



Brand Guidelines



**Friends of
the Earth**



Please note, some of the images used in this document are not currently owned or licensed by Friends of the Earth, and are intended only to illustrate the brand mechanics. Under **no circumstances** should use any photo or example in the guide for any kind of **public-facing** communications.

Always ensure you have the approval of the **appropriate copyright owners** before using a photographic image in all Friends of the Earth communications.

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Introduction

Welcome to the Friends of the Earth brand guidelines.

We created this document to give you a deeper insight into our brand. It offers guidance and inspiration for everything we do.

This includes a set of visual guidelines to ensure consistency across all touchpoints of the Friends of the Earth brand.

The essential visual elements of our brand include our logo, color palette, typography, imagery and graphics. The principles and messaging examples will provide inspiration for you to express our brand's personality and articulate the work we do.

This is a living document. As we evolve our brand, we will add and amend elements within it.

Our brand journey begins here.

Mission

Friends of the Earth strives for a more healthy and just world. We understand that the challenges facing our planet call for more than half measures, so we push for the reforms that are needed, not merely the ones that are politically easy.

Sometimes, this involves speaking uncomfortable truths to power and demanding more than people think is possible. It's hard work. But the pressures facing our planet and its people are too important for us to compromise.

Our mission as Friends of the Earth, and outspoken leaders in the environmental and progressive communities, is to change the perception of the public, media, and policymakers.

We effect policy change — with hard-hitting, well-reasoned policy analysis and advocacy campaigns that describe what needs to be done, rather than what is seen as politically feasible or politically correct. This hard-hitting advocacy has been the key to our successful campaigns over our 47-year history.

We fight for systemic transformation. The world's problems are too big for tiny fixes.

Organizing and building long-term power.

We are working to transform our economic and political systems through strategic reforms that lead to systemic, radical changes. The corporate pesticide industry douses our environment with billions of pounds of toxic pesticides every year and uses their outsized influence to block fundamental protections for people and the planet. But, using the power of our grassroots membership, we convinced the world's largest garden retailers, Home Depot and Lowe's, along with Walmart, Costco and more than 135 others, to phase out bee-killing neonicotinoid pesticides.

We are committed to growing and strengthening our activist base to fight for change. In order to build long-term political power, we collaborate with broader movements, because the fight to protect our planet is intrinsically tied to the global struggle for justice. When a political appointee or a threatening piece of legislation looms, we work together to stop it. Trump's corrupt EPA Administrator Scott Pruitt was attacking our clean air and water while cozying up to corporate polluters. We worked with our members and our partners across the broader movement to get him out of office.

We work to

Defend

The Environmental Protection Agency and strengthen other agencies' work to protect public health from attacks by corporate polluters

Protect

Organic agriculture and work to make sustainable and healthy food available to all

Fight

Against trade deals that undermine democracy and expand the power of international business

Promote

Clean energy solutions that are community-controlled and help alleviate poverty

Empower

People to hold financial institutions accountable for destroying tropical rainforests

Push

Public institutions – both bilateral and multilateral – to improve the lives, livelihoods, and environments of people throughout the world

Support

Community efforts to protect our oceans from fossil fuel projects, including export terminals and coal plants



Fearless

Loud

Global

Front

Progressive



Bold

Justice

Outline

Diversity

Bright

Brand Voice

Theory of Change

Organize to build long term political power

- In order to achieve deeper system change, Friends of the Earth must will broaden and deepen our base, and collaborate with broader movements to build long-term political power.
- We will seek to cultivate, engage and grow our activist base from the bottom up; be more strategic in where we build power, and how we transfer power from one fight to another.
- We will run campaigns that work in partnership with organizations engaged in diverse struggles for justice, with an eye towards building progressive power.
- We will design campaigns that, even if we lose in short-term, build the political strength needed to win in the long term.

Be a bold and fearless voice

- The severity of our environmental and social crises demands that we be bold in what we stand and fight against and what we stand and fight for.
- We will be a moral voice, standing up for what is right, not just what is easy or politically possible.
- We will continue to say what needs to be said and advocate for what needs to be done, to challenge our peers and decision makers.
- We will activate the progressive base with our boldness. We will follow the “law of thirds” by inspiring the third of people who are with us, rather than becoming palatable to the third of people who are undecided.

Design and win campaigns that build towards larger systemic

- In order to fundamentally transform our economic and political systems, we need to win smaller, strategic reforms that feed into systemic, radical changes.
- We will campaign directly to change the “rules of the game” (e.g. trade, campaign finance, tax policy) that institutionalize oppression, and/or privilege corporations at the expense of ordinary people and harm the environment.
- We will design issue campaigns to win concrete environmental and social gains, while weakening and displacing -- not just talking about -- some of the most egregious, corporate-privileging elements of our political and economic system.
- We will mount inspiring campaigns designed to point the way towards alternatives, and that model some of the new political-economic structures and systems needed in order to bring about deeper transformation.

BRAND USE

This brand guidance should be used to help us consciously choose how we communicate who we are, and how we work.

There will be times when we communicate things that are core to the brand, and times when we are slightly further from the brand. This document should help us know when we are doing that, how far we are straying, and have a baseline for the discussion of why and under what cases we are ok with messaging that is further from the center, and in what cases we are not.

Development, for example, may want to conduct a fundraiser that focuses as much or more on the environmental impacts of our work than the social impact. The senior leadership team should be able to endorse that, if the tradeoff seems worthwhile. Likewise, a campaign might work on some initiative that does not mesh with the brand, and senior leadership may support that too. But the majority of our communications over time should hew closer to the center. This guide should consistently remind ourselves of what the center looks like, as we go through the natural push and pull of both the discipline and the growth of the brand. If, for example, we look back over a year and see messaging in our brand that has never been supported by our programs and campaigning, we should then revisit if it is authentic to be using that message.

Last, the brand needs enforcement that is clear but not rigid. That enforcement is the natural job of the senior leadership that created this standard: Michael, Erich, Michelle, Peter, and Ben—representing the major silos of the organization. That team will sometimes have disagreements, but this document should help make those disagreements smaller over time. Below are some approximate examples of things that are on and off brand.

Our Logomark

Our Friends of the Earth wordmark is our most valuable asset. It use an organic green “donut” iconography with “Friends of the Earth” in a bold sans serif font. This mark truly puts our stamp onto the world and invites our community to join us.

This is Friends of the Earth primary mark across all communication and channels.





Reversed out on color



Reversed out on black



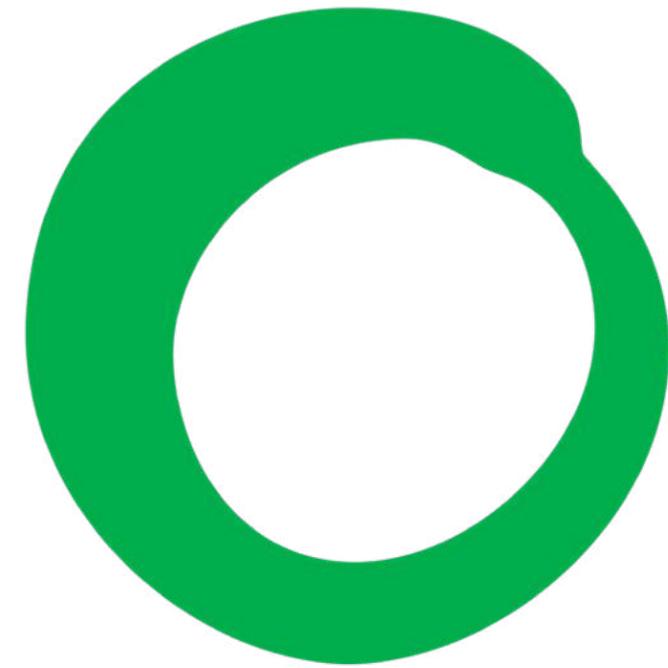
Black overlay on light



Image overlay

Vertical usage

Our Friends of the Earth horizontal logo is preferred. The vertical logo may be used when need (e.g. only a narrow amount of design space is available.)



**Friends of
the Earth**

Clear space and minimum size

A specified clear space ensures the integrity of the logo identity. Clear space is equal to half the height of the donut iconography.



Misuse of logo

The FoE 'bagel' should never be used alone unless in artwork or previously approved by the Comms Dept.

No variations of the FoE logo may be used other than the versions shown in this guide. The logos must always be shown in correct proportion and must never be stretched or mis-colored in any way other than as specified.

Don't use icon alone



Do not rotate



Do not distort



Don't alter font



Don't rescale elements

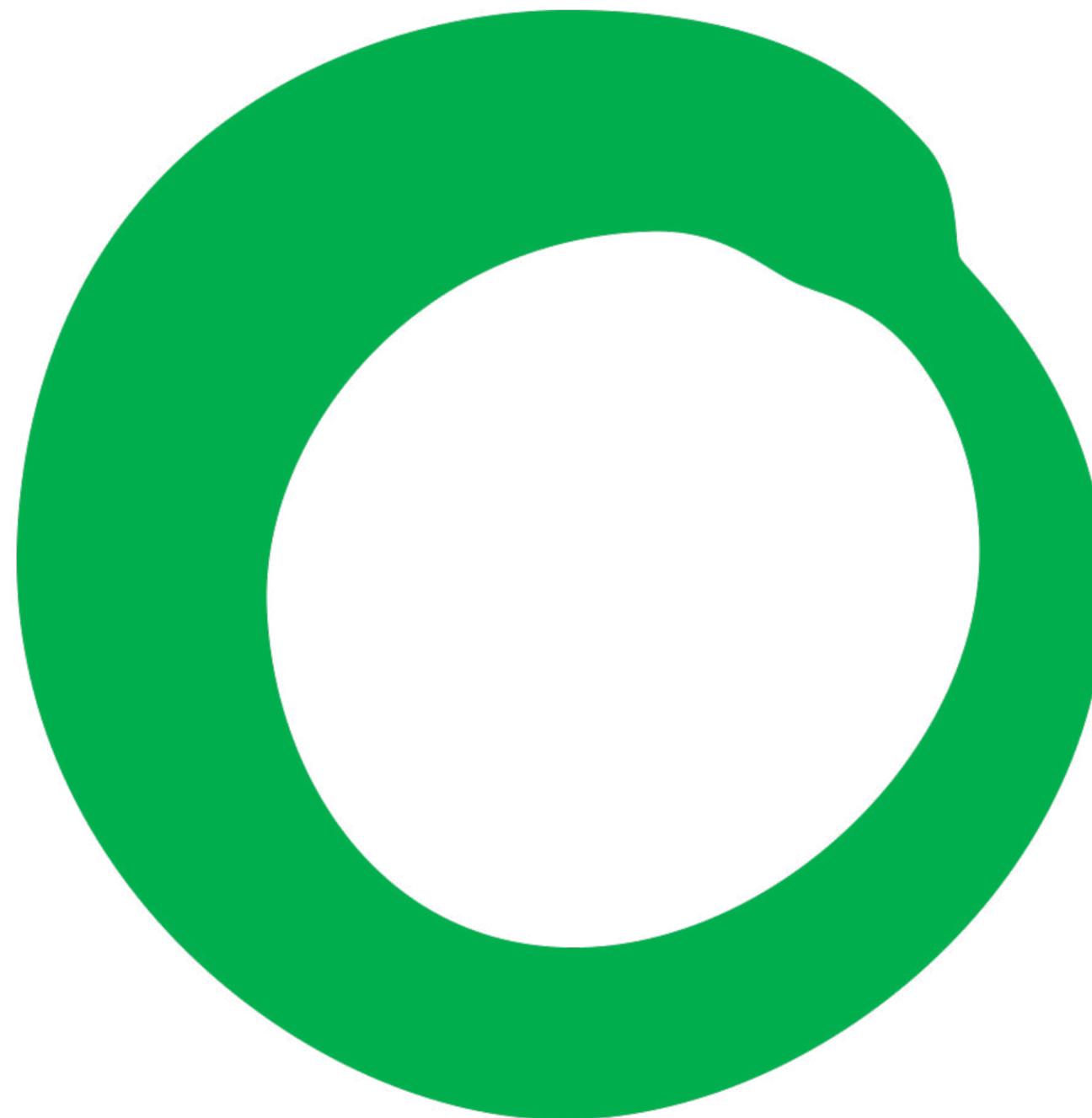


Friends of
the Earth

Friends of
the Earth

Icon only (Donut)

Select instance may occur that call for the icon to be display on its own - you'll find this is usually the case with some digital posts - examples on the following page.





POST CAPTION



POST CAPTION

Primary Font Usage

Gotham is the primary typeface we use throughout our design. Bold or Black weight is used for headlines and Book or Medium weight is used for body text with no extracharacter space / tracking.

DO NOT STRETCH OR DISTORT

A short headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed pellentesque gravida dolor, nec varius massa ultrices tincidunt. Vestibulum sit amet turpis mauris. Nulla semper magna et viverra tempor. Vestibulum facilisis lacinia ipsum, eu euismod est rhoncus eget. Etiam commodo

NO ALL CAPS - BODY TEXT

A SHORT HEADLINE

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. SED PELLENTESQUE GRAVIDA DOLOR, NEC VARIUS MASSA ULTRICES TINCIDUNT. VESTIBULUM SIT AMET TURPIS MAURIS. NULLA SEMPER MAGNA ET VIVERRA TEMPOR. VESTIBULUM FACILISIS LACINIA

Primary Font

Aa

GOTHAM OTF BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 [{}]*:;'"?/|\!@#\$%^(~)
---+=

STYLES & WEIGHTS

Light
Light Italic
Book
Book Italic
Medium
Bold
Bold Italic
Black

Aa

GOTHAM OTF MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 [{}]*:;'"?/|\!@#\$%^(~)
---+=

Aa

GOTHAM OTF BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 [{&}]*:;'"?/|\!@#\$\$%^(~)
---+=**

Aa

GOTHAM OTF BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 [{&}]*:;'"?/|\!@#\$\$%^(~)
---+=**

Font Style In Practice

**Lorem ipsum
dolor sit amet.**

**Consectetur adipiscing elit. Integer
consectetur nec lacus eget blandit.
eros finibus id praesent luctus.**

HEADLINE WITH ACCENT

Gotham OTF Bold
Kerning: Optical
Tracking: -20

Leading: dynamic /
equal to font size

SUBHEAD PARAGRAPH

Gotham OTF Bold
Kerning: Optical
Tracking: -20

Leading: dynamic /
font size + 5pt

We fight for systemic transformation. **The world's problems are too big for tiny fixes around the edges.**

ALIQUAM A TURPIS PLACERAT.a

In ac enim imperdiet, cursus massa et, tempus massa. Pellentesque non scelerisque purus. Pellentesque nec posuere erat, in tristique enim. Sed ornare tempor dolor, sed scelerisque ipsum vehicula vel. Cras tempor risus aliquam tortor rutrum elementum.

ACCENT SUBHEAD HIGHLIGHT

Gotham OTF Bold
Kerning: Optical
Tracking: -20

Leading: dynamic /
font size + 4pt

Padding: Under 2%

BODY COPY WITH SMALL SUBHEAD

Gotham OTF Medium
Kerning: Optical
Tracking: 0
Leading: dynamic

Minion Pro Regular
Tracking: 0
Leading: dynamic, +5 pt

Secondary Font

Aa

MINION PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 [{}&]*:;”?/|\!@#\$\$%^(~)

---+=

STYLES & WEIGHTS

Regular

Italic

Medium

Medium Italic

Semibold

Semibold Italic

Aa

MINION PRO REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 [{}&]*:;”?/|\!@#\$\$%^(~)

---+=

Aa

MINION PRO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 [{}&]*:;”’?/|\!@#\$\$%^(~)

---+ =

USAGE

Minion is the secondary typeface we use to contrast the primary. It is recommended to be used as a supplemental font to complement the primary font.

Aa

MINION PRO SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 [{}&]*:;”’?/|\!@#\$\$%^(~)

---+ =

Color

Our core palette is comprised of a deep navy and bright green [explain why, inspiration, background etc]. Introduce key color psychology concepts here.

Answer the question - why do these colors best represent the future direction of FOE?

COLOR

Our color palette includes a five shade spectrum that allows the brand to experiment with key hues + accents.



Color Specifications

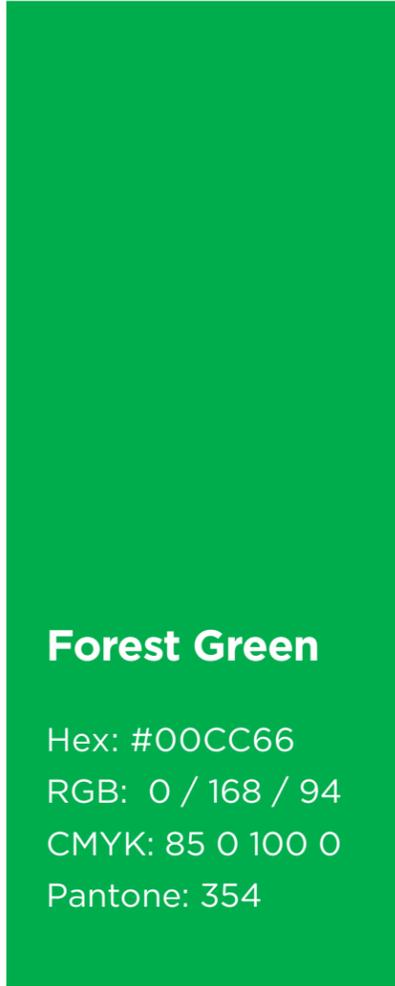
Friends of The Earth main palette is made up of Forest Green and Deep Blue Sea. These colors represent the majority of our palette with room to explore with different accent colors as needed - for emphasis, to build excitement and/or to highlight different, but related campaigns or communities with FOE.

The palette shown on the next page illustrates our main hues and color accents, as well as the proportions they should be used in. These color combinations will give our brand a more distinctive look.

Don't feel boxed in by the proportions - remember this is only a guideline to influence your design decisions.

