



# Together **WE ARE FSC™**

**CREATIVE GUIDELINES - TOGETHER WE ARE FSC CAMPAIGN 2019**









# CONTENT

## **CAMPAIGN INTRODUCTION**

Background for the campaign	5
How to engage	5
Target group	5
FSC and the Sustainable Development Goals (SDG)	6

## **CAMPAIGN ASSETS ONLINE / OFFLINE**

Campaign logos	8
Campaign Platform	9
Outdoor communication / posters with SDG focus	10
Outdoor communication / posters - cobranding possible	16
Video assets with stories from the forests	18
Video assets with focus on SDGs	20
Hangtags	24
Leave Behind Postcards with care instructions	26
Leave Behind Postcards with own logo	28
Social media assets	30

## **CREATIVE GUIDELINES FOR USE OF THE CAMPAIGN**

Changes to imagery and use of images	35
No editing of text elements	35
Adding elements of text	35
Translation of the campaign	36
Translation of Together We Are FSC logos	36
Co-branding of the campaign	37
Sign off process	37

## CAMPAIGN INTRODUCTION:

# Together WE ARE FSC™

**FSC is a movement of people that work together to create a different future for our forests and planet. And the work we do together could have a real impact on the livelihood of future generations. This campaign shows how we work together to do just that.**

We are all FSC - everyone from forest owners to forest workers and producers; from NGOs to consumers worldwide. We are all part of a movement that is working hard to deliver on the United Nation's Sustainable Development Goals (SDGs).

This movement was founded on a constructive, impact-based approach through which businesses, NGOs, and other stakeholders working with FSC could show their contribution to the movement in a positive, tangible way.

With this campaign, Together We Are FSC, there is both a sense of connection and a sense of reward (for a greater good) when trading FSC-certified products. This campaign uses a combination of storytelling and beautiful imagery to help you talk about the contribution we're all making towards realising the SDGs.



## **HOW TO ENGAGE**

We encourage all of our stakeholder to help bring the campaign to life by utilizing the campaign platform, the stories and the assets across their platforms.

Share the campaign in any way that fits your purpose as a business or NGO. Help us spread the message by highlighting your engagement with FSC using the campaign assets.

In this document you will find an overview of the assets available for download free of charge for all FSC certified companies and all FSC Trademark License Holders through our Marketing Toolkit.

## **BACKGROUND FOR THE CAMPAIGN**

The campaign was created by drawing inspiration from the vision of “One FSC”. Everyone associated with our system, from forest owner and forest worker to producer, NGO or consumer each play our own important role in FSC.

Snapshots from the lives and work of a variety of people, from forest owners in Finland to a hotel owner in Mexico, depicts our global community’s united effort to ensure forests for all forever. No matter where you get your wood or paper from, when the product is FSC-certified you are supporting our global mission.

When choosing FSC you’re supporting our strategic work in the world’s most vulnerable regions. And you contribute to making sustainable forestry a global priority. Because together we are FSC.

## **TARGET GROUP**

The “Together We Are FSC” campaign is meant as a structured way for anyone working within the field of corporate social responsibility (CSR) and FSC to better understand how FSC helps their business achieve the

SDGs.

The campaign also helps anyone who is passionate about meaningful change understand why FSC is important on a global level and the impact of choosing FSC. This is relevant for all FSC-engaged NGO's, organizations and businesses.

The campaign assets can easily be downloaded and implemented on social media platforms, webpages and CSR-reports.

## **FSC AND THE SUSTAINABLE DEVELOPMENT GOALS**

The campaign and platform is linked to the sustainable development goals (SDG's). FSC addresses 14 of the 17 SDGs, covering ecological and social issues in forests around the globe. This makes FSC a solution for anyone who wants to do their part to achieve the SDGs.

## **IS THIS ALL BECAUSE OF FSC?**

Aside from direct influence, such as those provided by third party FSC-audits, and concrete examples like FSC auditors urging the community to buy an ambulance, it can be difficult to distinguish what is solely a consequences of FSC certification, and what has come about as a result of influence of the forest owners, stakeholders (such as communities), FSC and the government. Often, it can be a strong combination of all these factors.

