwork / proof. If you have requested the logo, please ensure that it is visible on the proof.

 <p>©11 Jan Thu 5th January 2017  <a href="http://fineartgraphics.com.au/artnow/">http://fineartgraphics.com.au/artnow/</a>                  ARTNOW completed: <input type="checkbox"/></p>	CUSTOMER: PEERLESS HOLDINGS PTY LTD ART VERSION ID: 3222956	Customer Code: P530    Product Code: 25PLAINCTN03 Product Style: V4C19777ABB Dimensions: 364(L) x 270(W) x 276(D)	Colours: BLACK VIPA No:                      Stereo No: A0396 Date: Thu 5th Jan 2017    LHO/RHO: LHO	FSC Y N <input checked="" type="checkbox"/>
	<p><small>If you require further changes to this artwork, please supply your contact details and availability - we will then call you and share our screen on-line before finalising the next version of your artwork. Try it out! This is our new ARTNOW service, to provide you with final artwork, quicker...</small></p>	Description: 25KG PLAIN CARTON Barcode Type:                      Barcode Magnification:	Customer Signature:                      / / /	<input type="checkbox"/> NUMBER OF BARCODES <input type="checkbox"/> BEARER BARS <input type="checkbox"/> COLOUR

PLEASE READ AND CHECK CAREFULLY. Please check this computer proof carefully before signing. Your signature is the approval to proceed to the plate making stage and signifies your acceptance of the preparation costs quoted. If this proof is correct as to copy, spelling, layout, barcodes and colours, please sign the proof. While preparing this artwork and proof, it is understood that we accept no responsibility for any errors overlooked in the customers own, final proof reading. PLEASE NOTE: The colours of the finished product will vary from this proof as the ink and paper used to generate this artwork is different to that of a cardboard carton. Due to this the PMS colours quoted may not be a direct representation of the Pantone Colour Book.

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Example only.

# SPECIFICATIONS

## Size, Format and Colour

### Size:

Minimum logo sizes across the Visy group have been determined to ensure quality and printability. Outlined below are minimum sizes depending on the print process, with any increase in size allowable but must be done proportionally to scale (L x W).

## Post Print Flexo Specifications:

Logos shown are not to scale.

Specifications below are minimum size only.

TM Cap height 2.2mm



TM Cap height 2.4mm



## High Resolution Flexo Specifications:

Logos shown are not to scale.

Specifications below are minimum size only.

TM Cap height 0.9mm



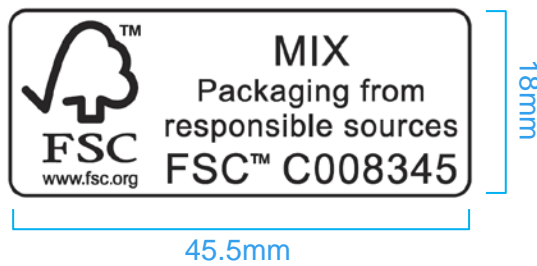
TM Cap height 0.9mm



## Positive Pre-Print Specifications:

Specifications below are minimum size only.

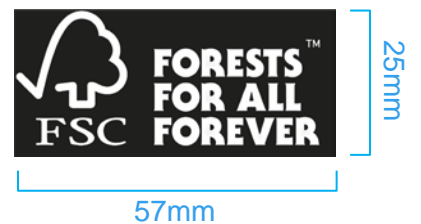
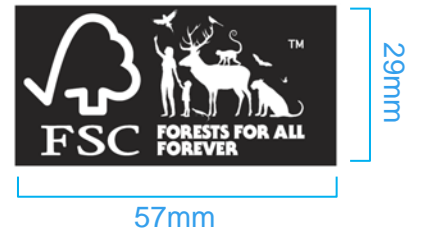
Logos shown are not to scale.



## Negative Pre-Print Specifications:

Specifications below are minimum size only.

Logos shown are not to scale.



## Format:

'Portrait' format is preferred due to print reproduction and quality. In most cases, unless space does not allow, the portrait logo will be used.

## Colour:



### Standard Label – Portrait

All print processes

- Black Positive print on clear background.
- Where black is not available on the Customer's artwork, the darkest, or most contrasting colour may be used.
- Pre-print / Litho
- FSC Green: Pantone 626C for Coated applications
- FSC Green: Pantone 342U for Un-coated applications

**NOTE: Black Positive print on clear background is the preference.**



### Promotional Logo





- Black Positive print on clear background is the preference
- White print on clear background is acceptable

**NOTE: No colour substitution allowed**

## Visy Standard FSC Artwork Logo Template

When Specific approval is granted, Visy may request the FSC Mix logo on a selected product. The FSC Mix logo licensed to Visy shall be provided to the Art Supplier to apply on Visy's behalf. The design approval is restricted to the options shown below in Table A.

