



FAIRTRADE Certification Mark Guidelines

Issue 1 – Autumn 2011



ABOUT THESE GUIDELINES

The FAIRTRADE Certification Mark is the most widely recognised ethical mark globally. These guidelines are here to provide direction on how to use the Mark and the term Fairtrade. They have been created to protect the integrity and values of the FAIRTRADE Certification Mark. The Mark represents a message of impact and empowerment of producers, helping them to create better lives for their families and communities. It is important to use it correctly.

Designed as a detailed reference resource, it is essential to read Part One of the guidelines for general use of the Mark and the term Fairtrade and the relevant sections for specific use according to need. Please note that the same topic can be covered in different parts of the guidelines and all parts are complementary with each other.

The comprehensive guidelines contain sections that specify most types of packaging and promotional usage, but they cannot cover everything. If clarification of any point or further advice on the use of the FAIRTRADE Certification Mark is needed, please use the contact details on the last page of these guidelines.

The instructions given in these guidelines must be adhered to.

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PART ONE

BASIC GUIDELINES

PART ONE

1.1 ABOUT FAIRTRADE

**This section explains how
Fairtrade would like to be seen
and understood globally.**

Fairtrade's vision

Fairtrade's vision is for a world in which all producers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future.

Our aspiration is to transform global trade by promoting fairer trading conditions. To achieve this, Fairtrade will be positioned as the guiding light for sustainable development, touching more lives more deeply than any other ethical certification scheme.

How to understand and talk about Fairtrade

Fairtrade is a global Organization working to secure a better deal for farmers and workers.

Fairtrade believes that trade can be a fundamental driver of poverty reduction and greater sustainable development, but only if it is managed for that purpose, with greater equity and transparency than is currently the norm.

People can overcome disadvantage and marginalisation if they are empowered to take more control over their work and their lives, if they are better organised, resourced and supported, and can gain access to mainstream markets under fair trading conditions.

Fairtrade also believes that people, businesses and civil society institutions in the developed world are supportive of trading in this way. This is particularly the case when they understand the needs

of producers and the opportunities that Fairtrade offers to change and improve their situation.

Fairtrade's work is driven by informed consumer choices, and the desire of their customers, both of which provide crucial support for wider campaigning to reform international trade rules and create a fairer economic system.

Fairtrade's values are:

Action
Integrity
Respect
Challenge
Optimism

CREATING SHARED BELIEF

Fairtrade's work is about empowerment. Fairtrade values sit at the heart of the Organization to drive decision-making and actions.

Action

We get the right things done, efficiently and effectively. Our focus and determination are evident in the practical ways we deliver services to achieve maximum impact for people and communities.

Integrity

To nurture and promote fairness and justice in trade, we are honest, trustworthy and transparent, operating to the highest ethical standards with absolute integrity.

Respect

We treat everyone with dignity and understanding. We value the diversity of our own people and those with whom we relate.

Challenge

We strive to dramatically increase the impact of our work. We set the agenda for fairness in trade by creating benchmarks, encouraging innovation and community involvement.

Optimism

We believe we can make life better. We cultivate ideas, seek out opportunities and face the future with enthusiasm.

The following entities make up the Fairtrade Organization:

ORGANIZATION SYSTEM AND MOVEMENT

Fairtrade is an alternative approach to conventional trade and is based on a partnership between producers and consumers. Fairtrade offers producers a better deal and improved terms of trade. This allows producers the opportunity to improve their lives and plan for their future. Fairtrade offers consumers a powerful way to reduce poverty through their everyday shopping.

When a product carries the FAIRTRADE Certification Mark it means the producers and traders have met Fairtrade Standards. The standards are designed to address the imbalance of power in trading relationships, unstable markets and the injustices of conventional trade.

Fairtrade International (FLO)

Fairtrade International is a non-profit, multi-stakeholder body that is responsible for the strategic direction of Fairtrade, sets Fairtrade Standards and supports producers.

FLO-CERT

FLO-CERT is an independent certification company, owned by FLO. FLO-CERT inspects producers and traders to ensure they comply with Fairtrade Standards.

Fairtrade Labelling Initiatives (LI)

These are national Organizations that market Fairtrade in their country. There are currently 19 Fairtrade Labelling Initiatives covering 23 countries in Europe, North America, South Africa, Japan, Australia and New Zealand. These Organizations also license companies in their country to use the FAIRTRADE Certification Mark.

Fairtrade Marketing Organizations

These are national Organizations that market and promote Fairtrade in their country, similar to Labelling Initiatives. FLO directly licenses companies in these countries to use the FAIRTRADE Certification Mark. There are currently two Fairtrade Marketing Organizations in the Czech Republic and South Korea.

