

FAIR & PRECIOUS

BY **atibt**

CHARTE GRAPHIQUE

OCTOBRE 2018



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1. LE LOGO

FAIR & PRECIOUS



LA PALETTE DE COULEURS :

Le logo peut être utilisé de 4 façons



| | CMJN | RAL | RVB | WEB |
|--------|-------------------------------------|------|-------------------------------|--------------|
| | | | | Code couleur |
| Noir | N : 100 | 8022 | R : 0 V : 0 B : 0 | #000000 |
| Bleu | C : 50 M : 30 J : 21 N : 0 | 5024 | R : 144 V : 156 B : 180 | #909CB3 |
| Marron | C : 0 M : 15 J : 30 N : 40 | 7006 | R : 175 V : 157 B : 133 | #AF9D85 |
| Vert | C : 28 M : 0 J : 43 N : 25 | 6011 | R : 162 V : 181 B : 139 | #A2B58B |

* ATTENTION : la correspondance RAL n'est pas exacte mais approchante,
il vaut mieux privilégier l'impression en quadri (sticker) lors d'une utilisation pour de la signalétique.

CAS PARTICULIERS :

La version en négatif est à utiliser lorsque le fond est foncé.



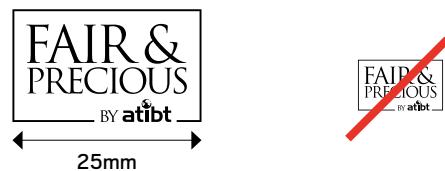
Fond foncé logo BLANC

La version noire est à utiliser lorsque le fond est clair.



Fond clair logo NOIR

TAILLE MINIMALE DU LOGO



Il est interdit d'utiliser le logo en dessous de 25mm de large afin de conserver la lisibilité de l'ATIBT.

UTILISATION DU LOGO SUR PHOTO

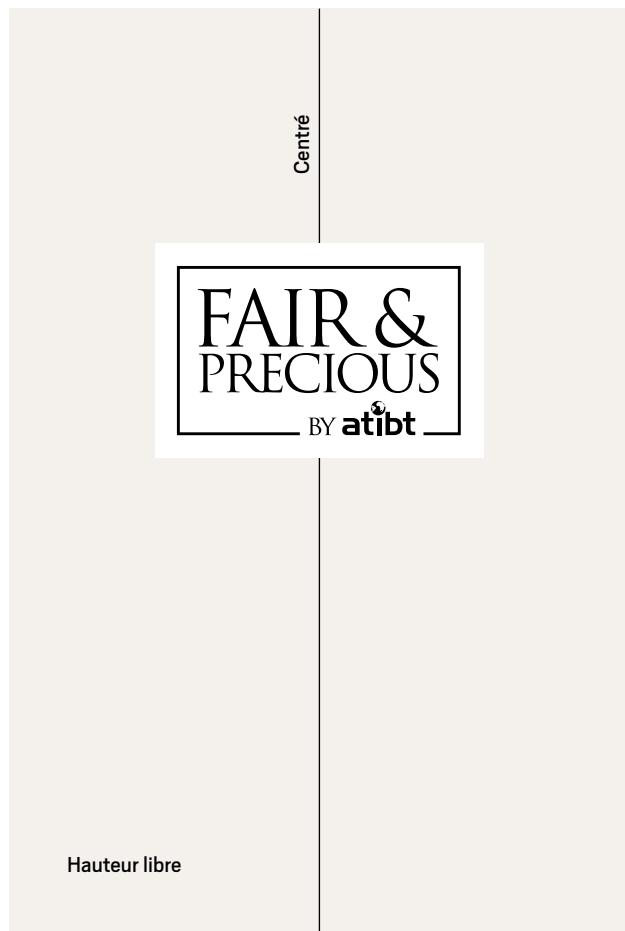
il est possible d'utiliser le logo sur une photo mais seulement avec un fond foncé, transparent (noir 70% en produit) ou coloré.



2. LES RÈGLES D'USAGE DU LOGO

ZONES DE PROTECTION

Il y a une zone de protection du logo, celui-ci pouvant être librement inscrit sur des fonds de couleurs ou de photos avec zone blanche.



3. LA TYPO DU LOGO

FAIR & PRECIOUS



TRAJAN PRO

ABCDEFGHIJKLM NOPQRSTUVWXYZ

ABCDEFGHIJKLM NOPQRSTUVWXYZ

0123456789@%&

4. LES INTERDITS

FAIR & PRECIOUS

Il est important de bien respecter les spécificités du logo.
Les exemples présentés ci-contre sont strictement interdits.



- ✖ **Il est interdit**
de modifier les lettres
ou de les supprimer.



- ✖ **Il est interdit**
de déformer
le logo.



- ✖ **Il est interdit**
de changer les couleurs
du logo.



- ✖ **Il est interdit**
d'enlever le cadre
au logo.



- ✖ **Il est interdit**
de changer la forme
du logo.



- ✖ **Il est interdit**
de supprimer des éléments
ou d'ajouter des effets
telle une ombre portée.