### Table A: Mandatory FSC Logo Options

 <p><b>Clear background Negative Print</b></p>	 <p><b>Black Positive Print (Preferred Option)</b></p>
 <p><b>Black Negative Print (Available in Pre-Print only)</b></p>	 <p><b>Black Positive Print (Preferred Option)</b></p>

## Visy FSC Promotional Logo

The below FSC Promotional logos may be used on eligible products and must be accompanied by the mandatory FSC logo (e.g. A Forests Forever logo can only be used with the appropriate FSC "Mix" Logo, as below).



There shall be NO VARIATION to the colours to logos in Table B below.

### Table B: Promotional FSC Artwork (Optional)

		<p><b>Promotional Logo Black or White Positive</b></p>
<p>*The FSC Promotional (reversed out) brand is only available in Pre-print – White background. ** An FSC logo (Table A) must accompany on the packaging either of the logo's above</p>		

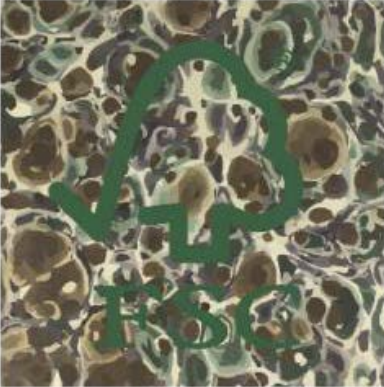
## Logo Placement

For consistency, placement of the FSC logo should be towards the base of the Box unless specified otherwise in the artwork brief.

### Placement of the logo must follow these rules (see images below):

1. Background must be uncluttered (image below represents poor placement)
2. No placement on background that would be misleading (image below shows misleading placement)
3. Must be enough clear space around the logo – calculated using the height of the 'FSC' text within the logo applied

1.



2.

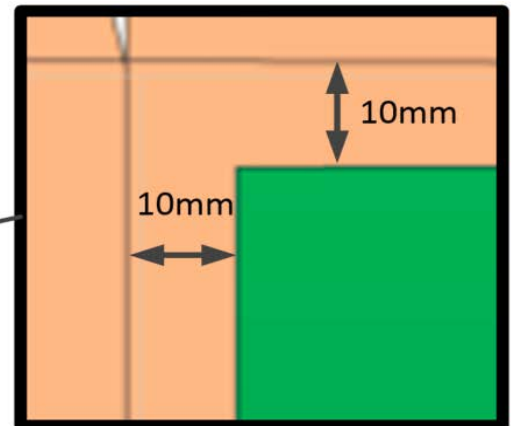
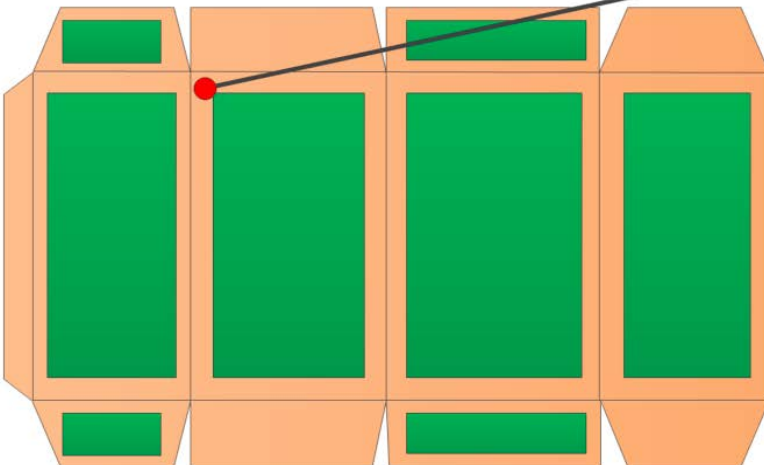


3.



### The logo shall be placed on any visible surface of the box/carton.

Attention must be taken for the placement of logo on products where material will be removed / cut out e.g. Shelf ready, ventilation holes, slots etc.



To allow for process variation during manufacturing the logo must not be placed within 10mm of any score or edge

Green area indicates approved area for logo placement. Non-visible areas, e.g. minor flaps and glue lap, cannot be used for logo placement.

The logo will only be placed in one location on the box unless specified otherwise on the artwork brief.

## Special Approval

Any use of additional wording or logos to support the Visy FSC logo will require additional approval.

Submit draft artwork to the following email:

[fsclogo@visy.com.au](mailto:fsclogo@visy.com.au)