Overview

This document provides guidelines for use of the Fair Trade Certified seal artwork and language by authorized licensees in connection with Fair Trade Certified products. The Fair Trade Certified seal may not be used on products that are not Fair Trade Certified.

Please read through the guide to review seal options, understand the requirements for packaging, and select optional impact statements about Fair Trade certification.

Any products or materials that use a Fair Trade Certified seal or language must be approved by your account manager before use, including:

- Label artwork with appropriate Fair Trade Certified seal
- Statements on the impact of Fair Trade certification
- Any other marketing or promotional materials that include the Fair Trade Certified seal or make statements about Fair Trade USA
Section 1: Fair Trade Certified Seal Options

There are several Fair Trade Certified seal options available for use in association with a product. Different seals are permitted for use on product packaging depending on the product that is Fair Trade Certified.

Once your product has been approved, your account manager will provide you with access to the seal options applicable to your product. *Fair Trade Certified seals in languages other than English are available upon request.*

<table>
<thead>
<tr>
<th>Type of Seal</th>
<th>What It Means</th>
<th>When To Use</th>
<th>Explanatory Text on Package</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fair Trade Certified™ seal</td>
<td>Products are sewn in a Fair Trade USA approved facility, made from Fair Trade Certified Cotton.</td>
<td>All certifiable ingredients and processes are 100% Fair Trade Certified. This includes the raw material (cotton) and manufacturing. The Fair Trade Certified cotton constitutes 50% or more of the product content.</td>
<td>“Your purchase of this Fair Trade Certified™ item supports better working conditions for the cotton farmers and factory workers who made it. For each product sold, they earn a premium to invest in social development projects and improve livelihoods in their communities.”</td>
</tr>
<tr>
<td>Fair Trade Certified™ Factory or Sewing</td>
<td>Products that are manufactured or sewn in a Fair Trade USA facility.</td>
<td>The product is manufactured in a facility approved by Fair Trade USA.</td>
<td>“Your purchase of this Fair Trade Certified™ item supports better working conditions for the factory workers who made it. For each product sold, they earn a premium to increase their earnings and improve livelihoods in their communities.”</td>
</tr>
<tr>
<td>Fair Trade Certified™ Cotton</td>
<td>Products that are made from Fair Trade Certified Cotton.</td>
<td>All certifiable raw material (cotton) is Fair Trade Certified. The Fair Trade Certified cotton constitutes 20% or more of the product content.</td>
<td>“Your purchase of this Fair Trade Certified™ item supports better conditions for cotton farmers. For each product sold, they earn a premium to invest in social development projects and improve livelihoods in their communities.”</td>
</tr>
<tr>
<td>Back Panel Description (no seal)</td>
<td>&lt; 20% Fair Trade cotton; Non-FTC Factory</td>
<td>Products with &lt;20% Fair Trade cotton can note on the back label of the package “Fair Trade Certified” cotton as part of the ingredients statement.</td>
<td>Products can have additional explanation of the Fair Trade ingredient on the back or side of the packaging, on their website and CSR reporting.</td>
</tr>
</tbody>
</table>
Section 2: Seal and Language Use Guidance

2.1 Written Usage: Fair Trade Certified™

The first instance of the term “Fair Trade Certified™” is accompanied by the trademark indicator “™”.

2.2 Correct Versions of the Seal

A color version of the Fair Trade Certified seal is preferred. Apply the seal consistently. Alternative versions of the seal must be approved by Fair Trade USA. The Single Color seal has been created as an exception when the overall printing is restricted to one color.

2.3 Seal Size

The Fair Trade Certified seal should not be smaller than 0.375 inches in height. The words “Fair Trade Certified” in the seal must be legible.

2.4 Clear Space

The spacing between the Fair Trade Certified seal and other marks and text must be no less than 1/4 the width of the seal (1/4 X).*

The Fair Trade Certified seal must be proportional to other certification seals on the packaging.

* These requirements do not apply to fresh produce stickers.
2.5 Color Profile

The green globe behind the figure in the seal is accurately produced as 1 color.

The background area within the grey border and behind the green globe is opaque white and must be reproduced as such and not altered.

2.6 Color Breakdown

To help accurately reproduce the seal, we have provided the color profiles.