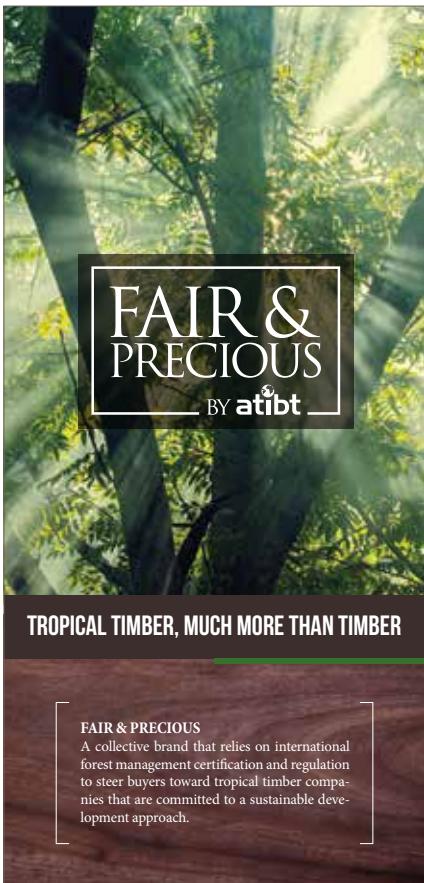


- ✖ **Il est interdit**
de changer
la typographie
du logo.



- ✖ **Il est interdit**
de couper le logo.

LE FLYER Exemple



SUSTAINABLE FOREST MANAGEMENT



«Hyper-consumption» must gradually disappear in favour of more qualitative and participatory ways of thinking. Fair&Precious forest managers want to shape a new way of doing things. With Fair&Precious, they are creating a collective that allows them to promote their values and pool their actions together. They are therefore developing modes of «positive activism», offering models that are respectful of both the planet and humans».

* COP 21: signature of the Paris Agreement (12/2015) highlighting the role of forests as a solution to limit climate change [Article 5]

PROMOTING BEST PRACTICES

Created at the initiative of ATIBT*, the collective Fair&Precious brand aims to:

- raise awareness among European buyers and consumers of the importance of certified forest management,
- ensure that eco-certified tropical timber is recognised as both a remarkable and a responsible material.

Through this approach, ATIBT and forest managers aim to ensure the economic viability, the social equity and the preservation of forest ecosystems. They stimulate the entire supply chain through the development and promotion of best practices.

*Association Technique Internationale des Bois Tropicaux International Tropical Timber Technical Association

**FAIR & PRECIOUS
by atibt**

FAIR & PRECIOUS' 10 COMMITMENTS

| | |
|-----------|---|
| 01 | MANAGING AND PROTECTING FORESTS TO COMBAT GLOBAL WARMING |
| 02 | PRESERVING FOREST RESOURCES BY HARVESTING LESS THAN IS NATURALLY GROWN |
| 03 | DEVELOPING KNOWLEDGE ON BIODIVERSITY TO FACILITATE THE RENEWAL OF THE SPECIES |
| 04 | ENSURING THE PRESERVATION OF THE LIVING SPACE OF WILDLIFE |
| 05 | IMPLEMENTING PROGRAMMES THAT COMBAT POACHING |
| 06 | CONTRIBUTING TO THE WELL-BEING OF POPULATIONS BY FACILITATING ACCESS TO EDUCATION, MEDICAL CARE AND HOUSING |
| 07 | STIMULATING THE ECONOMIES OF PRODUCER COUNTRIES BY ENHANCING THE VALUE OF THE FOREST AND FAVOURING THE LOCAL PROCESSING OF TIMBER |
| 08 | SETTING UP TRAINING COURSES FOR THE FOREST AND TIMBER TRADES |
| 09 | PROVIDING TECHNICAL KNOWLEDGE ON THE DIVERSITY OF TROPICAL TIMBER SPECIES AND THEIR USES |
| 10 | PROMOTING RESPONSIBLE PURCHASES OF THIS EXCEPTIONAL MATERIAL |

RIGOROUS RIGHTS REGARDING USAGE OF THE BRAND

In order for a forest manager to claim the right to use the Fair&Precious brand, he or she must be an ATIBT member and have a monitoring procedure that is approved by ATIBT's board of directors, such as forest certification in sustainable management (SFM- Sustainable Forest Management) FSC and/or PEFC.

To show that it is serious and to protect the virtuous character of the brand, ATIBT reserves the right to suspend a forest manager's right to use the brand in the event of a demonstrated degradation of its practices from an environmental, social, economic or regulatory standpoint.

JOIN THE MOVEMENT

You are a service-based company, a prescriber, a buyer, a distributor, a user of tropical timber... You are a professional organisation, a training or research entity, a government organisation, an NGO...

You share the values conveyed by the Fair & Precious brand and you agree with its commitments. Show your support by becoming an official partner.