Often FSC certification plays the important control role through the yearly third party audit. In many cases FSC is the only organ to pro actively check up on social and ecological issues, even when rules apply. FSC is also a tool with a built-in security system because FSC can terminate the FSC-certificate if standards are not met at any time.

## CAMPAIGN LOGOS

*Together*  
**WE ARE FSC™**

*Together*  
**WE ARE FSC™**

### COLOUR OPTIONS:



C:0 M:0 Y:0 K:0



C:0 M:0 Y:0 K:100



C:81 M:33 Y:78 K:28



## FSC.ORG/TOGETHERWEAREFSC

is a visual platform. A lot of the content from the platform can be directly shared on social media.

The platform has a section giving license holders only the option to login and download materials for use in own media or offline.





## CAMPAIGN PLATFORM



## OUTDOOR COMMUNICATION / POSTERS WITH SDG FOCUS

600x900 mm posters both for internal and consumer facing communication.

Available as open files that can be scaled to various formats.



*Together*  
**WE ARE FSC™**

**We are on a mission to end poverty through ensuring reasonable wages in our forests and shared benefits from forest management.**

Who are we?

We are FSC-certified forest owners, forest workers, producers, environmental organizations, social organizations and consumers.

We are FSC.

[www.fsc.org/togetherweare](http://www.fsc.org/togetherweare)







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## OUTDOOR COMMUNICATION / POSTERS WITH SDG FOCUS



**Together  
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**FORESTS FOR ALL FOREVER**

**3** **Good Health and Well-being**

**GOALS**



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# OUTDOOR COMMUNICATION / POSTERS WITH SDG FOCUS



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## OUTDOOR COMMUNICATION / POSTERS WITH SDG FOCUS



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# OUTDOOR COMMUNICATION / POSTERS WITH SDG FOCUS



## OUTDOOR COMMUNICATION WITH SDG FOCUS WITH COBRANDING POSSIBLE

600x900mm posters both for internal and consumer facing communication.

Available as open files that can be scaled to various formats.



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 **FORESTS  
FOR ALL  
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YOUR LOGO







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## VIDEO ASSETS – STORIES/INFORMATIVE VIDEOS

(Intended for sharing on social media platforms)

Below video assets can be found in the download area on the FSC marketing toolkit.

It is recommended to link directly to [fsc.org/togetherweare](https://fsc.org/togetherweare) when sharing..



90 SEC VIDEO, TOGETHER WE ARE FSC



90 SEC VIDEO, NAMIBIA



90 SEC VIDEO, PERU



90 SEC VIDEO, GABON



90 SEC VIDEO, FINLAND



90 SEC VIDEO, MEXICO



90 SEC VIDEO, SWEDEN



## VIDEO ASSETS – SHORT TEASERS

(Intended for sharing on social media platforms)

Below video assets can be found in the download area on the FSC marketing toolkit.

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**30 SEC VIDEO, SAWMILL IN GABON**  
SDG NO. 8, DECENT WORK AND SDG NO. 15, LIFE ON LAND



**30 SEC VIDEO, SMALLHOLDER FOREST IN FINLAND**  
SDG NO. 5, GENDER EQUALITY AND SDG NO 15, LIFE ON LAND



**30 SEC VIDEO, NON TIMBER FOREST PRODUCTS IN PERU**  
SDG NO. 1, NO POVERTY AND SDG NO. 5, GENDER EQUALITY

## SDG VIDEO ASSETS – SHORT VIDEOS

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**30 SEC VIDEO, SDG 01  
NO POVERTY**



**30 SEC VIDEO, SDG 02  
ZERO HUNGER**



**30 SEC VIDEO, SDG 03  
GOOD HEALTH AND WELL-BEING**



**30 SEC VIDEO, SDG 04  
QUALITY EDUCATION**



**30 SEC VIDEO, SDG 05  
GENDER EQUALITY**



**30 SEC VIDEO, SDG 06  
CLEAN WATER AND SANITATION**



## **SDG VIDEO ASSETS – SHORT VIDEOS**

(Intended for sharing on social media platforms)



