

colart

**Certified**



®

**Corporation**

# **B Corp,<sup>TM</sup> Certification**



**BUSINESS UNIT  
MANAGER'S  
INFORMATION PACK**

For internal distribution only



**Information to help you  
communicate our B Corp,<sup>™</sup>  
certification**

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# What is a Certified B Corp,<sup>TM</sup> ?

Information on  
certified B Corporations  
and B Labs

B Lab is the nonprofit network transforming the global economy to benefit all people, communities, and the planet.



Certified B Corporations and benefit corporations are often confused.

The non-profit, B Lab, administers B Corp Certification to companies who meet verified standards of social and environmental impact through the B Impact Assessment. It is a commitment to transparency requirements related to their business' impact and operations, and commit to being legally accountable to all of their stakeholders. One way for B Corps to fulfill the legal accountability requirement of the certification is to become a benefit corporation.

For more information: <https://www.bcorporation.net/en-us/movement/about-b-lab/>

# INTERNAL COMMUNICATION



## SPECIAL COLART NEWSLETTER

A bespoke email announcing the launch



## LAUNCH A DEDICATED B CORP PAGE ON INTRANET

All the information you need to know plus FAQs accessible from the Sustainability page



## BCORP COMMS AS BUSINESS-AS-USUAL

An integrated ongoing campaign to Colart people to educate and engage

# HOW WE SHARE THE NEWS

# EXTERNAL COMMUNICATION



## PRESS RELEASE

Corporate and brand press releases on colart.com and brand.com sites plus targeted PR distribution



## LAUNCH A DEDICATED B CORP PAGE

Information plus FAQs accessible from the Sustainability page on Colart.com and new content on brand.com sites



## BCORP COMMS AS BUSINESS-AS-USUAL

An integrated ongoing campaign to Colart people to educate and engage

HOW WE  
SHARE  
THE  
NEWS

# How to communicate about certification

 **You might want to say:**

 **What you should say instead:**

 **Why not...**

As a B Corp, we're meeting the highest standard of social and environmental impact.

As a B Corp, we're part of a global community of businesses that meet high standards of social and environmental impact.

**...“highest”?:**

Being a B Corp isn't about being the best. It's about always working to be better. That's why B Lab works to evolve our standards, and why B Corps recertify every three years to ensure they're keeping up and improving.

We're the first/biggest/only company of XYZ kind/in XYZ industry/region/country to become a Certified B Corporation.

As a B Corp in XYZ industry, we're counted among businesses that are leading a global movement for an inclusive, equitable, and regenerative economy.

**...“first” or “only”?:**

One single company can't shoulder all economic systems change, which is why B Corps lead as a movement. Rather than single your company out, consider all you're gaining by joining a global community!

We've been awarded B Corp Certification.

We're now a Certified B Corporation/  
Our business is now B Corp Certified.

**...“awarded”?**

B Corp Certification isn't an award – it's the beginning of a journey towards continuous improvement and collective action.

We now have B Corp status/accreditation.

We're now a Certified B Corporation/Our business is now B Corp Certified.

**...“status” or “accreditation”?**

Stay consistent with the same terminology used by B Lab and B Corps around the world – it's a certification!

# Always include key messages

- **Pride and humility**
- Joining a **community** to contribute to the better good / joining a community of change-makers
- Vision of a movement that is **fair and equitable**
- Adding to a voice that is getting **louder and louder**
- Acknowledge that we have **challenges**, and the ongoing B Corp,<sup>™</sup> certification process provides evidence that we are doing something about them
- As a B Corp,<sup>™</sup> in the arts manufacturing industry, we're counted among businesses that are leading a global movement for an inclusive, equitable, and regenerative economy. This is not just for Colart but all arts manufacturing businesses. By leading an **industry community**, we can collectively work for the better good
- Purpose and belonging are important to Colart, so the certification and being part of the B Corp,<sup>™</sup> community will help to galvanise Colart people.