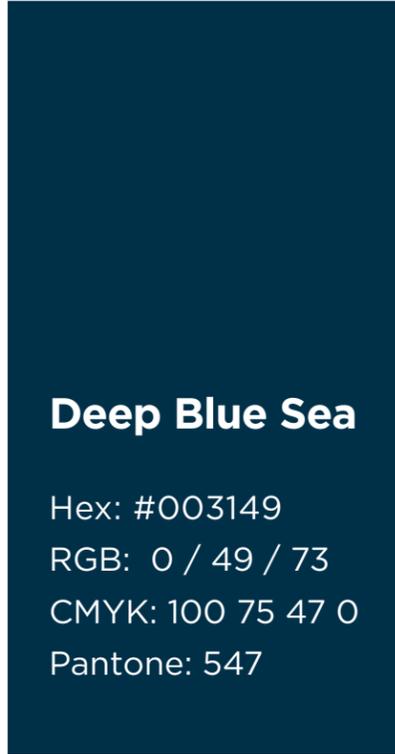
SECONDARY COLOR + BALANCE

Where possible, use two or three strong colors in combinations that compliment our primary color. When more than two or three colors are needed (for example graphs) try using tints rather than adding new colors. Don't feel the need to incorporate all of the colors in a single piece of design.



Forest Green

Hex: #00CC66
RGB: 0 / 168 / 94
CMYK: 85 0 100 0
Pantone: 354



Deep Blue Sea

Hex: #003149
RGB: 0 / 49 / 73
CMYK: 100 75 47 0
Pantone: 547



Pink Cherry

Hex: #e95c5b
RGB: 233 / 92 / 91
CMYK: 3 79 61 0
Pantone: 178



**Summer
Orange**

Hex: #f68519
RGB: 246 / 133 / 25
CMYK: 0 58 100 0
Pantone: 715



Aqua Green

Hex: #48c0a2
RGB: 72 / 192 / 162
CMYK: 66 0 47 0
Pantone: 7465

Digital Accessibility

WCAG 2.1 AA GUIDELINE

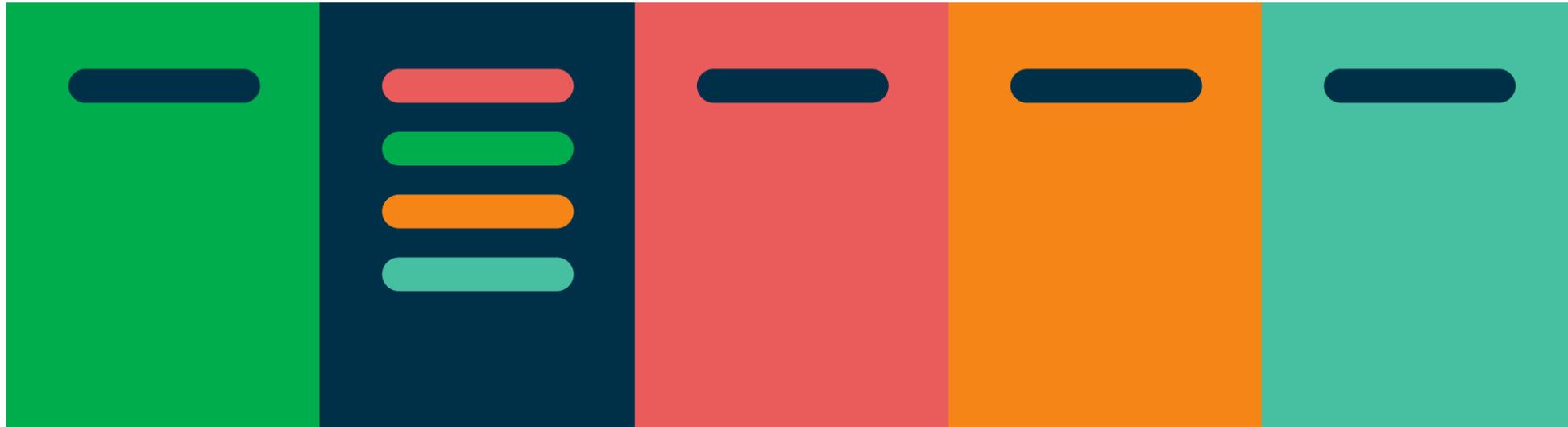
Everyone sees the available spectrum of colors visible to the naked eye, differently. Humans can generally discern the different between colors, textures, shapes but for a significant number of people who experience color-blindness or varying degrees of visual impairment, there may be difficulty in perceiving some shades or colors.

When designing with color, contrast is essential to accessibility for all visitors engaging with our content in a digital context. People with visual disabilities must be able to perceive shifts in color accurately.

The color in our palette have been fully assessed by the Adobe Color Contrast Analyzer. This not only ensures all of our visitors gain a similar experience, but adhering to the WCAG 2.1 AA guideline also keeps us in compliance with the ADA. For most flexibility, we recommend using the AA, not the AAA guideline.

Any shades or tints in addition to the main palette must always be run through a similar test when combining colors, textures, graphics or icons and typography.

18PT + ABOVE / ICONS

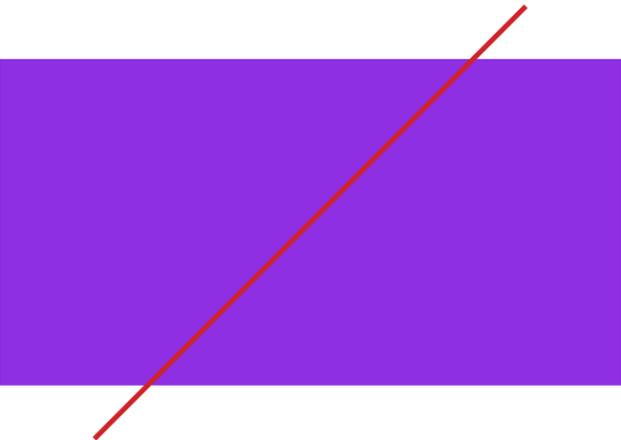


17PT + BELOW, BODY COPY



Color Misuse

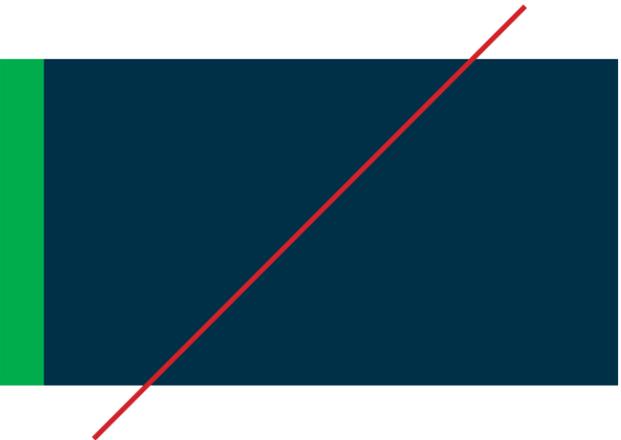
NO NEW COLORS



NO ILLEGIBLE COLOR BLENDING



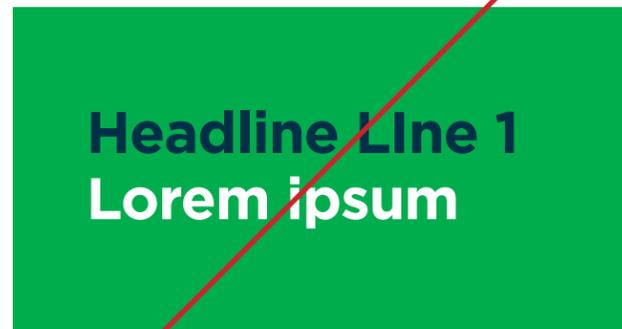
DON'T DEVIATE FROM COLOR RATIOS



NO TRANSPARENT TYPE



DON'T MIX TEXT COLORS



NO ILLEGIBLE COLOR OVER



Editorial

Our art direction should always map back to, and be representative of our key brand pillars in the beginning of these guidelines and per the visual references below, but this is as always a starting point and has flexibility for a wide range of interpretations within the Friends of the Earth brand. The below principles apply to both

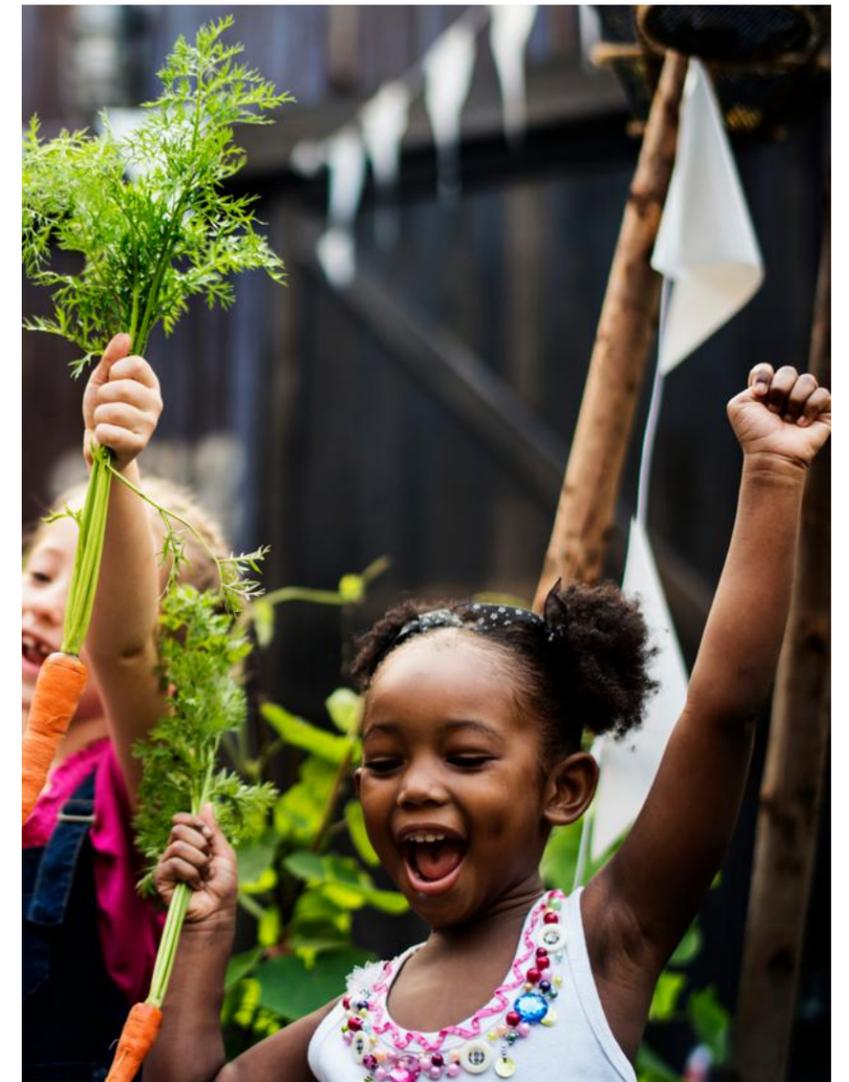
sourcing of stock photos, as well as our own in-house media. Aside from “action” content, most of our campaign imagery is currently sourced from our stock content partners. In the future, we will be leaning less on stock, and creating more of our own authentic, campaign-centric photos internally.



IMPACTFUL MESSAGE



BOLD & FEARLESS



DIVERSITY + INCLUSION

As such, imagery should be highly curated work within our brand and color systems (though it doesn't need to match, per se). Use a keen eye when selecting imagery, and work with high quality stock photography providers

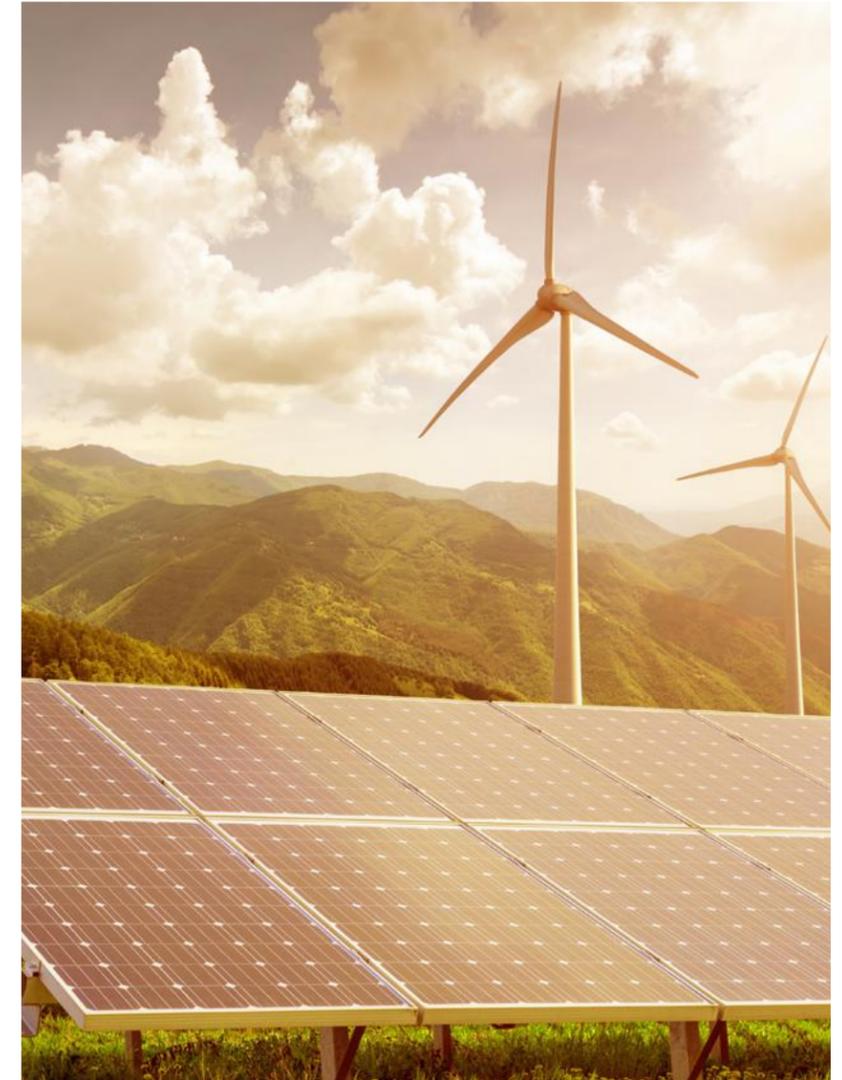
where the imagery feels as if it was professionally shot just for FOE - it must never have that "stock photo" feeling.



FRONTLINE COMMUNITIES



RELIABILITY



FUTURE VISION

Key Considerations

SOURCING & USAGE

Truthful photography is an enormous FOE brand and should be a truthful representation of our campaigns across the board.

It's important to select photos that are aligned with each campaign's messaging for all media platform. FOE values diversity, equity and inclusion. Be mindful of choosing photos that showcase wide variety of diversity.

Many of our campaigns are location specific. Make sure to select photos showcasing subject matters and events taken



LOCATION-SPECIFIC



COMMUNITY-SPECIFIC



CAMPAIGN-SPECIFIC

Stock Photo Curation

SOURCES

Shutterstock is our main source for sourcing campaign-relevant, editorial imagery.

MEDIA FORMAT

Please consider where your content will ultimately live whether it's Instagram, website or print-based.

Always purchase the largest resolution, largest size asset within your budget. This will mitigate any issues with image resolution down the road when you want to repurpose assets on other channels.

Print: CMYK Color, minimum 300 dpi
Digital: RGB Photos in 72dpi.

Source imagery that is has ample negative space around your subject matter. This allows the creative to be highly adaptable across all your channels and retain the integrity of the original content, while maximizing opportunities for more highly creative visuals.









Stylizing Stock Photos & Effects

In order to elevate stock photos out of the gate, we always adapt stock photos through thoughtful curation from an elevated stock photo source, use interesting cropping, asymmetry and subtle “grain effects” to achieve an impactful, legacy inspired art direction that immediately sets your stock apart, making it unidentifiable as stock photos and uniquely FOE.

STEP 1

Desaturate photo or turn into B/W art

STEP 2

Add noise/grain, this will vary per photo but effect must not be so “loud” that it overtakes photo. The example on the right is set to 5%.

STEP 3

Duplicate photo at around 70% opacity. Create more visual interest and contrast by using Levels and Gradient Map, using FOE’S 2 key brand colors.



TEXTURE OVERVIEW

As with grain treatments, any texture applied to any visual asset should add to the design but be treated as an accent – it should never detract from the main subject matter (image or text in the design).

COLORIZE

Apply monochromatic hues to desaturated or b/w photography. This effect pairs very well with light grain.

OUTLINES + BORDERS

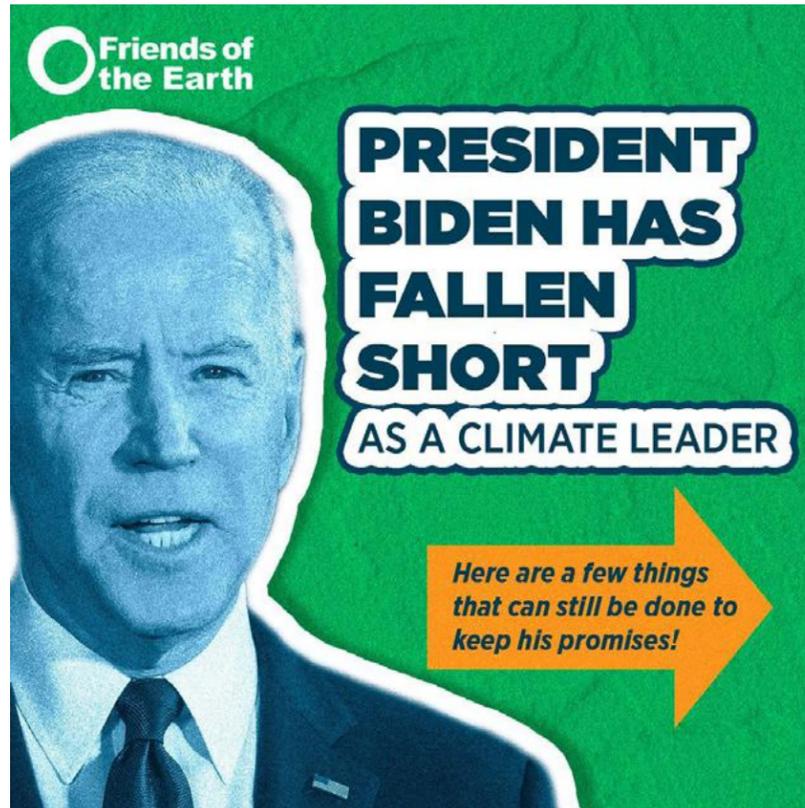
Outlines + simple 3-D border “shadows” can be applied around elements to make them easier to read, such as graphic text, headlines, or “tweet cards.”

