



RAFT Regional Communication Plan & Brand Guidelines

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REGIONAL COMMUNICATION PLAN

Introduction



PURPOSE

The Communication Plan defines the communication requirements for the project and how information will be distributed:

- What information will be communicated.
- How the information will be communicated.
- When information will be distributed—the frequency of project communications both formal and informal.
- Who is responsible for communicating project information.
- Communication requirements for all project stakeholders.
- What resources the project allocates for communication.
- How any sensitive or public information is communicated and who must authorize this.
- How the communication process is managed.
- The flow of project communications.
- Any constraints, internal or external, which affect project communications.
- Any standard templates, formats, or documents the project must use for communicating.
- An escalation process for resolving any communication-based conflicts or issues.

A. Communication Management & Requirements

COMMUNICATION MANAGEMENT APPROACH

The communications requirements are documented in the Communications Matrix and Work Plan presented in this document. The Communications Matrix will be used as the guide for what information to communicate, who is to do the communicating, when to communicate it, how it will be communicated and to whom to communicate.

Updates or changes may be required as the RAFT project progresses. Changes or updates may be required due to changes in scope, budget, or other reasons. Additionally, updates may be required as the project matures and additional requirements are needed. The Program Manager will be responsible for approving all proposed changes to the Regional Communication Plan.

Communication Management Constraints

All projects are subject to limitations and constraints as they must be within scope and adhere to budget, scheduling, and resource requirements. These constraints must be clearly understood and communicated to all stakeholders.

Stakeholder Communication Requirements

Most projects consist of a broad range of stakeholders all of whom may have differing interests and influence on the project. As such, it is important for project teams to determine the communication requirements of these stakeholders in order to more effectively communicate project information. There are a number of methods for determining stakeholder communication requirements; however, it is imperative that they are completely understood in order to effectively manage their interest, expectations, and influence and ensure a successful project.



B. Roles & Responsibilities



PARTICIPATION

In this section we give an overview of our communication management approach.

Project Sponsor

The project sponsor is the champion of the project and has authorized the project by signing the project charter. This person is responsible for the funding of the project. Since the Project Sponsor is at the executive level, communications should be presented in summary format unless the Project Sponsor requests more detailed communications.

Program Manager

The Program Manager has overall responsibility for the execution of the project. The Program Manager manages day to day resources, provides project guidance and monitors and reports on the projects metrics. As the person responsible for the execution of the project, the Program Manager is the primary communicator for the project, distributing information according to this Communication Plan.

Communication Working Group

The Communication Working Group (CWG) is comprised of all persons who have a role performing communication activities in the project. The CWG needs to have a clear understanding of the work to be completed and the framework in which the project is to be executed. Since the CWG is responsible for completing the communication work for the project, they play a key role in creating the Communication Plan 2018, including defining its schedule and activities.

Communication Lead

The RAFT Communications Officer is the person on the CWG who is designated to be responsible for ensuring that all communication aspects of the project are addressed and implemented in a technically sound manner. The Communications Officer

is responsible for coordinating and overseeing the implementation of the communications activities and developing documentation. The Communications Officer requires close communications with the Program Manager and the Communications Working Group.

Key Stakeholders

Normally Stakeholders include all individuals and organizations who are impacted by the project. There may be a subset of stakeholders known as Key Stakeholders. These include executive management with an interest in the project and key individuals identified for participation in the project.

C. Project Team Directory

TABLED INFORMATION

The following tables present information for all persons identified in this Communication Plan.

ROLE	NAME	TITLE	ORG/DEPT	EMAIL	PHONE
Project Sponsor	Australian Govt.				
Program Manager	Allison Lewin	RAFT Project Manager	TNC	alewin@tnc.org	
Communication Working Group	Amy Schrei		TNC-APAC	amy.schrei@tnc.org	
Communication Working Group	Karen Mo		WWF	karen.mo@wwf.org	
Communication Working Group	Detty Sluling		RECOFTC	detty.saluling@recoftc.org	
Communication Working Group	Chochoe Devaporihartakula			chochoe@iges.or.jp	
Communication Working Group	Dong Ke			koester@tnc.org	
Communication Working Group	Edith Verhoestraete		WWF	edith.verhoestraete@wwf.panda.org	
Communication Lead	Sara Gabai	Communication Officer	RAFT	gabaisara@gmail.com	+66 090 916 3518
Key Stakeholders					

D. Communications Matrix



PRODUCT / ACTIVITY	THEME(S)	KEY DATES	LEAD	SUPPORT	AUDIENCE	BUDGET	REMARKS
<i>Establish and develop RAFT key messages, mission, goals, vision, etc. for website and RAFT Official Power Points.</i>	Brand Identity	Jan 2018	Sara Gabai	Allison Lewin	Donors, Conference Participants		
<i>Website content and design analysis; Create Facebook account; Manage existing social media networks.</i>	Digital Strategy and Online Presence	Jan-Mar 2018	Sara Gabai	CWG	Online Community / Environment & Forestry Sector		
<i>Establish and organize RAFT repository (collect reports, news, photography, project information, etc.).</i>	Amy Schrei	Jan-Feb 2018	Sara Gabai	Amy Schrei	Internal Communication / RAFT Partners		
<i>Create 2-4 RAFT Pager.</i>	Karen Mo	Apr 2018	Sara Gabai	CWG	Media, Donors, Conference Participants		
<i>Opinion Editorial / Human Interest Story (Consumers in Asia and Partnerships for the SDG).</i>	Detty Sluling	21 Mar 2018 International Day of Forests	Allison Lewin	CWG Stakeholders	Regional, National, Local Media Outlets		
<i>Establish Traditional Media Database (regional, national, community).</i>	Information Management	Jan 2018	Sara Gabai	CWG Key Stakeholders	Internal Communication		

