

Campaigner and Supporter Promotional Materials Manual



December 2009

Instructions for **non-commercial** use of the FAIRTRADE Mark on promotional materials

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MANUAL CODE: CAM/PRO 3

1. Welcome

The Fairtrade Foundation and the Fairtrade producer networks very much appreciate the valuable work of the UK's Fairtrade campaigners and supporters. Fairtrade is vital to producers in developing countries so it is really important we continue to raise awareness.

This manual will help you to use the FAIRTRADE Mark correctly on your **non-commercial promotional materials** and to help you to continue supporting Fairtrade whilst maintaining and upholding the integrity and values of the FAIRTRADE Mark*.

Please follow the guidelines in this manual and submit the artwork to artwork@fairtrade.org.uk for approval prior to printing. Please note the artwork approval lead times in section 5 and that there is an exception to approval detailed in section 4.

These guidelines are also relevant for those **working towards** achieving Fairtrade School or Fairtrade Town status. Please refer to sections 14 and 15. Once Fairtrade School or Fairtrade Town status has been achieved you will be awarded the School/Town identity which you should use instead of the Mark. A separate manual will be sent to you detailing how to apply this identity to your promotional materials.



* Throughout this manual the FAIRTRADE Mark is also referred to as the Mark.

2. Fairtrade Foundation

The Fairtrade Foundation aims to empower farmers and workers in developing countries by improving their access to the UK market and licensing the Mark to UK licensees for use on products that meet Fairtrade standards set by Fairtrade Labelling Organisations (FLO) International.

The Fairtrade Foundation, established in 1992, is a registered charity and the UK member of FLO, an umbrella organisation that currently unites 20 Labelling Initiatives in 21 countries and Producer Networks representing Fairtrade certified producer organisations in Central and Latin America, Africa and Asia. For more information on FLO see www.fairtrade.net

3. FAIRTRADE Mark



® The FAIRTRADE Mark is the exclusive property of FLO International and internationally recognised as a trademark. The Mark can only be used on products in the UK under the terms of the Fairtrade Foundation's Licence Agreement. The guidelines for use of the Mark on **non-commercial** promotional materials are explained here. The purpose of the Mark is to clearly identify and promote Fairtrade certified products.

The FAIRTRADE Mark is a single graphic unit consisting of **one image panel**, with a:

- black background and the Fairtrade symbol; a stylised representation of a person waving against a background of grass and sky, above the word FAIRTRADE in white
- white keyline (see section 7)
- registered ® symbol (which must always appear outside the white keyline).

No element of the Mark should be pulled out to stand alone or incorporated into another design.

Please help us to protect the integrity of the FAIRTRADE Mark by following these guidelines and ensuring that the Mark is always reproduced:

- in full (including the registered ® symbol and action line 'Look for products with this Mark')
- in accordance with these guidelines
- only on promotional materials you create as part of your ongoing campaign to increase understanding and support for Fairtrade in your area).

4. Permission to use the FAIRTRADE Mark

You are allowed to use the Mark on **non-commercial** promotional materials, in accordance with the guidelines stated in this manual, without having to submit your artwork for approval, **providing** the material is being seen by **less than 500** people and the Mark is being used in relation to the Fairtrade system and/or products that carry the Mark.

You must get permission from us if you are producing any non-commercial promotional material that is likely to be seen by more than 500 people and the Mark is used in relation to Fairtrade and/or products carrying the FAIRTRADE Mark.

Examples of non-commercial promotional materials are:
campaign banners, leaflets, posters, stickers, local authority produced materials, websites.

Whether you need to gain permission or not, it is very important the guidelines within this manual are applied as the Mark is a registered trademark and a certification label and may only be used on materials used for promoting your support for the Fairtrade system or products that carry the Mark. Protecting the integrity of the FAIRTRADE Mark is paramount.

5. Obtaining permission to print the FAIRTRADE Mark

If permission is required (see section 4), the Mark must not be copied, reproduced or otherwise used without receiving written permission via email from the FAIRTRADE Mark Management (FMM) team **prior to printing**.

Email your artwork to artwork@fairtrade.org.uk noting the lead times below. Please email the artwork in PDF format if possible. We cannot accept faxed artwork.

- On submission of your artwork email you will receive an automated email response confirming your artwork has been received.
- The FMM team endeavour to email **first comments** back to you within **5 working days of receipt**.
- We aim to approve your artwork **within 3 weeks** of the artwork's first submission. The timescale is dependent upon the number of changes that are required.

