Campaign Guidelines and Toolkit
Contents

• Messaging
• Audiences
• Better Future Faster campaign identity
• Templates
  • Social assets
  • Intro/outro frames
  • Powerpoint presentation
Better Future Faster is an “unbranded” campaign that we would like our coalition members and partner organisations to use.

As well as providing toolkits, visual assets and materials, we also want our network and partners to speak with one, consistent voice, in order to maximise the impact and effect of the campaign.

These are therefore the key messages we would like partners to use while using their own examples to substantiate it.
Messaging
The transition to a zero-carbon economy has already begun.
Leading governments and businesses are already taking action to create the net-zero carbon economies of the future and striving to limit global warming to no more than 1.5°C.

A zero-carbon economy is achievable.
We need to fully de-carbonize our power and transport systems, eliminate our dependence on fossil fuels, and dramatically change how we plan, construct, retrofit and manage our built environment. The momentum we are witnessing today shows that it IS possible by 2050 - or sooner - if fully harnessed and supported.

A zero-carbon economy brings significant benefits.
The transition is helping to create jobs and sustainable growth, enhance the competitiveness of industry and protect the health of citizens.

But it is not happening fast enough.
It is time for governments and business to step up - not just by setting more ambitious policies and targets, but by accelerating the delivery of climate action today to ensure global warming is limited to no more than 1.5°C.
The transition to a zero-carbon economy has already begun.
Forward-thinking, innovative governments & businesses are already taking action to create the net-zero carbon economies of the future. Widespread change is underway: growing corporate ambition is enabling greater policy ambition and vice versa. This is encouraging investment and innovation, helping to answer ever louder calls for rapid de-carbonization and create new opportunities. This growing momentum is emboldening governments, businesses and investors around the world to go further and faster.

A zero-carbon economy brings significant benefits.
Not only is it vital to tackle the climate crisis, the transition is helping to create jobs & sustainable growth, enhance the competitiveness of industry and protect the health of citizens. In addition, it will also create greater resilience in the economy, energy security and dramatically improve people's quality of life - through better air quality, quieter cities and cleaner energy.

A zero-carbon economy is achievable.
A net-zero carbon economy is achievable within the next 30 years. Yes, it is challenging to fully de-carbonize our power and transport systems, eliminate our dependence on fossil fuels, and dramatically change how we plan, construct, retrofit and manage our built environment - but the momentum we are witnessing today shows that it is possible by 2050 - or sooner. By working together, governments, business and civil society can accelerate the growing momentum, harnessing technological innovation, responsible investment & human ingenuity to achieve a net-zero carbon future, in a way which ensures nobody is left behind.

But it’s not happening fast enough.
To get to a net-zero carbon economy, the rate of de-carbonization needs to accelerate and change needs to happen faster across the entire economy and all sectors. It is time for governments and business to step up - not just by setting more ambitious policies and targets, but by implementing plans and speeding up the delivery of climate action today to ensure global warming is limited to no more than 1.5°C.
To inspire faster progress

This campaign aims to inspire governments and businesses to raise their ambition and take bold action sooner, to accelerate the transition to a zero-carbon economy.

By highlighting the momentum already evident, the actions already being taken from a wide range of businesses and governments, and the benefits of taking actions.
Destination: more ambitious climate plans and policies from governments

This comms campaign aims to make a quantifiable contribution to the goal of creating the political space for countries to step-up the ambition of their climate commitments, plans and policies.

It will do so by achieving the following objectives:

1. Change perceptions (build a shared vision)
   - Contrary to what many think, the transition to a zero-carbon economy IS achievable and desirable.
   - This campaign aims to make people think, feel and act with more confidence that this is possible.

2. Communicate the benefits
   - A zero-carbon future brings significant benefits.
   - This campaign aims to land the four key benefits clearly, jobs, growth, competitiveness and health.

3. Raise awareness of systems progress
   - What businesses and governments are already doing today.
   - This campaign aims to widely share a range of stories, proof points and evidence to demonstrate systems progress and momentum.
Audiences
Target Audiences.

