

Fairtrade Town Identity Manual

December 2009



Instructions for use of the Fairtrade Town identity on promotional materials

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MANUAL CODE: TID 3

1. Welcome to the Fairtrade Town identity manual

The **Fairtrade Town identity** is a symbol of achievement awarded to community steering groups that successfully achieve Fairtrade Town status, having completed five key goals.

This identity should be used when publicising your achievement and you can state this achievement on relevant materials.



The Fairtrade Town identity aims to:

- unite the movement of committed Fairtrade community groups across the country under one banner
- offer Fairtrade Town activists an easily recognisable image for use on non-commercial campaign materials to promote the Fairtrade system and Fairtrade certified products which carry the FAIRTRADE Mark.

If you wish to print the **Fairtrade Town identity**, please follow the guidelines within this manual.

If you wish to print just the **FAIRTRADE Mark** please follow sections 1-12 of the Campaigner and Supporters Promotional Materials Manual which can be downloaded from the Foundation's website. NB: The FAIRTRADE Mark should only be used if you are still working towards achieving Fairtrade town status or when promoting Fairtrade products.

2. Introduction

Each Fairtrade Town steering group that successfully achieves the relevant Fairtrade Foundation goals for their community will be awarded the appropriate identity i.e. Fairtrade Town/City/Village/Borough/County/Island/Zone in recognition of their achievements and to assist with future campaign activity.

These identities link awarded status of your community with promotion of the FAIRTRADE Mark and must not be altered in any way. This Manual describes the identity and how it should and should not be used. **Providing these guidelines are followed, materials featuring the identity do not need to be pre-approved by the Fairtrade Foundation.**

Any use of the FAIRTRADE Mark alone **must have prior written approval**. Submit proposed artwork to artwork@fairtrade.org.uk (ensure you read the Campaigners and Supporters Promotional Materials Manual available at www.fairtrade.org.uk/campaigner_manual and allow at least 3 weeks for approval of artwork).

3. Responsibilities

The FAIRTRADE Mark is an internationally recognised trademark and is the exclusive property of Fairtrade Labelling Organisations International (FLO). These guidelines have been developed to legally protect the Mark's trademark status, while allowing your group to incorporate the Fairtrade Town identity into your local campaign.

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

- in full (including the registered ® symbol and action line 'Look for products with this Mark' – placed next to the 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. The Fairtrade Town identity must not be used commercially (on goods sold).

4. Where to use the Fairtrade Town identity

The identity is awarded to your steering group and must only be used on materials created to promote Fairtrade and products with the FAIRTRADE Mark. The identity may only be reproduced on the materials listed below. Please see section 7 for additional text to be used and section 11 for examples of correct use.

- | | |
|---|--|
| <ul style="list-style-type: none"> • banners • websites • leaflets • directories • Fairtrade Town group/
council letterheads • posters • stickers • newsletters | <ul style="list-style-type: none"> • pledge forms • Fairtrade certified
cotton bags • Fairtrade certified
cotton tshirts • published articles about
your Fairtrade Town
campaign |
|---|--|



5. Fairtrade Town identity graphic formats

Every steering group which successfully achieves Fairtrade Town status for its community will receive the identity in two different formats:

- Black/white/grey (greyscale) and colour JPEG files
- Black/white/grey and colour Illustrator (AI/EPS) files

Fairtrade Town groups in Wales will also receive Welsh language versions of the identity.

6. Printing guidelines

The table below summarises when each format should be used.

JPEG format	Adobe Illustrator (AI/EPS) format
<ul style="list-style-type: none"> • If you are designing materials at home • For use on white backgrounds only • For standard print-size publications (A3 and under) • For websites and online use 	<ul style="list-style-type: none"> • For printers or designers to use • For use on white/coloured backgrounds • For larger publications such as banners, large posters • Professional printing

Key colour palette

The Fairtrade group identity is available in colour and black/white/grey as shown below:



Colour identity

When using the colour version, the colours specified below must be used:
The identity may not be tinted or shaded in any way.