DECORATIVE BACKGROUND TEXTURES

Apply subtle background that gives visual interest to your content without overwhelming the content itself. Patterns should have a good balance of negative space between elements in the pattern.

With this effect its best to choose either a simple background or use elements with a light stroke/outline, so it feels like a seamless part of your background.

It should provide contrast and operate within FOE’s overall visual language (nature, natural elements).



GRAIN, BACKGROUND TEXTURE & OUTLINES



GRAIN, TEXTURE & ACCENT COLOR



3-D COLOR SHADOW, BACKGROUND

Creating filters in VSCO

To create a cohesive “grain” look to action photography especially for social media, please follow the steps below to create on-brand VSCO filters you can repurpose time and time again. The below process assumes photos have already gone through a basic editing process for lighting and any necessary color correction.

STEP 1

Download VSCO app and upload images to your library. Tap photo and click edit image from the menu bar below. You can ignore filters and click the second button in the menu toolbar to access TOOLS.

STEP 2

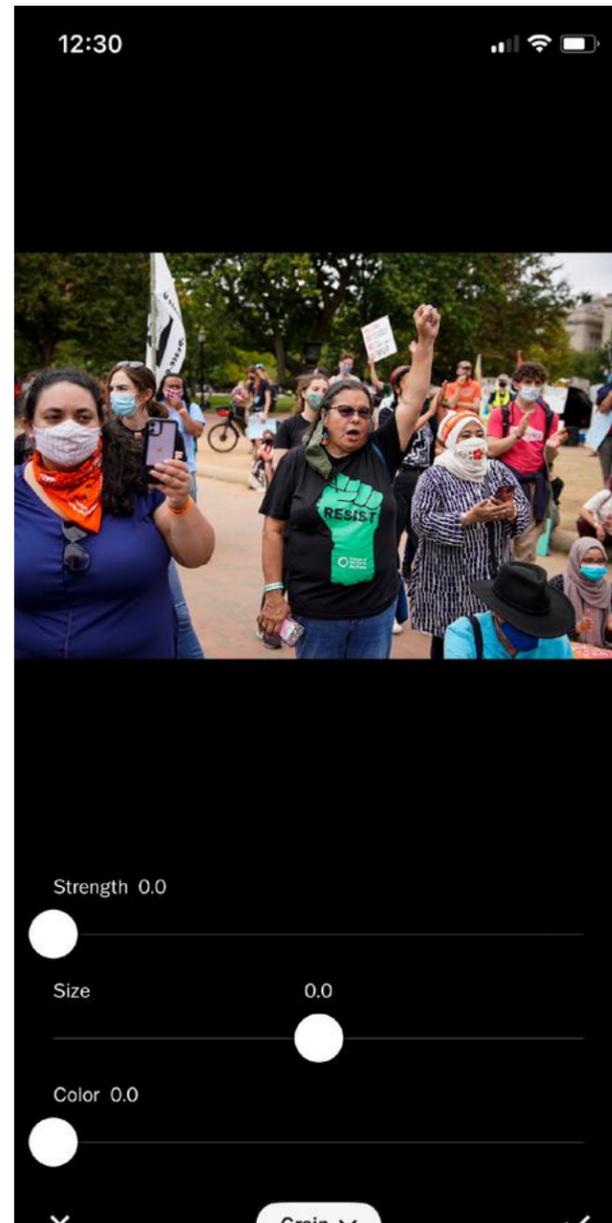
Once in tools select grain and make subtle shifts in the size and strength of the grain. It should not overpower the subject matter or photo retouching. Thus, make sure you are zoomed in while you make edits. The grain should not be prominent or overly visible at 100% magnification. Every photo is different so smaller grain for extreme closeups and larger the further away the subject is.

STEP 3

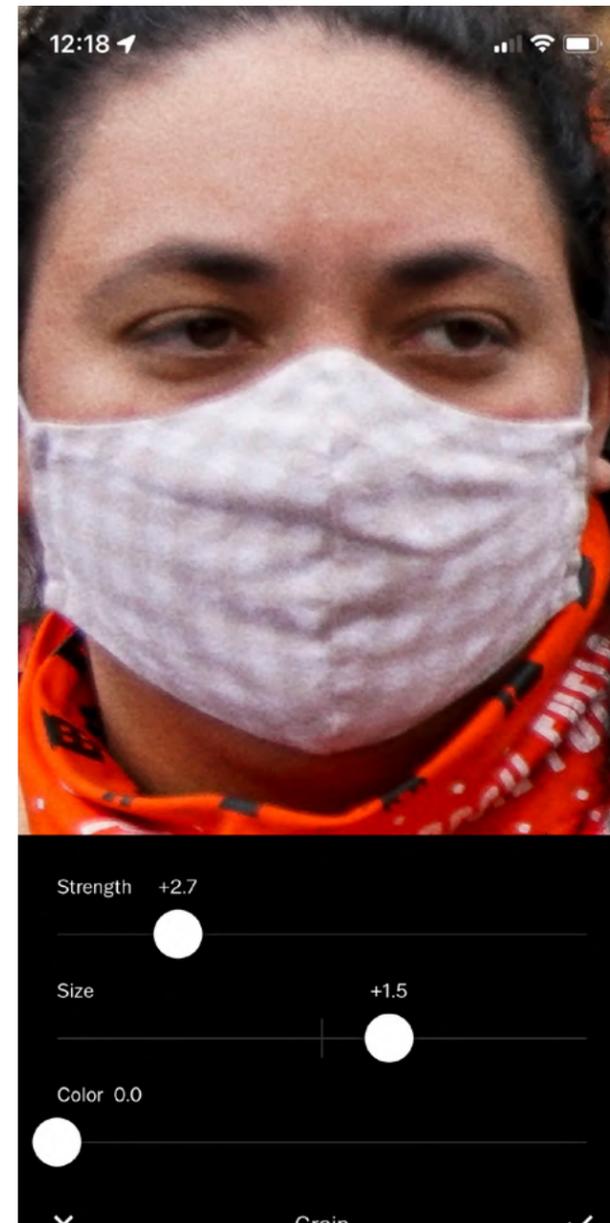
You can tap the photo and tap off to see the effect change from the original to the edited view. When happy with edits, save your final ‘recipe’ by clicking the 4th icon in the menu bar below so that you can repurpose.