<table>
<thead>
<tr>
<th>Color Type</th>
<th>Pantone (PMS)</th>
<th>CMYK</th>
<th>RGB</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>Pantone 376 C</td>
<td>50, 0, 100</td>
<td>151, 202, 65</td>
<td>#93D73B</td>
</tr>
<tr>
<td></td>
<td>Pantone 375 U</td>
<td>0, 0, 100</td>
<td>255, 255, 255</td>
<td>#FFFFFF</td>
</tr>
<tr>
<td>Opaque White</td>
<td>Pantone Cool Grey 4 C</td>
<td>0, 0, 0, 30</td>
<td>209, 209, 211</td>
<td>#D1D1D3</td>
</tr>
<tr>
<td></td>
<td>Pantone 420 U</td>
<td>0, 0, 0, 100</td>
<td>35, 31, 32</td>
<td>#231F20</td>
</tr>
<tr>
<td>Grey</td>
<td>Pantone Black C</td>
<td>0, 0, 0, 0</td>
<td>255, 255, 255</td>
<td>#FFFFFF</td>
</tr>
<tr>
<td></td>
<td>Pantone Black U</td>
<td>0, 0, 0, 80</td>
<td>35, 31, 32</td>
<td>#231F20</td>
</tr>
</tbody>
</table>

2.7 Misuse of the Seal

Do not alter the seal.

Please refer to (section 2.2) for approved alternative versions of the seal and usage.

2.8 Composite Seal Usage

All composite seals include (1) grey and (1) black banners to ensure contrast between the banner and the packaging.

The **black banner** is to be used on light colored backgrounds to ensure contrast between the banner and the packaging. **Do not place the black banner on dark colored backgrounds.**

The **grey banner** is to be used on dark colored backgrounds to ensure contrast between the banner and the packaging. **Do not place the grey banner on light colored backgrounds.**
**Section 3: Requirements on Products**

**3.1 Permanent Mark**
The seal may be printed onto the care label, or printed directly onto the garment, textile or home goods product.

**3.2 Removable (Hang, Swing) Tags**
You may develop your own removable tag that contains the following:
- Appropriate Fair Trade Certified seal
- Fair Trade USA website URL, www.FairTradeCertified.org

If you develop your own removable tag, you must submit the artwork to your account manager for approval prior to printing.

**3.3 Care Label**
The appropriate Fair Trade Certified seal should be printed on the care label.

**Section 4: Requirements for Alternate Packaging (e.g. boxes, bands)**
If your product packaging does not include a removable tag, you must include the following on your alternate packaging:
- Appropriate Fair Trade Certified seal
- Fair Trade USA website URL, www.FairTradeCertified.org

All alternate packaging must be submitted to your account manager for approval prior to printing.
Section 5: Optional for Fair Trade Certified Product Packaging on Apparel & Home Goods

The following may be included in your FTC Apparel or Home Goods product packaging, but is not required:

- You may use a producer image on your product packaging. All packaging must be submitted to Fair Trade USA for approval prior to printing. To request producer images, email apparelhome@fairtradeusa.org

Section 6: Labeling Exemptions

Labeling exemptions of any kind will be given only in very extreme cases that do not harm the integrity of the Fair Trade Certified seal. They require the written approval of Fair Trade USA. All artwork must be approved by your account manager prior to production.

Section 7: Seal Use and Language for Promotional Materials and Web Use

All promotional materials (digital or printed) that use a Fair Trade Certified seal or make claims about Fair Trade certification must be approved by Fair Trade USA prior to use.

Section 8: Fair Trade Messaging Guidelines

When referring generally to your Fair Trade commitment or to a larger line of items, the words “Fair Trade Certified” or “Fair Trade” may be used. For example:

- We’re proud to offer Fair Trade Certified™ products
- Our new X line is now Fair Trade Certified™
- Here’s why we support Fair Trade...

If/when a more general reference to Fair Trade Certified or Fair Trade (like above) is made in a marketing piece, it should always be accompanied by a visual of the Fair Trade Certified Factory, Sewing, or Cotton seal for customer transparency.

When referring to a specific product, Fair Trade Certified Factory, Sewing, or Cotton must be indicated in the description and the seal must be included. If a product is both cotton and factory, it is simply referred to as “Fair Trade Certified”. For example:

- The Men’s X Jacket was made in a Fair Trade Certified™ factory (or facility)
- The Women’s X Tank was made with Fair Trade Certified™ cotton