FAIRTRADE
BRAND GUIDELINES

HOW WE COMMUNICATE FAIRTRADE CONSISTENTLY AND CLEARLY
SPRING 2015

PRE-RELEASE

Please note: these brand guidelines are a pre-release to set a lasting, compulsory communications style. The design content is fixed on a permanent basis.

FAIRTRADE

CHAPTER 1

BASIC ELEMENTS

In addition to our mark, the Fairtrade brand is made up of the basic elements that work together to create the Fairtrade look and feel.

The elements shown in this section include the Fairtrade Marks, our colour palette, typography, photography and graphics.

BASIC ELEMENTS
THE FAIRTRADE MARKS
OVERVIEW

The Fairtrade Brand Mark

The Fairtrade Brand Mark without any additions is the primary Brand Mark. It is used on corporate, brand and marketing communications. Specific versions of the Brand Mark, like colour versions or national and international versions, are described on pages 10–12.

The FAIRTRADE Mark

The FAIRTRADE Mark is only for use on packaging and consumer-facing communications directly related to a specific product or campaign. For further information, please refer to the FAIRTRADE Mark Guidelines.

The 'Power of You' lock-up

The 'Power of You' graphic device is used in a lock-up with the FAIRTRADE Mark. It is our expression of empowerment, and may be used as a general sign-off on regular campaign or promotional communications.

Important

The 'Power of You' stylised campaign, design look and feel, is **separate** from these Brand Guidelines and covered in the special guidelines for the campaign only. This style is not allowed in the regular everyday communication style, which is covered here and **must** be followed, without exception. The 'Power of You' lock-up **only** may be used more generally as a sign-off in our communications.

The Fairtrade Brand Mark

The Fairtrade primary Brand Mark

The Fairtrade Brand Mark (with addition)

The FAIRTRADE Mark

The 'Power of You' lock-up

Lock-up of the 'Power of You' graphic device and the FAIRTRADE Mark

Primary Brand Mark

The primary Brand Mark features a vertical lock-up of the Symbol above the Word Mark and the country-specific additions (see page 12). The primary Brand Mark must be used whenever possible.

Secondary Brand Mark

The secondary Brand Mark features a horizontal lock-up of the Symbol alongside the Word Mark. The secondary Brand Mark should only be used in layouts where the Mark needs to fit within a restricted height. The same colour rules apply here as per the primary Brand Mark.

Exclusion zone

The exclusion zone ensures the impact of the Mark is not diminished by being crowded by other design elements or logos.

Minimum size

Use of the Brand Mark must follow best practice as shown in the tables to the right. Minimum size conditions ensure reproduction and appropriate scale of the Mark.
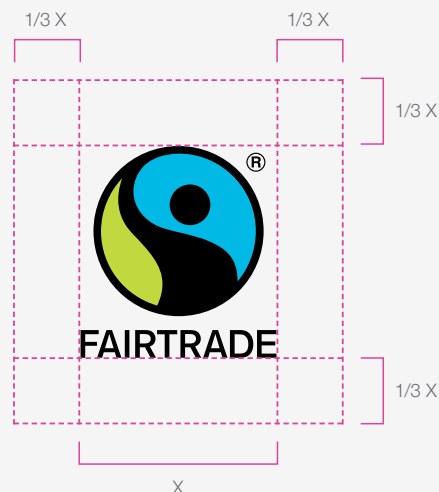
Important

The Brand Mark must not be combined with any other imagery or graphics surrounding it (see 'exclusion zone') or presented in any other form. It represents our organization as one Fairtrade and, like any other organization's logo, must not be altered in any way.

Primary Brand Mark
(vertical lock-up)

Exclusion zone

Minimum size

width of the Mark

Format	Minimum Mark size
A4 (210 x 297 mm)	17 mm (width)
A5 (148 x 210 mm)	13 mm
A6 (105 x 148 mm)	10 mm
A6 and smaller	10 mm

Secondary Brand Mark
(horizontal lock-up)

Exclusion zone

Minimum size

height of the Mark

Format	Minimum Mark size
A4 (210 x 297 mm)	13 mm (height)
A5 (148 x 210 mm)	10 mm
A5 and smaller	10 mm

Primary colours

The primary colour palette is drawn directly from our Brand Mark. Blue and green are the colours most strongly associated with the Fairtrade Brand.