D. Communications Matrix - Cont.

PRODUCT / ACTIVITY	THEME(S)	KEY DATES	LEAD	SUPPORT	AUDIENCE	BUDGET	REMARKS
Create shared calendar of events (google calendar).	Information Management	Jan 2018	Sara Gabai	CWG Key Stakeholders	Internal Communication		
RAFT Regional Video (3 min.)	Multimedia / Public Management	Jan-Apr 2018	Sara Gabai	CWG Key Stakeholders	Online Community Environment & Forestry Sector		
Organize RAFT Final Regional Knowledge Sharing Event.	Project Reporting	Sept 2018	RAFT BKK Team	CWG Key Stakeholders	NGO's Civil society, Academia, Journalists, intergovernmental organizations, UN Agencies		
Social Media Monitoring.	Analytics of RAFT online visibility in 2018	Dec 2018	Sara Gabai		Internal Communication Donors		
Assist on the production of effective presentations for speakers.	Public Management	World Wood Day - Lao PDR March 29-April 1 6th intl. Conference on sustainable Development Sept 12-13	Selected Speakers	CWG Key Stakeholders	Events' participants and target groups		
RAFT Publication / Commentary / Scientific Journal	Public Information		Allison Lewin	CWG Key Stakeholders	Donors and Governments		
IAF Publication Packaging for the Web	Public Information	Sept 2018	Sara Gabai M&E Team	CWG Key Stakeholders	NGO's, Civil Society, Academia, Media, UN Agencies		

E. Communications Work Plan



ACIVITIES 2018	SUB ACTIVITIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Phase I: RAFT Brand Identity	Website content and design analysis.												
	Develop key messages.												
	Establish ToR for CWG.	X	X										
	Review Communication Guidelines.												
	Develop Identity Guidelines (how to use logo, etc.)												
Phase I-II: Digital Strategy and Online Presence (website, social media – FB, Twitter, LinkedIn, YouTube)	Dev. Templates for social media contributions from partners.												
	Est. Facebook Page and strengthen existing web/ social media.	X	X	X									
	Media Database and RAFT Repository												

E. Communications Work Plan - Cont.

ACIVITIES 2018	SUB ACTIVITIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
RAFT Regional Video and multimedia contents for online campaigns	Dev. Concept / creative brief (draft)												
	Share note with CWG and finalize brief.	X	X										
	Get quotations from 3 companies and select.												
	Gather and provide contents to company (consult with partners)		X										
	Company starts working on video.			X	X								
	Final video produced and launched.				X								

E. Communications Work Plan - Cont.

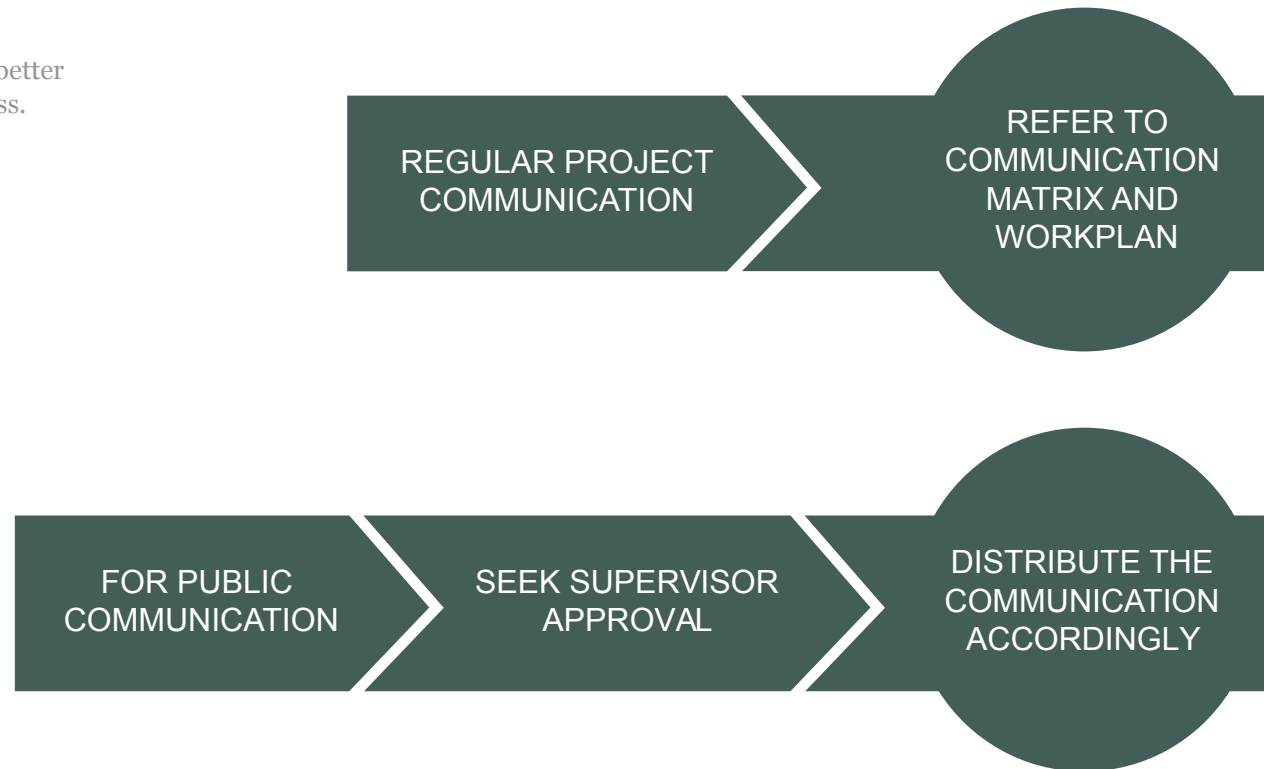


ACIVITIES 2018	SUB ACTIVITIES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Phase III: Events	Opinion Editorial / Human Interest Story												
	White Paper			X									
	Exhibition Booth (collection of publications from Partners and PR materials).				X								
	Create 3-4 RAFT Pager.												
	Organize RAFT Final Regional Knowledge Sharing Event.								X	X			
	Assist on the production of effective presentations for speakers.				X				X	X			
	IAF Publication Packaging for the Web										X		

F. Communication Flowchart

COMMUNICATION FLOWCHART

A flowchart provides all stakeholders with a better understanding of the communications process.



