



SPRING 2017

# MEDIA TOOLKIT

## USING THIS MEDIA TOOLKIT

This media toolkit contains creative and visual assets, imagery, text and guidelines on how to share about the Evergreen Carbon Capture program, participation in the program and the involvement of field partners.

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# ABOUT THE EVERGREEN CARBON CAPTURE PROGRAM

Forterra's Evergreen Carbon Capture (ECC) program helps companies, organizations and individuals address the threats of global climate change by planting trees in our own Puget Sound region.

ECC is a program for those that want to take accountability for their carbon footprint and invest in healthy, resilient forested parks and natural areas for future generations. It began as a partnership with Pearl Jam, who wanted to take responsibility for their carbon emissions produced from their world tour by planting trees in their local community! Since then, the program has grown to include dozens of companies and individuals.

## HOW IT WORKS

Our solution is simple—we help you calculate your annual carbon footprint and plant trees locally to balance your carbon impact.

## ONLINE CARBON CALCULATOR:

[forterra.org/carbon-calculator-businesses](https://forterra.org/carbon-calculator-businesses)

Evergreen Carbon Capture plants one tree for every 5 tons of carbon to be mitigated. Native evergreen trees are planted for habitat restoration efforts on Forterra-stewarded lands, as well as on actively managed public and private lands thanks to the help of field partners. Forterra's interactive online tree map tracks where the trees are planted.

## ONLINE TREE MAP:

[forterra.org/subpage/treemap](https://forterra.org/subpage/treemap)

## COMPANIES AND ORGANIZATIONS

Participants demonstrate their commitment to sustainability and gain exposure to people who care about the health of this region. Company logos are featured on the ECC website and on the tree map. Companies can even get their team involved by participating in volunteer tree planting events.

# WAYS TO PROMOTE

- Write a blog post
- Send internal or external emails
- Social media (Facebook, Twitter, Instagram, etc.)
- Newsletters
- Corporate sustainability reports
- Press releases

\*We are happy to help customize these promotions. Please contact [evergreencarbon@forterra.org](mailto:evergreencarbon@forterra.org) for specific promotional needs!

# SOCIAL + WEB RESOURCES

Forterra's social media networks  
[@ForterraNW](#)

Facebook: [facebook.com/ForterraNW](https://facebook.com/ForterraNW)

Twitter: [twitter.com/ForterraNW](https://twitter.com/ForterraNW)

Instagram: [instagram.com/forterranw](https://instagram.com/forterranw)

[forterra.org/carbon](https://forterra.org/carbon)

# PARTNER MESSAGING — EXTERNAL

## **TWITTER**

We're thrilled to be a [YEAR] Evergreen Carbon Capture participant with @ForterraNW. We're mitigating the carbon footprint of [company name] for [YEAR]. You can join at [forterra.org/carbon](https://forterra.org/carbon)

## **FACEBOOK/INSTAGRAM:**

We are proud to be a [YEAR] Evergreen Carbon Capture partner with @ForterraNW. We believe in doing what's right for the environment. This year, we have committed to offsetting [our/company name's] carbon footprint by planting native trees locally to balance our impact on the environment. We believe now is the time to stand up, take responsibility, and work towards sustainable solutions. You can learn more and join us in doing what's right at [forterra.org/carbon](https://forterra.org/carbon).

## **EVENTS**

This event is made carbon neutral through Forterra's Evergreen Carbon Capture Program. [Company Name] mitigated the carbon footprint of [this event/specific portion of the event] through Forterra's Carbon Capture Program.

# PARTNER MESSAGING — INTERNAL

## HOW TO PROMOTE YOUR PARTICIPATION TO EMPLOYEES

### INDIVIDUALS

We are participating in Forterra's Evergreen Carbon Capture program to offset our company's carbon footprint. Regardless of how simple a lifestyle we lead, each one of us contributes to the greenhouse gas emissions contributing to climate change. The average American contributes 28.2 tons of CO<sub>2</sub> per year to the atmosphere. Explore what activities are contributing to your carbon footprint with Forterra's easy online calculator, and consider partnering with Evergreen Carbon Capture to offset your footprint.

[forterra.org/carbon-calculator-individuals](http://forterra.org/carbon-calculator-individuals)

\*If your company matches employee donations, consider matching their contribution to ECC

### TREE PLANTING EVENTS:

We are proud to participate in Forterra's Evergreen Carbon Capture program as a way to demonstrate our commitment to sustainability and the community. We will be planting [INSERT #] trees in local parks and open spaces to balance our company's carbon impact. Join us to plant trees at an upcoming volunteer event!

