Introduction

The Myths and Facts booklet is one of the key resources of the Two Sides campaign. The 24 page A5 booklet addresses the popular myths about print and paper and dispels those myths with verifiable facts.

Members of Two Sides can personalise the Myths and Facts booklet. By adding your company's logo to the front cover, and corporate images and text to the inside cover, these personalised booklets can be a valuable tool to share with customers, staff and stakeholders.

How to Personalise

There are two ways for our members to personalise the Myths and Facts booklet.

Option 1: Members do the editing themselves

1. Download the InDesign files and edit the cover using this guide **http://tinyurl.com/TS-MF-InDesign**
2. When complete, send a PDF of the cover to Two Sides for approval - enquiries@twosides.info
3. After approval, Two Sides will send the text files
4. You can then export the complete booklet in the required PDF format

Option 2: We do the editing for you (free of charge)

1. Download the Microsoft Word template and make the edits in this document **http://tinyurl.com/TS-MF-Word**
2. Send the edited template to Two Sides, along with any high resolution images
3. We will edit the InDesign document using this template and send a PDF back to you for approval
4. We will then produce a print-ready PDF and a low resolution PDF for websites etc.
5. If required, we can also arrange the printing (at additional cost)

Guide to pages

The pages of the cover will be referred to as the following;

Back Cover

Two Sides
iCon Centre
Eastern Way
Daventry
NN11 0QB
United Kingdom

+44 (0)1327 262920
enquiries@twosides.info
www.twosides.info

Company Name
Address Line 1
Address Line 2
Town
Postcode
Country

Telephone
Email address
Website

Produced in collaboration between Two Sides and Company name

Version 9, April 2016

Front Cover

Print and Paper Myths and Facts

Print and Paper have a great environmental story to tell

TWO SIDES

www.twosides.info

Outside Flap

When it comes to the sustainability of Print and Paper, it's important to separate verifiable facts from opinion and misleading information. This booklet is designed to provide you with relevant and balanced information – we call it informed choice.

Two Sides is an organisation which is committed to promoting the responsible production, use and recovery of Print and Paper. Two Sides dispels common environmental misconceptions by providing users with verifiable information on why Print and Paper is an attractive, practical and sustainable communications medium.

"There aren't many industries around that can aspire to becoming genuinely sustainable. The paper industry, however, is one of them; it is inherently sustainable."

Jonathon Porritt, Co-Founder, Forum for the Future, January 2016

Inside Flap

What a great, sustainable idea.

"For sheer flexibility, style and effectiveness, Print and Paper can be the natural choice for sustainable and powerful communications."

Inside Front Cover

Two Sides is a global initiative with membership right across the graphic communications value chain; from forest to print and on to recovery and recycling. Two Sides promotes the responsible use of Print and Paper which, when sourced from certified or sustainably managed forests, is a uniquely powerful and natural communications medium.

In recent years, the wider business community has evolved. It has developed an increased awareness of corporate responsibility issues and assumed its share of responsibility and accountability for maintaining standards of ethical, social and environmental performance.

Two Sides recognises that the industry has a responsibility to continually improve its environmental credentials and address customer concerns, which are often the result of misleading or inaccurate information.

The Two Sides initiative sets out the facts in a clear and straightforward manner, addressing some of the inaccuracies and issues that surround the industry. There is an appetite by those working within the Graphic Communications channel to understand all the environmental issues and thus make more informed decisions about the use of Print and Paper products.

Print and Paper has been the preferred communications medium for 2,000 years. In a multimedia world, it continues to be highly effective and, used responsibly, is inherently sustainable.

Two Sides seeks to ensure that, by fostering a better understanding of our industry's environmental credentials, Print and Paper, through its myriad of uses from commercial applications to the basis of learning and creativity, remains an essential communication medium.

Membership

Membership of Two Sides shows that your organisation regards environmental awareness as an essential part of the business strategy. Benefits of membership include access to materials and information, helping your business to communicate its sustainability to clients and staff, as well as participating in an initiative which sets out to dispel many of the myths that surround our industry.

Find out more **www.twosides.info/join-us**

Print and Paper have a great environmental story to tell

TWO SIDES

www.twosides.info

Inside Back Cover

Sources

1. FAO, 2015. Global Forest Resources Assessment 2015, How are the World's Forests Changing?
2. CEPI Sustainability Report, 2013
3. UNECE, 2015. Forests in the ECE Region
4. CEPI, Key Statistics 2014
5. International Council of Forest and Paper Associations, 2015. Statement on Paper Recycling
6. Two Sides, 2016. FAO Data briefing document forest growth.
7. GeSI SMARTer2020: The Role of ICT in Driving a Sustainable Future (2015 report)
8. Two Sides Press Release, November 2015. 70% success rate for Two Sides in tackling Global Greenwash
9. Confederation of Paper Industries/ The Packaging Federation, 2014
10. Eurostat, 2015
11. Confederation of Paper Industries, Review 2014-2015
12. Confederation of Paper Industries/ YouGov, 2014

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The content and imagery contained within the Two Sides Myths and Facts booklet is carefully researched and subject to copyright. The use of any material requires written approval before permission can be granted.