White is used as a background colour, as a backdrop for the Brand Mark and for type. Lighter tints of grey may be used as background colours to create structure. Black and dark grey are mainly used for type.

Secondary colours

The brighter colours from the secondary colour palette should be used to add vibrancy to our communications. They may be used for headlines, illustrations, and as colour blocks. Solid colour blocks may be used to complement photography, for example, by picking up on a dominant colour in the photograph to create impact and vibrancy. If using colour, ensure this is done in a considered way, as demonstrated in these guidelines, and avoiding the use of too many colours together.

Note: colours will vary depending on paper stock and printer. Please match as closely as possible to Pantone® swatches.

Primary colour palette

Sky Blue
CMYK 79. 0. 7. 0
Pantone 306 C, 306 U
RGB 0. 185. 228
HTML 00B9E4

Leaf Green
CMYK 28. 0. 92. 0
Pantone 382 C, 380 U
RGB 190. 214. 0
HTML BED600

White
CMYK 0. 0. 0. 0
Pantone n/a
RGB 255. 255. 255
HTML

Dark Grey
CMYK 0. 0. 0. 50
Pantone Cool Grey 7 C, 7 U
RGB 154. 155. 156
HTML 9A9B9C

Rich Black
CMYK 50. 50. 50. 100
Pantone Process Black C, Black U
RGB 30. 30. 30
HTML 1E1E1E

Secondary colour palette

Banana Yellow
CMYK 0. 12. 100. 0
Pantone 116 C, 114 U
RGB 254. 203. 0
HTML FECB00

Citrus Orange
CMYK 0. 45. 95. 0
Pantone 1375 C, 1365 U
RGB 255. 160. 47
HTML FFA02F

Apple Red
CMYK 0. 92. 76. 0
Pantone 185 C, 185 U
RGB 224. 0. 52
HTML E00034

Guava Pink
CMYK 9. 87. 0. 0
Pantone Rhodamine C, Rhodamine U
RGB 224. 17. 157
HTML E0119D

Plum Purple
CMYK 67. 91. 0. 0
Pantone 2593 C, 2593 U
RGB 128. 55. 155
HTML 80379B

Veneer

Veneer is our primary corporate typeface for print and digital communications and replaces Lubalin as the corporate typeface. It is a fresh, bold typeface with a distressed look. The Veneer family includes three styles; Veneer Regular with the least distressed characters and Veneer Three the most. All three styles may be mixed to create the right effect.

Veneer should be used for headlines, subheadlines and to highlight short texts. To ensure legibility, Veneer must not be used for texts longer than about six lines and at type sizes smaller than 12 pt.

Helvetica Neue

Helvetica Neue is our secondary corporate typeface. It s a clean, elegant and modern typeface that is easy to read. Helvetica Light is used for body text, while Helvetica Bold is used for section headings and to highlight text.

Replacement fonts

When Helvetica is not available, for example on some digital applications, it must be replaced by the system font Arial.

Note: both fonts can be purchased through several online type foundries. We recommend www.linotype.com as a reputable distributor. Ask Fairtrade artwork for advice: artwork@fairtrade.net

Veneer Regular

ABCDEFGHIJKLMNOPQRST
TUVWXYZ1234567890%#&+@

Veneer Two

ABCDEFGHIJKLMNOPQRST
UVWXYZ1234567890&%

Veneer Three

ABCDEFGHIJKLMNOPQRST
UVWXYZ1234567890&%

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTU
VWXYZabcdefghijklmnopqrst
uvwxyz1234567890&%

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUV
WXYZabcdefghijklmnopqrstuvw
xyz1234567890&%

BASIC ELEMENTS
HEADLINES WITH COLOUR STRIPS

Headlines
The Veneer typeface is used for bold headlines as a prominent design feature on all Fairtrade applications. There are two headline styles, one with solid colour strips behind the headline and a text-only version (see next page).