Please provide the following information with your submission:

Checklist	
1. Your full contact details (name and telephone number)	
2. The name/contact details of the steering group you belong to or details of who the artwork is for if different to the above	
3. Whether you require a colour or black/white FAIRTRADE Mark (you can download the low-res jpegs from our website to mock up your artwork: www.fairtrade.org.uk/mark). Once artwork is ready to be approved, we will send you the relevant Mark file/s	
4. Type and anticipated use of materials <i>eg. Campaign banner supporting Fairtrade for town fete, Town steering group campaign poster supporting Fairtrade, etc</i>	
5. All copy/text relating to the Mark and Fairtrade that is to be featured on the material	
6. The material's intended audience	
7. Dimensions of the material	

6. Obtaining an Illustrator EPS file of the FAIRTRADE Mark

EPS files are used for professional printing or for large scale materials such as banners. Please note you may not be able to open an EPS file on your computer if you don't have the right software.

If you require an EPS file for your artwork (if it is being professionally printed or is on a large scale), please request the EPS along with your artwork submission to artwork@fairtrade.org.uk. The EPS file will be sent to you once the artwork has been checked and is ready to be approved.

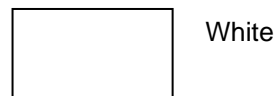
We advise you to download the low-res jpegs from the Fairtrade Foundation website at www.fairtrade.org.uk/mark. Please use these to mock up your artwork.

If your material is being seen by fewer than 500 people (see section 4), but you require an EPS file, you must submit your artwork to us for approval.

7. Printing guidelines

The FAIRTRADE Mark is available in colour or black/white.

When using the colour Mark, the colours specified below must be used. Always use full block colour and never any tints, shades or graded colour.



White keyline (border)

The Mark must always be clearly visible and independent of any other graphic or background pattern. The Mark has a white keyline around its perimeter and this must always be printed when the Mark is against a background other than white, see (i).

The keyline is a standard size and will increase in proportion as the size of the Mark is increased.

If the Mark is against a busy background, the keyline should either be thickened, see (ii), or a plain even border in white should be added to surround the Mark and contain its registered ® symbol, see (iii).



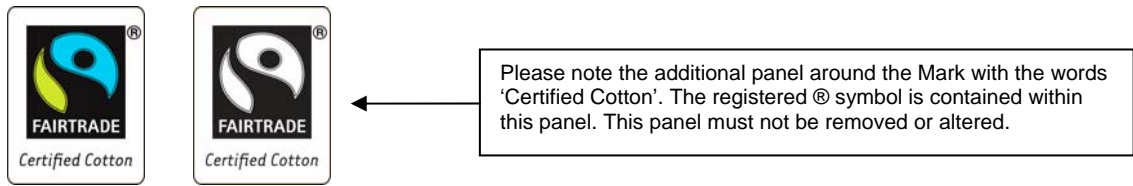
Registered ® symbol

The Mark has a registered ® symbol which must always appear next to the Mark, as shown above. The ® symbol must be in black when against light coloured backgrounds, or in white when against dark coloured backgrounds. The ® symbol sits outside the white keyline.

Certified Cotton FAIRTRADE Mark

If you wish to promote cotton products that are made with Fairtrade certified cotton and they carry the Certified Cotton FAIRTRADE Mark, then this Mark can be used on your non-commercial promotional materials, providing it is only Fairtrade certified cotton products you are promoting. e.g. a leaflet promoting a fashion show featuring **only** Fairtrade cotton clothing.



This Mark is available in colour and black/white **and must only be used on non-commercial promotional materials relating to products made with Fairtrade certified cotton.**



When text refers to a Fairtrade certified cotton product, please refer to it as: 'Fairtrade cotton bag' or 'Bag made with Fairtrade cotton'. Do not refer to it as a Fairtrade bag.

If you wish to print the Mark on a Fairtrade cotton bag, the bag must be a product licensed by the Foundation and you must ensure your artwork complies with our cotton guidelines. The registered Fairtrade Foundation licensee from whom you are purchasing your Fairtrade cotton bag will have these guidelines and can advise you on how to mock up your artwork, using the Mark correctly. Please then submit your proposed artwork to artwork@fairtrade.org.uk for approval prior to printing.