**30 SEC VIDEO, SDG 07  
AFFORDABLE ENERGY AND CONSUMPTION**



**30 SEC VIDEO, SDG 08  
DECENT WORK AND ECONOMIC GROWTH**



**30 SEC VIDEO, SDG 12  
RESPONSIBLE CONSUMPTION AND PRODUCTION**



**30 SEC VIDEO, SDG 13  
CLIMATE ACTION**



**30 SEC VIDEO, SDG 14  
LIFE BELOW WATER**



**30 SEC VIDEO, SDG 15  
LIFE ON LAND**

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**30 SEC VIDEO, SDG 16  
PEACE, JUSTICE AND STRONG INSTITUTIONS**



**30 SEC VIDEO, SDG 17  
PARTNERSHIPS FOR THE GOALS**







## HANGTAGS

(intended to be printed and attached to FSC-certified products)

148x105mm cards thanking for the purchase of fsc, both for internal and consumer facing communication. Available as Open files that can be scaled to various formats and displays.







## LEAVE BEHIND MATERIAL

With care instructions

210x148mm POSTCARDS with focus on different timber using sectors, both for internal and consumer facing communication. Available as Open files that can be scaled to various formats and company logo can be incorporated.



### Thank you for choosing FSC-certified wood

By choosing FSC, you high-fived the forest your wood came from, and you made sure the forest would still be there for generations to come.

Your might also be happy to know that your choice means safety for forest workers and better conditions for local forest communities.

And even though the forest's wildlife won't be able to thank you personally, you can enjoy your new FSC-certified product knowing that together we made sure wildlife was respected and endangered species protected.

Thank you for ensuring



### Care instructions

Left alone, the natural colour of hardwood will weather to a soft, silver grey. You can freshen up your wood using oil. Your wood will typically go grey every three months in mild climates; more often in harsher climates.

To care for your wood:

- Clean lightly with fresh water or a mild detergent mixture. Allow to dry.
- In case of stains, sanding is an option before applying oil.
- Apply hardwood or teak oil with a piece of cloth, rubbing in the direction of the wood grain.

YOUR LOGO  
(50x20mm)



# LEAVE BEHIND MATERIAL

With care instructions



## LEAVE BEHIND MATERIAL

With own logo

210x148mm postcards with focus on different timber using sectors, both for internal and consumer facing communication. Available as Open files that can be scaled to various formats and company logo can be incorporated.



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YOUR LOGO  
(50x20mm)



LEAVE BEHIND MATERIAL

With own logo



## SOCIAL MEDIA ASSETS

1200 x 1200 px social media assets to be used on social media platforms. Additional text can be added to the accompanying posting text.



**We are on a mission to end poverty through ensuring reasonable wages in our forests and shared benefits from forest management.**



**We are on a mission to end hunger through supporting sustainable food sources and important natural resources in the world's forests.**



**We are on a mission to ensure good health and well-being in forests around the world, implementing health and safety practices for workers and their families.**



**We are on a mission to ensure quality education for all, supporting local schools and setting high standards for forest workers' education.**





## SOCIAL MEDIA ASSETS



**We are on a mission to ensure gender equality through empowerment and equal opportunities for women and girls in forests around the world.**



**We are on a mission to maintain good water quality through management of water resources and proactively fighting water pollution in forests worldwide.**



**We are on a mission to ensure jobs and decent salaries through sustainable forest management around the world.**



**We are on a mission to end loss and degradation of forests through promoting sustainable management and restoration programmes.**



## SOCIAL MEDIA ASSETS



**We are on a mission to combat the loss of biodiversity through a balanced extraction of forest resources and protection of valuable natural forest areas and species.**



**We have a unique equality-based membership with a three-chamber system of equal votes and decision-making power. The three chambers represent environmental, economic and social interests.**







## **CREATIVE GUIDELINES FOR USE OF THE CAMPAIGN**

# **Let's make a movement!**

The following pages describe the terms of use for the campaign assets.

We hope you will help us spread the campaign across the globe and encourage the use of the hashtag below when posting about the campaign.