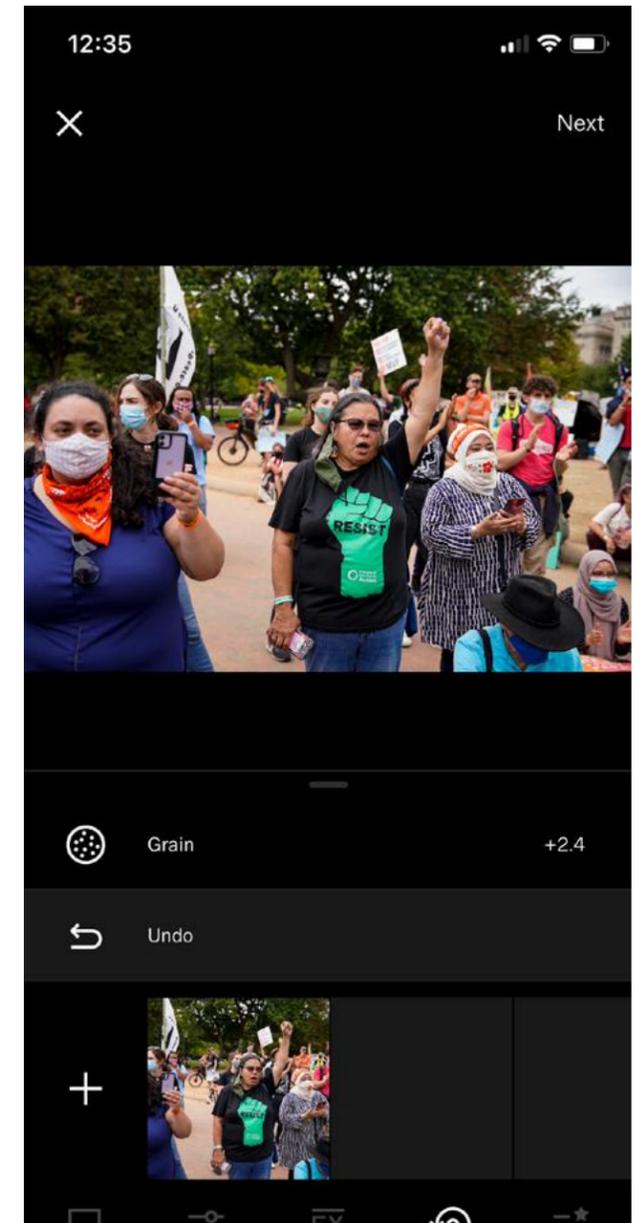
1. OPEN IMAGE IN VSCO



2. OPEN TOOLS AND TAP GRAIN

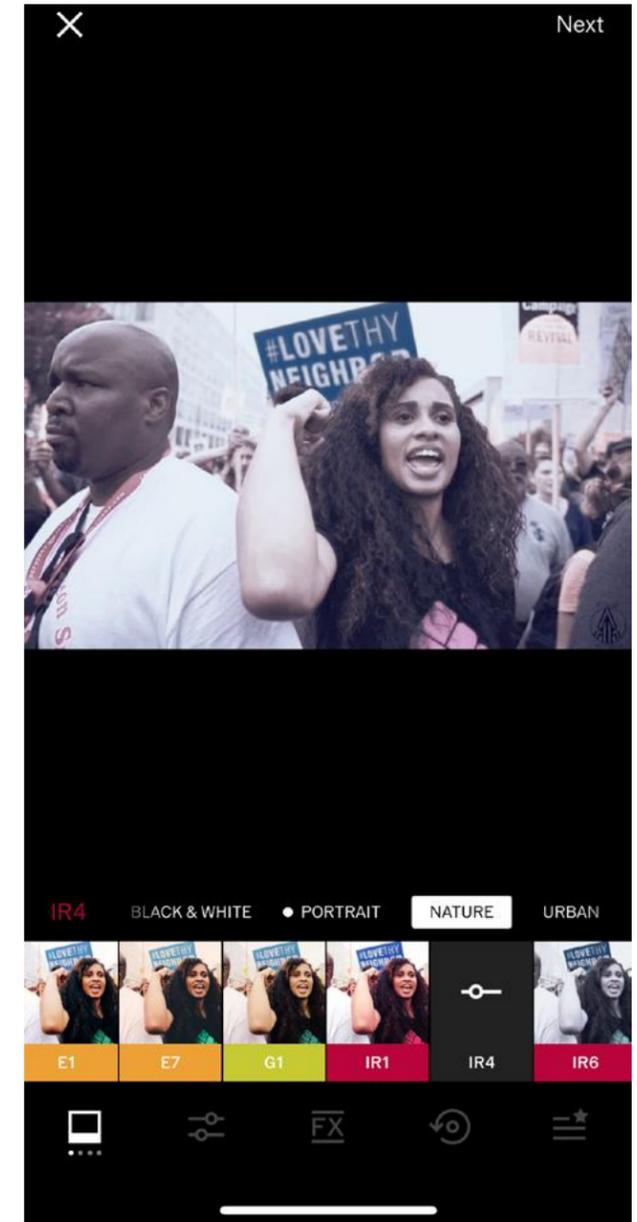


3. ZOOM IN AND SHIFT STRENGTH AND SIZE, GO SUBTLE

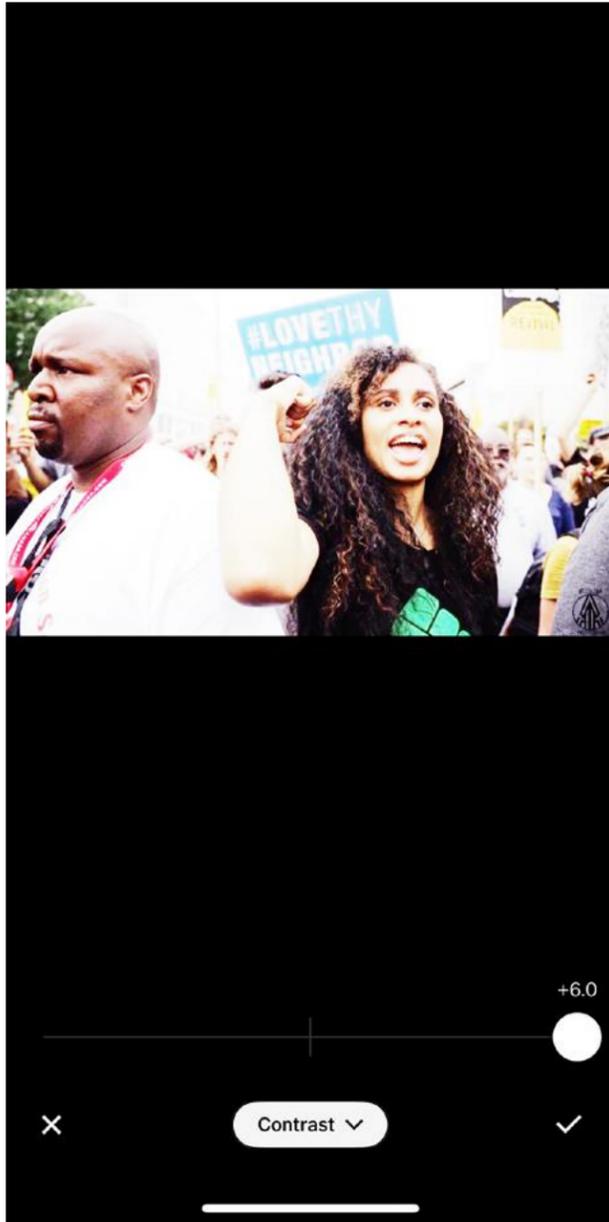


4. SAVE YOUR FINAL "RECIPE" AND REUSE AGAIN

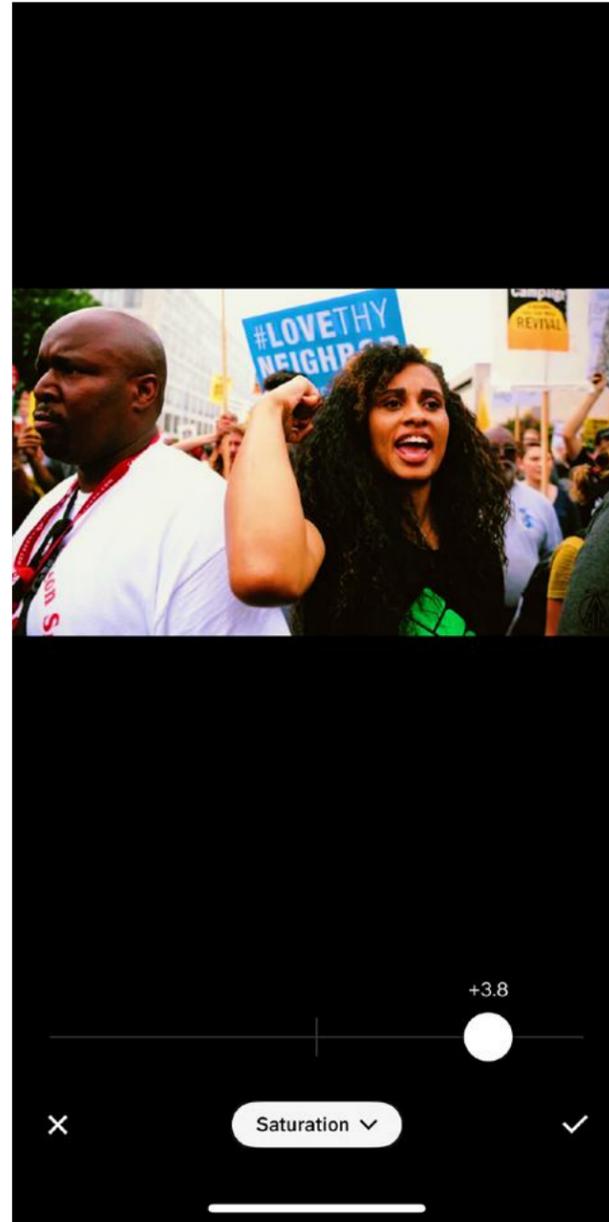
What not to do



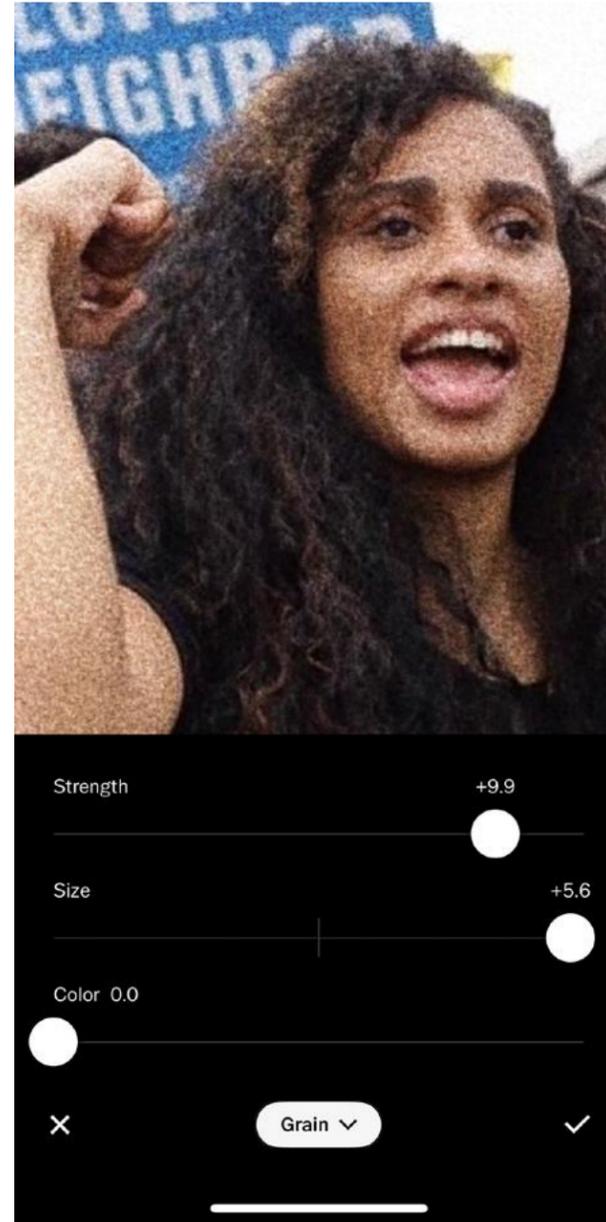
USE OFF-BRAND FILTERS



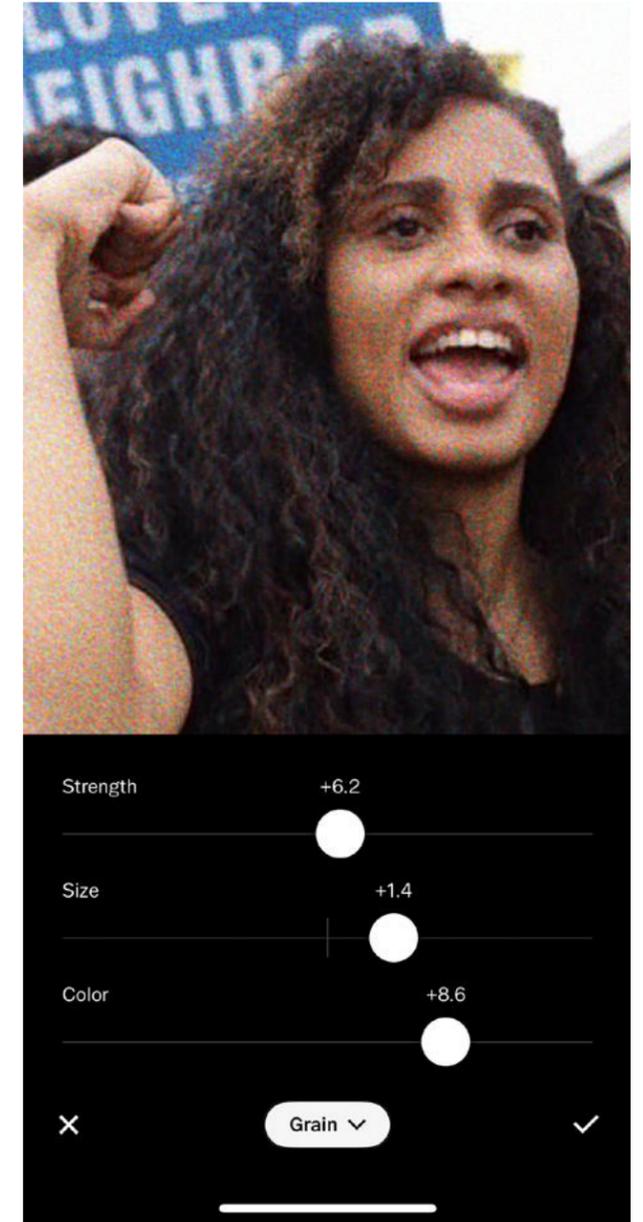
DRASTICALLY CHANGE EXPOSURE OR CONTRAST



APPLY UNREALISTIC LIGHTING EFFECTS OR SATURATION



APPLY AN EXCESSIVE AMOUNT OF GRAIN



APPLY "COLOR" TO YOUR GRAIN EDITS



Perspective, Composition & Subject

PERSPECTIVE

Find interesting perspectives, angles, focus/blur and dynamic movement either in the original asset, or by creating through dramatic cropping techniques.

This allows the imagery to be bold, impactful and make an unforgettable statement – almost “poster-like”.

COMPOSITION

Don't be afraid to get creative. Always be mindful of good composition but you don't have to use the image “as-is.” Consider asymmetrical cropping and a “big reveal.”

SUBJECT

Subject should never feel as if it was made for stock photography, it should always feel as if it was professional shot just for FOE.

Refrain from images where subject is looking directly at you, the viewer. Imagery should feel very natural, as if we were witnessing the subject and were right there ourselves.

Avoid literal imagery that feels like stock and instead focus on a conceptual feeling or emotion that your audience can connect with.

Lighting & Color

Imagery should draw on natural light and avoid any studio or artificial lighting whenever possible, but always be well exposed and evenly colored.

Allow for pops and accents of color that align with your color palette, or retouch portions of photos to align with your color system.

That being said, color should not be overly saturated or 'blown out' midday sun light - we want the imagery to be representative of the natural world, and feel as if it was created there.

Allow the spectrum of your content's communication and messaging to reflect in the imagery, where a blend of "created from nature" elements meet the bright color accents from your color system that will in turn inspire change, movement and future-forward progress.



People & Community

We should be careful and mindful of the choice of photos when we visually represent our campaigns that advocate specific groups of people or communities. Our visual stories should remain authentic and truthful. Knowing where the photos are sourced from and what the subject matters highlighted in those photos are important.





Action

Action Photo Guidelines

To best represent the Friends of the Earth brand, we should strive to take photos that show Friends of the Earth actively participating and engaging in change for the greater good. These tips can help broaden your photography skills so you can take more compelling photos for you and your campaign. In particular, these tips will challenge you to think outside the typical posed approach. When “on-the-ground”, please be conscious of the composition and framing. Depending on the angle and POV in how they are shot, the images can have a powerful emotional impact on our viewers.

IDENTIFY THE ACTION

Whether you’re at a tabling event or a march, there is always some type of action to photograph. Action shots are a great step up from staged or posed photos, which often lack a strong emotional component.

MARCH

Snap a photo of people mid-chant, mid-march, fists raised, someone climbing a statue, etc.

SPEAKING EVENT

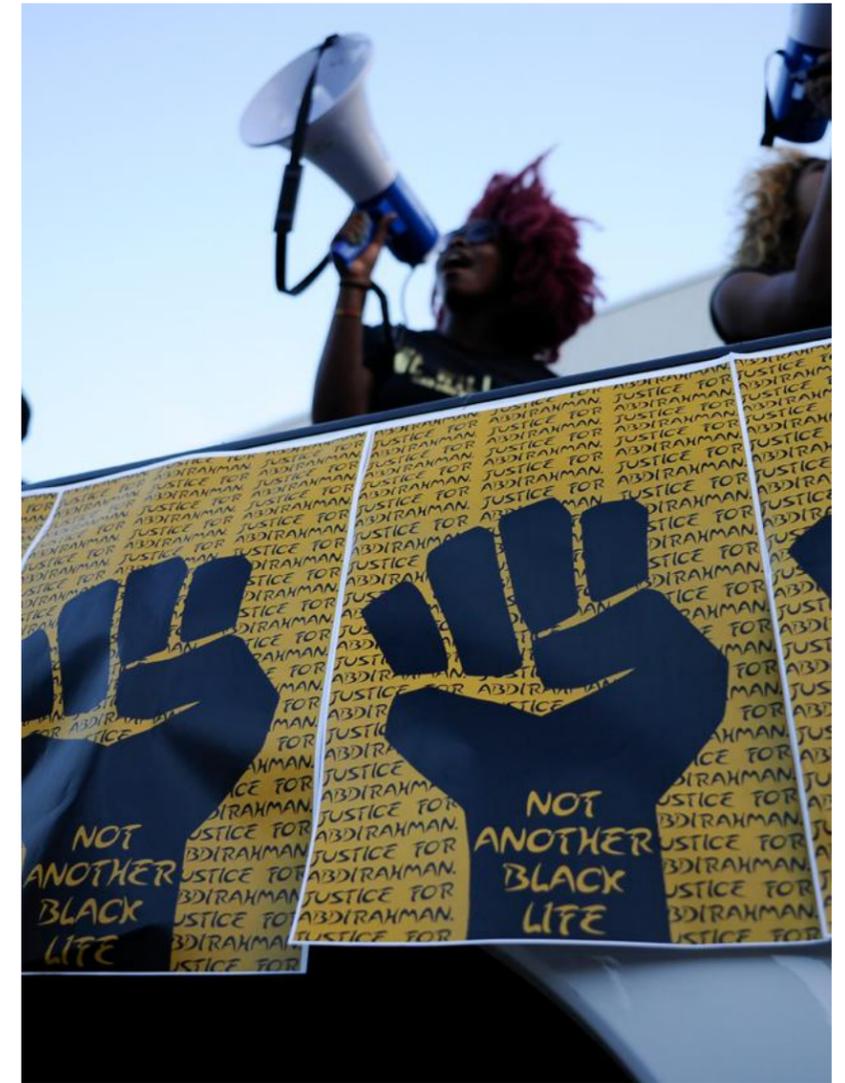
Wide shot of speaker and audience, shot of speaker from below, shot from behind speaker with a focus on someone listening attentively in audience, etc.



**NEW PERSPECTIVE
TIGHTLY CROPPED**



**GET IN THERE
REVEAL THE ENTIRE MOMENT**



**BE CREATIVE
A POWERFUL POV**

TRY A NEW PERSPECTIVE

A new perspective can make a huge difference. Move around and experiment outside of eye level shots. *Pro tip: Shooting below the subject gives them a sense of visual power because they are over you (the viewer).

VARIETY (PERSPECTIVE 2.0)

Give yourself variety. Don't rely on one shot. Here are photos from the same petition delivery. We have a wide shot for context, medium shots and close-ups of different parts of the group.

GET IN THERE

The best way to photograph a protest? Get in the protest. While wide shots are useful for making a general statement about size (see Obama VS Trump inauguration photos) it doesn't show you what's really going on in the trenches.

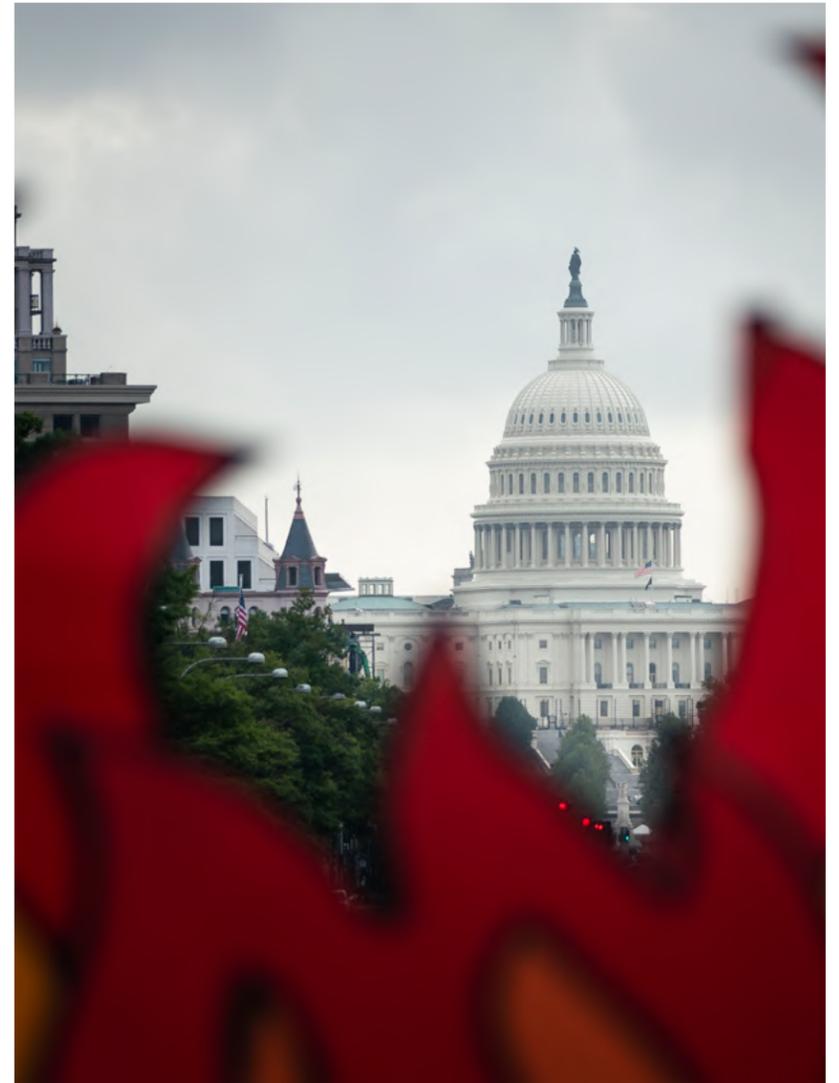
BE CREATIVE

Because there are many ways to say the same thing.

BONUS: COMPOSITION

The heart of a photograph is its composition—the position of different elements in a frame. The easiest rule of thumb to learn and remember is the Rule of Thirds. The guideline proposes that an image should be imagined as divided into nine equal parts by two equally spaced horizontal lines and two equally spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections.





Photography Misuse

TOO MUCH
NEGATIVE SPACE

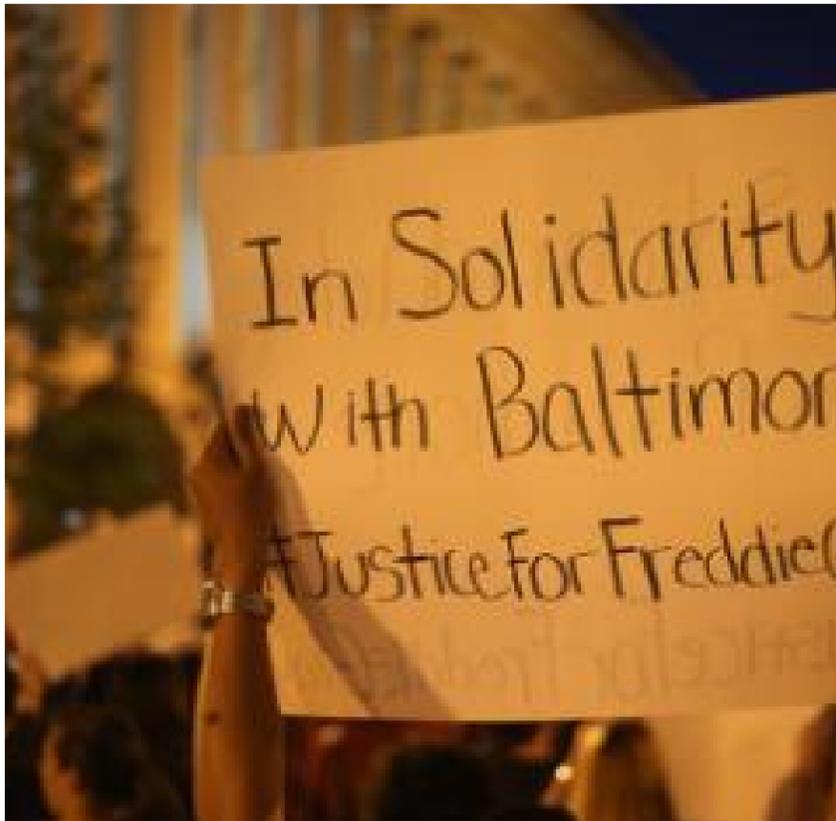


WRONG EXPOSURE
(BRIGHT)





WRONG EXPOSURE & BACKLIT



WRONG EXPOSURE (DARK)



UNINTENTIONALLY OUT-OF-FOCUS FOREGROUND

Stock Video Curation

SOURCES

Shutterstock, Pond5, Stocksy, Pexels, Pixabay, Adobe stock.

When sourcing stock video consider its ultimate intended use. Is this for Instagram stories? A 10-second background loop for a website banner?

All three of the above sources you can find ample, short, well-edited assets suitable for social video in a form of gif background, stories, short docs.

Shutterstock and Pond5 in particular, is a great archive for nature based videos with professionally shot drone footage.

MEDIA FORMAT

Look for video that is adaptable across channels.

Best is 16:9 video that has ample negative space on either side of the subject so that it can be dramatically cropped into for mobile website video banners, as well as 9:16 assets for Instagram Stories.

9:16 must be adaptable down to a 1:1 format for Twitter/Facebook/Instagram Stories.



[SEE THE VIDEO](#)



[SEE THE VIDEO](#)

Resources & Copyright

We acquire photography from various sources. If we use photos provided by photographer, make sure to attribute them appropriately. The same rule applies to photos acquired from copyright free website such as [WIKIPEDIA](#), [CREATIVE COMMONS](#), and [FLICKR](#). No attribution is required for photos acquired by any subscription-based online library such as [SHUTTERSTOCK](#), [POND5](#), [STOCKSY](#), [PEXELS](#), [PIXABAY](#), and [ADOBE STOCK](#).

HOW TO CREDIT CREATIVE COMMON PHOTOS

- Title of Work
- Image Owner's Name
- URL to the Source
- License & Copyright Notice

Attribution can be applied in dark color (black recommended) below the photo.

For Digital Publications (Web/Blog), add hyperlinks to corresponding copy, rather than listing out URLs (preceded by http://). Hyperlinks are unnecessary for print usage.



“DO YOU MIND?” by **SUE CRO** / **CC BY-BY-NC 2.0**

Do's & Dont's

To your left, you'll see a visual representation of attribution best practices. We don't advocate for superimposing over images, as it detracts from the creative and can cause accessibility issues for audiences with visual impairments.

WHAT NOT TO DO

Do you mind? by Sue Cro

[HTTPS://FLIC.KR/P/2MKPMCT](https://FLIC.KR/P/2MKPMCT)

[HTTPS://WWW.FLICKR.COM/PHOTOS/31018850@N04/](https://WWW.FLICKR.COM/PHOTOS/31018850@N04/)

Licensed under a CC BY-NC 2.0 license

Freelancer Photo Credit

HOW TO CREDIT FREELANCER PHOTOS

- © Date or Year of Creation
- Image Owner's Name
- URL to the Source

For Digital Publications (Web/Blog), add hyperlinks to corresponding copy, rather than listing out URLs (preceded by http://). Hyperlinks are unnecessary for print usage.