Please visit www.fair-and-precious.org

www.fair-and-precious.org

atibt
FOR SUSTAINABLY MANAGED TROPICAL FORESTS

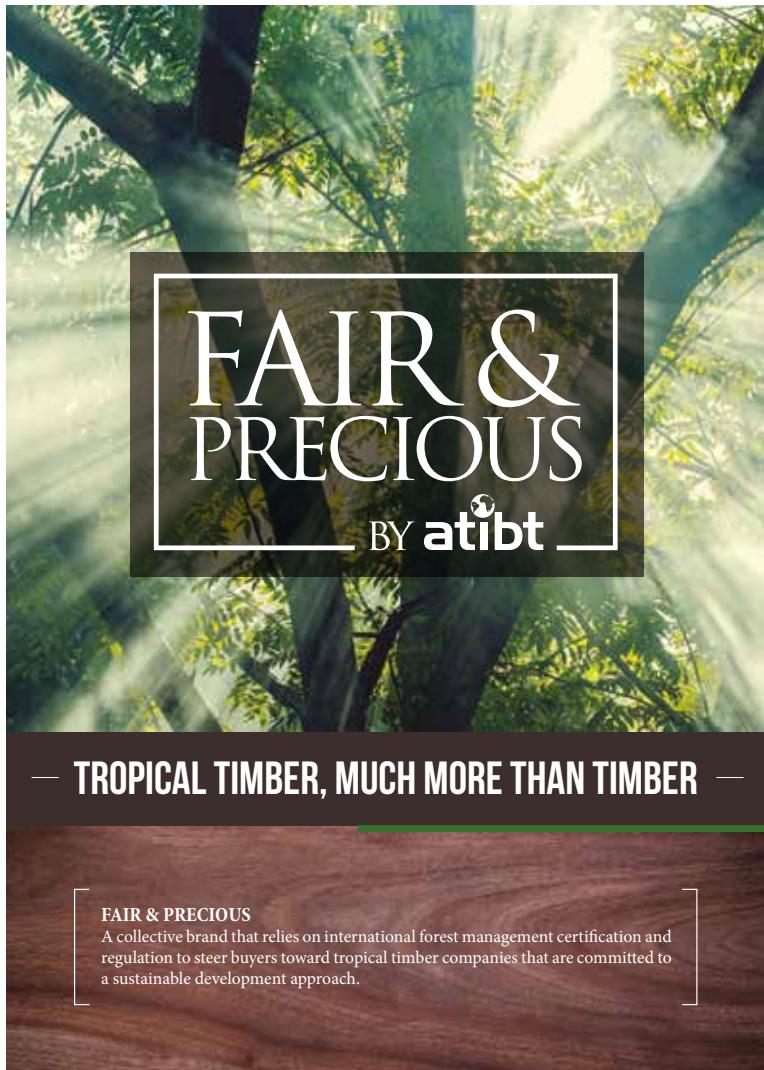
ATIBT
Campus du Jardin d'Agronomie Tropicale de Paris
45 bis, avenue de la Belle Gabrielle
94736 Nogent-sur-Marne CEDEX - FRANCE
Tél. +33 1 43 94 72 64 - Fax. +33 1 43 94 72 09

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Le flyer Fair&Precious, qui met en avant les spécificités du programme ainsi que ces engagements

PLAQUETTE

Exemple



voici la plaquette 4 pages au format A4 qui met en avant les 10 engagements Fair&Precious. Elle est déclinée en trois langues, français, anglais et espagnol.

LES 10 ENGAGEMENTS FAIR & PRECIOUS

FAIR &
PRECIOUS
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01 MANAGING AND PROTECTING FORESTS TO COMBAT GLOBAL WARMING



02 PRESERVING FOREST RESOURCES BY HARVESTING LESS THAN IS NATURALLY GROWN



03 DEVELOPING KNOWLEDGE ON BIODIVERSITY TO FACILITATE THE RENEWAL OF THE SPECIES



04 ENSURING THE PRESERVATION OF THE LIVING SPACE OF WILDLIFE



05 IMPLEMENTING PROGRAMMES THAT COMBAT POACHING



06 CONTRIBUTING TO THE WELL-BEING OF POPULATIONS BY FACILITATING ACCESS TO EDUCATION, MEDICAL CARE AND HOUSING



07 STIMULATING THE ECONOMIES OF PRODUCER COUNTRIES BY ENHANCING THE VALUE OF THE FOREST AND FAVOURING THE LOCAL PROCESSING OF TIMBER