G. Communication Management & Requirements



RISK MANAGEMENT

RISK DESCRIPTION	PROBABILITY	IMPACT	MITIGATION PLAN

REGIONAL BRAND GUIDELINES

Introduction



RAFT REGIONAL PROGRAMME GUIDELINES

Established in 2007, the Responsible Asia Forestry & Trade partnership (RAFT) brings together seven leading organizations to provide capacity-building and knowledge-sharing services in support of the trade in responsibly harvested and processed commodities from forested landscapes.

RAFT is supported by the Australian and U.S. Governments and is implemented by The Nature Conservancy (TNC), the Institute for Global Environmental Strategies (IGES), TFT (The Forest Trust), the Tropical Forest Foundation (TFF), TRAFFIC - the Wildlife Trade Monitoring Network, and WWF's Global Forest & Trade Network (GFTN).

The common goal of RAFT partners helps bridge the gap between market and policy incentives and current management practices in order to help Asia Pacific suppliers meet the growing demand for verifiably responsible wood products that

benefit local and global economies while preserving the environment and mitigating climate change.

With numerous organizations, countries and communities joining hands to reach a common goal, it is important to ensure that all communication products are presented the same way across all stakeholders.

The following Regional Brand Guidelines will help in advancing RAFT's mission and demonstrate the uniqueness of the initiative's shared vision.

For more information, please contact Mr. Usman Rao, Regional Program Coordinator at usman.rao@tnc.org

A. Logo

RAFT LOGO

The RAFT Logo should always be used alongside any projects funded or partially funded by RAFT.

When used on A4 size documents, the size of the logo should ideally be 83mm x 37mm.

There are four variations of the logo, the primary being green. Alternate colors include khaki, black and white.

The white and black versions of the logo should be used on dark or white backgrounds, or over photographs.





A. Logo - Cont.


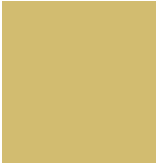


LOGO VARIATIONS



	Pantone: 627 U	
C: 73	M: 4	Y: 8
8	58	29
R: 67	G: 92	B: 88
#435C58		



	Pantone: 7499 U	
C: 1	M: 5	Y: 31
0	0	0
R: 253	G: 236	B: 186
#FDECBA		

Pantone: 7751 U			
C: 19	M: 21	Y: 67	K: 0
R: 210	G: 189	B: 112	
#D2BD70			



	Pantone: 423 U		
C: 46	M: 36	Y: 36	K: 2
R: 145	G: 147	B: 150	
#919396			



	Pantone: Black		
C: 0	M: 0	Y: 0	K: 100
R: 35	G: 31	B: 32	
#231F20			

B. Regional Branding Bar

REGIONAL BRANDING BAR

Where possible, the regional branding bar should always appear on either the lower front or back of regional programme documents or other regional promotions/publicity material. Contact the Regional RAFT Team on use of the Branding Bar on any regional programme documents, promotions or publicity materials.

Partners:

The Nature Conservancy, IGES, Tropical Forest Foundation, WWF, TFT, The Centre for People and Forests, TRAFFIC

Donors:

Australian Government, United States of America, Norad, Arcus Foundation.

FILE FORMATS

Both the logo and the branding bar are available in three file types:

General use (JPG)

For office documents, letters, etc.

Professional (AI, PDF)

Highest quality (high resolution) and editable in Adobe Illustrator; used for print applications like publications, promotional materials (e.g. banners), etc.

Web (JPG, GIF)

Used for MS PowerPoint presentations, websites, email.

PARTNERS



DONORS



C. Supporter Logo Use for Regional Comms. Products



INTRODUCTION

A snapshot of the requirements and best practices for regional communication products is provided in the following pages. These are elaborated on and additional explanation and guidance provided in subsequent sections. “Requirements” include the terms agreed to in our funding agreement with the Australian Government (Ref. Annex vii p.46) or those determined by TNC as necessary in order to maintain consistency and are required under each organization’s agreement with TNC. “Expected Best Practices” include complementary measures that all RAFT Partners are expected to undertake consistently in order to reinforce the RAFT Brand.

AUSTRALIAN GOVERNMENT LOGO

We strongly encourage use of The Australian Government Logo together with the RAFT Logo at all outreach activities and in all publications and communications material(printed, audio-visual, etc.) fully or partially funded by RAFT.



AUSTRALIAN GOVERNMENT LOGO & OTHER SUPPORTER LOGOS

The RAFT Logo and the Australian Government Logo (if its use has been approved by the Australian Government) must appear together of a size and prominence at least equivalent to the sub-recipient’s, other donors’ or any other third parties’ identity or logo.



Acknowledgements

All publications and other materials (e.g. printed, audio-visual, etc.) fully or partially funded by RAFT must include a written acknowledgement of the support from RAFT and the Australian Government, as follows:

“This [insert product type – e.g. publication, report, etc.] is produced by [insert Partner Organization] with support from the Australian Government-funded Responsible Asia Forestry & Trade partnership (RAFT). The content and opinions expressed herein are those of the author(s) and do not necessarily reflect the position or policy of RAFT and no official endorsement should be inferred.”

C. Supporter Logo Use for Regional Comms. Products - Cont.

US GOVERNMENT, NORAD & ARCUS FOUNDATION LOGOS

Other RAFT supporter logos to be used as appropriate for general RAFT promotional products, and events or on products involving the inputs of all partners include:

The U.S. Government, Norad and Arcus Foundation. Their logos may be used on a case-by-case basis, requiring approval secured via the RAFT Regional Team. For general RAFT presentations and events, this is generally straightforward and easy to do. However, for publications, the requirements are more complicated, requiring some advance notice and consideration by the appropriate people within each government/organization. We have not agreed on a specific time limit for this approval, but estimate 10 business days.

Only where relevant, other supporting government/organization logos featured must include a written acknowledgment of the support provided by the RAFT

program and the Australian Government (and U.S. Government as appropriate). See the 'Acknowledgements' section below for guidance on the text to be used.

Acknowledgements

Where relevant, this same practice should apply for any reference to the U.S. Government (i.e. not the U.S. Department of State).

