



Fairtrade Cotton
Certification Mark
Manual for Traders
Version January, 2008



INTERNATIONAL FAIRTRADE COTTON CERTIFICATION MARK Manual for Traders

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CONTENTS

A GENERAL INFORMATION

Page 2: Introduction, Mission, Goal, Values, Meaning, Property
Page 3: Abuse, Approval Process, Contact Details

B GRAPHIC SPECIFICATIONS OF THE CM

Page 4: Logo Architecture
Page 5: Black border, Colour
Page 6: Size, Exclusion Zone, Registered Symbol, Relationship with Brand

C HOW TRADERS CAN USE THE CM

Page 7 & 8: Principles of CM Use, Traders' Use of the CM, Statements & Claims

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A. GENERAL INFORMATION

1. INTRODUCTION

This Manual is for Fairtrade Traders who wish to use the International Fairtrade Certification Mark. The International Fairtrade Certification Mark (CM) is now being used by a very large amount of stakeholders worldwide, its recognition and value increasing each year. The purpose of this document is to keep the same Corporate Identity for labelled Fairtrade wherever the CM is presented to a wider public.

This manual describes the rules traders need to adhere to and provides guidance on how the core principles are applied.

2. MISSION

To strengthen developing countries producers' position in the market place through an international consumer product label.

3. GOAL OF CERTIFICATION MARK

To establish the certificate of Fairtrade as a leading standard for consumer choice.

4. VALUES

Authoritative, incorruptible, enthusing, trustworthy, ethical, valuable.

5. MEANING BEHIND THE MARK

Previous Fairtrade labels merged into the shape of a cheering person representing the people, both consumers and producers, behind Fairtrade. Fresh, positive colours have been chosen to accompany the symbol, in line with the modern and positive image the Fairtrade movement aims for, where producers and consumers are brought closer together through an act of production and consumption of Fairtrade labelled products. Its abstract character was purposely chosen to be "multi-cultural" and "future-proof".

6. PROPERTY INTERNATIONAL FAIRTRADE CERTIFICATION MARK

The International Fairtrade Certification Mark (CM) is the exclusive property of Fairtrade Labelling Organizations International FLO, and internationally registered as a trademark (for EU with no. 002606994; at the World Intellectual Property Organisation (WIPO) with no. 806 431).

7. ABUSE

FLO reserves the right to take legal action against any party that reproduces or copies the Certification Mark in any form whatsoever without the prior authorization of FLO. Please notify FLO of any abuse of the Fairtrade Mark as protecting its integrity is paramount.

8. APPROVAL PROCESS

All traders must have **prior written approval** by FLO or the Labelling Initiative before any material carrying the CM goes public (including wholesale packaging).

- *Traders who have a contract with a Labelling Initiatives: contact the LI*
- *Traders certified by FLO-Cert: contact FLO*

9. CONTACT DETAILS

The Labelling Initiatives should be the first point of contact for any parties within their countries. Their contact details can be found at http://www.fairtrade.net/labelling_initiatives1.html

FLO can be contacted at:

FLO International, Bonner Talweg 177, 53129 Bonn, Germany

Tel: +49-228 949 230

Fax: +49-228-2421713

E-mail: artwork@fairtrade.net

www.fairtrade.net

B. GRAPHIC SPECIFICATIONS OF THE CM

1. LOGO ARCHITECTURE

- a. This is the architecture of the Cotton Fairtrade Certification Mark (see figure 1). It consists of the graphic element of the “cheering person” on a circular background, enclosed by a black vertical rectangle with the word element FAIRTRADE. The words “Certified Cotton” and the Fairtrade CM are encased inside a rounded rectangle. High-quality artwork will be provided by FLO.
- b. No parts of the CM may be cut out or integrated into other designs and the CM must never be redrawn or altered in any way (see figures 2-10). Also, the spatial relationship, the font type and the relative size as well as the spacing of the font must not be altered (figures 3 and 4). The CM must always be depicted in an upright position and never tilted to any degree (see fig 10).



Fig. 1



2. Round; not in black rectangle; green; wrong font



3. No Fairtrade; red



4. Wrong spelling; wrong font; wrong spatial relationship



5. Rounded edges on inner logo.



6. Red



7. Blue; no Fairtrade



8. Right colours; no Fairtrade



9. No “Certified Cotton”



10. Don't tilt

2. BLACK BORDER

On dark or mid-tone backgrounds (see figures below), the cotton graphic must be used without a black border/frame.

