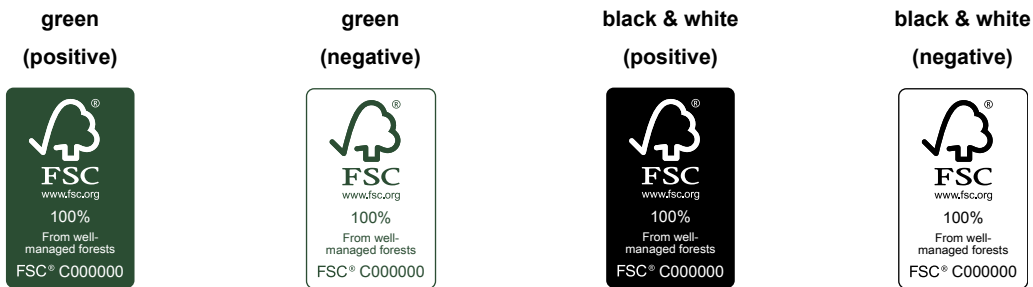




10.3 The font used for labels is Arial Unicode MS.



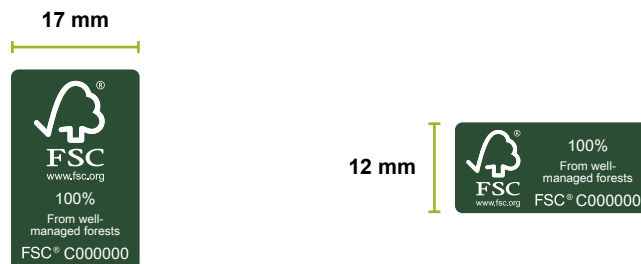
**Format and size**

10.4 FSC labels may be used in portrait or landscape versions.

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

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

10.7 Where adding the product type or translation requires more space, the portrait label grows in height and the landscape label in width only.



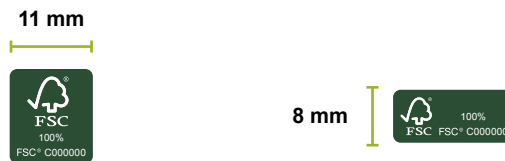
**Trademark symbol**

10.8 The trademark symbol shall be chosen for the logo and the initials FSC before the license code in the label, as in Annex 1.



**Mini label**

- 10.15 When there are space limitations, the mini label may be used (see 3.3). Color, format, font and placing shall follow the rules of the standard label. The trademark symbol shall be chosen as specified in Annex 1.
- 10.16 The border shall be defined for mini labels as for standard labels. For stencils, heat brands and very small items, the mini label may be reproduced without the border.
- 10.17 Minimum size of the portrait mini label is 11mm in width.
- 10.18 Minimum size of the landscape mini label is 8mm in height.



**11 PROMOTIONAL USE OF THE LOGO**



The mark of responsible forest management

**Promotional panel**

- 11.1 When the promotional panel is used, the color and format follow the rules of the FSC label. The promotional panel may appear without the border.
- 11.2 The minimum size of the promotional panel is calculated by the height of the logo (tick-tree and initials) which shall not be less than 10mm. The promotional statement can be arranged on one, two or three lines as needed.