

A roll of paper is shown against a background of cracked, dry earth. The roll is positioned vertically, with the top edge showing a circular hole. The side of the roll is covered in a detailed texture that mimics the bark and growth rings of a tree trunk. A single sheet of white paper is unrolled from the right side of the roll, extending towards the bottom right corner of the frame. The overall color palette is dominated by earthy browns and tans, with the white of the paper providing a stark contrast.

您使用的每一张纸  
都印记着树木成长的年轮

中央文明办 宣