8. Dos and don'ts of the FAIRTRADE Mark

<div style="text-align: right;"></div> <ul style="list-style-type: none"> • print the whole Mark • include the registered ® symbol • size in proportion • use the correct colours • print the white keyline when printing against a non-white background • use only in reference to FAIRTRADE Mark products • include www.fairtrade.org.uk (see section 11) • use one of the compulsory statements (see section 11) 	<div style="text-align: right;"></div> <p>Don't</p> <ul style="list-style-type: none"> • extract any part of the image • scale out of proportion • change the colours • change it into a watermark • use it in reference to products that do not carry the FAIRTRADE Mark • change the typeface • superimpose other text or images onto it • change the compulsory statement (see section 11) without prior approval
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9. Examples of incorrect uses of the Mark



10. Positioning the FAIRTRADE Mark

The size of the Mark must be in proportion with the other elements printed on the promotional material. The Mark can be used as a marketing tool provided it is seen as an independent product certification label. **It is therefore vital the Mark is not incorporated into any another logo and is clearly related to the Fairtrade information on the material.**

11. Compulsory call to action statements

(i) As a minimum requirement, the Mark must be accompanied by one of the following statements:

- Look for the FAIRTRADE Mark on Fairtrade products
- Choose products with the FAIRTRADE Mark
- Ask for Fairtrade products with the FAIRTRADE Mark
- Look for the FAIRTRADE Mark on products when you shop
- Buy Fairtrade products with the FAIRTRADE Mark
- We are proud to support Fairtrade



Choose products with
this Mark
www.fairtrade.org.uk

NB: The words 'the FAIRTRADE Mark' can be replaced with 'this Mark' in any of the above sentences, providing the sentence is positioned directly next to/below the Mark.

(ii) The Fairtrade Foundation's website www.fairtrade.org.uk must also be included as a source of further information.

12. Optional additional statements

We recommend that a statement is included to explain what the FAIRTRADE Mark and Fairtrade stands for. Please use one of these statements:

- The FAIRTRADE Mark is a registered independent product certification label and represents an alternative system of international trade.
- The FAIRTRADE Mark gives a guarantee to consumers that the farmers and workers have been paid a fair and stable price which covers the cost of sustainable production.
- Fairtrade provides a better deal for producers in developing countries.
- Fairtrade ensures farmers and workers receive an additional Fairtrade Premium to invest in developing their communities.
- Fairtrade enables farmers and workers in developing countries to improve their communities and encourages environmental protection.
- Fairtrade provides a better deal for producers in developing countries, creating opportunities for farmers and workers to improve their lives, their communities and to protect their environment.

13. Images

The Fairtrade Foundation office has a library of electronic images available on request.

Images copyrighted to the Fairtrade Foundation, for use on **non-commercial** promotional materials, are royalty free **and** must be credited to the Foundation by writing '© Fairtrade Foundation' vertically down the side or along the bottom of the image.

Named photographer images can only be reproduced free of charge in non-commercial materials by local campaign groups and organisations and non-commercial organisations that are affiliated with the Fairtrade Foundation, providing the images are credited to the named photographer.

A small selection of images is available to download from our website: www.fairtrade.org.uk/images. If you would like to request an image from the Foundation library please email photolibrary@fairtrade.org.uk, allowing 5 days for a response, stating the product type and type of image preferred (eg. cotton farmer, in cotton field).



13. Fairtrade Schools

Fairtrade Schools scheme

The Fairtrade Schools scheme is an initiative of the Fairtrade Foundation. It is primarily aimed at raising awareness about the FAIRTRADE Mark, Fairtrade system and promoting sales of products that carry the Mark.

- If your school is working towards Fairtrade School status, please use this manual and clearly state your commitment on your promotional material, see (i).
- Once Fairtrade School status has been achieved, you will be supplied with the appropriate School identity to use in your campaign materials. The **Fairtrade School Identity Manual** will also be sent to you detailing how to apply this identity. This identity should be used when publicising your achievement and you can state this achievement on relevant materials, see (ii).



Once Fairtrade status has been achieved, schools can use the term 'Fairtrade' (one word, capital F) in their titles.