08 SETTING UP TRAINING COURSES FOR THE FOREST AND TIMBER TRADES



09 PROVIDING TECHNICAL KNOWLEDGE ON THE DIVERSITY OF TROPICAL TIMBER SPECIES AND THEIR USES

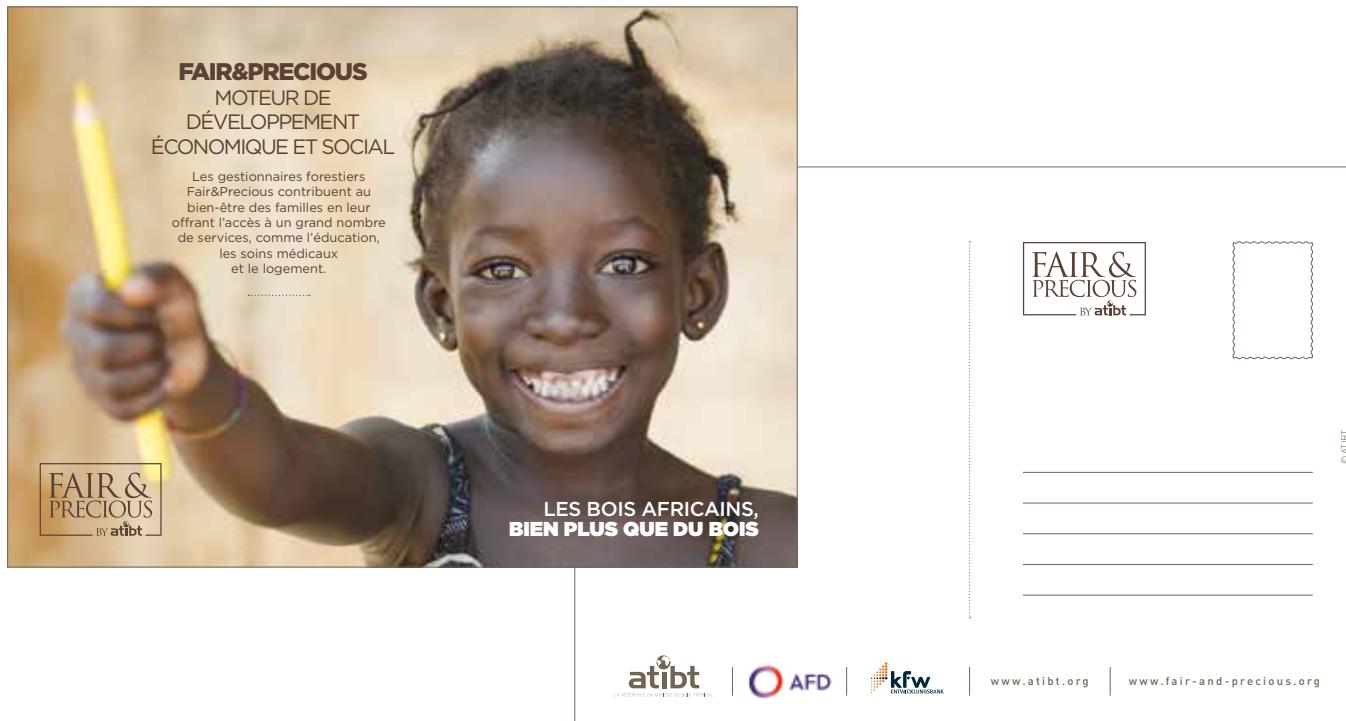


10 PROMOTING RESPONSIBLE PURCHASES OF THIS EXCEPTIONAL MATERIAL



LES CARTES POSTALES

Exemple



Les cartes postales Fair&Precious,
reprennent les visuels de la campagne
« les bois africains, bien plus que du bois »

5. LA PAPETERIE

FAIR & PRECIOUS

INVITATION INAUGURATION

Exemple



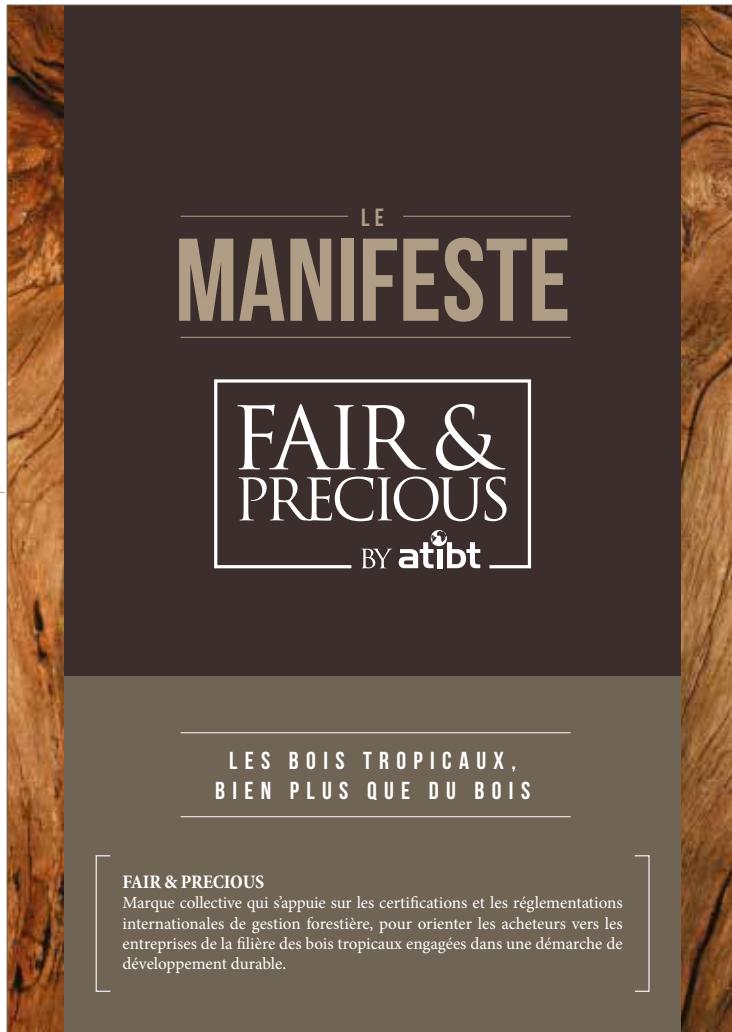
A l'occasion du lancement de la marque,
un save the date a été créé pour inviter
les journalistes et acteurs de la filière



LE MANIFESTE

Exemple

la manifeste Fair&Precious explique tous les aspects du programme



UN DROIT D'USAGE RIGoureux DE LA MARQUE

Pour qu'un gestionnaire forestier puisse prétendre au droit d'usage de la marque Fair&Precious, il doit être adhérent à l'ATIBT et titulaire d'une procédure de contrôle agréée par le conseil d'administration de l'ATIBT, telle qu'une certification forestière. En gage de sérieux et pour protéger le caractère vertueux de la marque, l'ATIBT se réserve le droit de suspendre le droit d'usage de la marque à un gestionnaire forestier, en cas de dégradation avérée de ses pratiques sur le plan environnemental, social, économique ou réglementaire.

