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>% Fair Trade Certified™ Ingredients in Product</th>
<th>Type of Seal</th>
<th>Requirements</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% Fair Trade Certified ingredients</td>
<td>Fair Trade Certified™ seal</td>
<td>The product is 100% Fair Trade Certified: all ingredients are 100% Fair Trade Certified*. This seal is most frequently used on single ingredient products (such as coffee, tea, or bananas) and on some multi-ingredient products (e.g. an herbal tea blend).</td>
<td></td>
</tr>
<tr>
<td>20% or more Fair Trade Certified ingredients by weight (excluding added water and salt)**</td>
<td>Fair Trade Certified™ Ingredient(s) seal - OR - Fair Trade Certified™ 'Ingredient-Specific' seal</td>
<td>For any individual Fair Trade Certified ingredient used in the product, 100% of that particular ingredient must be Fair Trade Certified. For example, 100% of the cocoa used in a chocolate cupcake must be Fair Trade Certified. If chocolate icing is also used, 100% of the cocoa in the icing must be Fair Trade Certified. Cocoa, coffee, tea (Camellia Sinensis), and quinoa included in the product must be Fair Trade Certified. For example, in a mocha mix the coffee must be Fair Trade Certified as well as the cocoa. An ingredient-specific seal may be used if the ingredient specified is the highest percentage Fair Trade Certified ingredient in the product, or is the ingredient consumers commonly associate with the product. For example, if a brownie contains 11% Fair Trade Certified cocoa powder and 20% Fair Trade Certified sugar, the following seals can be used: • “Fair Trade Certified™ Ingredients” seal • “Fair Trade Certified™ Sugar” seal (highest % Fair Trade Certified ingredient) • “Fair Trade Certified™ Cocoa” seal (commonly associated with product)</td>
<td></td>
</tr>
<tr>
<td>Less than 20% Fair Trade Certified ingredients by weight</td>
<td>No Fair Trade Certified seal use permitted.</td>
<td>Although no seal use is permitted for products comprised of less than 20% Fair Trade Certified ingredients, the Fair Trade Certified ingredient(s) may be specified on the front of the package and identified in the ingredients list if that ingredient is 100% Fair Trade Certified. For example, a vanilla cookie with chocolate chips, wherein the cocoa comprises 10% of the total product, 100% of that cocoa must be Fair Trade Certified if the Fair Trade Certified ingredient (cocoa) is listed on the package or in the ingredient list.</td>
<td></td>
</tr>
</tbody>
</table>

* The product may contain up to 5% non-Fair Trade Certified ingredients as approved by Fair Trade USA. This exception only applies to some flavorings and additives.

** For extract or concentrate based products (e.g., bottled coffee), the percentage can be based on the ingredients used in the production of the product.
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 and that color is black or white.

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</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, 0</td>
<td>151, 202, 65</td>
<td>#93D73B</td>
</tr>
<tr>
<td></td>
<td>Pantone 375 U</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Grey</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></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td>Pantone Black C</td>
<td>0, 0, 0, 100</td>
<td>35, 31, 32</td>
<td>#231F20</td>
</tr>
<tr>
<td></td>
<td>Pantone Black U</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pantone N/A</td>
<td>0, 0, 0, 0</td>
<td>255, 255, 255</td>
<td>#FFFFFF</td>
</tr>
</tbody>
</table>

2.7 Misuse of the Seal

Do not alter the seal or any of its approved alternative versions.

Avoid placing the seal on brightly colored, patterned, or otherwise busy backgrounds.

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 surrounding packaging.

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

3.1 Finished Packaged Products

In addition to using the correct seal, Fair Trade Certified products with packaging must meet the following requirements:

- The Fair Trade Certified seal must be clearly visible. Placement must be on the front of the package when possible.

- Fair Trade Certified ingredients must be specified.

- Fair Trade USA or FairTradeCertified.org must be noted as the certifier.

- Products using the Fair Trade Certified Ingredient, Ingredients, or Ingredient-Specific seal must display either the specific percentage or minimum percentage of Fair Trade Certified ingredients on the packaging.