	Apply these elements...	Write this statement...	Refer to the correct manual
(i)	FAIRTRADE Mark, compulsory call to action statement and Fairtrade website	'[Name]' is working towards Fairtrade [School] status or '[Name]' is proud to support Fairtrade or Choose products with the FAIRTRADE Mark	This manual
(ii)	Awarded Fairtrade School identity and Fairtrade website	'[Name]' is a Fairtrade School	Fairtrade School Identity Manual

14. Fairtrade Towns

Fairtrade Towns campaign

The Fairtrade Towns campaign is an initiative of the Fairtrade Foundation. It is primarily aimed at raising awareness about the FAIRTRADE Mark, Fairtrade system and promoting sales of products that carry the Mark. Campaign groups should use the term 'Fairtrade' (one word, capital F) in their titles.



If your town/city/borough is working towards Fairtrade Town status, please use this manual and clearly state your commitment on your promotional material, see (i).

Once Fairtrade Town status has been achieved, you will be supplied with the appropriate Fairtrade Town identity to use in your campaign materials.



The **Fairtrade Town Identity Manual** will also be sent to you detailing how to apply this identity. This identity should be used when publicising your achievement and you can state this achievement on relevant materials, see (ii).

	Apply these elements...	Write this statement...	Refer to the correct manual
(i)	FAIRTRADE Mark, compulsory call to action statement and Fairtrade website	'[Name]' is working towards Fairtrade [Borough/City/Town] status or '[Name]' is proud to support Fairtrade or Choose products with the FAIRTRADE Mark	This manual
(ii)	Awarded Fairtrade Town identity and Fairtrade website	'[Name]' is a Fairtrade Borough/City/Town	Fairtrade School Identity Manual

Local Fairtrade directories

Many towns/cities produce directories or leaflets detailing which companies, organisations and community groups are involved in the Fairtrade campaign and where Fairtrade products are available.

Many local groups also extend their campaign to include the wider range of fairly traded products which are not currently included in the Fairtrade product range (such as handicrafts and jewellery). To avoid confusion on terminology, please follow the guidelines below.

<p>Do </p> <ul style="list-style-type: none"> state '[Town name] Fairtrade Town Campaign' in title of directory refer to local organisations or companies as 'supporting the [Town name] Fairtrade campaign', or 'serving and/or selling a selection of Fairtrade products' state 'fair trade' or 'fairly traded' when referring to products that do not carry the FAIRTRADE Mark keep Fairtrade messaging and products separate from 'fair trade' or 'fairly traded' information and product listing. 	<p>Don't </p> <ul style="list-style-type: none"> refer to any business as 'Fairtrade' such as 'Fairtrade company', 'Fairtrade café' or 'Fairtrade guest house', as it implies the Fairtrade Foundation has officially endorsed this business, which is misleading use 'Fairtrade' to refer to anything other than Fairtrade certified products that carry the Mark or the Fairtrade system.
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16. Fairtrade Places of Worship

The Fairtrade Places of Worship campaign is an initiative of the Fairtrade Foundation. It is primarily aimed at raising awareness about the FAIRTRADE Mark, Fairtrade system and promoting sales of products that carry the Mark. Places of Worship can use the term 'Fairtrade' (one word, capital F) in their titles.

We do not have a separate place of worship identity therefore please use the FAIRTRADE Mark.



(i)	'[Name]' is working towards Fairtrade [Place of Worship] status	Use FAIRTRADE Mark, compulsory call to action statement and Fairtrade website	Refer to this manual
(ii)	'[Name]' is a Fairtrade [Place of Worship]		
(iii)	'[Name]' is proud to support Fairtrade Or Choose products with the FAIRTRADE Mark		

17. Fairtrade Universities

The Fairtrade University campaign is an initiative of the Fairtrade Foundation. It is primarily aimed at raising awareness about the FAIRTRADE Mark, Fairtrade system and promoting sales of products that carry the Mark. Universities should use the term 'Fairtrade' (one word, capital F) in their titles.

We do not have a separate University identity therefore please use the FAIRTRADE Mark.



(i)	'[Name]' is working towards Fairtrade University status	Use FAIRTRADE Mark, compulsory call to action statement and Fairtrade website	Refer to this manual
(ii)	'[Name]' is a Fairtrade University		
(iii)	'[Name]' is proud to support Fairtrade or Choose products with the FAIRTRADE Mark		

18. Events

Promotional materials for events must comply with the guidelines in this manual.

The FAIRTRADE Mark **must never** be used to imply endorsement or sponsorship of an event by the Fairtrade Foundation unless you have an explicit written agreement with the Foundation.

The FAIRTRADE Mark may be used:

- on materials within displays showing Fairtrade certified products
- on tablecloths/backdrops for an event that is specifically promoting Fairtrade certified products.