REJOIGNEZ LE MOUVEMENT

Vous êtes une entreprise de services, un prescripteur, un acheteur, un distributeur, un utilisateur de bois tropicaux... Vous êtes une organisation professionnelle, un acteur de la formation ou de la recherche, une organisation gouvernementale, une ONG... Vous partagez les valeurs véhiculées par la marque Fair & Precious et vous adhérez à ses engagements. Apportez-lui votre soutien en devenant partenaire officiel.

Rendez-vous sur le site www.fair-and-precious.org

La marque Fair&Precious a bénéficié de l'appui financier du Programme de Promotion de l'Exploitation Certifiée des Forêts (PPECF) et de l'Agence Française de Développement (AFD), qu'il convient de remercier chaleureusement.



www.fair-and-precious.org

atibt
LA RÉFÉRENCE EN MATIÈRE DE BOIS TROPICAL

ATIBT,
Campus du Jardin d'Agronomie Tropicale de Paris
45 bis, avenue de la Belle Gabrielle
94736 Nogent-sur-Marne CEDEX - FRANCE
Tél. +33 1 43 94 72 64 - Fax. +33 1 43 94 72 09

Crédit photo : Lucas Zanini, Shutterstock, ktsdesign, bigstock

FAIR &
PRECIOUS

C'EST QUI?



La marque Fair&Precious a été créée à l'initiative de l'Association Technique Internationale des Bois Tropicaux (ATIBT) qui travaille au service de la filière, de la forêt tropicale jusqu'au consommateur final. L'ATIBT fait figure de référence sur le plan technique et dans la réglementation des usages commerciaux du bois tropical. Elle a pour mission d'assurer la promotion du développement d'une filière durable, éthique et légale des bois tropicaux. L'ATIBT compte plus d'une centaine d'adhérents :

- les gestionnaires forestiers,
- les entreprises de services, les prescripteurs, les acheteurs, les distributeurs, les utilisateurs de bois tropicaux,
- les organisations professionnelles, les acteurs de la formation ou de la recherche, les organisations gouvernementales, les ONG...

2

MANIFESTE FAIR & PRECIOUS - www.fair-and-precious.org



6

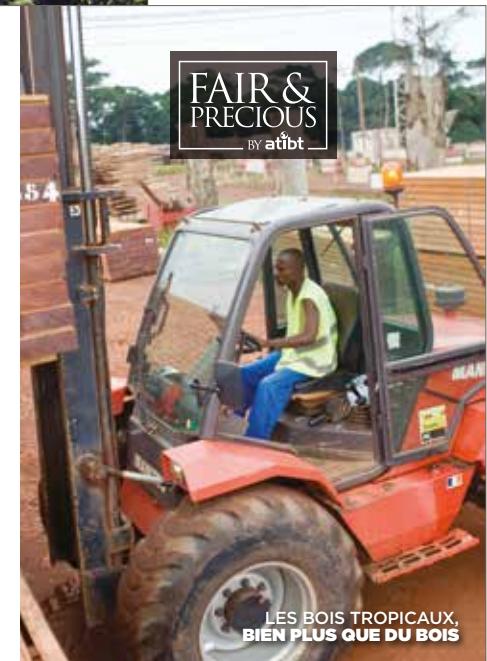
MANIFESTE FAIR & PRECIOUS - www.fair-and-precious.org



Fair&Precious est une marque collective et collaborative créée par l'ATIBT et ses adhérents, engagés dans des démarches de certification et de gestion durable dans la filière bois tropical.

Les entreprises Fair&Precious revendent des normes environnementales les plus strictes et consacrent des budgets importants pour assurer la certification et la vérification par des organismes indépendants.

Les gestionnaires forestiers et les partenaires de la marque entendent bien créer une dynamique forte qui permette d'agir efficacement en faveur des savoir-faire et des savoir-être. Les bonnes pratiques et le respect doivent primer. La durabilité passe par l'équité, en privilégier le mieux vivre ensemble, et ainsi favoriser les retrouvailles entre humains conscients que le monde manque non pas de merveilles, mais d'émerveillement !



6. CAMPAGNE DE COMMUNICATION

Fair&Precious recommends the FSC and PAFC tropical forest management environmental protection labels

FAIR & PRECIOUS
COMBATING
DEFORESTATION

Fair & Precious foresters preserve the forest for generations to come by protecting it from a conversion into an intensive agriculture zone.

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**AFRICAN TIMBER
AND SO MUCH MORE**

FAIR & PRECIOUS CERTIFIED OPERATOR | SUSTAINABLE FOREST MANAGEMENT

Fair&Precious recommends the FSC and PAFC tropical forest management environmental protection labels

FAIR & PRECIOUS
PROTECTS BOTH WILDLIFE AND PLANTS

Thanks to their sustainable management, Fair & Precious forest concessions provide wildlife and plants with protected spaces that enable us to observe an increase in animal populations.