\*Contact [EvergreenCarbon@forterra.org](mailto:EvergreenCarbon@forterra.org) to confirm participation and logistics for volunteer events

# LOGO USAGE

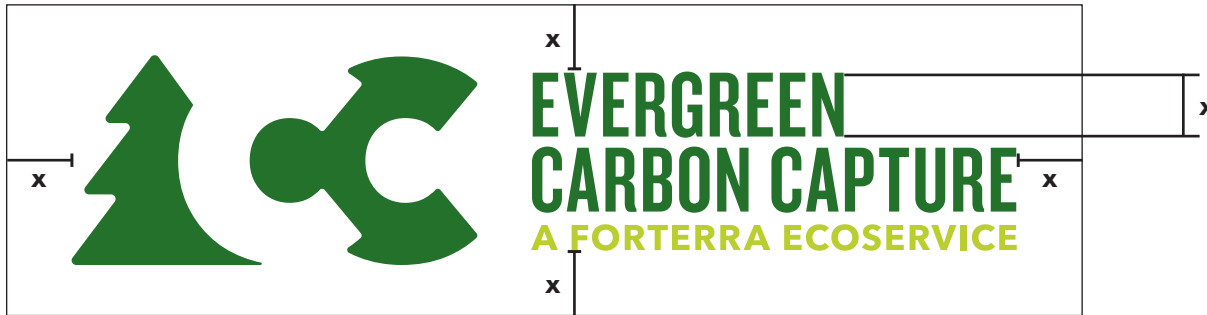


## PRIMARY LOGO

The primary ECC logo is the two-tone green, in horizontal lock-up. Use the stacked version only when limited space necessitates a tighter lock-up.



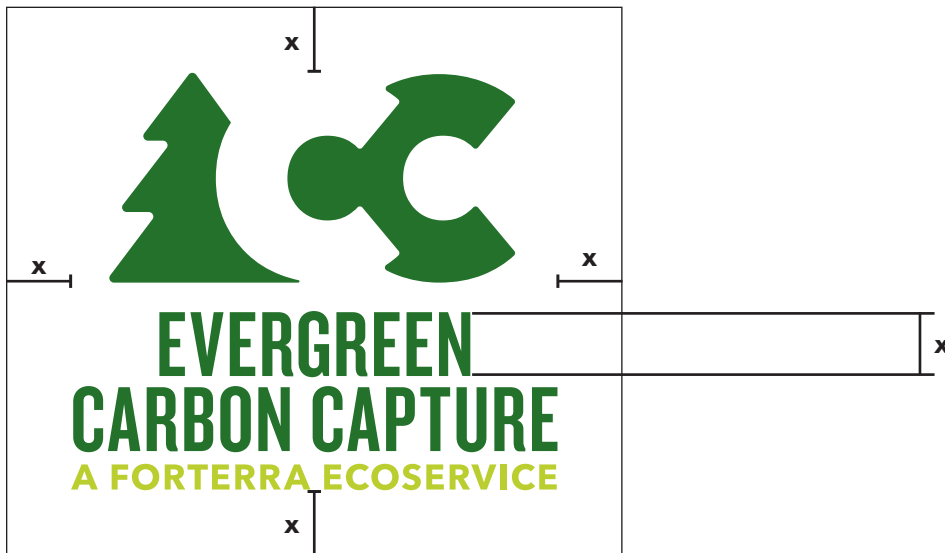
# LOGO SPACING



## PRIMARY LOGO

The ECC logo should always maintain a consistent amount of clear-space around the logo.

A good rule of thumb is to keep space equivalent to the height of the word “evergreen” around the entire logo.



# LOGO IMPLEMENTATIONS



## PRIMARY

Use the two tone logo or solid forest green logo whenever possible.



## SECONDARY

Use the white logo when in conjunction with solid color backgrounds, or images promoting the ECC program. Do not use over non-related imagery. Avoid using the white logo on a black background unless absolutely necessary.



## TERTIARY

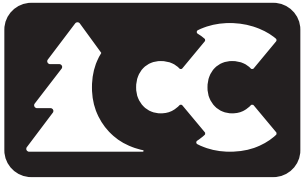
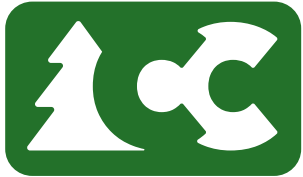
Use the black logo only when restrictions to color logos apply

## PLACING THE LOGO

Follow these guidelines to properly use the ECC logo. These guidelines apply to the stacked version of the ECC logo as well.



# SECONDARY LOGO USAGE



## **ECC SECONDARY LOGO**

The secondary logo should be used only when displayed on materials where the primary logo exists, or in cases in which the audience is very familiar with the ECC brand.

Follow the guidelines on page 7 for which color schemes to use.

# BADGE LOGO USAGE



## ECC PARTNER BADGE

The badge logo is for any participating partners who have chosen to mitigate their individual or company's carbon footprint for the current year.

Follow the guidelines on page 7 for which color schemes to use.