"This [insert product type – e.g. publication, report, etc.] is produced by [insert Partner Organization] with support from the Australian Government-funded Responsible Asia Forestry & Trade partnership (RAFT). The content and opinions expressed herein are those of the author(s) and do not necessarily reflect the position or policy of RAFT and no official endorsement should be inferred."

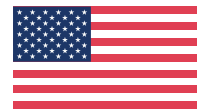


D. Partner Logo Use & Best Practices for Regional Comms. Products



PARTNER LOGO USAGE

- Secure approval from individual RAFT Partners for use of their organizational logos for any purpose. While the RAFT Regional Team is happy to help facilitate this approval process, it does not have the authority to approve the usage of individual RAFT partner logos.
- Include all RAFT Partner logos on any general RAFT promotional products (e.g. presentations, facts sheets, etc.), at any events or on any products involving the inputs of all partners (e.g. joint-booth, joint-publication) – provided the requisite approval has been secured.
- Inclusion of The Nature Conservancy (TNC) logo by other RAFT partners is not required, but is welcome as appropriate. Any use of the TNC logo must be discussed with the RAFT Regional Team.
- The preferred standard format is to feature RAFT partner organization logos at the bottom of the page, and the RAFT and supporter logos at the top. (4)



E. Public Announcements and Materials Targeting the News Media

PUBLIC ANNOUNCEMENTS AND MATERIALS TARGETING THE NEWS MEDIA

Notify RAFT regional team 15 days in advance publications, for sufficient time to gain clearance. Any materials developed for public announcements and/or direct outreach to the news media, require approval by the Australian Government before release to the public. This review and clearance process will be facilitated via the RAFT Regional Team. The Australian Government has committed to provide feedback and clearance to the RAFT Regional Team within 10 business days of receiving the materials.

In our interpretation, this does not apply to all materials and forms of outreach that may be seen by the news media (e.g. web stories, blog posts, general web announcements), but is rather limited to those materials being prepared for and directly disseminated to the public and/or journalists.



F. Government Participation in RAFT Activities



GOVERNMENT PARTICIPATION IN RAFT ACTIVITIES

RAFT Partners are required to invite a representative from the Australian Government to attend all Project Events, and ensure that the official proceedings allow an opportunity for an Australian Government representative to speak. It is important to note here, that “Project Events” refers to major promotional events including celebration of Project, all openings or ceremonies to mark the completion of any aspect of the Project, etc. In other words, this does not apply to the majority of events to be funded under RAFT, such as training workshops and consultation meetings.

Partners are, however, encouraged to invite the Australian Government to participate in any of these lower-profile types of events where appropriate, in order to help improve understanding and first-hand knowledge of our work.

Invitations and requests for Australian Government representation should be made via the RAFT Regional Team and/or Country Coordinators, and the RAFT Regional Team must be informed of the individual being contacted in advance, so that we can advise our focal point in Canberra. Where necessary/appropriate, the RAFT Regional Team can also assist with identifying and contacting the appropriate representatives.

This would likely be limited to RAFT-wide publications where the RAFT Regional Team has secured the necessary approval of all RAFT supporting governments/organizations.

All RAFT Partners are requested to alert the RAFT Regional Team as soon as possible not only about any events fully or partially funded by RAFT, but also about any planned participation in events where RAFT will be highlighted so that we may pass on the news to the Australian Government.

They can then determine whether they’d like to encourage Australian Government representation and who the appropriate person/s would be. In many instances, they may elect not to have anyone participate or deliver remarks, however it is important (and required) that we at least provide the opportunity.

RAFT Partners should follow this same guidance for participation of other supporting governments/organizations in RAFT activities, so that we can continue to manage our relationship with all of our supporters effectively and keep them engaged as key stakeholders and supporters of RAFT.

G. Website

WEBSITE OVERVIEW

The RAFT website <http://www.responsibleasia.org/> is one of the platforms used by RAFT partners to communicate with our various stakeholders, donors and supporters.

This section explains how to use the elements of RAFT's brand identity to build functional and engaging web pages.



Logo

Use of the primary logo.

Typography:

Use of Arial from web font-family

Narrowed content

Designed for users to scroll easily on various devices.

Social Media

Include social media icons

H. Social Media - Facebook



OVERVIEW

Social media is vital in online communications dedicated to community-based input, interaction and content-sharing and collaboration for all of RAFT's partners, donors and participants.

The following are guidelines on managing the RAFT facebook page:

Profile Picture:

Use RAFT logo (dimensions 540 X 540px) in full color on white background.

Cover Photo:

Use a compelling image (dimensions 850 X 315px) with white variation of logo on top right hand corner.

Handle/Username

When establishing the Facebook account, the handle (or username) created should be @Resp_Asia,

as this is also RAFT's twitter handle. This allows RAFT's partners, donors and participants to engage with RAFT's social profile and mention RAFT in any digital platform.

Tags and Hashtags:

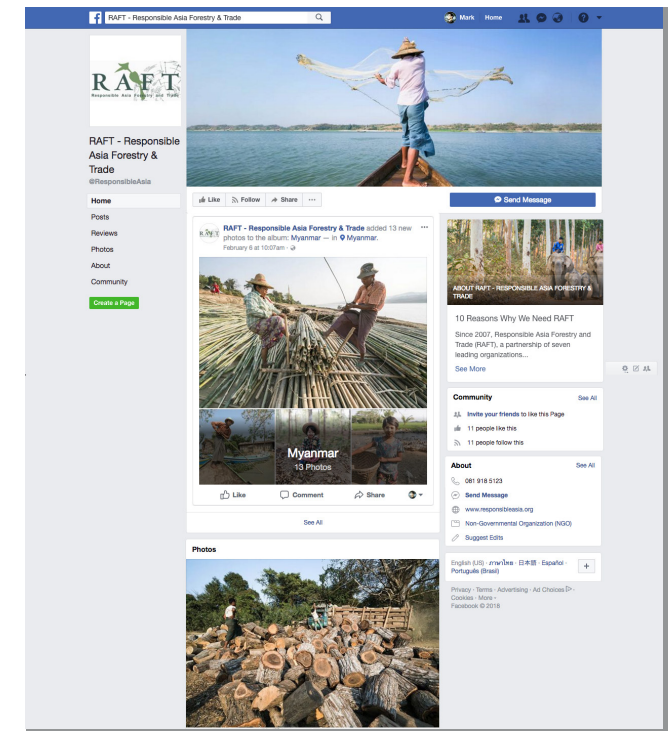
- Hashtags are a useful type of metadata tag that make it possible for others to easily find RAFT's messages and content. Use the following hashtags for posts:

#RAFT #ResponsibleForestry #ResponsibleAsia #sustainableforestry

Posts:

The optimal length for a Facebook post is 40 characters. As the posts gets longer, the engagement drops. A way to get around the 40 characters is to always include a compelling image/graphic (dimensions 1200 X 630px).

