

## THE REQUEST

Promotional Services asked **Rev One** to help them with a series of posters to highlight and explain the actions they are taking to reduce waste and use environmentally friendly methods to produce promotional materials for Genentech brands.

The posters are displayed in the elevator lobbies, near stairways, and in hallways throughout the campus. The goal was to create an impactful graphic with a clear, concise, and educational message that would draw the reader's attention and quickly communicate the theme.

The theme for the first poster was paper and focused on Promotional Services' policy of working with vendors who use paper stock certified by the Forest Stewardship Council. Our task was to briefly explain who the FSC is, their mission, and the benefits to the environment of using stock that they have certified.

## THE WORK

We created a main visual graphic of a human hand grasping a tree branch in a handshake to signify respect for nature and the power of partnership. The shape of the hand is inset with examples of printed materials to help viewers connect the policy to products they may be familiar with. The predominance of green in the color scheme reinforces the connection between nature, growth, and stability. The blurred background conveys a sense of harmony with nature and also provides a textured, yet uncluttered backdrop that allows the main visual and headline to stand out prominently.

Headlines included a drop shadow to provide depth and dimensionality. Text copy was enclosed in a ruled box to create a separate element that didn't compete with the main visual.

The headline initially draws attention by forcefully presenting "Sustainability" – a term that is current and familiar to many viewers, and the subhead attracts further interest by acknowledging that while sustainability is a convenient buzzword, the idea behind it is valuable and is integral to Promotional Services' mission. Supporting copy briefly describes FSC and the benefits of using FSC certified stock.