FAIR & PRECIOUS
BY atibt

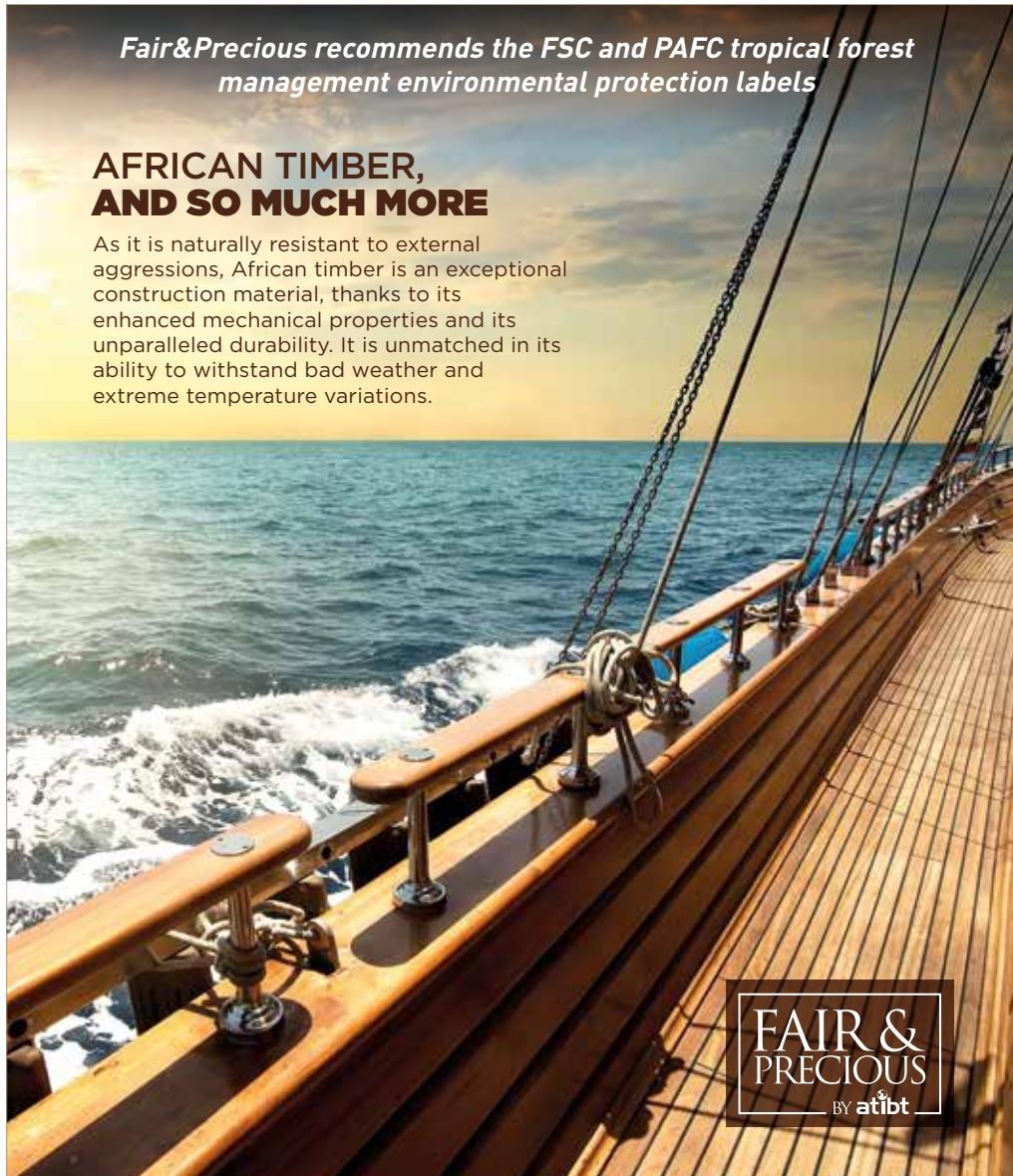
**AFRICAN TIMBER
AND SO MUCH MORE**

FAIR & PRECIOUS CERTIFIED OPERATOR | SUSTAINABLE FOREST MANAGEMENT

Fair&Precious recommends the FSC and PAFC tropical forest management environmental protection labels

AFRICAN TIMBER, AND SO MUCH MORE

As it is naturally resistant to external aggressions, African timber is an exceptional construction material, thanks to its enhanced mechanical properties and its unparalleled durability. It is unmatched in its ability to withstand bad weather and extreme temperature variations.