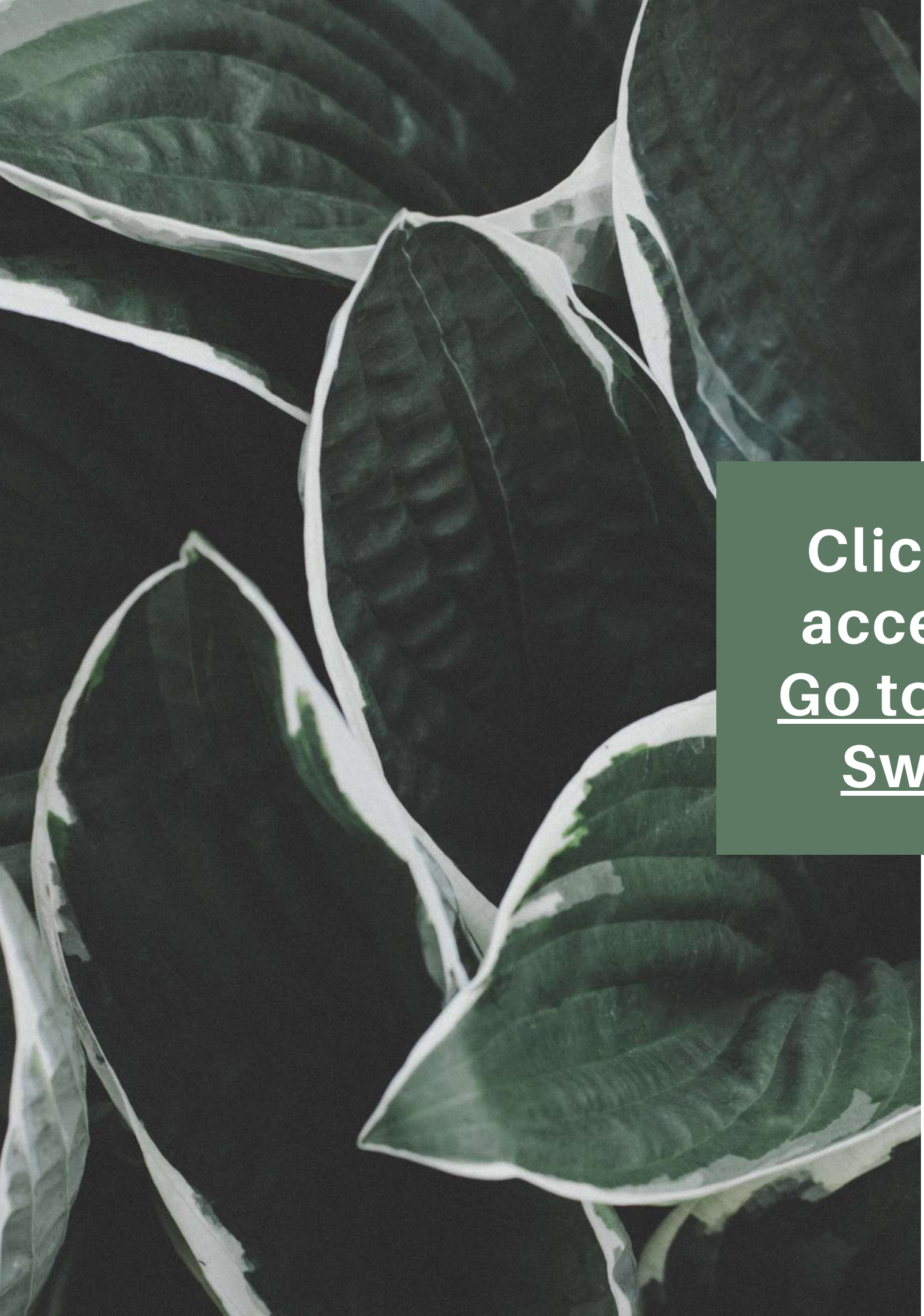


## Use B Corp brand guidelines for ...

- Logo placement (p21-28)
- Colour application (p32)
- Email and newsletter (p40)
- Social media postings (p45)
- Advertising (p37)
- Signage (p44)
- Trade shows (p46)

## For anything else - ask first

- Product, packaging and operations - Ajita Chamberlin
- Brand - Helly Summerly
- Corporate - Gareth Meredith



**Click to  
access -  
Go to this  
Sway**

# FAQs

to help our customers,  
consumers and followers with  
answers to commonly asked  
questions : -

- accessed via the Sustainability page on colart.com
- embedded via MS Sway allowing instant updates and amendments
- collaborated with Consumer Care Team
- ability to add and evolve

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LEFRANC  
BOURGEOIS  
PARIS

**IMPORTANT**

These brands are certified B Corp,™ .

Snazaroo is not certified.

  
WINSOR  
&  
NEWTON™

  
CHARBONNEL  
FONDÉ EN 1862

**Liquitex**®

*Conté à Paris*™  
DEPUIS 1795

# Communication Timeline: Corp & Brand

Who	What	When
<b>Internal Communications</b>	News article on Intranet and Colart News	22 - 29 May
	B Corp page located on Sustainability Page	22-29 May
	FAQ on MS SWAY embedded into B Corp Page	05 June 2023
	Town Hall Meeting	19 May 2023
	Updated email signatures	12 June 2023
	BU Leaders information pack	22 May 2023
	Updated Corp Brand Guidelines	30 June 2023
	Ongoing Business-As-Usual internal comms using 5 impact areas	Ongoing
<b>External Communications</b>	Press release on colart.com	05 June 2023
	Press release distributed via PR portal	05 June 2023
	Social tile with basic announcement	05 June 2023
	B Corp page located on Sustainability Page	05 June 2023
	FAQ on MS SWAY embedded into B Corp Page	05 June 2023
	B Corp logo added to colart.com	05 June 2023
	Business-As-Usual comms on social channels leveraging the five key impact areas	Ongoing
<b>Brand Communications</b>	Brand specific press release	05 June 2023
	Web banner with basic announcement for brand.com sites	05 June 2023
	Web landing page	05 June 2023
	B Corp logo added to brand websites	05 June 2023
	Social tile with basic announcement	05 June 2023
	Update brand guidelines	30 June 2023
	Phase 2: update sustainability page	25 August 2023
	Phase 2: add March 2024 (B Corp themed month) to comms calendar	29 May 2023

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GOT A  
QUESTION?