**#togetherwearefsc**



# **CREATIVE GUIDELINES FOR USE OF THE CAMPAIGN**

## **CHANGES TO IMAGERY AND USE OF IMAGES**

Images from the campaign are exclusively owned by FSC.

They can be used by FSC trademark license holders, but only with FSC branding intact and only in connection to the campaign.

Colour changes can be made, including gray scaling.

Colour changes to the FSC logo must abide by the Trademark guidelines at [the FSC Marketing Toolkit](#)

SDG logos must maintain their original colour to adhere to [the user guidelines from United Nations](#).

## **NO EDITING OF TEXT ELEMENTS**

Text elements cannot be altered for any of the elements within the campaign. (Translations are allowed if approved by FSC. See page 33)

If FSC trademark license holders wish to create a bespoke version of the campaign, this is evaluated on a case by case basis but will require that the company or organization has a publicly available FSC preferred purchasing policy. Please contact [marketing@fsc.org](mailto:marketing@fsc.org) if you want to know more and discuss the possibility of a bespoke version of the campaign.

## **ADDING ELEMENTS OF TEXT**

As parts of the campaign are intended for use on social media, elements of text should be added when posting the campaign on social media accompanied by text produced by the FSC trademark license holder.

It is encouraged that texts placed under posts should underline how the organization or company actively uses FSC. For example, product production, purchasing policies, etc.

*E.g : At [Our Company] we choose to sell only FSC-certified products to support a positive change for forests and people around the world.*

*E.g : At [Our Company] we have a purchasing policy to buy only FSC certified products. We do this to support a positive change for forests and people around the world.*

All texts produced by the FSC license holder for social media posts should be approved according to the normal approval procedures for use of FSC trademark.

### **TRANSLATION OF THE CAMPAIGN**

The campaign is available in seven languages. If you require other languages, all texts can be translated into a local language, but translations must be approved by the relevant trademark service provider or certification body prior to use.

### **TRANSLATION OF TOGETHER WE ARE FSC LOGOS**

Together We Are FSC logo will be made available in both Spanish and French by January 2019.

National offices of FSC will need to incorporate the designed logos into the creative assets of each respective language.

Any additional logo translation and subsequent design requires that a request be made to FSC International ([marketing@fsc.org](mailto:marketing@fsc.org)) and this be assessed on a case by case basis.

Priority of Together We Are FSC logo translation (apart from English, Spanish and French) will be given to those languages in which the Forests For All Forever logo is already available in, namely: German, Simplified Chinese, Russian, Portuguese (BR)



## **CO-BRANDING OF THE CAMPAIGN**

Co-branding is encouraged in the campaign. FSC trademark license holders can add their logo in assigned boxes defined in the elements.

Co-branding is possible in:

- Social Media assets (in accompanying texts)
- Videos shared on social media (in accompanying texts)
- Leave behind post-cards (company logo)
- Posters (company logo)

FSC Trademark license holder company logos must be of the same dimension as the SDG and FSC logo.

If the logo of the FSC trademark license holder is inserted, the logo license code must be altered to that of the company/organization and the asset must be approved according to the usual approval procedures for use of FSC trademarks.

## **SIGN OFF PROCESS:**

### **If you are a network partner**

Network partners that use the assets, without changes, for FSC-only promotional purposes, are not required to inform FSC International.

In the case of a bespoke campaign, network partners are required to follow the guidelines and provide FSC International with a final copy of the materials produced.

### **If you are a certificate holder**

You must submit your artwork to your certification body/internal responsible for signing off trademark usages for final approval.

### **If you are a trademark service license holder**

You must notify your local FSC trademark service provider (FSC national office or representative) to request approval.

FSC is...



### Environmentally appropriate

Forest management ensures that the harvest of timber and non-timber products maintains the forest's biodiversity, productivity, and ecological processes.



### Socially beneficial

Forest management helps both local people and society at large to enjoy long term benefits and also provides strong incentives to local people to sustain the forest resources and adhere to long-term management plans.



### Economically viable

Forest management means that forest operations are structured and managed so as to be sufficiently profitable, without generating financial profit at the expense of the forest resource, the ecosystem, or affected communities.

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