Whenever possible, all RAFT partners and donors should be tagged and posts should include bit.ly links to RAFT's website articles.



H. Social Media - Twitter

Profile Picture:

Use RAFT logo (dimensions 400 X 400px) in full color on white background.

Header Image:

Use a compelling image (dimensions 1500 X 500px)

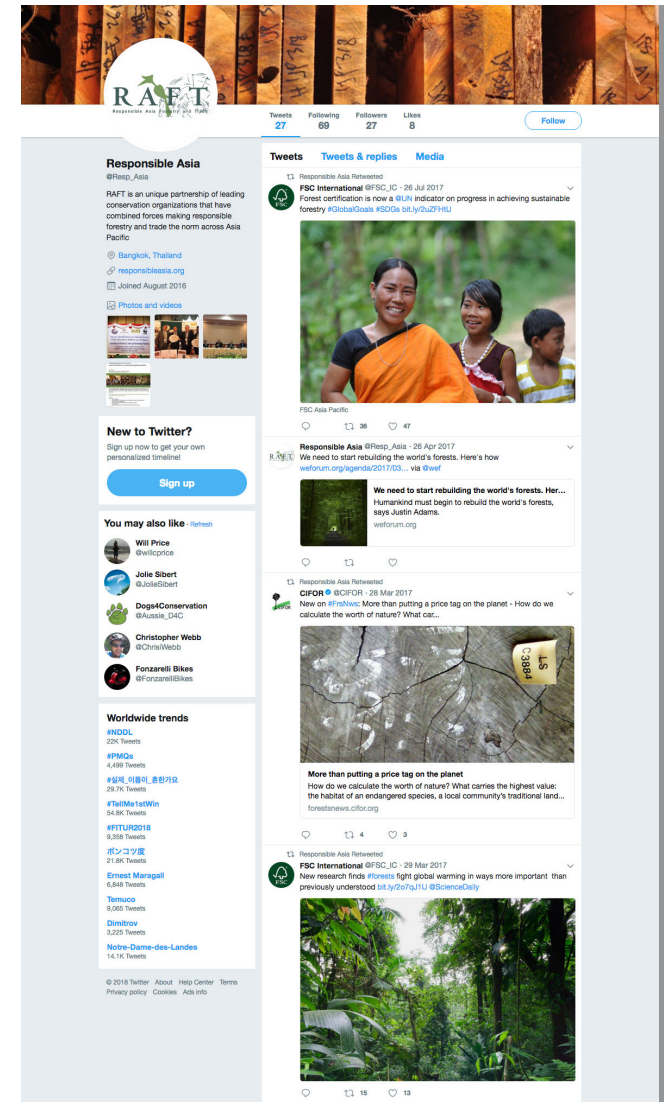
Hashtags:

Use same hashtags as Facebook posts

Posts:

The optimal length for a tweet is 71 - 100 characters giving enough room to share the key message and also allowing others to add on to the message when it is retweeted. The more a posts is retweeted, the higher engagement and reach it receives.

Include a compelling picture or graphic (dimensions 1024 X 512px) where possible.



I. Boilerplate



OVERVIEW

The RAFT boilerplate is a written copy that can be reused in various contexts without being changed from the original. It includes the Who, What, Where, When, Why and How of the project.

Long Version

Recommended for back cover of publications or print communication materials

Since 2007, Responsible Asia Forestry and Trade (RAFT), a partnership of seven leading organizations, is building the capacity of countries, businesses and communities in Asia Pacific to practice legal and sustainable forest management and trade. RAFT's focus is on timber legality verification and the application of sustainable forest management practices, including those to reduce carbon emissions.

The initiative's partnership approach brings together and assists governments, businesses and communities in achieving higher standards of practice in land use allocation, forest and plantation management and commodity trade through supply-side capacity building, technical support and networking opportunities.

RAFT partners bridge the gap between market and policy incentives and current management practices in order to help Asia Pacific suppliers meet the growing demand for verifiably responsible wood products that benefit local and global economies while preserving the environment and mitigating climate change.

RAFT is supported by the Australian and U.S. Governments and is implemented by The Nature Conservancy (TNC), the Institute for Global Environmental Strategies (IGES), TFT (The Forest Trust), the Tropical Forest Foundation (TFF), TRAFFIC – the Wildlife Trade Monitoring Network, and WWF's Global Forest & Trade Network (GFTN).

I. Boilerplate - Cont.

Learn more at: <http://www.responsibleasia.org/>

Short Version

Recommended for press releases or online articles

Since 2007, Responsible Asia Forestry and Trade (RAFT), a partnership of seven leading organizations, is building the capacity of countries, businesses and communities in Asia Pacific to practice legal and sustainable forest management and trade. RAFT is supported by the Australian and U.S. Governments and is implemented by The Nature Conservancy (TNC), the Institute for Global Environmental Strategies (IGES), TFT (The Forest Trust), the Tropical Forest Foundation (TFF), TRAFFIC – the Wildlife Trade Monitoring Network, and WWF’s Global Forest & Trade Network (GFTN).

Learn more at: <http://www.responsibleasia.org/>



J. Typography



LEGIBILITY

The RAFT brand uses easy typography that is both distinctive and recognizable by its partners and donors.

Arial

Use Arial for body text, captions, and links.

