



OFFICIAL COMMUNICATION GUIDELINE

#ONETRUCKFAMILY – VER. 01

Following Guideline shall ensure a unified approach for the #onetruckfamily campaign among all stakeholders in order to maximise the effect.

Please, get back to Sam Smith, FIA ETRC Media Delegate, for any inquiries.

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**FIA EUROPEAN
TRUCK RACING CHAMPIONSHIP**



OFFICIAL COMMUNICATION GUIDELINES

FOR #ONETRUCKFAMILY CAMPAIGN

THE VISION...

- To encounter the truck driver shortage crisis and to value all professionals in the industry
- To raise the profile and public perception of the profession of a (road) truck pilot & industry-likes
- To make the road transport industry a great place to work by being an incentive for

THE MISSION...

- To establish a comprehensive “home”, (social) media and event-based, for all truck professionals
- To emotionalize and transfer the positive image of truck racing and its pilots to the road
- To complement existing campaigns and initiatives with direct and emotional contributions



SUMMARY

A major goal of #onetruckfamily is to change public perception of a road truck pilot by spill-over effects from truck racing's emotion and aspiration.

- Use hashtag #onetruckfamily only with any content related to FIA ETRC (team, event, driver etc.)
- Use only good-quality pictures and videos which show classy/ engaging content
- Make sure that there is no controversial content in the background (alcohol, nudity, tobacco etc.)
- Use only the official composite logo of #onetruckfamily



Brand Guidelines



For activities **only** related to the campaign objectives (Mission and Vision) always use **#onetruckfamily** only, no other variant.

Use the following logo only (logo provided in different data files).



- Where possible link to specific #onetruckfamily website page on fiaetrc.com [to be supplied when live]
- In case the #onetruckfamily is used in plain text, it is always to be lower case and used with # (as above).
- In case the #onetruckfamily is used in combination with ETRC-branded assets, a colour dark grey according to ETRC CI Guidelines can be used. Dark Grey (C25, M0, Y0, K80; R42, G50, B54)

Picture Guideline



The main goal is to change public perception of a road truck pilot by spill-over effects from racing's emotion and aspiration. Pictures and videos shall show classy/ engaging content.

- Where possible all imagery should be professional and portray Road Heroes/drivers as smart and approachable.
- When posting newly created imagery please make sure to upload good quality assets.
- Make sure that there are no controversial parts (alcohol, nudity, tobacco, graphic images, etc.) in the image or in the background.
- Where possible some imagery should include FIA ETRC/Partner and #onetruckfamily signage in foreground or background of image.





Social Media Best Practice



All posts must include the #ontruckfamily hashtag and be related in any form to **FIA ETRC** (team, event, driver etc.) and “the vision” – see at start of Guidelines.



To describe a road truck pilot in your text use appropriate language such as *road truck pilot*, *truck driver*, *truck pilot*, *driver*, *professional truck driver*; equivalent national language derivatives are defines as

- **GER:** LKW-Fahrer, LKW-Pilot, Fernfahrer, Berufskraftfahrer
- **FRA:**
- **ITA:**
- **ESP:**
- **HUN:**
- **SLK/ CZE:**
- **NEL:**
- **TUR:**

[to be defined with national expert/ organisers/ key industry media]

- All posts should include the link to the official
 - Instagram page @fia_etrc_official
 - Facebook page @fiaetrc or
 - Twitter page @fia_etrc, if possible, via a tag on the image as well as in the copy.
- Instagram Stories should also include #ontruckfamily.
- Instagram Stories shall also mention @fia_etrc_official for us to be able to repost on our channel.