To ensure a consistent visual style, it is crucial to follow the guidelines shown on these pages.
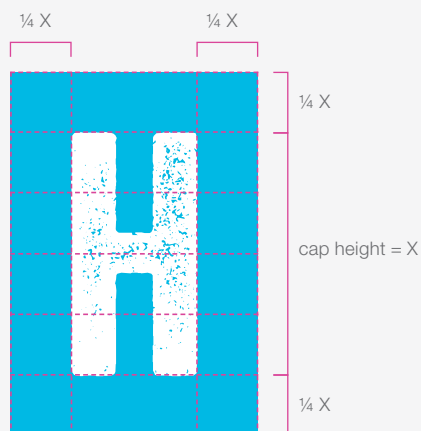
Headlines with colour strips
Headlines are set in Veneer in white and placed on solid colour strips. The colour strips may use any colour from the Fairtrade palette (apart from black, white or grey). Within a headline all strips must be of the same colour and type size.

Headlines with colour strips may be placed on top of images, on a solid background colour, or on white.

Accents and diacritical marks
The spacing around the type has been optimised to accomodate accents and diacritical marks used in different languages (e.g. Spanish, French, German). The spacing must follow the guidelines shown on this page.

¼ X   ¼ X

¼ X

cap height = X

¼ X

Spacing around the type equals ¼ of the cap height

HEADLINE

¼ X

SPACING

The spacing between two colour strips equals ¼ of the cap height

STRONG PRODUCERS
STRONG FUTURE

The headline may be placed on an image, a solid colour or a white background

ATRÉVASE A SOÑAR.
¿CUÁL SERÁ EL FUTURO
DE FAIRTRADE?

¡ÚNASE A NOSOTROS!

FAIRTRADE
INTERNATIONAL

When using languages with accents, the spacing around the headline does not change

Text-only headlines

Coloured headlines may be placed as a text-only version on a white or grey background. Alternatively a white headline may be placed directly on an image, provided there is enough contrast for the type to be legible.

The headline may use any colour from the Fairtrade palette. The headline colour may be combined with grey or black type but not with another bright colour.

To make headlines more interesting and emphasize a line of copy, the type size may change from one line to the next.

Line spacing

In headlines with all the same type size, the line spacing is 100 % of the type size (e.g. type size 50 pt / line spacing 50 pt).

In headlines with different type sizes, the line spacing equals ¼ of the cap height of the largest type size.

Accents and diacritical marks

The line spacing of the type has been optimised to accomodate diacritical marks such as accents and Umlaute (Ñ, É, Ö) used in various languages (e.g. Spanish, French, German). The line spacing must not be changed.
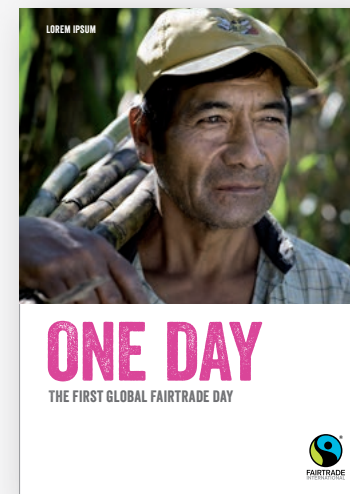
ÅBÇDÊFGHÏJ KLMÑÖPQRŠ

type size

line spacing

In headlines with the same type size, line spacing and type size are the same (100 %)

ABCDEFGHIJ KLMNOPQRS TUVWXYZ

¼ X

cap height = X

¼ X

In headlines with different type sizes, the line spacing equals ¼ of the cap height of the largest type size

OUR ACTIONS AND ASPIRATIONS
ANNUAL REPORT 2014

Coloured type may be combined

LOREM IPSUM

ONE DAY
THE FIRST GLOBAL FAIRTRADE DAY

Different type sizes help to emphazise words or lines

CHEAP BANANAS
THREATEN FARMERS' FUTURES

Andel ipienecerum explautescia nulpa veribus eos aliquid moluptatium id eos eriassum reetut.

When placing a headline on an image, the type must be white