With its serif typeface, Arial is used due to its relatability with RAFT's culture. Arial works well combined with other typefaces, and it can be used in Bold for headers or sub-headers to distinguish the hierarchy of importance and optimum readability in communication products.

Arial

Regular *Bold Italic*

Italic

Bold

K. Color Schemes

SWATCH PALETTE:

The primary colors for RAFT are dark green and green as they connect to forestry.

The secondary color is khaki as it is often associated with nature. Grey, black and white are also secondary colors as they are neutral colors that compliment the primary colors.

For the Pantone color codes, refer to the palette on the right.

For more information on Pantone® colours, go to www.pantone.com

Primary Colors



Pantone: 627 U
C: 73 **M:** 48 **Y:** 58 **K:** 29
R: 67 **G:** 92 **B:** 88
#435C58



Pantone: 576 U
C: 87 **M:** 36 **Y:** 100 **K:** 26
R: 29 **G:** 103 **B:** 53
#7C9A61

Secondary Colors



Pantone: 7499 U
C: 1 **M:** 5 **Y:** 31 **K:** 0
R: 253 **G:** 236 **B:** 186
#FDECBA



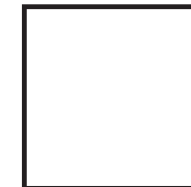
Pantone: 7751 U
C: 19 **M:** 21 **Y:** 67 **K:** 0
R: 210 **G:** 189 **B:** 112
#D2BD70



Pantone: Black
C: 0 **M:** 0 **Y:** 0 **K:** 100
R: 35 **G:** 31 **B:** 32
#231F20



Pantone: 423 U
C: 46 **M:** 36 **Y:** 36 **K:** 2
R: 145 **G:** 147 **B:** 150
#919396



Pantone: White
C: 0 **M:** 0 **Y:** 3 **K:** 0
R: 255 **G:** 255 **B:** 255
#FFFFFF

L. Film/Video



OVERVIEW

The film and video guide represents the signature look and packaging of all video presentations.

Intro

RAFT logo centered on white background.

Title slates

Font: Use Georgia or Arial

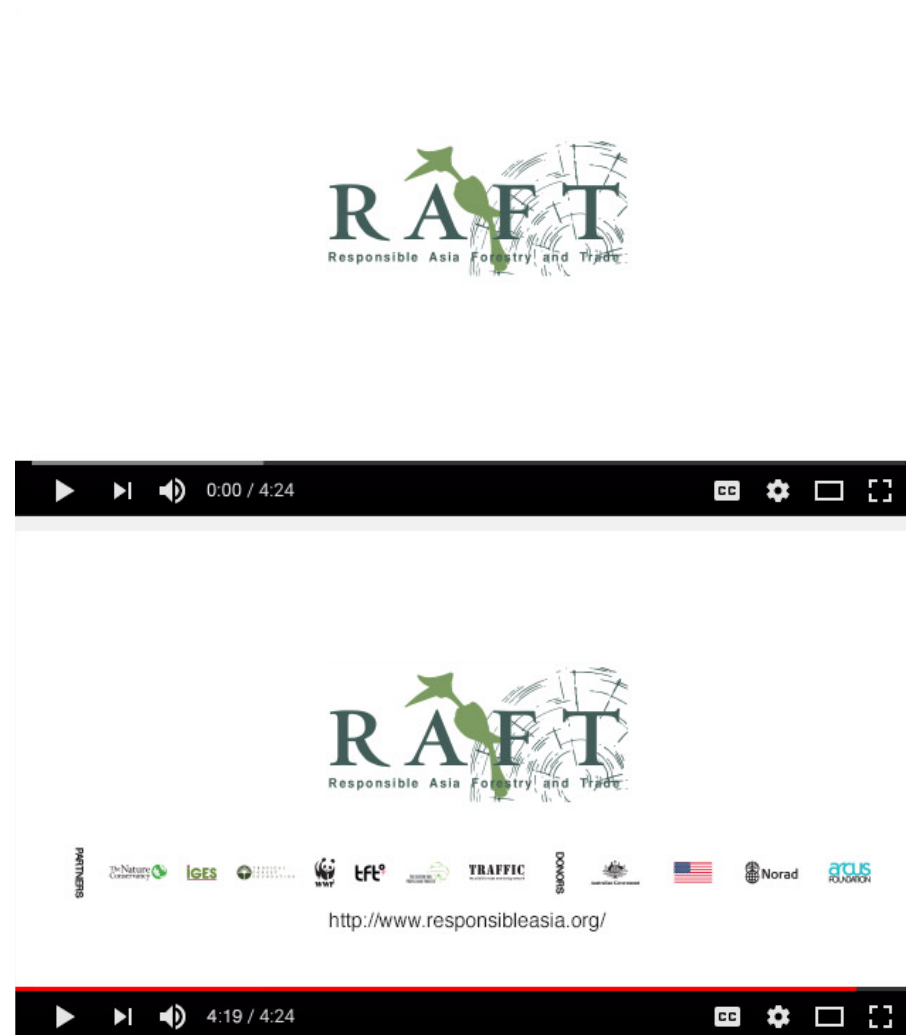
Color: Use Raft secondary colors

Outro

RAFT logo should be centered on white background.

Co-branding bar should appear below logo and

website URL should appear below co-branding bar.



M. Photography

EXAMPLES

The following are some guidelines on shooting and selecting photos:

- Choose compelling images that draw viewers in and evoke emotions of the viewer to take action
- Ensure that the subject is clear and in the foreground
- Choose a wide depth of field as it creates a clear distinction between background and foreground

Poor

Subjects are faded into the background



Good

Subject is clear, vivid colors



Poor

Subjects look staged, no action, no story



Good

Subjects are candid, making good eye-contact, good depth of field



M. Photography - Cont.

CREDITS

Creditation

The photos used belong to either RAFT, an individual or an organization. It is important and our responsibility to credit them accordingly.