Note to designers: CMYK and RGB (contained in the JPEG) colours are approximate and should match the Pantone colours as closely as possible.

White keyline (border)

All Illustrator versions of the identity have a white keyline around their perimeter edge. When printing the identity onto a coloured or transparent substrate, the white areas, including the white keyline, must be printed as well as the black (and blue and green if the coloured option is chosen). The white keyline is apparent in the images below.

Identity against coloured backgrounds

The identity is available as an Illustrator file with both the registered ® symbol and the words 'Look for products with this Mark' in black or white. Choose the black text for light coloured backgrounds and the white text for mid- dark coloured backgrounds.



7. Compulsory accompanying text

The name of your Fairtrade Town must always be positioned on the same side of the material the identity is featured on, in order to link the awarded status to the area (see section 11 example). Please feel free to personalise this to celebrate your success and let people know that their area has achieved Fairtrade Town status.

Example: ***Keswick – Proud to be a Fairtrade Town***

8. Optional additional text

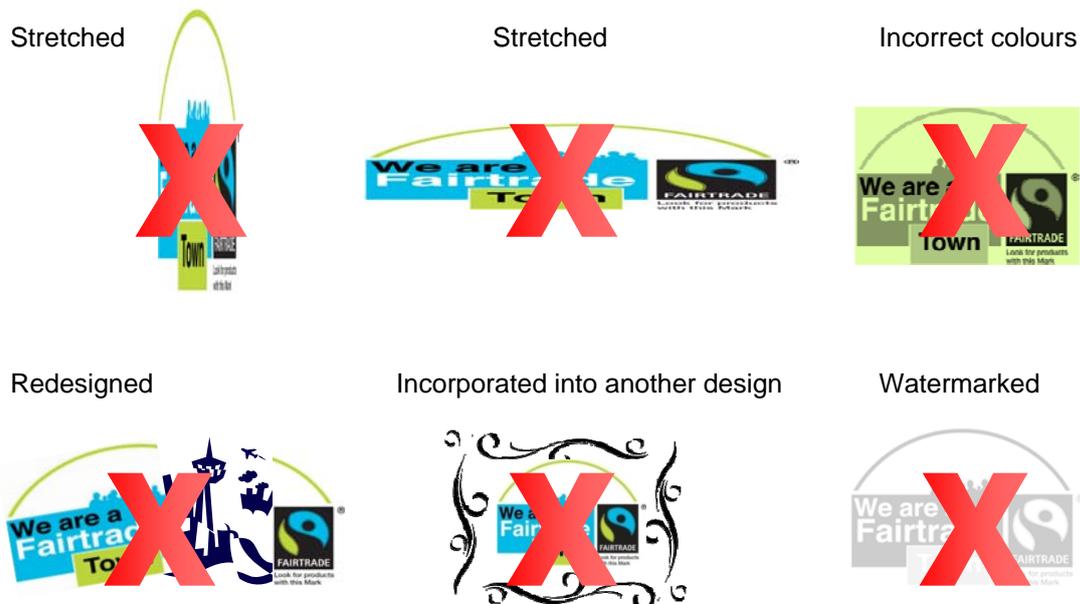
In addition to the town name, we recommend including the following as a source of further information and to help people find out more about Fairtrade and their local group, except on cotton materials, where the Foundation website address must appear (see section 11).

- Steering group name/website/logo
- Fairtrade Foundation website: www.fairtrade.org.uk
- Supporting text about Fairtrade.

9. Dos and don'ts of the Fairtrade Towns identity

Do 	Don't 
<ul style="list-style-type: none"> • print whole identity in full • resize the identity in proportion • ensure the town name and the optional recommended text, appears on the material on the same side as the identity • use the correct Pantone colours • use on only on materials listed in section 4, created as part of your local campaign to promote Fairtrade and Fairtrade products • use only in reference to FAIRTRADE Mark products or event promoting Fairtrade. 	<ul style="list-style-type: none"> • extract elements from the identity • re-proportion, re-design or re-create it • superimpose other text/images onto it • use it as a watermark • change the colours or typeface • use it in reference to products that do not carry the FAIRTRADE Mark • link or associate it with any other brand, mark or identity • associate it with events which do not involve or promote Fairtrade.