If permission is required (see section 4), the Mark must not be copied, reproduced or otherwise used without receiving written permission via email from the FAIRTRADE Mark Management (FMM) team **prior to printing** (see section 5).

19. Shop displays

Shops and other retail outlets that sell products with the FAIRTRADE Mark can create posters or window stickers providing they are submitted to the Fairtrade Foundation artwork@fairtrade.org.uk for approval.

Window shop signs that display the Mark must have one of the following call-to-action statements, next to the Mark:

- Buy products with the FAIRTRADE Mark here
- Products with the FAIRTRADE Mark available here

The Fairtrade Foundation's website (www.fairtrade.org.uk) must also be included as a source of further information and must be printed next to the Mark.

Or you could create a fantastic window display using our promotional materials, or using Fairtrade products that display the FAIRTRADE Mark on their packaging.



20. Additional information

Assistance: The FMM team is available to give advice on anything in this manual. If you have not heard from us within 5 working days of your submission, please contact us on 020 7440 7629 or artwork@fairtrade.org.uk

Copy writing notes: The FAIRTRADE Mark is a registered trademark and certification mark, therefore, it is very important that all text and imagery that refers to (or could be associated with) Fairtrade is completely accurate.

- When referring to the 'FAIRTRADE Mark', write: FAIRTRADE Mark
- When referring to the 'Fairtrade Foundation', write: Fairtrade Foundation
- In relation to Fairtrade certified products, ensure Fairtrade is written as one word, u/c 'F': Fairtrade
- The Cotton Mark should be referred to as: Certified Cotton FAIRTRADE Mark

Fairtrade or fair trade?: Fairtrade (one word, capital F) relates exclusively to the work of FLO International and partners including the Fairtrade Foundation, and the Fairtrade certification system. The FAIRTRADE Mark is used to certify products that meet Fairtrade standards and come from Fairtrade producer organisations. This system is certified and audited by FLO which works closely with national partners like the Fairtrade Foundation in the UK.

'Fair trade' or 'fairly traded' relates to the wider movement of organisations working to promote fairer trade policy and practice and includes fairly traded products like handicrafts and jewellery.

If your group decides to promote fairly traded products (and the outlets stocking them) in addition to promoting Fairtrade certified products, it must be clear that Fairtrade (one word, capital F) relates exclusively to products with the FAIRTRADE Mark, the Fairtrade Foundation and our partners, for example the network of Fairtrade Towns, Fairtrade Schools, Fairtrade Faith Groups and Fairtrade Universities.

Fairtrade Foundation website www.fairtrade.org.uk has a wealth of information, for example:

- Frequently asked questions
www.fairtrade.org.uk/what_is_fairtrade/faqs.aspx
- History
www.fairtrade.org.uk/what_is_fairtrade/history.aspx
- Facts and figures
www.fairtrade.org.uk/what_is_fairtrade/facts_and_figures.aspx

If you are using text from our website, please copy it word for word and credit the Fairtrade Foundation. We do not advise editing text from our website as it is easy to inadvertently change the meaning.

Thank you

We hope this manual helps you to take your Fairtrade campaign forward.

By working together, we can make sure Fairtrade continues to grow and to bring benefits, hope and opportunities to farmers and workers in the developing world.

Thank you too, to everyone who has sent us photographs – we hope you enjoy seeing yourself here!



Glossary

Artwork: electronic file, normally in PDF format, of packaging as a two dimensional image, with full measurements, cutter and fold guidelines.

CMYK: 4-colour print process.

EPS/Illustrator EPS: high-resolution vector file of the FAIRTRADE Mark supplied by the Fairtrade Foundation for professional printing.

Fairtrade Foundation: the UK registered charity and FLO member responsible for licensing use of the FAIRTRADE Mark and increasing consumer awareness and sales of Fairtrade products in the UK.

Fairtrade Labelling Organisations International (FLO): the international body comprising the Fairtrade Foundation and other partner organisations in producer and consumer countries. FLO is responsible for developing Fairtrade standards and the certification and audit of producer organisations and traders.

FAIRTRADE Mark: appears on products meeting Fairtrade standards as defined by Fairtrade Labelling Organisations International (FLO). The FAIRTRADE Mark is a registered trademark and independent product certification label.

Pantone: the system used by the printing industry to classify colours.

PDF: Portable Document Format, the preferred format for submitting artwork.