

# The Ultimate Renewable™

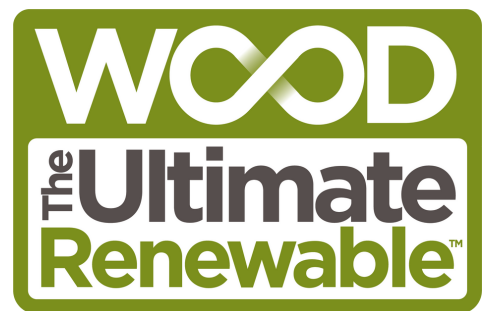
## Brand Usage Guide

These guidelines are provided to ensure The Ultimate Renewable™ brand logos are used consistently and correctly. The Ultimate Renewable™ brand logos may only be used in the form in which they are provided and with permission. The brand logos must not be associated with any agri-political comments by the user.

For more information or permission, please email:

Eileen.Newbury@fwpa.com.au

### Primary logos



### Secondary logos



### Clearspace

Leave at least the height of the R in Renewable as clear space around the logo. This applies to all versions.



### Use in text

When referring to The Ultimate Renewable™ in text, all three words should be in title case and carry the ™ mark, as shown.

### Colour



CMYK: 30/0/100/30

RGB: 123/143/28

PMS: 377C



CMYK: 37/38/38/60

RGB: 84/77/75

PMS: 425C

### Dos and Don'ts

**DO** go to [theultimaterenewable.com.au](http://theultimaterenewable.com.au) to access digital files for all logos featured here. One colour versions are also available.

**DON'T** alter, compress, change colour or otherwise alter these files in any way.

## **Purpose of The Ultimate Renewable™ Brand Usage**

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The Ultimate Renewable™ is resourced by Forest & Wood Products Australia Pty Ltd (FWPA) and is a collaborative effort between FWPA members and levy payers; it is supported by industry peak bodies, technical associations and companies and organisations throughout the forestry and wood products supply chain.

The Ultimate Renewable™, provides a universal, positive communications message for the sector to share. It's all about reframing forestry in the eyes of the public, by making and continually reinforcing the association between wood and the word 'renewable'. This aims to encourage the community to embrace forest and wood products across the supply chain.

The term The Ultimate Renewable™ is recognition of the fact that unlike other mainstream building materials, wood and wood products are managed for planting, growing and harvesting, whether in single-species plantations or mixed species forests. This process leads to a range of advantages including reducing the resource depletion of our planet, increasing the amount of carbon dioxide removed from the atmosphere and stored in wood and lowering the environmental impact of construction through lower embodied energy.

We encourage industry members to access The Ultimate Renewable™ branding by completing the form below. Incorporate it into your own collateral and communications, spreading the messages behind the brand far and wide for maximum impact.