Governments & Policymakers
Government & policy-makers who might be cautious about creating ambitious change-making policies because of the perceived risks to jobs, growth and concerns about business’ ability to deliver.
- Heads of State
- Trade & Energy ministries
- Finance & Treasury
- Environment departments
- Legislatures and parliaments

Business
Committed & non-committed companies who could and should be doing more, faster, to transition to a zero-carbon business model:
- CEOs and C-suite
- Sustainability Officers/Departments
- Finance teams & CFOs
- General counsel/legal teams
- Employees, suppliers, customers
Campaign Identity
We have a vision of what a zero-carbon future looks and feels like.

Based on the signals of change, case studies and evidence of today, we have created a visual language that gives us a view on that future.

‘Portal’ gives us a lens through which we can present a better world, as we make changes towards our goal of zero-carbon by 2050.
The logo acts as a universal stamp across all Better Future Faster communications and should always be used where space permits.

The Better Future Faster logo consists of a bold and straightforward logotype, with the word ‘faster’ italicised and underlined to help emphasise the importance and urgency.
Primary logos
These logos should be used within communications that require the logo to be as legible as possible. For example, press and outdoor executions.

Always combine the chosen colour-way with the corresponding background colour, as shown.

**BFF_Logo_BlackWithOrange**
Should always appear on white / light backgrounds

**BFF_Logo_WhiteWithBlack**
Should always appear on Faster Orange / mid-tone backgrounds

**BFF_Logo_WhiteWithOrange**
Should always appear on black
Secondary logos
These logos can be used to help create variety within communications, but should only be used within communications that do not require maximum logo stand out. For example, on social media posts and ppt templates.

Always combine the chosen colour-way with the corresponding background colour, as shown.

**BFF_Logo_OrangeWithBlack**
Should always appear on white / light backgrounds

**BFF_Logo_BlackWithWhite**
Should always appear on Faster Orange / mid-tone backgrounds

**BFF_Logo_OrangeWithWhite**
Should always appear on black
Exclusion zone

A 1x multiple of the ‘e’ determines the exclusion zone around the logo.
Some rules around the use of the logo have been highlighted to maintain brand integrity and consistency.

- **Do**: Use the logo as it has been supplied

- **Don't**: Warp or distort the logo

- **Don't**: Change the alignment of any elements within the logo

- **Don't**: Individually scale elements of the logo

- **Don't**: Set the logo in any other colours. It should only be set in the combinations of Faster Orange, black and white.
The ‘portal’ itself has been designed as an impactful brand device, that is used to hold messages and imagery. It represents a portal to a better future, where the focal point within the ‘portal’ is an example of what we are trying to achieve. It can be used on top of images and in conjunction with headlines.

The Better Future ‘portal’ device should only be set in Faster Orange, black or white. The width of the band should be proportionally scaled at the width supplied.
'Faster Orange' is the main brand colour and should be used on every piece of communication in one form or another.

Faster Orange creates a sense of urgency (without the panic) whilst the use of black and white adds attitude and contrast.

To retain impact, Faster Orange should only be used at full opacity and not as tints.

Note: The Pantone® values are obtained from the Pantone PLUS Series, CMYK Coated book.
Typography

Our Brand typeface

The Better Future Faster typeface is Circular. It is at the heart of the identity and the foundation for all branding.

Circular is a geometric sans-serif typeface that has quirks to add warmth. It is confident but friendly, making it tonally appropriate for the Better Future Faster campaign brand.

Use these weights of the brand typeface for all web and marketing materials and all designed communications.

The primary weight should be used the majority of the time. The secondary weight should be used sparingly to add emphasis in body copy and to create differentiation within copy heavy collateral.

Circular

Primary weights

**MEDIUM**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 , / ? < > ” ; : @

**BLACK**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 , / ? < > ” ; : @

Secondary weights

**BOOK**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 , / ? < > ” ; : @
If you are unable to license and purchase the circular font, the secondary font to use is Montserrat.

This font can be downloaded for free from Google fonts [here](https://fonts.google.com), this should only be used as a last resort due to consistency of brand.

The primary weight should be used the majority of the time. The secondary weight should be used sparingly to add emphasis in body copy and to create differentiation within copy heavy collateral.