  **Specific percentage:** “37% Fair Trade Certified™ Ingredients”

  **Minimum percentage:** “Over 35% Fair Trade Certified™ Ingredients”

- Products that contain less than 100% Fair Trade Certified ingredients may not use the terms “Fair Trade” or “Fair Trade Certified” in the product name, or use the term Fair Trade in any way that may imply the product is 100% Fair Trade Certified.

- Fair Trade Certified ingredients sourced under mass balance, such as cocoa, sugar, tea (Camellia sinensis), juice products, or dairy products may not use the statements “Made with Fair Trade Certified™ Ingredients” or “Contains Fair Trade Certified™ Ingredients” unless an exception is requested and granted by your Fair Trade USA Account Manager.

Examples that satisfy the above requirements:

Preferred Format

Ingredients: cream, skim milk, egg yolks, *cocoa liquor, soy lecithin, sugar, nuts, salt, guar gum

*Fair Trade Certified™ by Fair Trade USA®

27% Fair Trade Certified Ingredients

Alternative Format

Ingredients: cream, skim milk, egg yolks, cocoa liquor, soy lecithin, sugar, nuts, salt, guar gum

Cocoa liquor and sugar: Fair Trade Certified™ by Fair Trade USA®.

27% of Product.

Percentage can be disclosed beneath the Fair Trade Certified seal in place of the percentage disclosures in either format above.
3.2 All Fair Trade Certified Produce

All Fair Trade Certified produce must have the Fair Trade Certified seal.

- For loose produce, each piece must carry the seal, either as a standalone sticker or incorporated into the PLU sticker.
- For packaged produce (e.g. clamshells, bags), each package must have the seal displayed on the front.

In addition to labelling the product, each case of produce must have the Fair Trade Certified seal and the Fair Trade ID of the importer directly on the case.

3.3 Unfinished Products/Non-Consumer Facing Product Packaging

Only Fair Trade Certified products may be stored in packaging marked with a Fair Trade Certified seal (i.e. unroasted coffee beans, cocoa, sugar, seafood).

3.4 Organizations Who Are Not Fair Trade USA Licensed Partners

The Seal Use Guide applies to repurposed/repackaged goods in the same way as they would for direct Fair Trade Certified goods. Refer to Sections 1–3.1 for guidance.

Entities who are not licensed partners with Fair Trade USA but are receiving, repurposing, and repackaging Fair Trade Certified goods may only apply the Fair Trade Certified seal (or variant or name) directly to goods/products with written consent from Fair Trade USA.

Non-Licensed entities may only apply the Fair Trade Certified seal to products that have been sourced from parties that have a valid certificate through Fair Trade USA or approved certifiers, or purchase finished, labeled Fair Trade Certified product ready for sale to the end consumer. If an entity is receiving Fair Trade Certified products/goods and then selling them on to another party as a repurposed and/or repackaged Fair Trade Certified good, then the co-manufacturer that has ownership of final packaging must be licensed under the Fair Trade USA Trade Standard to use the Fair Trade Certified seal (or variant). All seal use and naming rights on products must meet the requirements of Sections 1–3.1. This also includes entities purchasing product in bulk to sell directly to end-consumers, such as retailers for fresh case or food service providers. These entities must sign an agreement with Fair Trade USA committing to traceability requirements for Fair Trade Certified product.
Section 4: 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 5: Impact Statements

Impact statements help consumers understand why their Fair Trade Certified purchases matter. We recommend using one of the statements below to describe the impact of your brand’s commitment to sustainable sourcing.

- For every product sold, [BRAND] invests in Fair Trade [Fair Trade Certified ingredient] farmers.
- Your purchase of Fair Trade Certified™ products helps improve lives and protect the environment.
- Your Fair Trade purchase empowers farming communities to earn additional funds and invest them where they are most needed.
- Fair Trade supports safe working conditions and protects fundamental human rights.
- Your purchase of Fair Trade products helps support more resilient, transparent supply chains.

Please contact your Fair Trade USA Account Manager if you wish to use a customized impact statement, or a specific claim tailored to your product, on your packaging or promotional materials.