



## MSi4 Campaign Identity: Usage Guidelines

**Campaign Objectives:** Ensuring ground contact timber is fit for purpose is an extremely important and critical message and is the key driver behind the 'Make sure it's 4' campaign: <https://www.thewpa.org.uk/make-sure-it-s-4>

Technical standards for wood preservation group the applications for treated wood into Use Classes. **Use Class 4** being for *external timbers used in ground contact or fresh water and permanently exposed to wetting and/or providing exterior structural support*.

Created by The WPA, the 'Make sure it's 4' logo device is part of a wider educational campaign, in collaboration with the TTF and other timber trade bodies, targeted at the timber supply chain and the wider timber purchasing audience. The objective of this campaign is to build confidence in using timber as a construction material by ensuring the right timber product is used for the right application.

**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 logo device wherever relevant and in context. *For example when referencing the Use Class system and timber treatment and /or in relation to specifying any timber component which fits in the Use Class 4 bracket.*

*To strengthen the message you may wish to add the following:*

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**For wood in permanent ground or fresh water contact, or providing exterior structural support, Use Class 4 levels of protection MUST be achieved. Anything less and service life, structural safety and customer satisfaction will be compromised.**

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Please link logo to our campaign page: <https://www.thewpa.org.uk/make-sure-it-s-4>

**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](mailto:contact@thewpa.org.uk) for permission and file supply.



Wood Protection Association

**The Wood Protection Association**

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