The graphic without the frame should only be used on white or light backgrounds.



11.



14. Mark must not have a border on dark backgrounds



12.



13.



15. White on white must have a black border!

3. COLOUR

The full colour version (as seen in figure 1 above) is recommended.

Grass

Pantone 382 C
Pantone 381 U
Pantone 382 M
C30 M0 Y94 K0
R162 G201 B0
HTML A2C900



Sky

Pantone 306 C
Pantone 306 U
Pantone 306 M
C76 M0 Y6 K0
R1 G151 B208
HTML 0197D0



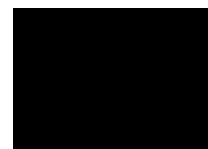
White

C0 M0 Y0 K0
R255 G255 B255
HTML FFFFFFFF



Black

C0 M0 Y0 K1
R0 G0 B0
HTML 000000



Black and white versions (figure 16) can also be used.



Figure 16.

4. SIZE

The Certification Mark should be clearly legible on all materials. However, the relationship with the company or product brand should be clear and therefore it is recommended not to depict the CM too big.

5. EXCLUSION ZONE

Do not let any text touch the CM or come within its exclusion zone to ensure the CM remains uncluttered. The exclusion zone equals the size of the word FAIRTRADE (marked as “X” in figure 17).



Figure 17a



Figure 17b

6. ® - REGISTERED SYMBOL

To underline the legitimacy of the CM, FLO or the LI can provide graphics with a black ® as seen in figure 18.



Figure 18.

7. RELATIONSHIP WITH BRAND OR COMPANY NAME

The Certification Mark must not be confused with the brand of the company or organisation and must not appear as its corporate logo, but form a clearly **autonomous** feature of the material. The CM should therefore always be **less prominent than the company's name or brand**. The CM must not appear to endorse any events or other projects without explicit written agreement from FLO (see figures 19 and 20).



Fig. 19



Fig 20

C. HOW TRADERS CAN USE THE CM

1. PRINCIPLES OF CM USE

The purpose of the Certification Mark is to clearly identify and promote Fairtrade Certified products.

The guiding principles are:

1. The CM is the asset of Fairtrade, has a high moral and financial value and must be presented accordingly.
2. The CM represents the entire Fairtrade Certification System and its application is the end purpose of this process.
3. The CM allows Fairtrade Certified products to be clearly identified.
4. The CM must therefore always and only be used in relation to Fairtrade Certified products and must not be associated with any other product
5. The CM must not be associated with any other brand, Mark or identity (including events).

2. TRADERS' USE OF THE CM

- a. After gaining **prior written approval** from FLO or a Labelling Initiative (see approval process in part A), Fairtrade Certified Cotton Traders are allowed to use the Certification Mark for promotional use and on wholesale packaging of Fairtrade Certified Products.
- b. However, the Certification Mark must **always** be used **in relation to** the Fairtrade Certified Cotton. Therefore, no use of the CM on stationary or permanent banners of websites (appearing on all pages) is permitted.



Fig. 14

- c. Text that implies more than the Mark guarantees, that misleads consumers about the Mark or Fairtrade Standards, or which may have the effect of devaluing the Mark, is not acceptable. In the copy, there shall be no statements about the CM that imply product quality claims. The guiding principles should be applied to avoid confusion.

It needs to be very clear that it is the **cotton** that is Fairtrade Certified and **not the whole textile, nor the company** itself. Here are some examples of what can be acceptable and what not:

Products

YES:	NO:
Jeans made of Fairtrade Certified Cotton	Fairtrade Jeans
Textiles made with Fairtrade Certified Cotton	Fairtrade Textiles
This Denim has been made from Fairtrade Cotton	Fairtrade Denim
The cotton in these jeans is Fairtrade Certified.	Fairtrade Cotton Jeans

Company claims

YES:	NO:
We offer Fairtrade Certified Cotton Products!	We are Fairtrade Certified.
Ask for our products made of Fairtrade Cotton!	
We dye and knit Fairtrade Cotton.	(Company name) is a Fairtrade manufacturer.



Fig 21.



Fig. 22



Fig. 23



Fig. 24



Fig. 25



Fig. 14 (zoomed) – Do not place the CM on the main page of websites or on all pages as a permanent banner, but rather on product-specific pages (see also fig. 24 and 25 above.)