10. Examples of **incorrect** use of the identity



11. Examples of correct use of the identity on promotional materials

(i) Example of a campaign sticker



(ii) Road/boundary or town traffic signs

The Foundation has been informed that all traffic signs must meet the requirements specified by the Road Traffic Regulation Act 1984 and that "there is no circumstance under which [the Act] would permit a trademark [such as the FAIRTRADE Mark or Fairtrade town identity] to be used on a traffic sign." *Traffic Signs and Signals Branch, Department for Transport.*

Therefore, to maintain the integrity of the Mark, please do **not** add the FAIRTRADE Mark or Fairtrade town identity to any road traffic sign.

You may, however, be able to state that you are a 'Fairtrade town' but please check this with your local council prior to production.

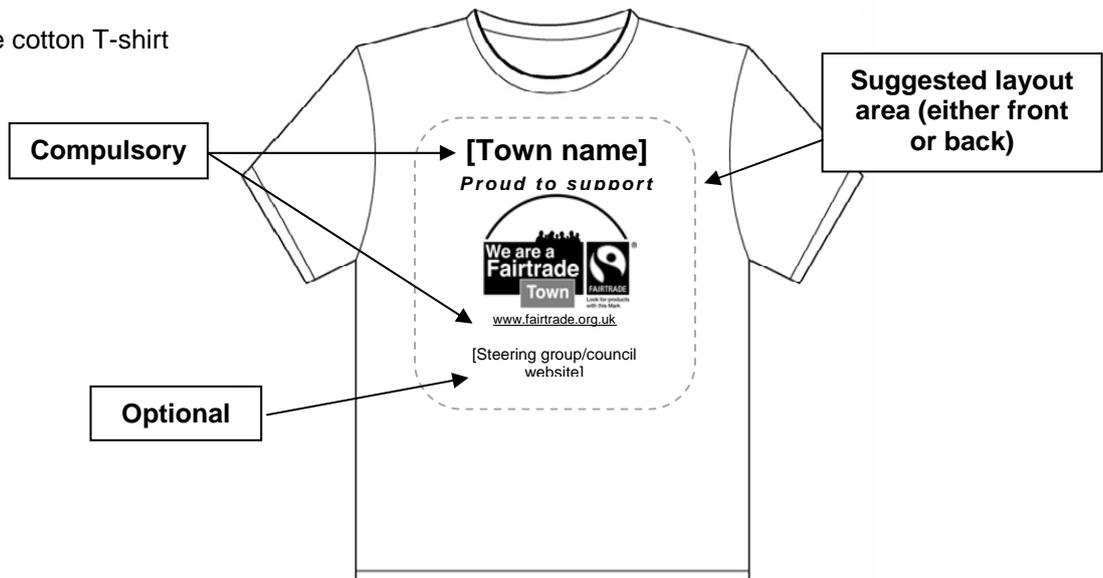


12. Printing the identity onto cotton materials

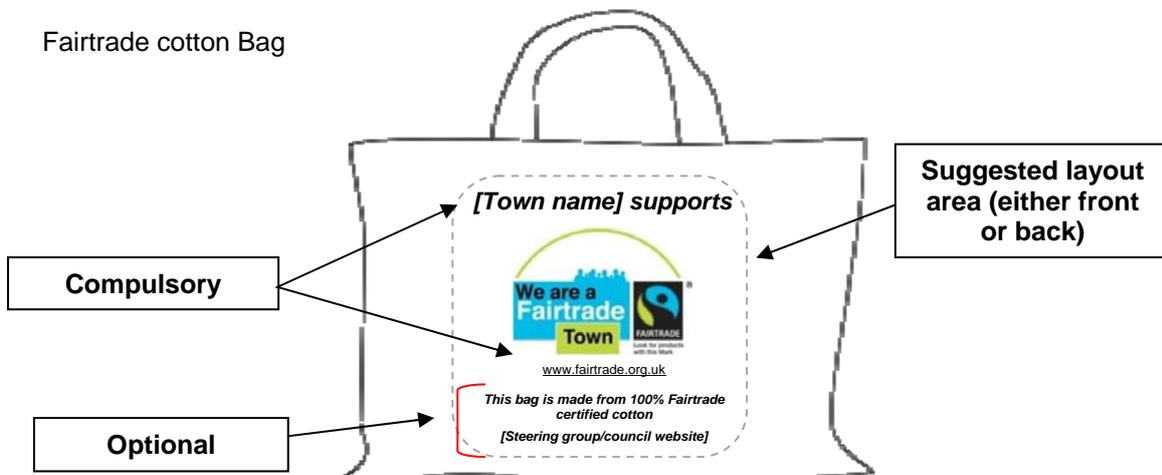
If you wish to print the Fairtrade Town identity onto a cotton promotional item such as a t-shirt or bag:

- the cotton item **must** be made of 100% Fairtrade certified cotton
- the cotton item **must** be a licensed Fairtrade product produced by a Foundation registered Licensee
- the town name **must** appear on the same side as the identity
- the Fairtrade Foundation website address **must** appear next to or below the identity.

Fairtrade cotton T-shirt



Fairtrade cotton Bag



NB: The white parts of the identity must be printed white if the background colour of the material is anything other than white – on both the coloured & black/white identities.

13. Using the term 'Fairtrade'

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.

Fairtrade or fair trade?

Fairtrade (one word, upper case F) relates exclusively to the work of Fairtrade Labelling Organisations International (FLO) and its partners, including the Fairtrade Foundation and FLO-CERT, the independent Fairtrade certification body. The FAIRTRADE Mark appears on products that meet Fairtrade standards and which have come from Fairtrade producer organisations. This system is certified and audited by FLO-CERT, which works closely with national partners such as the Fairtrade Foundation in the UK.

Fair Trade or **fair trade** relates to the wider movement of organisations working to promote fairer trade policy and practice and includes fairly traded products like handicrafts and jewellery which do not carry the FAIRTRADE Mark.

It is up to your group to decide whether or not your local activity will promote fairly traded products and outlets stocking them in addition to Fairtrade certified products. Whatever you decide, it must always be clear that **Fairtrade** (one word, capital F) relates exclusively to products with the FAIRTRADE Mark, the Fairtrade certification system, the Fairtrade Foundation and its partners, for example the network of Fairtrade Towns, Fairtrade Schools, Fairtrade Faith Groups and Fairtrade Universities.

Use this table to check you are using the correct terms on your materials.

When referring to the Mark that appears on Fairtrade certified products	FAIRTRADE Mark
When referring to the Fairtrade Foundation	Fairtrade Foundation
Ensure Fairtrade is written as one word, upper case F	Fairtrade
The cotton Mark, which appear on items made with Fairtrade certified cotton	FAIRTRADE Certified Cotton Mark

Thank you

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

We look forward to seeing the Fairtrade Town identity used throughout the country as a symbol of people creating social change.

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.



Glossary

Adobe Illustrator (AI/EPS): high resolution vector file for professional printing.

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.

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 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 Mark: appears on products meeting Fairtrade standards as defined by Fairtrade Labelling Organisations International (FLO). The Mark is the exclusive property of FLO, and internationally registered as a trademark (*for EU with no. 002606994; at the World Intellectual Property Organisation (WIPO) with no. 806 431, UK national registration no. 2477914*). Permission to use the Mark in the UK may be granted only by the Fairtrade Foundation as the body licensed to use the Mark in the UK by FLO. Using the Mark without the express permission of the Foundation or FLO is considered trademark infringement and will be treated as such.

JPEG: a common file format for compressing images. The resolution of the FAIRTRADE Mark in JPEG format is lower than an Illustrator (AI) file. A JPEG file loses its clarity when enlarged and should never be used for professional printing.

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

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

RGB: an abbreviation of the colors Red, Green, and Blue, is a common colour mode frequently used on computer displays and for jpeg files.