## Typography

<table>
<thead>
<tr>
<th>Primary weights</th>
<th>Secondary weights</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Semi-Bold</strong></td>
<td>Regular</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td><strong>BLACK</strong></td>
<td></td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
</tbody>
</table>
Templates

Social Assets
A range of Better Future Faster social asset templates have been built, so that you can tailor them to reflect your organisation's Better Future Faster stories.

- The templates have been built in powerpoint so that you can change the imagery, copy, colours and add your organization's logo if needed.
- The templates have been created in the following formats: 1080px x 1080px (square) and 1024px x 512px (landscape rectangle).
- The ppt templates and instructions on use can be downloaded from the Better Future Faster resource centre.
- The designs on the following page can be found within the templates, and are ready for you to use.
Landscape
Large Statement.

Zero carbon by 2050
Zero carbon emissions by 2050.
Zero carbon emissions by 2050.

Vivamus veneanatis tellus vitae dui tincidunt, ut interdum massa egestas. Etiam malesuada tempus orci, vel suscipit orci tempor at.
“Duis facilisis quis nunc varius consequat. Etiam hendrerit nulla sed faucibus tincidunt. Nam metus purus, finibus quis.”

Paul Polman
Chief Executive Officer of Unilever
Zero carbon by 2050.
Zero carbon emissions by 2050.
Zero carbon emissions by 2050.

Vivamus venenatis tellus vitae dui tincidunt, ut interdum massa egestas. Etiam malesuada tempus orci, vel suscipit orci tempor at.
“Duis facilisis quis nunc varius consequat. Etiam hendrerit nulla sed faucibus tincidunt. Nam metus purus, finibus quis.”

Paul Polman  
Chief Executive Officer of Unilever
Square
Large Statement.

Zero carbon by 2050
Duis facilisis quis nunc varius conse quat. Etiam hendrerit nulla sed faucibus tincidunt. Nam metus purus.
"Duis facilisis quis nunc varius consequat. Etiam hendrerit nulla sed faucibus quis nunc varius tincidunt. Nam metus purus."

Paul Polman
Chief Executive Officer of Unilever

"Duis facilisis quis nunc varius consequat. Etiam hendrerit nulla sed faucibus tincidunt. Nam metus purus."

Paul Polman
Chief Executive Officer of Unilever

"Duis facilisis quis nunc varius consequat. Etiam hendrerit nulla sed faucibus tincidunt. Nam metus purus."

Paul Polman
Chief Executive Officer of Unilever
“Duis facilisis quis nunc varius consequat. Etiam hendrerit nulla sed faucibus tincidunt. Nam metus purus.”

Paul Polman
Chief Executive Officer of Unilever

“Duis facilisis quis nunc varius consequat. Etiam hendrerit nulla sed faucibus tincidunt. Nam metus purus.”

Paul Polman
Chief Executive Officer of Unilever
“Duis facilisis quis nunc varius consequat. Etiam hendrerit nulla sed faucibus tincidunt. Nam metus purus.”

Paul Polman
Chief Executive Officer of Unilever

“Duis facilisis quis nunc varius consequat. Etiam hendrerit nulla sed faucibus tincidunt. Nam metus purus.”

Paul Polman
Chief Executive Officer of Unilever
“Duis facilisis quis nunc varius consequat. Etiam hendrerit nulla sed faucibus tincidunt. Nam metus purus.”

Paul Polman  
Chief Executive Officer of Unilever

“Duis facilisis quis nunc varius consequat. Etiam hendrerit nulla sed faucibus tincidunt. Nam metus purus.”

Paul Polman  
Chief Executive Officer of Unilever
Image based.
intro/outro frames
Better Future Faster intro and outro frames can be added to video or GIF content.

The frames have been provided in all colours illustrated in the Better Future Faster colour palette.

The frames can be downloaded from the Better Future Faster resource centre.
Powerpoint
Powerpoint templates can be downloaded from the Better Future Faster resource centre.

Within the templates, you will find a range of page setups to choose from. You will be able to edit the copy and imagery to suit your requirements.
Thankyou