© 2021 [AL DRAGO](#)



Photography by © [AL DRAGO](#)

Video & Media

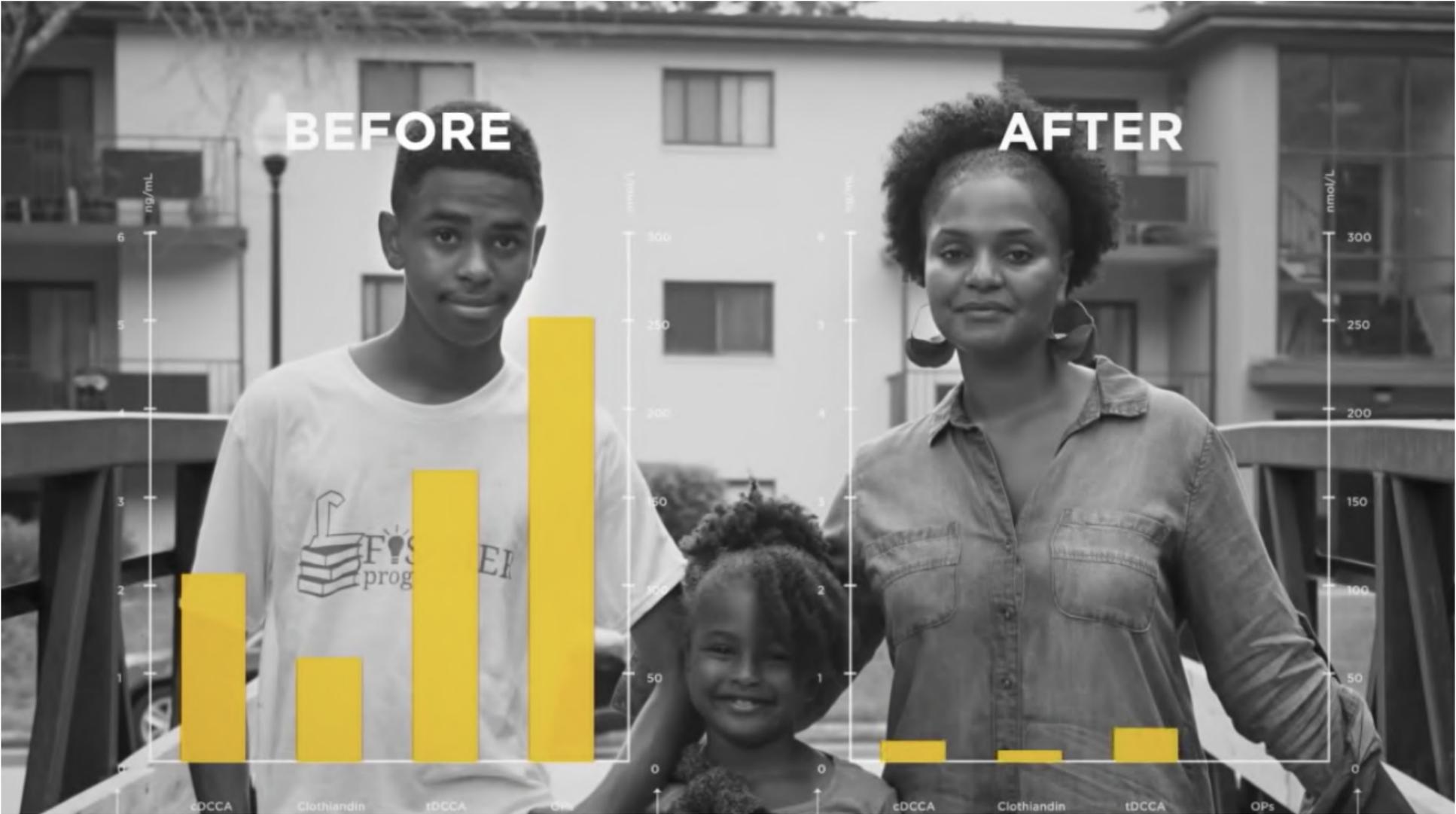
The power of visual storytelling

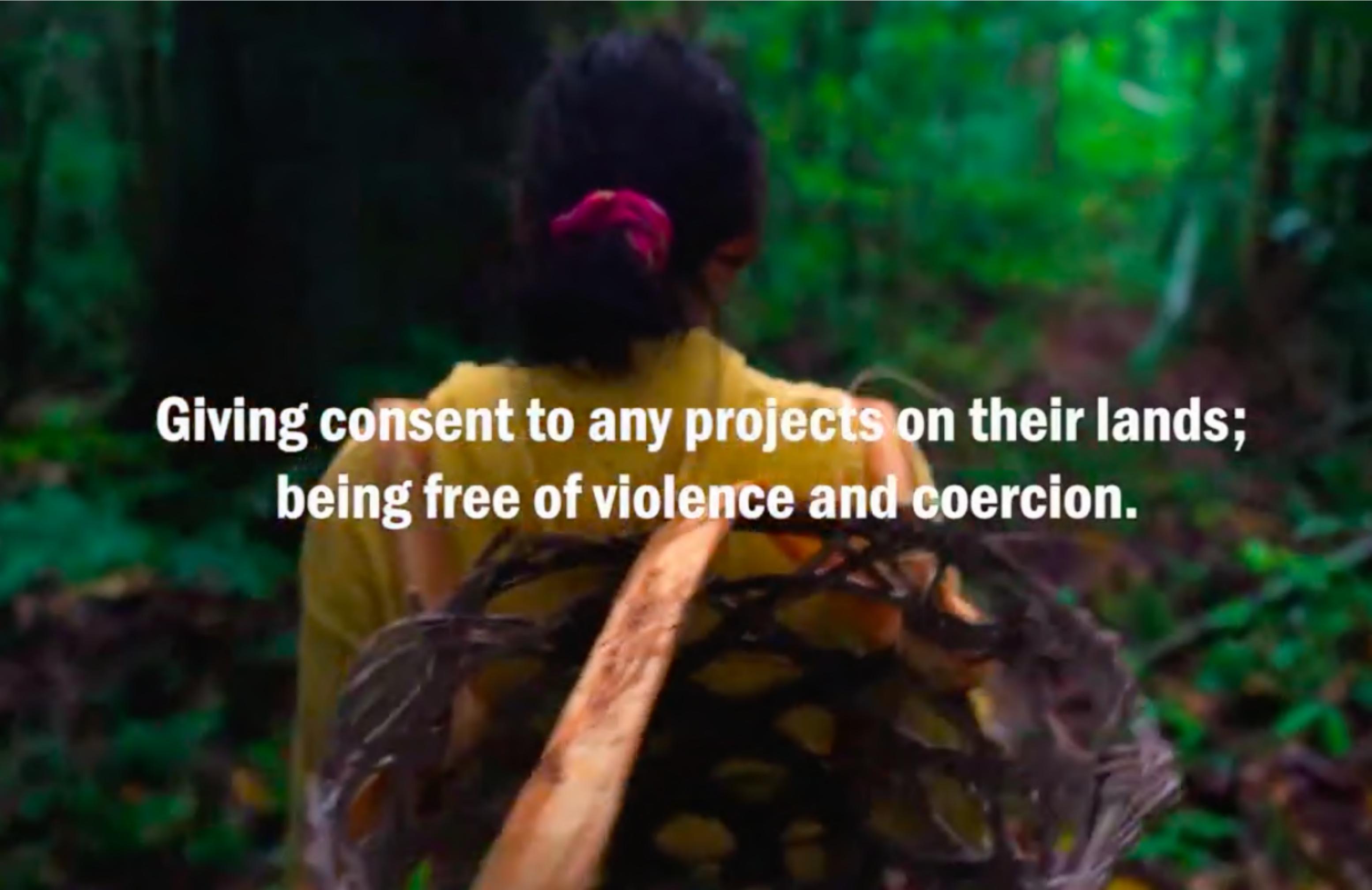
Video is a great way to engage with the audience and to communicate complex messages and issues. We create videos to advertise our campaigns through our social media, as well as short documentaries to introduce narrative behind our campaigns.

We also use video as a form of political activism in the physical space. We use tactics such as 3D video mapping/projection and a LED display truck to emphasize our voice.. We constantly try to find a new way to reach our audience with visually intriguing content using the power of visual storytelling.

Video is a great way to engage with the audience and to communicate complex messages and issues. We create videos to advertise our campaigns mainly through our social media channels. We also use video as a form of political activism in the physical space.

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A person with dark hair tied back, wearing a yellow long-sleeved shirt, is seen from behind, carrying a large, dark, patterned bundle on their back. They are walking through a lush green forest. The text is overlaid on the image in white, bold font.

**Giving consent to any projects on their lands;
being free of violence and coercion.**

Basic Rules for Editing and Rendering

Whenever we create video content, they need to be branded. Here are a few rules to keep in mind while editing/rendering the product.

BEFORE YOU'LL EXPORT:

- Audio should be mixed below -6db
- Color correct the final cut
- Add FOE logo at the end of the clip
- Credit contributors of visuals and music content
- Create one video that can be repurposed in multiple formats
- Consider how your 16:9 video can work in 9:16 or 1:1

- Add Closed Caption throughout (unless on-screen graphics explain the content throughout)

- Social video should retain integrity of original video, irregardless of how the platform or channel might crop it.

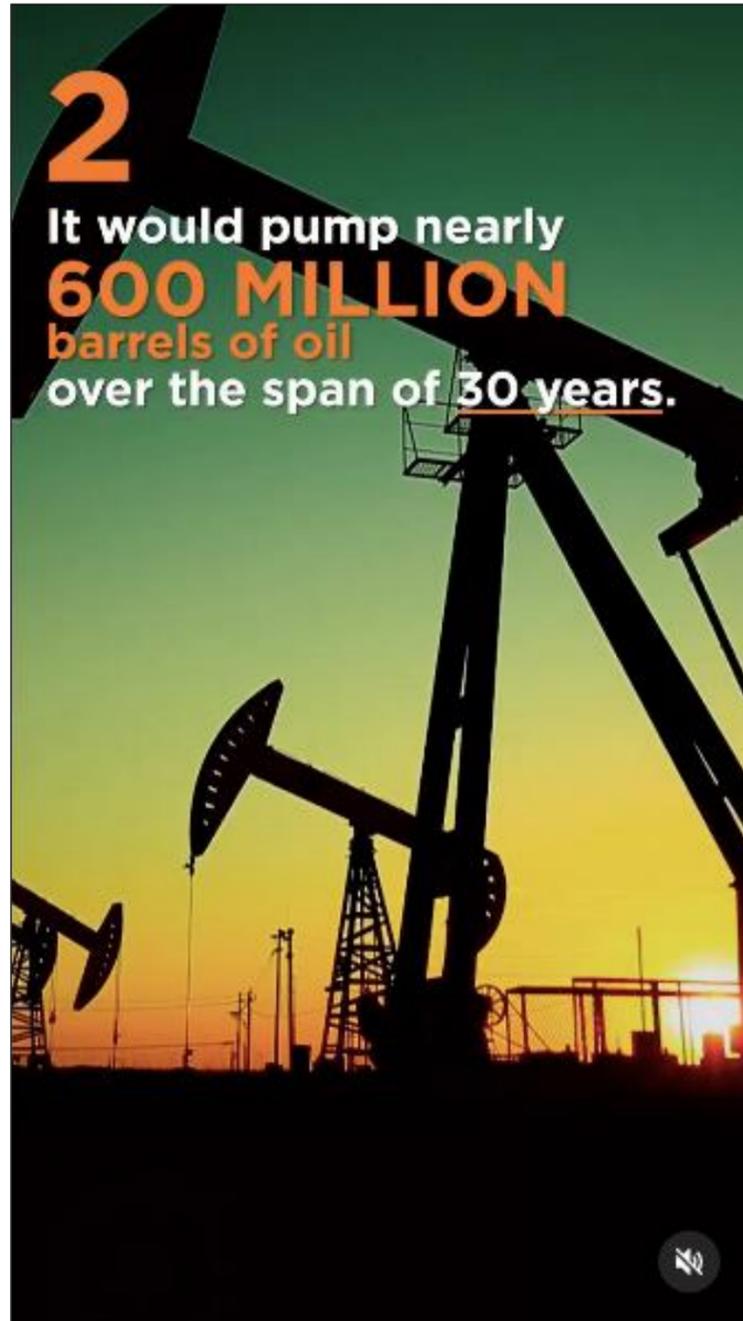
- Consider accessibility and captions display for accessibility. Can a caption be read if audience has both a hearing and a visual impairment?

- Think about how graphics + overlay elements impact the usability of Reels and Instagram user interface.



1. Campaigner-driven Narrative

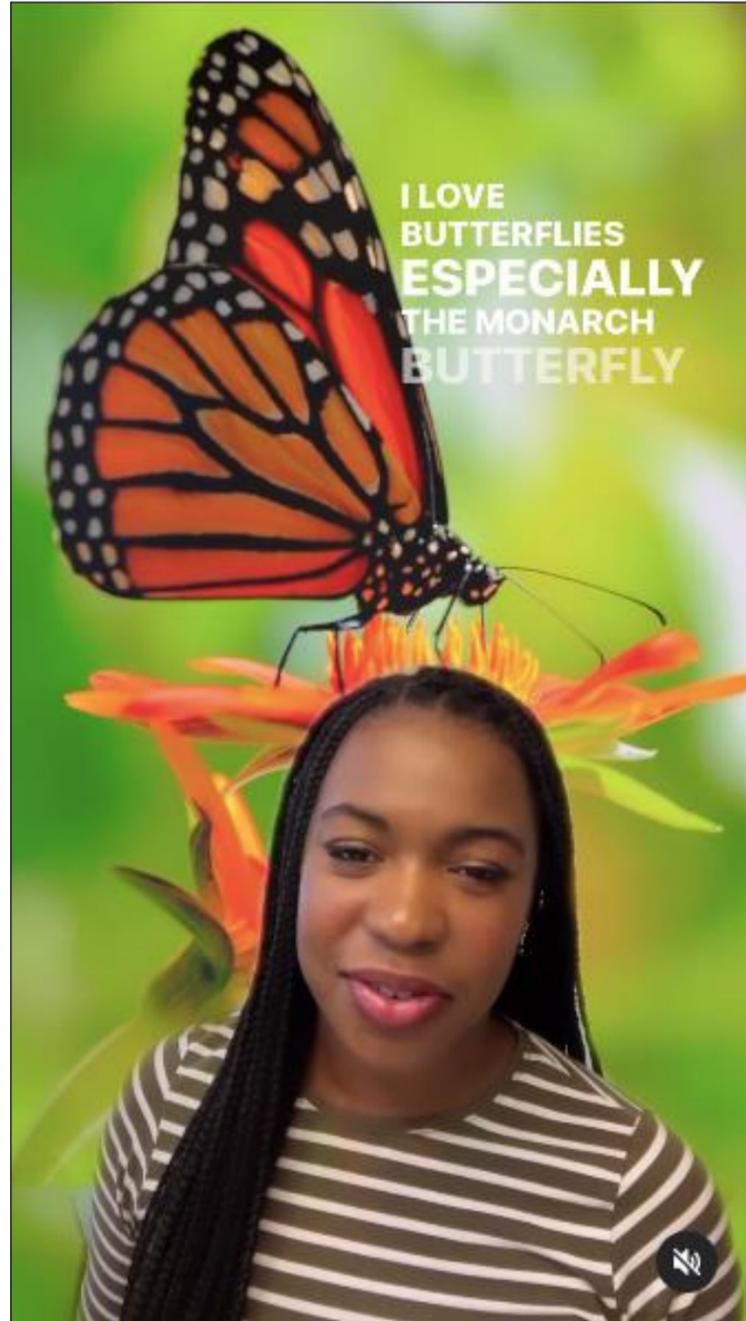
Campaigner-driven (narrated) issue-related video - This requires more prepping time in terms of shooting the campaigner, selecting the correlated visuals, and mixing/finalizing audio/music.



2. “Now this” News

“NOW THIS” type of news headline video with on-screen texts being the main narrative driver. We do put voiceover to it nowadays for better usability.

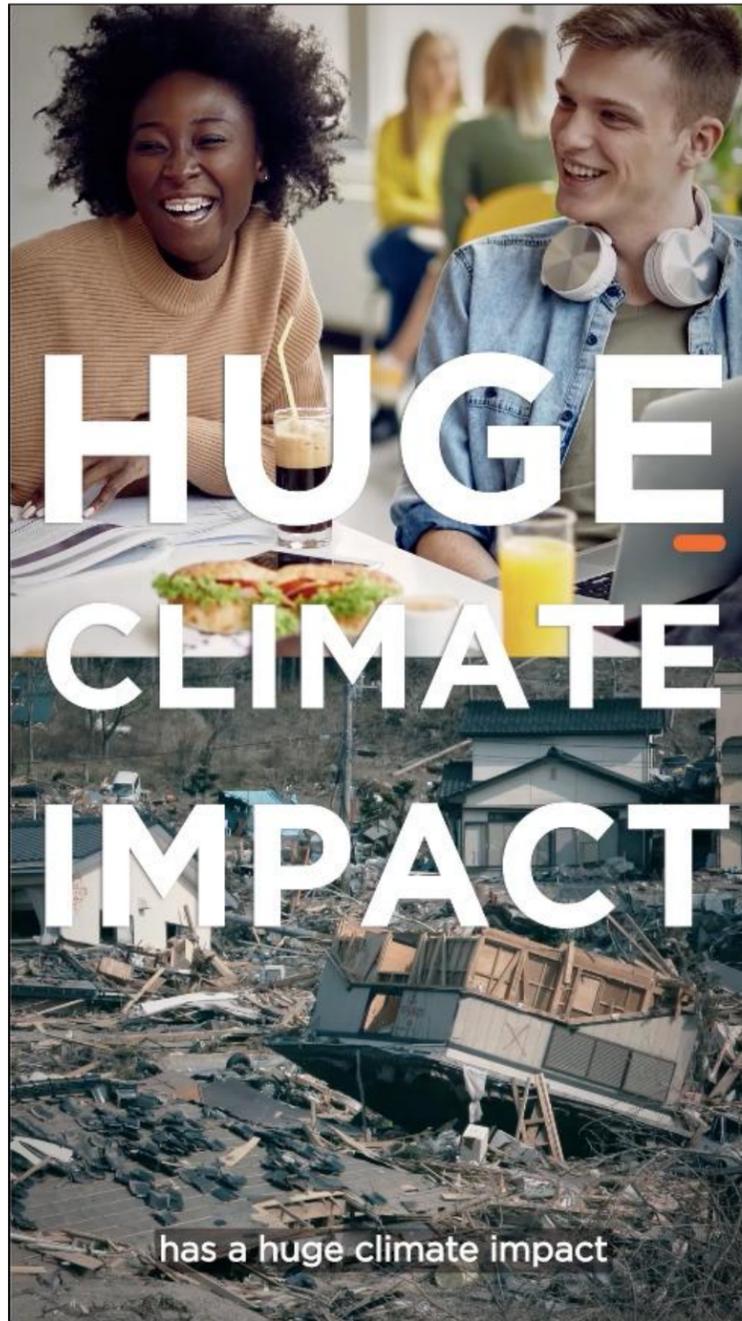
This is relatively easier than the 1st type because it doesn't require any video shooting. It only requires the voice over actor to send us their audio clips, and us to find an appropriate set of photos, graphics and music to go with the visual montage.