Illustrations © Holly Sims www.hollysims.co.uk

Example of a personalised cover

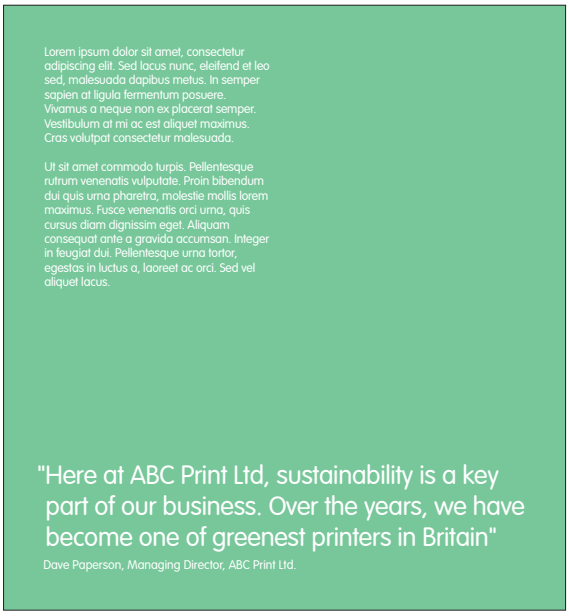
The below is a fictional example to demonstrate how the Myths and Facts cover can be personalised.

Front Cover

Add your company's logo underneath the booklet's title on the front cover.

Flap

Both sides of the flap can be edited with your company's text and images. The flap can also be removed if required.



Inside Front Cover

The inside front cover is the main page where you can tell all your stakeholders about your business and its commitment to sustainability.

Image frames can be repositioned and widened.

The text layout should remain in the 3 column format.

ABC Print Ltd is a professional and environmentally-conscious printers. We are certified to environmental standard ISO14001 and the Forest Stewardship Council® and PEFC®

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lacus nunc, eleifend et leo sed, malesuada dapibus metus. In semper sapien at ligula fermentum posuere. Vivamus a neque non ex placerat semper. Vestibulum at mi ac est aliquet maximus. Cras volutpat consectetur malesuada. Ut sit amet commodo turpis.

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Green credentials at ABC Print Ltd

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Membership of Two Sides

ABC Print Ltd are proud members of Two Sides. Membership of Two Sides shows that your organisation regards environmental awareness as an essential part of the business strategy. Benefits of membership include access to materials and information, helping your business to communicate its sustainability to clients and staff, as well as participating in an initiative which sets out to dispel many of the myths that surround our industry.

Find out more **www.twosides.info/join-us**

ABC PRINT

Inside Back Cover

The inside back cover cannot be edited.

Sources

1. FAO, 2015. Global Forest Resources Assessment 2015, How are the World's Forests Changing?
2. CEPI Sustainability Report, 2013
3. UNECE, 2015. Forests in the ECE Region
4. CEPI, Key Statistics 2014
5. International Council of Forest and Paper Associations, 2015. Statement on Paper Recycling.
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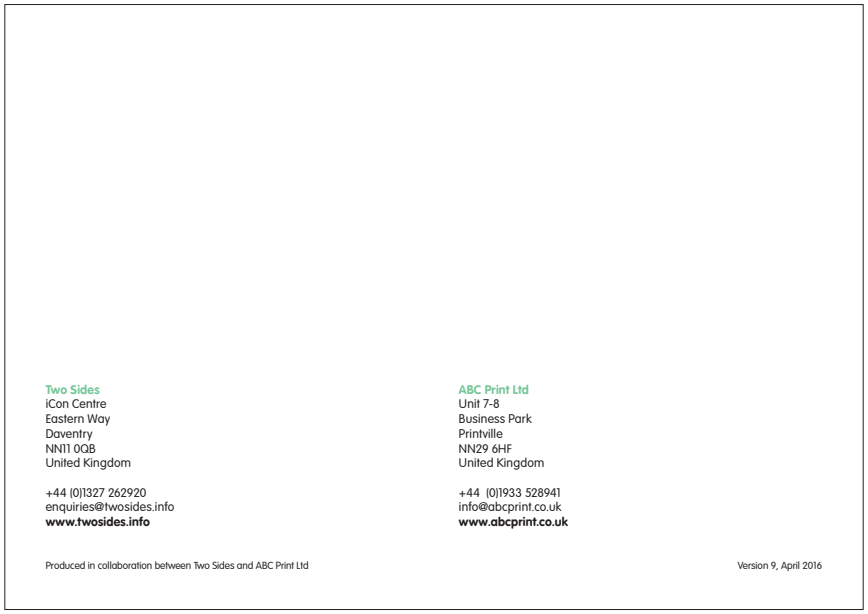
Illustrations © Holly Sims www.hollysims.co.uk

Back Cover

Add your company's address and contact details to the back cover. You may also add other information here, such as details of paper used and applicable forest certification accreditation i.e. FSC® or PEFC®



Design Guidelines

Text

- Please use the predefined paragraph styles in the InDesign document. The styles have been grouped into the individual pages of the cover
- Use only "VAG Rounded Light/ Bold" (font supplied)
- Text colour should be either **black** or **Pantone 346** (defined in swatch panel)

Images

- Image frames should have 3mm rounded corners (use the object style "Image Frames")
- Images should be JPEG or TIFF with a resolution of 300ppi

Further help

If you have any queries about personalising the Myths and Facts cover, please get in touch and we'll be happy to help.