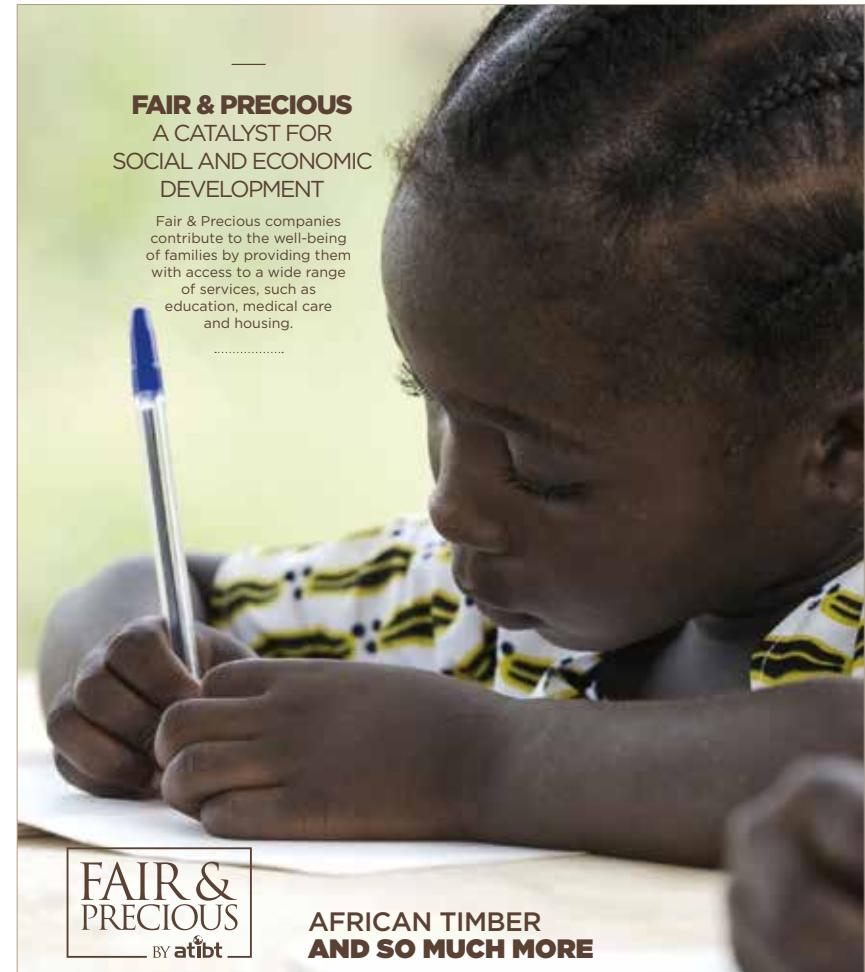
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FAIR & PRECIOUS CERTIFIED OPERATOR | SUSTAINABLE FOREST MANAGEMENT

CIB **IHC** **R.P. PALLISCO** **CFM** **PRECIOUS WOODS** **Rougier** **GWZ**

FAIR & PRECIOUS
A CATALYST FOR
SOCIAL AND ECONOMIC
DEVELOPMENT

Fair & Precious companies contribute to the well-being of families by providing them with access to a wide range of services, such as education, medical care and housing.



FAIR & PRECIOUS
BY atibt

**AFRICAN TIMBER
AND SO MUCH MORE**

FAIR & PRECIOUS DEVELOPER | SUSTAINABLE FOREST MANAGEMENT

CIB **IHC** **R.P. PALLISCO** **CFM** **PRECIOUS WOODS** **Rougier** **GWZ**

Exemples de visuels 60x80cm pour la campagne d'affichage de Fair & Precious,

**"Les bois africains,
bien plus de que bois"**

L'ESTAMPILLE

Les deux cas



Afin de permettre d'identifier nos membres, nous avons créé l'estampille Fair&Precious. Il existe deux catégories de membres, à savoir les opérateurs certifiés ainsi que les partenaires de la marque

L'ESTAMPILLE

Exemple d'intégration chez nos membres



ABOUT US

Sustainability is the focus of our entrepreneurial philosophy.

Precious Woods is one of the leading companies in sustainable management of tropical forests globally. The group was founded in 1990 with its headquarter based in Switzerland.

Ecological value

>>> Protecting of 1.1 million ha of Tropical Rainforest through sustainable management

Social value

>>> Precious Woods employs 1300 employees in Brazil and Gabon

>>> Precious Woods supports local communities and contributes to economic development in disadvantaged regions.

Economic value

>>> Production and trading with 100% FSC® certified timber

>>> Production and trading with 100% PEFC® certified timber

>>> Certified emission reductions

Sur une page internet



Precious Woods – a sustainable forest management and wood processing company

Precious Woods is one of the leading companies in sustainable management of tropical rainforests globally and is regarded as a pioneer in many areas. Its core business is the production and sale of Forest Stewardship Council and PEFC Programme for the Endorsement of Forest Certification-certified sawn and semi-finished tropical timber products. In Brazil, Precious Woods holds a 40% share in a biomass power plant allowing the company to also sell certified emission reductions (CERs) by utilizing wood residues from its operations. The added value of all activities is highest customer value while preventing deforestation in tropical forests by utilizing their wood sustainably and generating associated added value. Economic success ensures the social and environmental sustainability of activities and is essential for the long-term conservation of tropical forests. The Precious Woods Group is headquartered in Switzerland and employed more than 1,300 people in Brazil, Gabon and Switzerland in 2017.

Vision
As an economically successful company, Precious Woods contributes to the long-term preservation of tropical forests and their positive impact on biodiversity and the natural water cycle through sustainable forestry and the marketing of the resulting products.