3. Talking Head

This format is useful for rapid response.

This is the most time-efficient DIY type of video. It doesn't require a highly curated video shoot. The on-cam person can use a phone prompter to read the script as the camera shoots. No need for the fine refinement of visuals and audio.



4. Educational

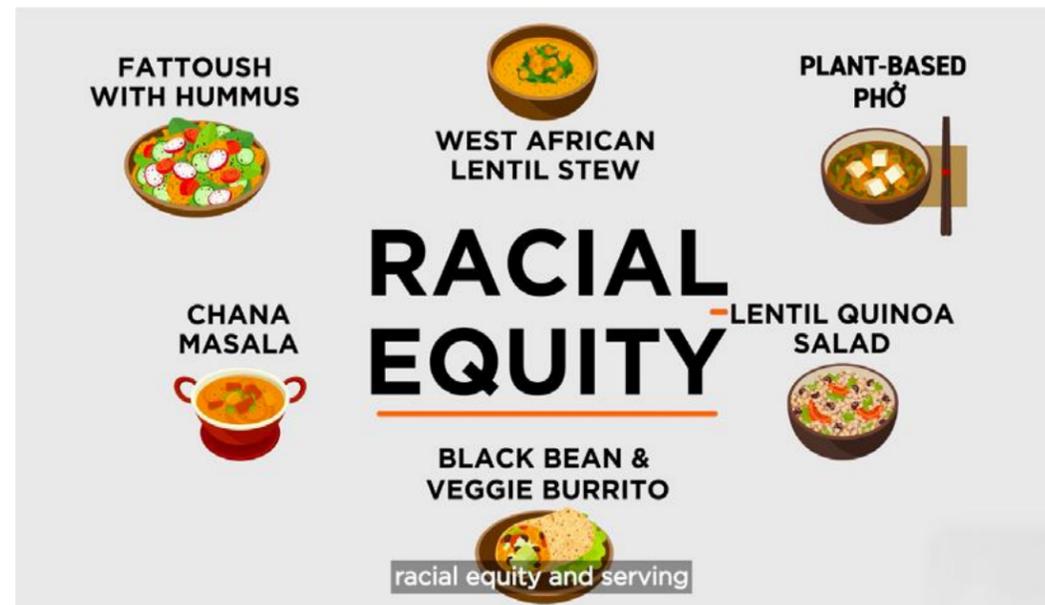
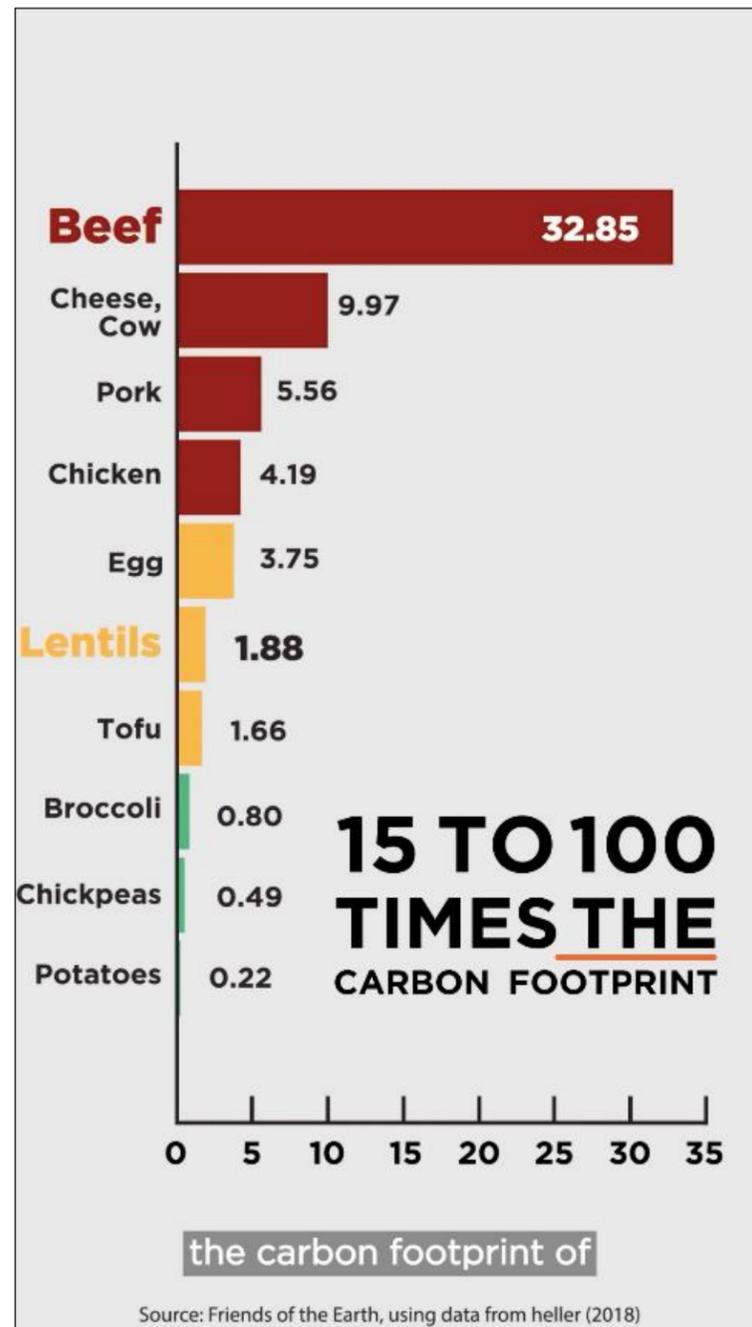
This is a strictly storyboard piece with data driven visuals with voice over. This is a bit different from the Category 1: Campaigner Driven Video. Since there'll be no on-screen person who drives the video. Video like this can have a CTA at the end to encourage the viewers to take an action.

The examples on this page show executions in both 9:16 and 16:9 aspect ratios for Social Media and Youtube, respectively. The multi-format video featured here is a rare example of how to work with video cross-platform.

Youtube is an ideal platform for many campaigners to promote their work.

Video can feature utilize B-roll and typography-based animation, as well as motion graphics of vector infographics.

Making difficult subject matter digestable for the audience key for education based video.



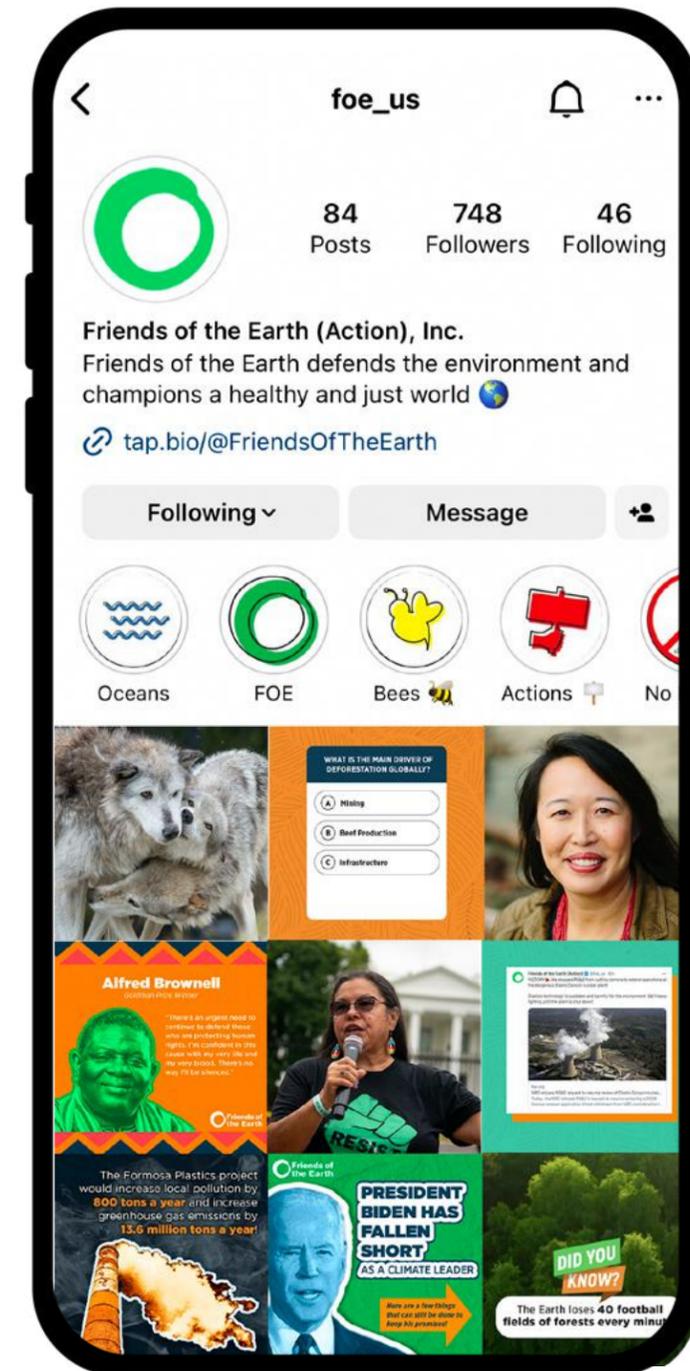
Social Media

Visual Story telling through social media

Social media is made up of crucial communication platforms for FOE's visual storytelling. Through social media, we can showcase our work using short videos, graphics or gifs that capture the essence of our campaigns and deliver key messages. To best express our voice, we need to be mindful of choosing the right message, type face, visuals (photography or illustrations), sound effects and music.

GENERAL

- FOE's voice is smart, succinct, and snarky. The tone varies, based on the situation, but we let facts and information inform our tone. The goal of our social media is to educate audiences about our work in a simple, easy to understand manner.
- We are a smart organization that produces research-driven work, and our social media reflects that tone. That means we are intentional with use of emojis, hashtags, and designing our multimedia.



STRATEGY & GOALS

Our Strategy + Goals should be intentionally applied “as needed” to improve engagement, and experience across all social channels.

1. Quality, not quantity

We do not over-post our content or duplicate content over the course of a day of week. To work well with social media algorithms, we do not want to inundate our followers' feeds and ensure we're providing them with meaningful, interesting content.

We want to always put our best foot forward when it comes to posts, whether that means ensuring that our multimedia is clean and simple or that our messaging is engaging. We work on researching message trends and pulling regular analyses on best practices to ensure our work reaches the widest audiences and is easily digestible..

2. Prioritize engagement and interactions

Based on what works best on social media, we include a good chunk of educational content on our social media feeds. People are often visual learners, so we strive to make our content effortless and accessible. That means harnessing content like eye-catching videos, gifs, data visualization, humor and trending topics.

Copywriting in captions and descriptions should never just be a one-sided conversation – it’s called “social” media for a reason. The best rule of thumb is for social media captions to be understood by a fourth grader – there is no need to drive followers away by making our work too hard to grasp.

We also follow this rule of thumb when targeting decision makers on social media. We need to put our followers first and leverage their engagement to grab attention of our campaign targets.

Sending wonky or specific messages to targets should otherwise be reserved for sign-on letters where they are the only audience.

3. Think, consider – then curate

While “off-the-cuff” content in short form such as Stories or Event-based lives has a time and place, all content we create should be intentional and have some strategy behind it, especially given recent algorithm changes making it that past posts affect future posts’ performance more and more.

While we always want to post engaging educational content, target decision makers, and respond to breaking news, we also need to consider the bigger picture and how the content you’re about to post contributes to brand mission and objectives. Our social media team is regularly pulling metrics and doing analyses on what works best on our feeds and ensuring our mission and values are shown. Though social media is vastly different than traditional media, that does not mean it should require any less strategy. Social media can reach wider audiences, serves as a primary tool for followers to see how we’ve responded to news, and has a unique ability to reach campaign targets. Always remember to think through why and how to use social media to help your campaign goals.

Voice & Tone

- We walk the line between being approachable and explaining our work in simple terms, but do not lean too far into overly familiar language (do not swear, use trendy language or slang) or speak to noticeably young audiences (like a Sunrise Movement tone)
- We seek to inform in simplest way possible, adopting a “less is more” policy when it comes to explaining our work. There is no need to go into every single detail on social media. Our tone should be topline and simple, not getting into too many details and framing work in the most basic terms possible to make it approachable.
- When explaining a topic in depth, we use creativity and best practices to explain. This includes informational threads (beginning with simple or engaging posts to draw folks in), short videos, or data visualization.
- We are not afraid to pull punches and adopt a snarky tone when pushing back on targets.
- Reliance on data. Statistics perform extremely well on social media, and we lean into at least one stat, number, etc. whenever possible.

 **Friends of the Earth (Action)** @foe_us

Happy Friday!! So glad to hear this and can't wait for API to join us in endorsing @Ilhan and @SenJeffMerkley's End Polluter Welfare Act to repeal \$150 billion in fossil fuel subsidies 🥰🥰

 **American Petroleum Institute** @APIenergy · Jan 15, 2021

As a member-driven org, we don't support subsidizing energy because it distorts the market & ultimately proves harmful to consumers. Our focus continues to be on taking meaningful action & shaping policy to reduce emissions & ensure access to affordable, reliable energy. (2/2)

[Show this thread](#)

10:31 AM · Jan 15, 2021

EXAMPLE 1

 **Friends of the Earth (Action)** @foe_us

Running list of things Zinke has spent taxpayer money on:

- ✓ \$139K office door
- ✓ \$6.2K trip to ride horses with Pence
- ✓ Private flights to meet with Big Oil execs
- ✓ \$1.7K leather sofa
- ✓ "Big Buck Hunter" arcade game

[#ShowZinkeTheDoor](#)

EXAMPLE 2

 **Friends of the Earth (Action)** @foe_us

[.@Interior](#) Secretary Bernhardt is promoting a fossil fuel project that is former lobbying form is a paid advocate for...

The swamp monster is back at it.

theguardian.com/environment/20...

6:30 PM · Aug 30, 2019

26 Retweets 3 Quote Tweets 30 Likes

EXAMPLE 3

General Guidelines

TYPOGRAPHY & WORD COUNT

- Consistent font size
- Consistent text length

HEADLINES & SUBHEADS

- Headlines: Gotham
- Subheads: Gotham Narrow
- Pullquotes or descriptions: Minion

INFOGRAPHICS

- Body copy: 40-50 pt
- Less than 120 character

CAROUSEL

- Headline: 70-80 pt, less than 60 characters
- Title text: 40-50 pt, less than 100 characters
- Body text: 30-40 pt, less than 150 characters

QUOTES

- Body text: 50-60 pt
- Less than 200-300 characters

ALTERNATIVE FONT

- Seasonal, holiday specific or anniversary type choices okay
- Halloween, Easter, Thanksgiving, Valentines Day, New Years Eve, Fourth of July, and December holidays - Theme Holiday posts
- Other anniversary types use standard branding

LOGO

- Required for all posts other than photography
- Use the best variation of the logo suitable for post format
- White or green logotype
- Green logo with black or white text
- Green or white logo

COLOR PALETTE

- Overarching color should lean heavily on green
- 40% of the design should strive for secondary or accent colors

PHOTOGRAPHY

- Should be consistent with overall editorial branding.
- Refer to general photography guidelines for curation
- Select photos that have ample negative space and high contrast areas for type overlays
- Be particularly mindful with white typography + accessibility
- Resulting creative should be bold, bright and high contrast
- Refer to stylizing photos + effects section for applying graphic grain effect to unretouched photos.

SPELLING & GRAMMAR

- Use familiar words and lay out campaign work into its simplest terms
- Do not alter the spelling or punctuation of words to reduce the number of characters beyond standard abbreviations (like “info” for “information” or “GHGs” for “greenhouse gases”)
- Ensure there are no spelling or grammatical errors
- Refer to Friends of the Earth as ‘FOE’ or ‘FOE Action’

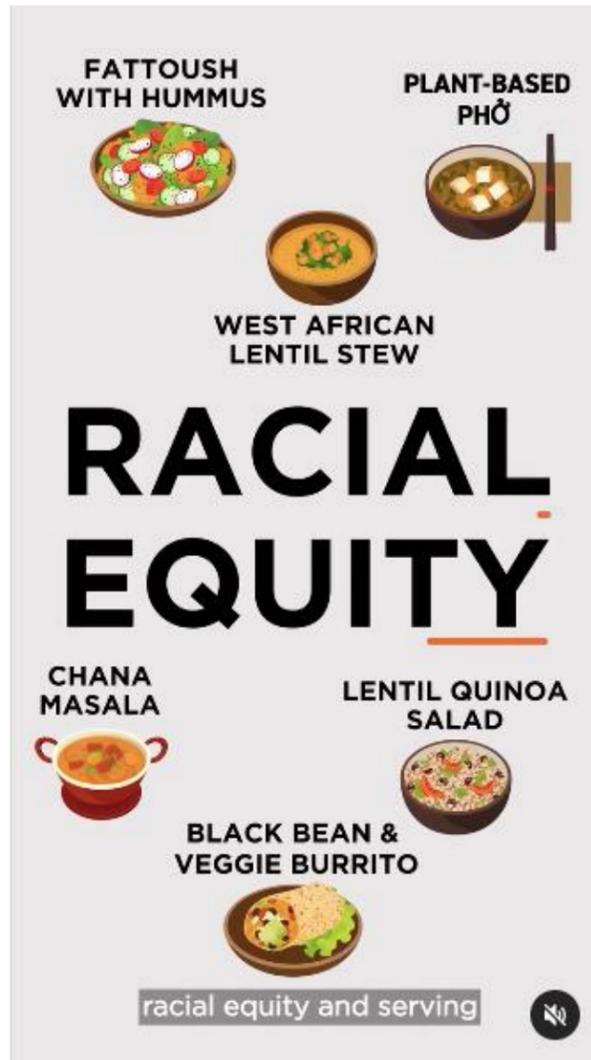
Hashtags, Media & Breaking News

HASHTAG USAGE

- Twitter: No more than two hashtags per tweet
- Facebook: No hashtags
- Instagram: No more than five hashtags in the body of the post
- Hashtags should be used strategically, not just for fun. They should only be used if it is an existing, popular hashtag or if it is a new hashtag that is going to be used by a coalition of groups
- If multiple words, hashtags should be capitalized to easily read them (ie. #SaveTheBees)

MEDIA CONTENT & BREAKING NEWS

- Use Twitter/Facebook cards to check whether a link has a link preview
- Add graphic, photo, video, etc. if no existing link preview
- All FOE media content products should follow design brand guidance (match colors, fonts, captions, etc.)
- Be aware of what is going on in the news when you are publishing social media content
- Pause the queue for major break-ins news events, determined by comms director & digital comms manager. When in doubt, default to pausing.