Use the following formats when crediting photos:

Photos commissioned by RAFT
©RAFT / Photographer's name

Photos from partners or donors not commissioned by RAFT
©Partner or donor organisation / Photographer's name

Photos from other sources
©Source (e.g. Getty Images) / Photographer's name

Photo Captions

When providing captions, the following must be included whenever possible:

- Description of what's happening
- Place
- Country

A good example can be found just below the photo on the right.
A bad example can be found on the next page.

Good example:



A fisherman casting his net on Indawgyi lake in Kachin State, Myanmar.

M. Photography - Cont.

Bad example:



A fisherman

ANNEX: Templates

i. Regional Fact Sheet 1

A4 FORMAT FACT SHEET (one-pager)

1 Logo

The logo must always be 37 mm in height (on A4) and appear in the top right-hand corner, 22 mm from the page edge, and 12.5 mm from the top of the page. Include RAFT's logo alongside donor or partner logos where relevant (i.e. Project is partially or fully funded by RAFT)

2 Premier headline

The primary headline is aligned left and generally one line.

Typography:

Arial Bold

Size: 38 pt

Colour: RAFT Green (pantone 627u)

3 Secondary headline

The secondary headline is aligned left. Ideally this should be no more than one line.

Typography:

Arial Regular

Size: 20 pt

Leading: 20 pt

Colour: Grey

4 & 6 Content

Content should be displayed in a two column format. Text and images are placed in this area.

Typography:

Leading 12

Arial Regular

Size: 8 pt

Colour: Black 50%

Arial Bold

Size: 9 pt

Colour: Black

i. Regional Fact Sheet 1 - Cont.



5 Image Section

Use a collage of pictures to represent RAFT's projects across different countries. Picture collage should span across the page and the arrangement of the photos is up to the fact sheet creator.

7 Regional Co-branding bar

The regional co-branding bar should be inserted at the bottom of the fact-sheet of any regional program documents or publicity material.

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Fact Sheet
January 2018

Responsible Forestry

Best Practices in Asia

Background

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Key facts

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ii. Regional Fact Sheet 2

A4 FORMAT FACT SHEET (two-pager)

1 Logo

The logo must always be 37 mm in height (on A4) and appear in the top right-hand corner, 22 mm from the page edge, and 12.5 mm from the top of the page.

2 Premier headline

The primary headline is to be aligned left in line with the first column of text. Ideally the headline should be no more than one line.

Typography:

Arial Bold

Size: 38 pt

Leading: 35 pt

Colour: RAFT Green (pantone 627u)

3 Secondary headline

The secondary headline is also aligned left. Ideally this should be no more than two lines.

Typography:

Georgia Regular

Size: 20 pt

Leading: 20 pt

Colour: 50% Black

4 Content

Content should be displayed in a two column format. Text and images are placed in this area. This example shows how you can create a clear and engaging layout.

Typography:

Leading 12

Arial Regular

Size: 8 pt

Colour: Grey

Arial Bold

Size: 9 pt

Colour: Black

ii. Regional Fact Sheet 2 - Cont.



5 Regional Co-branding bar

The co-branding bar must be inserted at the bottom of the document.

6 Credit area

The credit area is for additional information. If it is not needed, it must be removed. The credit area spans across both columns at the bottom. The text placed in the highlight bar can be citations, supporting information, etc.

Typography:

Arial Regular

Size: 7 pt

Colour: 50% Black

The highlight bar is 6 mm in height.

Fact Sheet
January 2018



Responsible Forestry

Best Practices in Asia



Photo credit: John Doe

4

Background

Copy and content of forest management/Vul lam vulputat, consectetur at lum amet alisi dionulput ad et wismodionum mou lodolendre verat res accum lureset velesse quametuerci te dolore mod molentiat lo eniamet nonse quam, cor in henismo lessisis enisi tin cidunt dunt lum vel et exerat. Pat augue lionsed et adio corem doluplat, con ut ad eu feugiam vel il nou ut ullum volorer seri quamcommy nulla lon facipisi tie magna feugiam essendigna facilliam, quipit tandp elestrud molor sequamet venisi iriure vel ullandrem ex eu faccum odolore volor se essequi piamodit exercidui tat. Ut alisisit, voloree tuerli dolobore vullaor si blaore cor los augait ver sustonsequi et vero coreet nim quis nit le acccum nummodolore mou consequ ipsusil eugue eugue late. Ratabi venimpore mos volupta et aut la volupta spidus acesit et omnimint ammod endit, nissuste volo conemque prae exeri dollamet ut ipit porepta de et ant vellibus ex enimpore, sin corepudam, quiam quas est et pa velessi quia litem exerfer ersperferia dolupta voluplur aceruptatem rem vellore heniate coriae quiddi quibus, ipsamsum

Key facts

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RESPONSIBLE CONSERVATION OF NATURE

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Fact Sheet

Success Story

Timeless as Teak



Photo credit: John Doe

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Lessons Learned

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Photo credit: John Doe

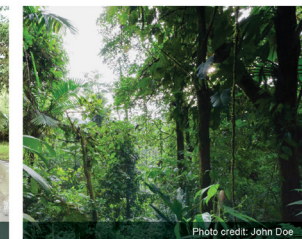


Photo credit: John Doe

www.responsibleasia.org

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iii. Regional PPT Presentation

OVERVIEW

This section explains how to use the elements of the RAFT brand to create presentations in Microsoft Powerpoint. For details such as font size, font type and color, refer to template.

PRESENTATION TITLE ARIAL 40PT BOLD, GREEN, ALL CAPS
 Subtitle, Arial, 25pt, bold, grey

RAFT Custom Color Palette

All slide backgrounds are white. Our palette colors are khaki, sand, dark green, green, black, grey and white. When needed, complementary colour palette can be used, see below.

Primary Colors		Secondary Colors	
Khaki	#F0E68C	Dark Green	#006400
Sand	#F5DEB3	Green	#008000
Dark Green	#006400	Black	#000000
Green	#008000	Grey	#808080
Black	#000000	White	#FFFFFF

Agenda (Arial, 28pt, black)

1. LINE ITEM (ARIAL 20PT, GREEN, ALL CAPS)
2. LINE ITEM
3. LINE ITEM

Titles are Arial 28PT, black

- Text level 1 is Arial 20pt regular, sentence case. Bullets may be turned off to create block paragraph text.
 - Text level 2 is Arial 16pt regular, sentence case. Bullets and line spacing are automatic.
 - Text level 3 is Arial 14pt regular, sentence case. Bullets and line spacing are automatic.