Focus on economic, social, and environmental added value
Precious Woods creates added value in economic and multi-dimensional terms through sustainable use of tropical forest resources. The broad range of timber and non-timber products generates added value which goes beyond the traditional forestry and timber industry and secures the long-term existence of the company. Precious Woods creates added social added value through the creation of job opportunities, basic and continuing training, community schools, schools, health clinics, as well as other infrastructure in remote tropical forest areas. In doing so, the company makes an important contribution to economic and social development and stability in these regions. Precious Woods actively aims to improve the living conditions of its employees, shareholders, and communities. Added value in strategic terms must integrate Precious Woods' financial and social responsibility with its environmental mission to preserve these renewable natural resources in particular. Their biodiversity – also for future generations. A comprehensive description of Precious Woods' social and environmental engagement is provided in the Sustainability chapter in pages 25 – 29 as well as in the reports on the individual business segments.

Products and markets
Precious Woods produces and sells logs and sawn timber (timbers, poles, boards, planed products, veneer) made from high-quality tropical timber. Main target groups are the marine and hydraulic engineering, timber, furniture, building and road construction, as well as outdoor furniture manufacturers in markets across Europe, Brazil, Asia, and the Americas. The company's success is based on a network of prominent non-governmental organizations, awareness of the environmental and social consequences of uncontrolled exploitation of tropical forest resources, a increasing and leading to a positive change in framework conditions. This development offers Precious Woods, with its strategy aimed consistently at sustainability, an increasing market potential.

Global and economic challenges
In a dynamic environment
The important function of tropical forests in carbon sequestration is gradually becoming established in the public consciousness. The global dimensions and tropical forests are increasingly being viewed in the light of global resource depletion when selecting suitable locations for its forestry operations. Precious Woods not only assesses availability, accessibility, and sustainability of the forest resources, but also identifies potential threats in the form of illegal logging or selective logging. Precious Woods respects the legal and institutional structures, local forest culture, and relevant legislation, as well as their implementation in practice.

A pioneering role – more than simply sustainable certification
Precious Woods defines and measures the sustainability of all its operations on the basis of the FSC® and PEFC standards. In 1993, when it was founded in Brazil, in 2011, the entire Group also underwent certification according to the principles of PEFC/PFNC (Pan-African Forestry Certification) – a sustainability standard of a similarly high level. Independent auditors regularly assess Precious Woods. Precious Woods is

Dans un magazine

7. L'IMPLANTATION CHEZ NOS MEMBRES

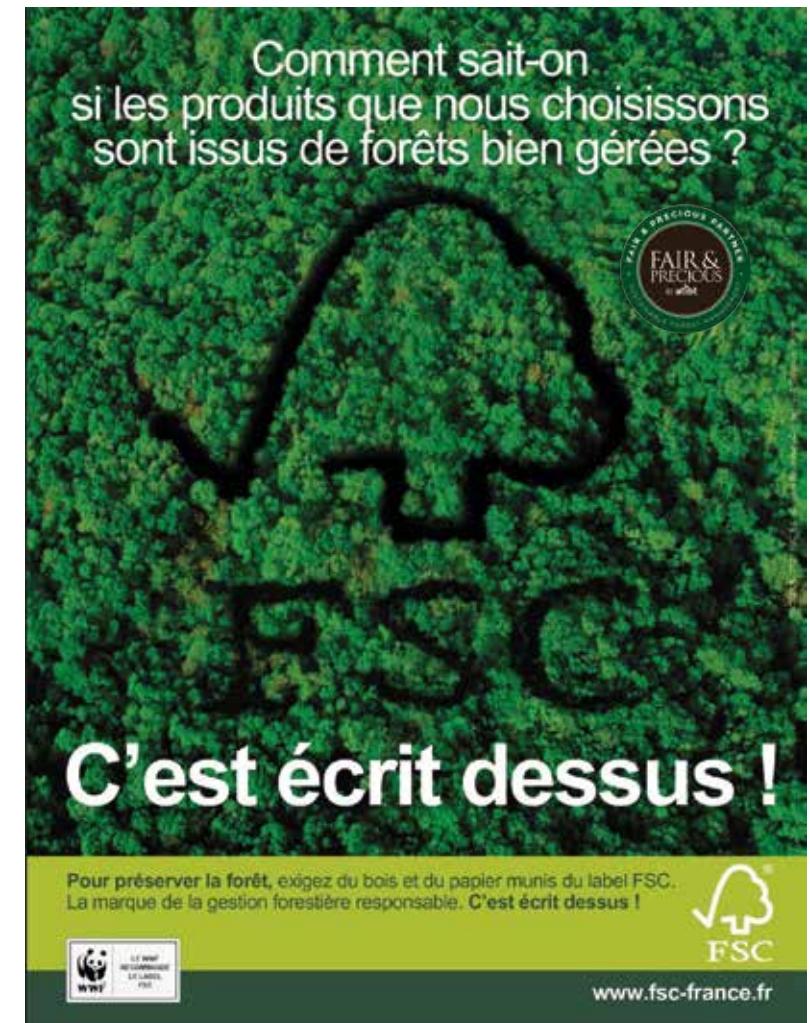
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L'ESTAMPILLE

Exemple d'intégration chez nos membres



Sur des campagnes d'affichage



L'ESTAMPILLE

Exemple d'intégration chez nos membres



Sur des éditions







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