

The Ultimate Renewable™

Digital Toolkit

Supporting The Ultimate Renewable™

July 2023

Welcome to the brand-new The Ultimate Renewable™ website. We are excited you have downloaded our Digital Toolkit. In this toolkit, you will find guidance, content, and assets to promote The Ultimate Renewable™ message.

This toolkit has been designed to help you share how wood benefits both people and our planet.

By increasing awareness of the sustainable benefits of wood through education and fact-based information, we hope to contribute to a better and safer world for future generations.

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 express permission. The brand logos must not be associated with any agri-political comments by the user.

For more information or to seek permissions, please email: info@theultimaterenewable.com.au

Purpose of The Ultimate Renewable™ Brand Usage

The Ultimate Renewable™ is a leading advocate of sustainable practices and a champion of wood's benefits in today's environmentally conscious world. Our mission is to educate the public with fact-based information as we strive to create a better and safer world for future generations.

Join us in our journey towards sustainability and promoting The Ultimate Renewable™. By creating an account for your business, you will gain access to invaluable guidance, compelling content, and ready-to-use assets to help spread The Ultimate Renewable™ message effectively.

Inside the toolkit, you will find comprehensive information on how to utilise our logos and assets to support our cause. Whether you're an organisation seeking to align with sustainable values or an individual looking to make a difference, our toolkit equips you with the necessary resources to actively promote and advocate for The Ultimate Renewable™.



The Ultimate Renewable™ Logo

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

FWPA is the owner of all intellectual property rights, including but not limited to copyright and trademark rights, in the Logos as defined below. By registering for an account at The Ultimate Renewable™, you are entitled to use The Ultimate Renewable™ brand logos in the ordinary course of business, relating to signage, sales, and marketing communication in accordance with the Terms of License.

Using The Ultimate Renewable™ Logo

Clear space

Maintaining clear space is essential in logo design. It ensures visibility, improves legibility and creates balance.



Leave at least the height of the U in Ultimate as clear space around the logo.

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.

Colours

Primary



Warm Grey

Hex/HTML: #564F4C
RGB: 86, 79, 76
CMYK: 37, 38, 38, 59
PMS: Pantone Black 7 U



Green

Hex/HTML: #98A41B
RGB: 152, 164, 27
CMYK: 22, 0, 100, 31
PMS: 390 U

Secondary



LIVE Green

Hex/HTML: #98A41B
RGB: 152, 164, 27
CMYK: 22, 0, 100, 31
PMS: 390 U



MAKE Marine

Hex/HTML: #375AB4
RGB: 64, 103, 156
CMYK: 100, 54, 0, 0
PMS: 150-8 U



ACT Orange

Hex/HTML: #E45A37
RGB: 220, 94, 76
CMYK: 0, 79, 100, 0
PMS: 34-8 U

Using The Ultimate Renewable™ Logo

Do and Don't

Do visit theultimaterenewable.com.au to access digital files for all logos and assets.

Do not compress, change the colours of, or otherwise alter the logo or other assets in any way.

Do not use claims that could be considered untrue or greenwashing. For example, **DO NOT** say: Wood is the most renewable resource OR Wood is the only renewable building material.



Do: use the logo exactly as depicted in the Digital Toolkit in accordance with clear space requirements.



Don't: adjust the angle of the logo



Don't: distort the logo



Don't: use tints of the logo



Don't: crop or cut off part of the logo



Don't: change the colour of the logo



Don't: modify the logo

Social Media

We have created social media posts that are ready-to-use or customisable to fit your own channels. We've carefully crafted content that you can copy and paste or tailor to match your unique voice and engage your audience.

We encourage you to share The Ultimate Renewable™ content directly on your channels, or feel free to repost from our official accounts. Together, let's make a lasting impact and shape a sustainable tomorrow.

Suggested Hashtags: #TheUltimateRenewable #wood #renewable #sustainable

Don't forget to tag us on

Facebook @The Ultimate Renewable

Instagram @theultimaterenewable

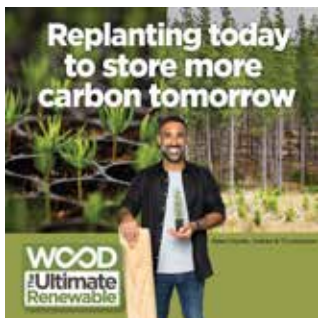
LinkedIn @The Ultimate Renewable™



Caption:

Let's plant the seeds of sustainability now to reap the rewards of a better future. By educating and informing people of the renewable benefits of wood, we can create a brighter and more sustainable world for future generations.

