

# FSC® Brand Book 101

Typeface: Greycliff CF

**AaBbCcDdEe**  
GREYCLIFF CF EXTRA BOLD

**AaBbCcDdEe**  
GREYCLIFF CF MEDIUM

Headlines can be sentence case and on multiple lines.

SUB-HEADLINES ARE UPPERCASE AND ON ONE OR MULTIPLE LINES.

“ Quotes look great in one or multiple lines. ”

PERSON'S NAME

BODY COPY:

- Greycliff CF Medium.
- Leading = 120% font size:  
10 pt font size = 12 pt leading  
12 pt font size = 14.4 pt leading
- Range left.

## Colour Palette

### FSC PRIMARY:

These colours are ever present and form the foundation of every piece of FSC communication.

<b>FSC DARK GREEN</b>  PMS 626C C80 M18 Y56 K54 R40 G92 B77 HEX #285C4D	<b>FSC GREEN TINT</b>  PMS 368C @10% C5 M0 Y10 K0 R241 G248 B232 HEX #F1F8E8
<b>FSC BRIGHT GREEN</b>  PMS 368C C65 M0 Y100 K0 R120 G190 B32 HEX #78BE20	

### FSC NATURAL:

These colours work in harmony with the Primary palette and are most effective when used with imagery. The secondary colour palette to be used primarily with graphs or long-form communication

<b>FSC SUN</b>	PMS 7402C C3 M8 Y43 K0 R235 G217 B159 HEX #EBD99F
<b>FSC EARTH</b>	PMS 467C C11 M19 Y42 K2 R212 G190 B151 HEX #D4BE97
<b>FSC WATER</b>	PMS 3577C C45 M9 Y3 K0 R140 G187 B221 HEX #8ABADD
<b>FSC STONE</b>	PMS COOL GREY 2 C C14 M10 Y8 K0 R208 G209 B219 HEX #D0D1DB

### FSC ACCENT:

These colours work in harmony with the Primary palette and are most effective when imagery isn't available/required. Recommended for subtle highlights.

<b>FSC ORANGE</b>	PMS 130 C C0 M32 Y100 K0 R242 G169 B0 HEX #F2A900
<b>FSC GREEN</b>	PMS 359 C C38 M0 Y58 K0 R161 G218 B142 HEX #A1DA8E
<b>FSC BLUE</b>	PMS 2985 C C58 M0Y0 K0 R91 G195 B245 HEX #5BC3F5
<b>FSC VIOLET</b>	PMS 2563 C C18 M38 Y0 K0 R203 G164 B231 HEX #CBA4E7

## Things to remember

For all communication materials, the 'Forests For All Forever' landmark is preferred.



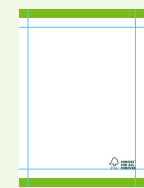
The FSC Brand Architecture follows a 'Branded House' principle, meaning all logos are consistent with and derive from the master brand.



New icons or brandmarks should not be utilized without approval, as they dilute the FSC 'check tree' mark.



The FSC FFAF brandmarks should be placed in the bottom right-hand corner of all assets.



The FSC license code shall be included every time the trademarks are used. The license code may be omitted when the trademarks are used for educational purposes/on social media/in email signatures, which specify the sender's FSC entity.

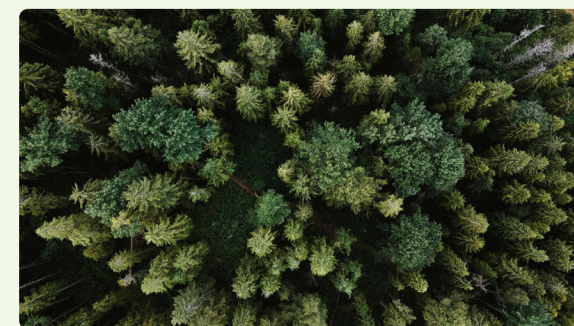
**FSC®000000**  
LICENSE CODE:  
· Greycliff CF Extra Bold.

## Photography

FSC imagery leverages a cool colour scheme, working well with the FSC Primary colour palette.

Make sure to collect the respective license of each picture and give credits when required. When there are identifiable people present in a photo created by FSC, you must collect the corresponding GDPR form hand-signed by the people in the picture.

### FORESTSCAPES



### ECOSYSTEMS



### COMMUNITIES



### VALUE CHAINS



## Forest Frames

The Forest Frames can sit at the top and bottom or left and right margins and can be filled with colour or vibrant imagery



### Setting up the forest frames

- A3** = 10% document height
- A4** = 5% document height.
- 1:1** = 10% document height.
- 1920x1080** = 10% document height.

## Support and approvals

All assets are available to download in the OneFSC Intranet portal.

Our team at FSC International is happy to collaborate and support with guidance and approvals for the development of your bespoke assets and campaigns or answer any questions you may have. [marketing@fsc.org](mailto:marketing@fsc.org)

The trademarks shall only be used with explicit pre-approval from the FSC Trademark Management team. [trademark@fsc.org](mailto:trademark@fsc.org)