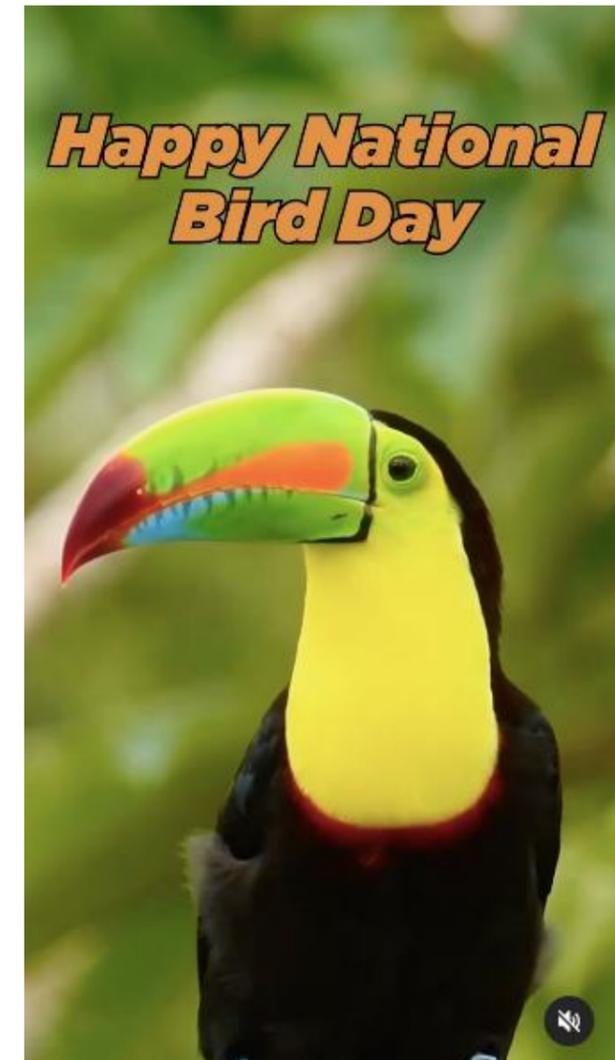
#Climatefriendlyschoolfood
 #plantbased #schoollunch
 #plantbasedschoollunch
 #climateaction #vegandiet
 #veganday #worldveganday #vegan
 #linkinbio

[SEE THE POST](#)



#Stopthedirtydeal #nodirtydeal
 #dirtydeal #nomvp

[SEE THE POST](#)



#Birdday #birdsofinstagram
 #protectbiodiversity
 #Nationalbirdday #nationalbird

[SEE THE POST](#)

INSTAGRAM

We started our Instagram page in 2022 with a goal of reaching new, younger audiences and showcasing more education-based multimedia content.

[INSTAGRAM IMAGE SIZES](#)
[INSTAGRAM VIDEO SPECS](#)

OVERVIEW

Our overall goal on Instagram is to educate new audiences about our work and what we do. We want to focus on creating shareable, educational content that centers people. The types of content, breakdown of content, and examples compiled here show how we can make our Instagram page full of shareable and educational content. We want our content to center people, whether they are staff or members of communities we're fighting for. And we want to showcase FOE's voice — unapologetic progressives, scrappy, willing to troll, comedic at times — within our posts.

Process-wise, decisions about what should go on Instagram live squarely within the Comms department. We will reach out to your team if we need sign-off on content to showcase your work. If you would like to feature something on Instagram in particular, feel free to ask; however, we have a high bar of what can go on the main feed as it is our most restricted social media platform.

STATIC: POST + STORIES

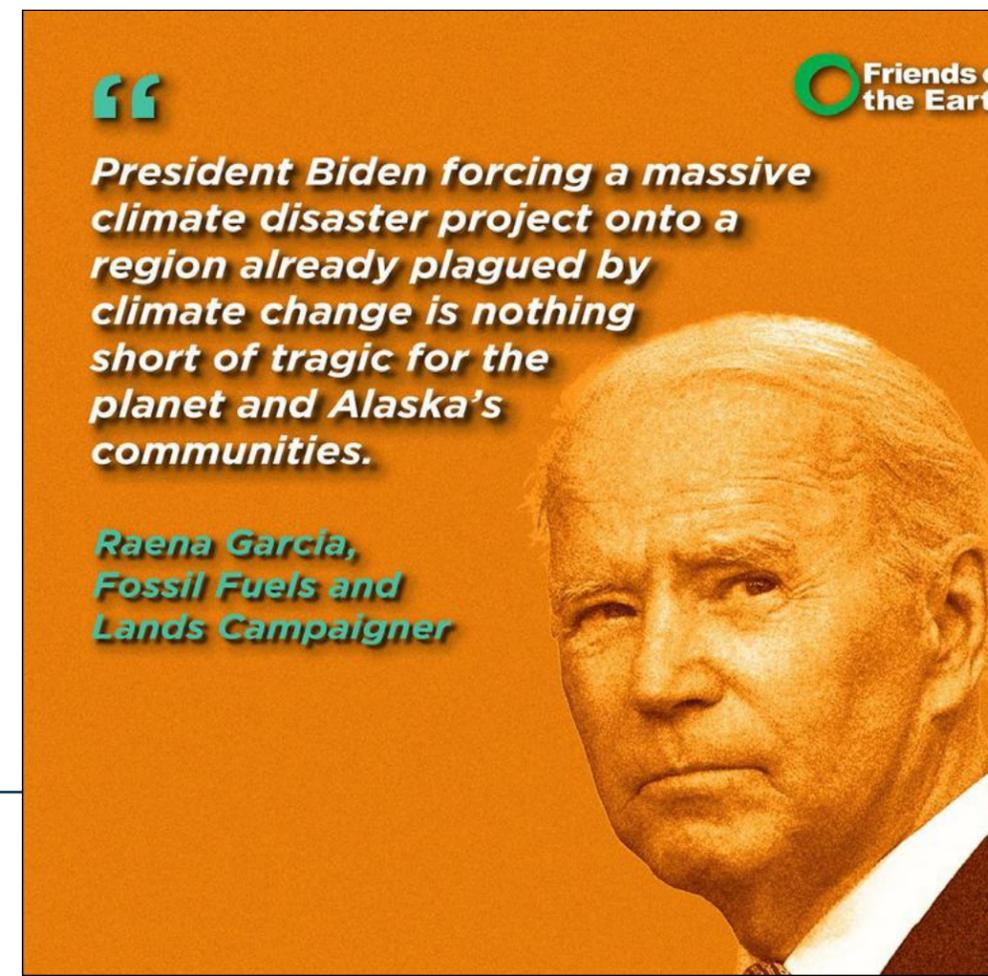
- 1x1 JPG or PNG or 9:16
- Carousel: 3-5 slides, always defer to analytics!
- Goals: 4-6 feed posts per week
- Good for: Education, Carousel “report cards”, “Tweet Cards”, Increasing feed views and campaign promotions, Education on government impact on environmental policy

VIDEO: STORIES + IG LIVE

- Aspect ratio: 1080x1920, 9:16
- Format: mp4 and .mov
- Length: 15 seconds for Stories, 60 min for lives
- Goals: Post 3-5 stories a day, IG Live once per month
- Good for: Short-lived content, breaking news, campaign promotions, IG Reels repost, FOE Press release, Action alerts, “now this” content, Interactive IG Story/Trivia Questions

REEL - VIDEO

- Aspect ratio: up to 1920px wide, 9:16 recommended
- Format: mp4 and .mov
- Video length: 3 seconds-15 minutes
- Goals: 1 reel per week
- Good for: short videos, activist videos



The biggest Big Oil
companies **exploited**
the crisis in Ukraine
to the tune of
\$64,158,000,000
in **stock** buybacks.

WHAT IS THE MAIN DRIVER OF
DEFORESTATION GLOBALLY?

- A Mining
- B Beef Production
- C Infrastructure

A portrait of Alfred Brownell, a Black man with short hair, wearing a blue and white striped shirt. The portrait is set against a dark blue background with a white dotted pattern. The entire graphic is framed by a decorative border with a repeating zig-zag pattern in shades of blue, red, and white.

Alfred Brownell
Goldman Prize Winner

"There's an urgent need to continue to defend those who are protecting human rights. I'm confident in this cause with my very life and my very blood. There's no way I'll be silenced."

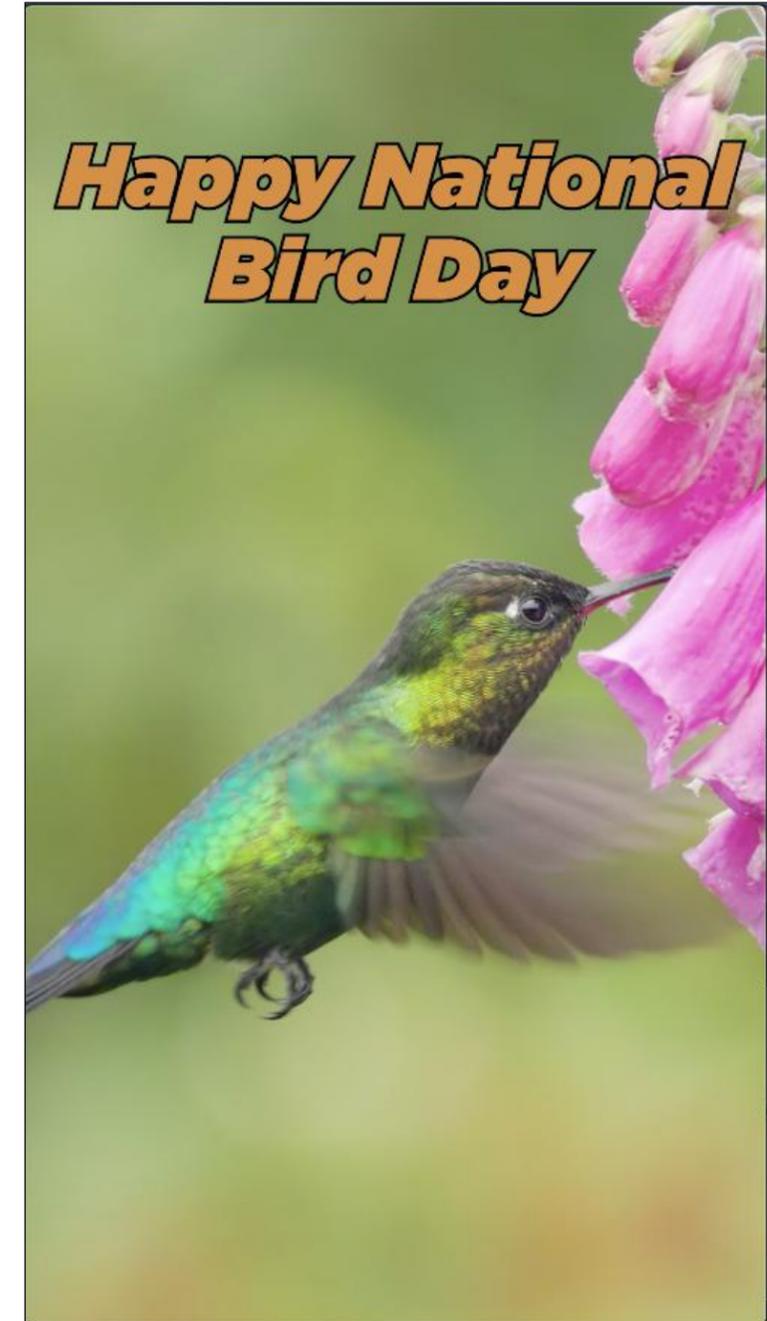
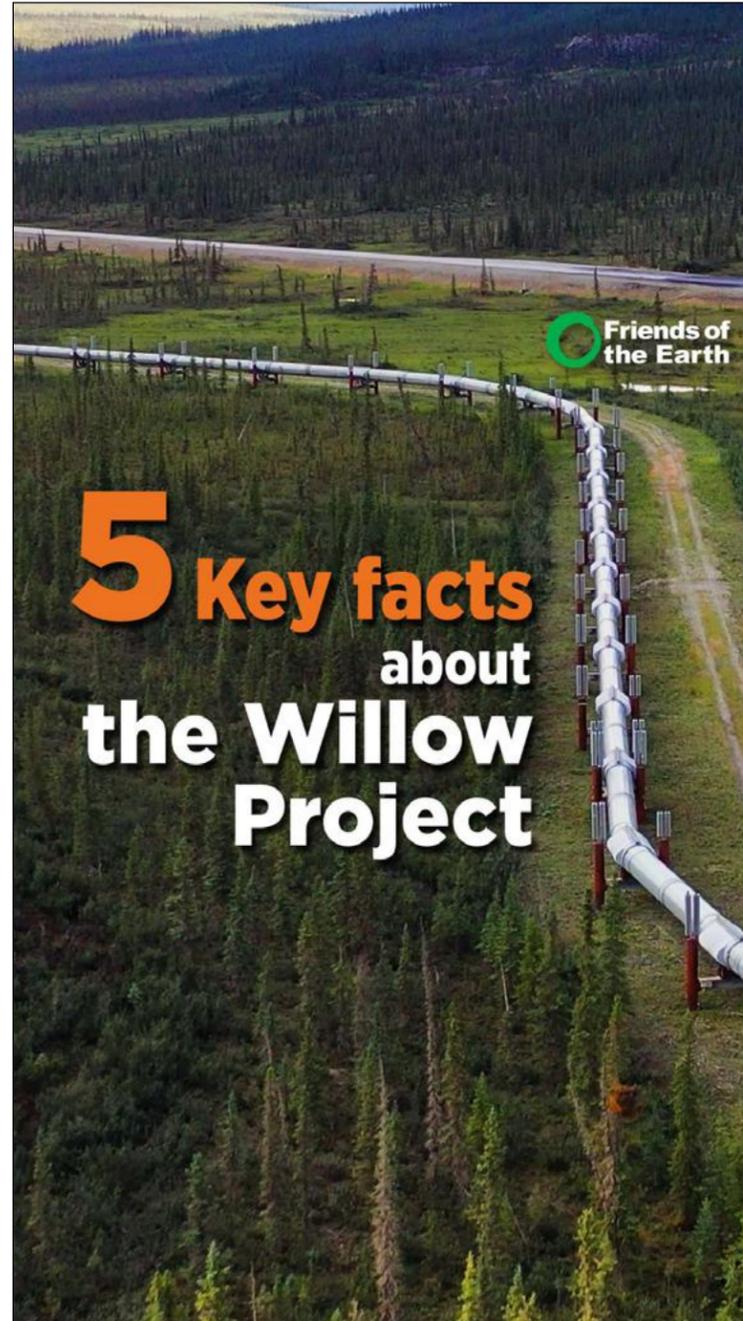
The logo for Friends of the Earth, featuring a stylized white circle with a smaller white circle inside, followed by the text "Friends of the Earth" in a sans-serif font.

Friends of the Earth

A photograph of Sharon Lavigne, a Black woman with her hair in braids, wearing a patterned blue and white shirt. She is raising her right fist in a power salute. She is holding a white sign with the word "STOP" in large black letters. The background is a dark, smoky or hazy blue.

RISE St. James was founded in 2018 by **Sharon Lavigne** who lives just **2 miles** from the proposed plant site.

The group has been working to **stop the Formosa plant** from worsening the pollution of their community.



TWITTER

Twitter serves as our best social media tool for responding to breaking news and reaching decision makers/campaign targets.

[TWITTER IMAGE SIZES](#)

[TWITTER VIDEO SPECS](#)

OVERVIEW

Given massive algorithm changes, though, we also need to use the tool as a spot to showcase evergreen campaign content, educate, and reach new audiences with engaging content. Foregoing that educational, engaging type of content means that campaign target/breaking news goals may be harder to reach.

We want to use Twitter to showcase our day-to-day work and inform about our campaigns in interesting, engaging ways. Examples of this include a short video explaining a breaking news event, a Twitter thread showcasing the key findings of a new report, or a graphic showing data visualization. It's also the best practice to write our posts in easy-to-digest messaging and showcase eye-catching things like an interesting statistic or a villain for the audience to oppose. We keep our posts simple and engaging to draw in the widest audience.

Statistics show that 70% of Twitter users use the platform as a news tool, so we work to harness that use of the platform and encourage Programs to be strategic about social media in rapid response situations. We also find that immediate, text-only posts in a rapid media moment can often be what breaks through first and gets the most eyes in the long run – so it’s important to not think of the platform as an afterthought while you focus all your attention on a press release.

We also use Twitter to reach campaign targets – though, it’s important to remember that reaching those targets on social media only works if you keep the best social media practices in mind. Sending messages meant only for the eyes of your target (ie. very specific messaging, full of acronyms, no explanation of context) on Twitter is just as effective as sending them an email or a sign-on letter. To be strategic, you want to draft targeted posts with a general Twitter audience in mind first to get them sharing your content and actually grab the attention of your target.