Wood. The Ultimate Renewable™



Caption:

Planting today to create a brighter tomorrow. Let's work together to share the sustainable benefits of wood with the world. By educating and informing others, we can make a positive impact on the planet and create a better future for generations to come. Through the careful management of wood products from planting to harvest, we can reduce resource depletion and increase the amount of carbon dioxide stored in wood products.

Wood. The Ultimate Renewable™



Caption:

From Renewable to Renewed: By spreading knowledge of the sustainable advantages of wood through facts and education, we can build a brighter, more secure world for future generations. Increasing the use of certified wood can play an important role in tackling climate change and ensure a more sustainable future for generations to come.

Wood. The Ultimate Renewable™

Short Article for Newsletters and Websites

Tune in for the exciting launch of FWPA's The Ultimate Renewable™ 2023 campaign. The campaign will launch in Canberra Airport on 31st of July and will go live across Australia on 20th August. This national campaign aims to challenge current consumer perceptions of forest and wood products and promote The Ultimate Renewable™ message.

Popular ambassador Adam Dovile returns to present the campaign which will be broadcasted on free-to-air TV, streaming platforms, radio, social media and displayed physically on advertising spaces all around Australia. This year's messaging highlights the benefits of the entire forestry process, from seedlings to final wood products, emphasizing the transgenerational benefits of wood. With visuals of forestry and children in wood-rich environments, the campaign highlights the importance of growing and using certified wood to combat climate change for future generations.

You play a key role in amplifying The Ultimate Renewable™ message. Access the free campaign materials, including videos, digital banners, and expertly crafted content, through The Ultimate Renewable™ Digital Toolkit on the newly launched and redesigned website: theultimaterenewable.com.au.

We encourage you to explore the new website and share these resources with your audience. Let's create an impact together to promote the sustainable benefits of choosing wood and reshape perceptions of our sustainable industry for future generations.

Save the date: August 20th.



Long Article for Newsletters and Websites

The Ultimate Renewable™ Unveiled: Adam Dovile Returns for Bold \$1.8M 2023 Campaign.

After a successful campaign in 2022, FWPA's The Ultimate Renewable™ 2023 campaign will launch in Canberra Airport on 31st of July and will go live across Australia on 20th August. The imagery in the new television commercial and campaign challenges the current consumer perceptions of forestry, showing harvested and then replanted trees to reinforce The Ultimate Renewable™ positioning.

The new campaign will launch across free to air television, streaming video, out of home, radio, and social media, and is once again presented by popular ambassador Adam Dovile, builder and television presenter. While last year's message focussed primarily on wood as a building material, the new campaign extends the communication from seedlings to final product and promotes the transgenerational benefits of wood. Accompanied by videos and images of forestry and children in wood-rich environments, the messaging conveys that by growing and using more certified wood we can tackle climate change for future generations.

"This is an opportunity to reshape consumer perceptions of the industry," said Sarah Downey, Head of Marketing and Communications at Forest & Wood Products Australia (FWPA), "people are naturally saddened when they see images of a newly harvested forest area, but what they don't think about is the climate-change-tackling carbon stored in the wood that's been removed from the atmosphere by growing trees and the replanting of the trees for future generations."

"Sustainably sourced wood is an important renewable building material and we should be supporting and celebrating the renewable aspects of its production and use."

The 2023 campaign is expected to achieve great results after the previous campaign resulted in one quarter (25%) of Australians recalling seeing at least one of The Ultimate Renewable™ messages.

The 2023 media buy will see the commercial run throughout top-rating programs such as The Block, Seven and Nine news and both AFL and NRL matches, including their finals series via video on demand.

To truly understand our audience and their perceptions, we launched a comprehensive research journey and have undertaken a brand-new approach to our digital strategy. The launch of a new website coincides with the launch of our 2023 campaign and is a fantastic resource to help you promote The Ultimate Renewable™ message.

To learn more about this strategy, [click here](#).

Our goal is to facilitate meaningful connections between individuals and sustainable materials. By empowering people to make responsible choices, we aim to benefit both individuals and our planet's overall well-being.

Through captivating showcases, we aim to demonstrate the beauty, sustainability, and exceptional versatility of forest and wood products. Our intention is to inspire and motivate our audience. We are dedicated to conducting thorough research, presenting information, and fostering collaboration. Our objective is to dispel misconceptions and provide clear, concise information about choosing wood products.

We firmly believe that by shedding light on the remarkable potential of sustainably sourced wood, we empower individuals to make informed decisions that align with their values. Our commitment lies in equipping people with the knowledge and understanding necessary to make choices that have a positive impact. Together, we can contribute to a more sustainable future.

A wide range of free-to-access campaign materials will be available in The Ultimate Renewable™ Digital ToolKit, on the new website – theultimaterenewable.com.au. The materials include videos, digital banners, and carefully crafted content that we encourage you to share with your own audience.



Thank you.

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