



MSi4 Logo: Usage Guidelines

Ensuring ground contact timber is fit for purpose, is the key driver behind the WPA's 'Make sure it's 4' campaign: www.thewpa.org.uk/make-sure-it-s-4

In collaboration with Timber Development UK (TDUK) and other timber trade bodies, the campaign is targeted at the timber supply chain and the wider timber purchasing audience. The objective is to build buyer confidence in using treated timber as a construction material by ensuring the correct treated timber product is used for the right application.

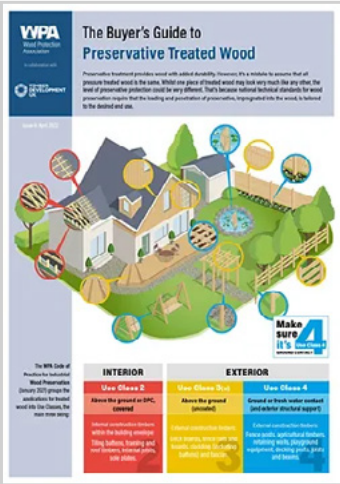
Typical UC4 applications include:
fence posts, retaining walls,
landscaping timbers, playground
timbers, deck posts, joists and beams,
boardwalk substructures and any
external application where structural
integrity is essential for user safety.

Use in context

The WPA encourages any organisation or individual using, specifying or supplying treated wood to support and endorse this campaign by displaying the MSi4 logo device **wherever relevant and in context**. For example when referencing the **Use Class system and timber treatment** and /or in relation to **any timber component which is treated to Use Class 4**.

To strengthen the message we suggest you add the following wording next to the logo:

Preservative treatment provides wood with added durability. Technical standards for wood preservation group the applications for treated wood into Use Classes. **Use Class 4** level of protection is for wood in **permanent ground or fresh water contact, or providing exterior structural support**. Anything less and service life, structural safety and customer satisfaction will be compromised.



Please link the logo to our campaign page: www.thewpa.org.uk/make-sure-it-s-4 where the visitor can read more information and download resource assets.

Ownership

The logos remain the property of WPA and therefore permission must be sought to use them in non-WPA publications and communications. We would kindly ask that you adhere to these guidelines.

All elements of the Make Sure it's 4 campaign identity are fixed and should not be altered in any way. The identity must always be reproduced using the original digital master artwork.

- Do not alter the proportions of the identity - do not 'stretch' it.
- Avoid colour clashes and busy backgrounds
- Leave a clear area around the outer edge of around 10% of logo size.
- Do not put a drop shadow on the identity
- Do not reproduce any smaller than 20mm in width

Logos are available in different resolutions and artwork formats. Email us at: contact@thewpa.org.uk for permission and file supply.