CHARACTER LIMITS

- Maximum length: 280 characters

IMAGE SPECS

- Twitter has no cropping limitations
- Repurpose 1x1 Instagram content
- Share up to 4 images
- Further editing can be done directly in Twitter app
- Up to 5mb file size
- Good for: Videos/gifs to promote campaigns and educational content, unique and “non-repetitive” content, inherently engaging content that poses a question or invites followers to interact/act, Twitter threads, humor, trending topics

VIDEO SPECS

- Aspect ratio: 1x1 is recommended, but 16:9 (landscape or portrait) also can be used
- Cadence: 4-6 posts per day, 30-40 posts weekly
- For efficiency, repurpose Reel or Youtube content that already meets these parameters
- Consider posting content directly from Youtube, so you have no limits with file size or file format
- Video length: make “Twitter-friendly” Youtube edits up to 140 seconds (may only apply to directly uploaded video not Youtube import)
- Good for: Activist videos that promote campaigns



Let's eat, drink & be thankful for pollinators who are responsible for every 1 in 3 bites of food we eat this Thanksgiving.

Toxic pesticides are killing bees at a rapid pace—so we're calling on [@Kroger](#) to eliminate bee-killing pesticides in its food supply chain!

[#SaveTheBees](#)





Dr. Robert D. Bullard
Father of Environmental Justice

"America is segregated and so is pollution... Individuals who physically live on the 'wrong side of the tracks' are subjected to elevated environmental health threats and more than their fair share of preventable diseases."



Friends of the Earth

During their crisis...



YOUTUBE

We have a YouTube page to house our videos; however, we do not use the platform as a social media tool.

YOUTUBE VIDEO SPECS

OVERVIEW

Videos will get more views within other platforms (Twitter, Instagram, etc.) if the video files are uploaded natively so they can auto-play in feeds, so we tend to not share our YouTube links on social media unless the videos are too long to be uploaded.

VIDEO CONTENT

- Format: 16:9
- Repurpose content for Youtube video import/share link on Twitter, website, links from email marketing etc
- Good for: all types of content – promotional/campaign videos, “shorts” (Youtube answer to Reels), full-length feature films and Youtube “lives”
- File size: up to 128 GB or 12 hours, whichever is less (great for livestreaming multi-hour/day events)

YOUTUBE SHORTS

- Aspect ratio: 9:16
- Length: Up to 60 seconds Repurpose Reels for Youtube
- Music: up to 15 seconds from Youtube library, up to 1600 files in library
- Can be edited and uploaded from desktop/mobile (great for on the fly short-form content)
- If content will be shared on Twitter, create as .mov



FACEBOOK

Facebook primarily serves as the platform to communicate what FOE is doing with our existing follower base.

OVERVIEW

Our followers on Facebook largely overlap with the demographics of our email subscribers — and the growth of pages across the platform is relatively stagnant. Due to Facebook’s constant algorithm changes, progressive groups are struggling to maintain growth, engagement and impressions on the platform.

The Digital Comms team continues to post regularly on the platform itself, but we no longer put a great deal of energy into thinking through Facebook strategy as it has the lowest chance of reaching new and/or younger audiences. We post a few times a week on Facebook, sharing big campaign updates and evergreen content — especially “feel-good” content which performs best on this platform. Our followers on Facebook largely overlap with the demographics of our email subscribers — and the growth

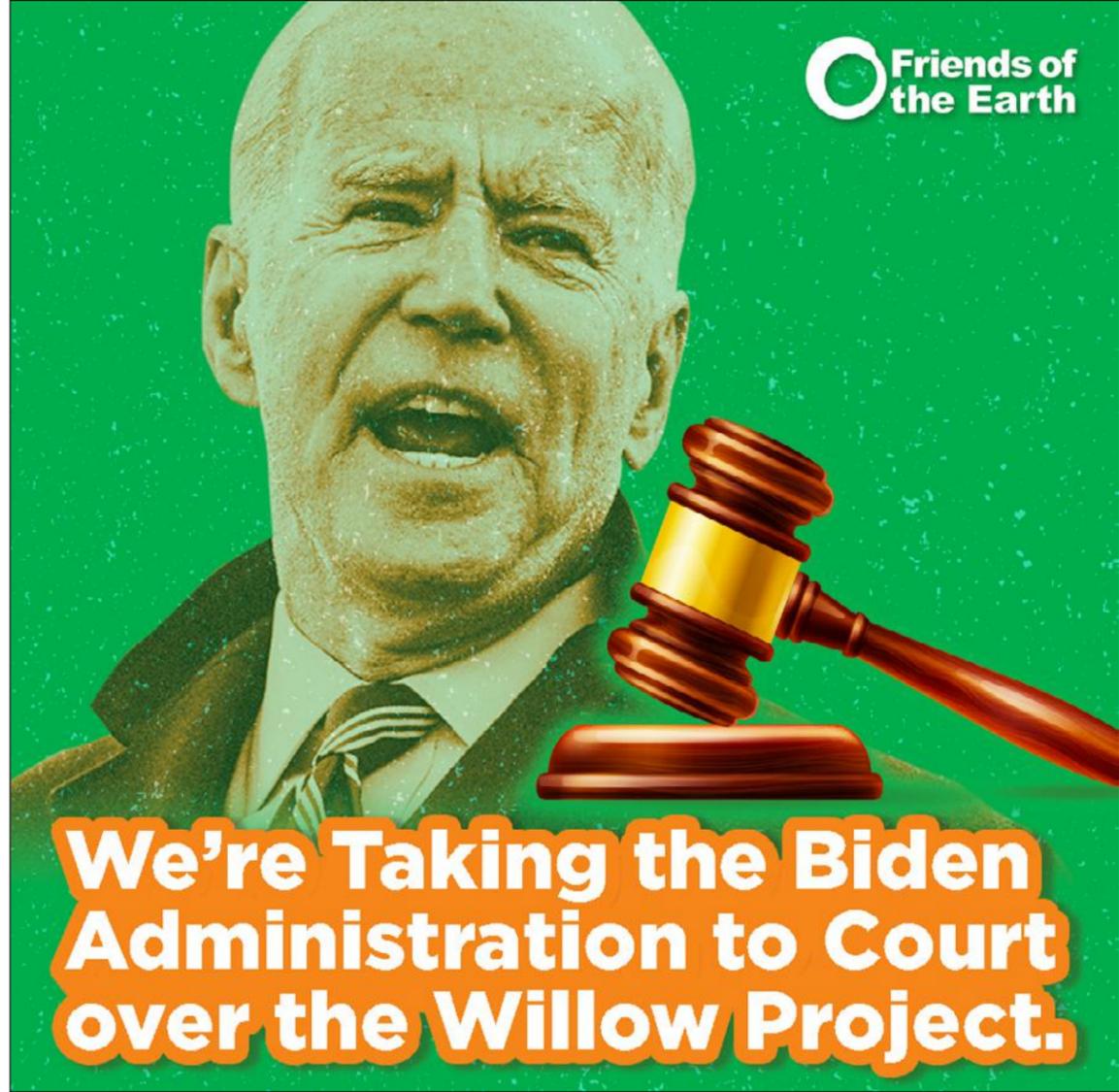
EXCEPTIONS

If and when there is a reason to use Facebook, we repurpose content that we already create for other channels.

That being said, due to an algorithm that disempowers non-profit organizations and does not prioritize media-rich content, it should sparingly be used - if at all.

FACEBOOK FEED

- Repost photos or reels from Instagram automatically
- Goals: empower our audience, share, educate and engage with media-rich content, inspire action



Friends of the Earth

We're Taking the Biden Administration to Court over the Willow Project.



Friends of the Earth (Action) @foe_us · 6m

VICTORY 🎉 We stopped PG&E from cutting corners to extend operations at the dangerous Diablo Canyon nuclear plant!

Diablo's technology is outdated and harmful for the environment. We'll keep fighting until the plant is shut down!

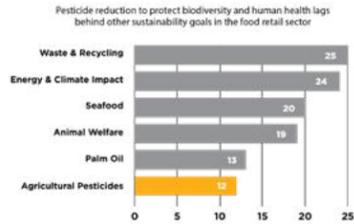


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NRC refuses PG&E request to resume review of Diablo Canyon nuclea...
Today, the NRC refused PG&E's request to resume reviewing a 2009 license renewal application it had withdrawn from NRC consideration I...

Applications

Amid rising concern about an “insect apocalypse” and the decimation of bees and butterflies – the small but mighty pollinators responsible for one in three bites of food we eat – retailers are beginning to step up to address the routine and unnecessary use of toxic pesticides in their supply chains.

Sustainability policies adopted by 25 leading food retailers



A growing body of science shows that agricultural pesticides are one of the main drivers of insect declines worldwide, along with habitat loss and climate change.¹¹ This is a pressing global issue, as scientists have warned that biodiversity loss is a crisis on par with the climate crisis.¹²

Without pollinators, grocery shelves would run short of a wide assortment of fruits and vegetables, nuts, beans, and delicious favorites like chocolate and coffee. And because bees pollinate alfalfa and other crops eaten by cows, even the dairy and meat shelves would look bare. In fact, 71 of the 100 crops that provide 90% of the world's food are pollinated by bees.¹³

To spur a race to the top, Friends of the Earth created a retailer scorecard to benchmark 25 of the largest U.S. grocery stores on pesticides and pollinator health.¹⁴ In just the past three years, ten major grocery retailers have created pollinator policies that address pesticides, showing important

momentum in the industry. Yet only two – Giant Eagle and Walmart – have made timebound commitments to reduce use of pesticides and increase safer pest management in their food supply chains. The scope and implementation of pesticide policies across the sector fall far short of what is needed to protect pollinator populations. And pollinator protection lags behind other sustainability initiatives in the sector. While 24 of 25 top food retailers have policies related to energy and climate, just twelve have taken steps in the right direction on agricultural pesticides.

The choices these powerful companies make could determine whether bees and butterflies, as well as many other beneficial insects, will exist in the future. Scientists warn of “catastrophic ecosystem collapse” if we don’t save these small but important creatures by changing the way we farm.¹⁵ From birds to fish to people, insects are the basis of the food webs that feed us. They are essential to maintaining a livable planet.

As grocery retailers commit to truly shift their focus away from pesticide-intensive to organic and other science-based farming systems, they will not only protect their own climate impact but also help farmers cope with climate change. That’s because pesticides – a term that encompasses herbicides and fungicides – are a key part of an industrial agricultural system that is harming biodiversity, producing massive greenhouse gas emissions and destroying the soil resources that we need to grow food.¹⁶ Annual harm caused by industrial farming is estimated at \$3 trillion each year according to the International Food and Agriculture Organization.¹⁷

The energy-intensive process of pesticide production alone accounts for nearly 10% of the total energy used for food production.¹⁸ Therefore, grocery retailers should consider pesticide reduction as an important part of their energy and greenhouse gas reduction goals.

Pesticide reduction is also key to regenerative farming.¹⁹ Building healthy soils that can serve as a carbon sink requires reducing pesticide use, as many pesticides harm the soil organisms that are central to soil carbon sequestration. One study found that compost-rich organic soil can host as many as 10 billion helpful bacteria from 15,000 species, compared to just 100 billion in conventional pesticide-intensive soil.²⁰ Pesticides also harm soil invertebrates in 71% of cases studied to date, according to a recent peer-reviewed meta-analysis by Friends of the Earth.²¹ Invertebrates play a critical role in converting the carbon in plants and manure into soil.

and soil invertebrates reveal the science on why pesticide reduction is a key part of regenerative agriculture, which can draw carbon down from the atmosphere to the soil.

Building healthy, living soils also helps mitigate the effects of climate change on farmers since healthy soils conserve water and significantly increase farmers’ resilience in the face of climate-related droughts and floods.²²

Grocery stores have a major role to play in moving from pesticide-intensive agriculture to the food system of the future

Grocery retailers’ ability to continue to source abundant food depends on this shift, and they have the market power to make massive changes in our food system. Together, the 25 companies we evaluated controlled \$1.78 trillion in food and beverage sales in 2021.²³ The top four alone – Walmart, Amazon, Costco and Kroger – controlled \$1.02 trillion.

Grocery stores are also growing their private label brands, which creates more opportunities to directly influence practices in their supply chains. Private label sales now make up 29% of sales in the grocery sector.²⁴



¹ Many of the largest grocery retailers in the U.S. are not national supermarkets. They include “big box” stores, pharmacies, and discount retailers. Friends of the Earth used the Supermarket News 2021 Top 25 Retailers and Wholesale report to determine which companies are among the top 25 U.S. grocery retailers.



Press

News, media branding & editorial guidance

In addition to visual and social media branding, the way FOE presents itself to the press in any format should be standardized and well coordinated. Similar language and grammar used across the organization is one more way we can present FOE in the most clear and succinct way possible.



FOE's brand relies on its ability to speak unapologetically about transformative change and long-lasting solutions to environmental problems.

BE BRIEF

Journalists and their readers rely on brevity. State the facts, but not all the facts - and then offer more information if people are interested.

If needed, write out a handful of short, succinct talking points that you can return to if you find yourself getting stuck or on a tangent when writing or talking to a reporter.

CAREFULLY WEIGH OUTRAGE AND CRITICISM WITH SOLUTIONS-BASED TALKING POINTS

Don't just tell the reader what's bad - tell them how we can be better.

EMPHASIZE INCLUSIVITY

Focus on statements that include “we,” “us” and “our.”

AVOID INSULTS OR EXPLETIVES

It’s easy to get frustrated in our line of work, but we can be a strong voice for progressive environmentalism without being offensive.

If needed, write out a handful of short, succinct talking points that you can return if you find yourself getting stuck on a tangent when writing or talking to a reporter.

WHEN POSSIBLE, AVOID SHORTHAND LANGUAGE THE GENERAL PUBLIC WON’T UNDERSTAND

There are exceptions, such as contact with journalists who cover a niche issue and understand certain language. Generally, though, seek to explain things like you would to a family member or friend over dinner.

DON’T LET GLOOM AND DOOM DOMINATE OUR

We want to ensure that, while emphasizing the direness of environmental crises, we give our audiences hope and a clear path forward to solving the problems we face.

USE ACTIVE VOICE AS MUCH AS POSSIBLE

Passive voice can come across as awkward and takes up space. For example: “Transparency from the EPA is something that Friends of the Earth demands” is a passive version of “Friends of the Earth demands transparency from the EPA.” The latter is active, shorter and stronger.

For more explanation, Grammarly offers a solid explanation [HERE](#).

CONSIDER THE IMPACT OF OUR WORDS

Those who live with the everyday impacts of pollution, environmental justice, racism, etc. must be at the forefront of our minds and inform the language we use. This [STYLE GUIDE](#) from Sum Of Us is one example of appropriate terms for referring to activist and vulnerable communities.



Boilerplate Language + General Talking Points

NOTE: This was approved by FOE's Senior Leadership and has been in place for several years.

- Friends of the Earth fights to protect our environment and create a healthy and just world.
- We speak truth to power and expose those who endanger the health of people and the planet.
- We focus on people-based power to drive transformative economic and political change.
- We push for change that is needed, not what is politically easy.
- Friends of the Earth is committed to hard-hitting advocacy for our climate, our oceans, our forests, and frontline environmental justice communities.
- We aim to defend and strengthen our agencies to better protect public health and the environment.

- We advocate that sustainable and healthy food be available for all.
- We promote clean energy solutions that prioritize people over profit.
- We empower people to hold financial interests accountable for destroying our land.
- We push public institutions to improve the livelihoods and environments of communities worldwide.
- We support community efforts to protect our lands and oceans from dirty energy projects.

What do these points have in common? They're **bold and brief, a priority for FOE's communications.**

Style Guidance

The press team follows the Associated Press's style guide (with a few stylistic exceptions FOE has implemented) and strongly encourages our campaigners to do the same. The team has an active subscription to AP's Stylebook and can provide clarification on stylistic preferences upon request. Here are some of the top style mistakes the press team sees (and sometimes makes itself).

- Believe it or not, AP is not a fan of the oxford (or series) comma. After all, its main concern is to save space whenever possible. So use the oxford comma only in cases where it's absolutely necessary to provide clarification. Most times you won't need an extra comma for the last item in a simple list.
- Example of when not to use: The cruising industry refuses to address systemic issues that jeopardize marine life. Turtles, whales and many other species are at risk.
- Except when part of a statistic or phrase, any number under 10 should be spelled out ("three" instead of "3").

- Commas and periods should appear inside quotation marks when they appear next to each other.
- Example: “The fossil fuel industry continues to line its own pockets at the expense of communities and the climate,” said Sarah Lutz.
- Otherwise, titles used as common nouns should be lowercase (ex: The president must take swift, effective action to curb dangerous pollution.”)
- Note: Friends of the Earth made a stylistic decision at the beginning of the Trump Administration to never use the title “President” with Trump. Also note that FOE capitalizes “Administration” when it follows the name (“Trump Administration, “Biden Administration,” etc.)
- Compass directions aren’t capitalized UNLESS they refer to a geographic region (like the Pacific Northwest).
- Abbreviations can be used for titles, political parties, cardinal directions, addresses and (in some cases) states.
- Use em dashes only to signify an abrupt change in a sentence or imply a pregnant pause. If you’re not sure, use commas instead.
- Example: “Progressive activists strongly discouraged the passage of Manchin’s Dirty Deal – dangerous legislation that jeopardizes communities close to dirty energy projects.” With quotes, the end comma should be placed inside of the quotations.

Formatting **Tips** for Press Releases and Statements

- Releases are brief, statements are briefer. Try to keep these to a page or less. If the news is big or the material being presented is lengthy, two pages is acceptable.
- The release title is bolded, and any subtitle under the title is italicized.
- When referring to a person being quoted, that person's name, title and organization are bolded.
- Block quotes, particularly in the case of a statement, are indented.
- Materials for press should include contact information for a member of FOE's press pod, unless the campaigner & press officer have decided otherwise. The decision to include a campaigner as an "expert contact" for media should also be decided between that campaigner and the press officer they are working with.
- For examples on how FOE writes its releases, please see [HTTPS://FOE.ORG/NEWS.](https://foe.org/news)



Resources

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