CRESCENT PRINTING COMPANY
Printing with Forest Stewardship Council® (FSC®) Certified Paper Chain-of-Custody

As part of our ongoing commitment as a sustainable green printer, Crescent Printing offers Chain-of-Custody FSC® Certification for paper.

Paper bearing this designation has been manufactured using recycled sources and/or wood pulp harvested from forests that are responsibly managed. The world's forests meet the social, ecological, and economic rights and needs of the present generation without compromising those of future generations.

At customer request, a logo can be printed on the piece itself, indicating that the job was produced using Forest Stewardship Council™ (FSC®) Certified Paper. If you want to print a job using FSC® Certified paper, here's how the process generally works.

Let your salesperson know that you want FSC® Certified paper. It's important to do this early in the process since FSC® Certified paper may take longer to procure than non-FSC® Certified paper.

Then you send us your files. During the preflight, we will determine which of the FSC® Certified logos is correct for your product, based on the paper requested. We'll place the logo, usually on one of the cover pages, and send a PDF proof to you for your preliminary approval. Once you approve it, we will send the same PDF to the certifying body for their approval. We must have their approval in order to move forward with the job. Approval from the Forest Stewardship Council® can take up to 48 hours.

The guidelines for logo use and placement are fairly strict. To help you better understand the limitations, here is a list of restrictions and guides that we use when preparing the logo for your job.

- The front or back cover is the preferred placement since the label should be clearly visible.

- If the cover and the insides print on two different papers, the logo must be based on the lesser of the two papers. For example, if one paper contains 10% recycled content and the other paper contains 0% recycled content, the label will be based on the paper with 0%.

- The logo can be used in more than one place on the piece, but two different logos can *never* be used.

- The logo must have clear space around it so it remains uncluttered. The clear space is calculated by using the height of the FSC® initials of the logo.

- Full color (green) logos are the preferred version, however, black and white positive and negative are also acceptable.

- The logo color can be changed only if the piece will print with just 1 or 2 colors and neither is an approved color.

- Minimum size for the portrait label is 17mm in width.

- Minimum size for the landscape label is 12mm in height.

- The green (full color version) logo is generally used on 4-color jobs and the black logo is generally used on black-only or two-color jobs.

- Negative (reverse) versions of both green and black are available when the label needs to be placed on a dark background.

- The proportions of the logo cannot be altered.

- The shape of the logo cannot be altered.

- The fonts inside the label cannot be changed.

- Only approved colors can be used for the label.

- Only approved colors can be used for the text inside the label.

- The logo information cannot be changed; it must appear exactly as generated.

Example of a full color, portrait logo

Example of a positive, black and white, landscape logo

As always, if you'd like more information or have further questions, please give us a call.