SUBTITLES, ARIAL 20PT, GREEN, CAPS

- Mirantur perna sonores; mutatur uilis praefixo lana metallo, aurea formoso descendunt saecula filo
- Nec modus est illis; felicia uellera ducunt et gaudent implere manus; sunt dulcisa pernae

Line Chart titles are Arial 28pt, black

Text description, arial, 16pt, grey
 Axes are in Arial black, at appropriate size

Bar	Value
BAR 1	25
BAR 2	40
BAR 3	55
BAR 4	70
BAR 5	85
BAR 6	100

Slide Subsections are Arial 36 PT

Thank you
 Presenter's name & contact details

iv. Letterhead

Typography for Address and Contact information are as follows:

- 6 point type, Arial, upper and lower case; Pantone 423U grey
- Refer to typography guidelines for font types to use in message.

Responsible Asia Forestry & Trade
The Nature Conservancy
IUCN Asia Regional Office
83 Sukhumvit Soi 38, Watana
Bangkok, 10110, Thailand
Tel: +66 2 262 0829
Fax: +66 2 262 0864
www.responsibleasia.org



V. Media Release

*Refer to template
for font size, type
and color*

MEDIA RELEASE



For immediate release/Embargoed until ...

Title (Arial bold 18)

Place, Country, Day Month, Year Content (Arial normal 10pt)

Quotes in italics, names of quoted persons in bold

Notes to editors

For more information or to set up interviews, please contact:

Programme Manager, RAFT
Tel: +656 XX XXX XXXX, Mobile: +41 22 999 0000, email@tnc.org; Web:
<http://responsibleasia.org>

Communications Officer, RAFT
Tel: +656 XX XXX XXXX, Mobile: +41 22 999 0000, email@tnc.org; Web:
<http://responsibleasia.org>

Photos (audio/video material) are available at/from: (Provide dropbox link)

About RAFT

Responsible Asia Forestry & Trade partnership (RAFT) is a unique partnership that brings together seven leading organizations to provide capacity-building and knowledge-sharing services in support of the trade in responsibly harvested and processed commodities from forested landscapes. RAFT assists governments, businesses and communities to achieve higher standards of practice in land use allocation, forest and plantation management and commodity trade through supply-side capacity building, technical support and networking opportunities. The partners help bridge the gap between market and policy incentives and current management practices in order to help Asia Pacific suppliers meet the growing demand for verifiably responsible wood products that benefit local and global economies while preserving the environment and mitigating climate change. RAFT is supported by the Australian and U.S. Governments and is implemented by The Nature Conservancy (TNC), the Institute for Global Environmental Strategies (IGES), TFT (The Forest Trust), the Tropical Forest Foundation (TFF), TRAFFIC – the Wildlife Trade Monitoring Network, and WWF's Global Forest & Trade Network (GFTN).

Learn more at: <http://www.responsibleasia.org/index.php>

vi. Regional Publication

Refer to template
for font size, type
and color



About Responsible Asia Forestry & Trade

Established in 2007, the Responsible Asia Forestry & Trade partnership (RAFT) brings together seven leading organizations to provide capacity-building and knowledge-sharing services in support of the trade in responsibly harvested and processed commodities from forested landscapes.

The initiative's partnership approach brings together and assists governments, businesses and communities in achieving higher standards of practice in land use allocation, forest and plantation management and commodity trade through supply-side capacity building, technical support and networking opportunities.

RAFT partners bridge the gap between market and policy incentives and current management practices in order to help Asia Pacific suppliers meet the growing demand for verifiably responsible wood products that benefit local and global economies while preserving the environment and mitigating climate change.

RAFT is supported by the Australian and U.S. Governments and is implemented by The Nature Conservancy (TNC), the Institute for Global Environmental Strategies (IGES), TFT (The Forest Trust), the Tropical Forest Foundation (TFF), TRAFFIC – the Wildlife Trade Monitoring Network, and WWF's Global Forest & Trade Network (GFTN).

Learn more at: <http://www.responsibleasia.org/>



vii. Relevant Requirements from RAFT 3 Funding Agreement

ACKNOWLEDGEMENT:

(a) The Recipient must acknowledge the support it has received from the Department:

(i) in all publications, promotional and advertising materials, signs or plaques displayed at the location where the Project is undertaken;

(ii) in all activities undertaken by it or on its behalf in relation to the Project;

(iii) if requested by the Department, with any products, processes or inventions developed as a result of the Project;

(iv) at any Project Event; and

(v) otherwise at the times and in the manner as the Department directs from time to time.

(b) The Recipient must submit any publications

containing the required acknowledgment to the 10 Business Days prior to publication or announcement of the event.

(c) The Recipient will at all times remain responsible for the content and accuracy of publications and announcements.

Project Events:

(a) The Recipient must:

(i) invite representatives of the Department to all Project Events; and

(ii) ensure that the official proceedings in each Project Event allows for a Department representative to speak.

(b) Once any arrangement has been confirmed in

relation with a Project Event, the Recipient must, as soon as practicable, notify the Department in writing of any change to the Project Event.

Announcements:

The Recipient must notify the Department, before making a public announcement in connection with this Agreement or any transaction contemplated by it except if the announcement is required by Law or a regulatory body (including a relevant stock exchange), and provide a copy of the announcement to the Department.



CONTACT

Phone: +66 2 262 0529

Fax: +66 2 262 0861

Email: raft@responsibleasia.org

RESPONSIBLE ASIA FORESTRY AND TRADE

The Nature Conservancy C/O IUCN Asia Regional Office
63 Soi Prompong, Sukhumvit 39, Wattana, Bangkok 10110, Thailand

RAFT

Discover more:

www.responsibleasia.org

Developed by Game Changer Creatives, Co. Ltd, Singapore