Fairtrade Producer Networks

These are associations that Fairtrade certified producer groups may join. There are currently three Producer Networks representing producers in Africa, Asia and Latin America and the Caribbean. Through these networks, Fairtrade producers can influence decisions that affect their future.

ABOUT FAIRTRADE FAIRTRADE SYSTEM

THE FAIRTRADE SYSTEM

The FAIRTRADE Certification Mark means that products meet the social, economic and environmental standards set by Fairtrade International. The Mark certifies products not companies. It does not cover the companies or organisations selling the products.

The Mark represents an international system of alternative trade that assures consumers that the farmers and workers have been paid a fair and stable price for their produce. This fair price covers the cost of sustainable production. When consumers buy products with the Mark, they make a positive difference to the livelihoods of small-scale producers and farmers around the world.

The Fairtrade Premium enables producers and farmers to invest in developing their businesses and to improve the quality of their communities. It is paid on top of the agreed Fairtrade price and producers decide democratically how to use it.



ABOUT FAIRTRADE FAIRTRADE CERTIFICATION MARK

THE FAIRTRADE CERTIFICATION MARK

The FAIRTRADE Certification Mark is an independent, trusted and widely recognised product certification that reinforces the message that Fairtrade producers have benefited from purchase of the product.

The FAIRTRADE Certification Mark ensures that international Fairtrade Standards have been met. The Mark offers consumers a positive way to buy products in solidarity with those who produced them. Buying Fairtrade products helps producers struggling to improve their livelihoods and communities. The label is now available in 50 countries.

Registered trademark

The FAIRTRADE Certification Mark is the intellectual property of Fairtrade International (Fairtrade Labelling Organizations International e.V., FLO) and is internationally registered as a trademark.



PART ONE

1.2 CERTIFICATION MARK

This section gives an overview of how the FAIRTRADE Certification Mark must be used.

CERTIFICATION MARK MEANING OF THE MARK

THE CERTIFICATION MARK

The FAIRTRADE Certification Mark was created in 2002 to replace the variety of different national marks used by Fairtrade Organizations. It was updated in 2011 to refine and simplify the design, to achieve clearer stand-out and increased legibility on pack and to enhance Fairtrade awareness.

The Mark symbolises the optimism of producers, linking the everyday determination of people in developing countries with the aspiration of consumers everywhere to make a difference. In the design of the Mark, the blue sky of potential is connected to the fresh green of new growth by the symbol of the producer with an arm raised in celebration of human endeavour and empowerment.

Registered trademark

The FAIRTRADE Certification Mark is the intellectual property of Fairtrade International (Fairtrade Labelling Organizations International e.V., FLO) and is internationally registered as a trademark. The Mark must not be altered, copied, reproduced or otherwise used without receiving prior written permission from Fairtrade International or its designated sub-licensing bodies (Labelling Initiatives – LIs).



CERTIFICATION MARK CLEAR SPACE

MINIMUM CLEAR SPACE

To preserve the visual independence of the FAIRTRADE Certification Mark when sitting next to text or graphics, a clear space must be maintained around the Mark which is equal to half the width of the Mark, defined as X.

To ensure that the impact of the Mark is not diminished by other design elements or logos, no text or graphic must touch the Mark or enter the clear space. The Mark must remain uncluttered. It must not be integrated into any other image, text or graphic, even if the clear space is respected.

Exceptions

When space is limited, eg on small tags or labels, the minimum clear space may be reduced to the width of $1/4 X$.



Measuring the Mark

The width of the FAIRTRADE Certification Mark is measured from black edge to black edge, excluding the white keyline and the registered trademark symbol ®.

CERTIFICATION MARK COLOURS

FAIRTRADE COLOURS

When using the colour version of the FAIRTRADE Certification Mark, the colours specified here must be used. Accurate representation of these colours is crucial to enhancing consumer recognition of the FAIRTRADE Mark on packaging.

Other colours that are too similar to Leaf Green or Sky Blue must not be used, in order to protect the integrity of the Mark as a certification mark. If the brand already uses colours close to Leaf Green or Sky Blue or where colour restrictions apply, the Black & White version of the Mark must be used.

Matching colours

Colours may vary depending on paper stock and printer. Please match colours as closely as possible to PMS coated swatches.

| | Pantone Matching System (PMS) | CMYK | RGB | HTML |
|--|--|-------------------------------|-------------------------|---------|
|  | PMS 306 C (coated) PMS 306 U (uncoated) | C 79 M 0 Y 7 K 0 | R 0 G 185 B 228 | #00B9E4 |
|  | PMS 382 C PMS 380 U | C 28 M 0 Y 92 K 0 | R 190 G 214 B 0 | #BED600 |
|  | N/A | C 0 M 0 Y 0 K 0 | R 255 G 255 B 255 | #FFFFFF |
|  | PMS Cool Grey 7 C PMS Cool Grey 7 U | C 0 M 0 Y 0 K 50 | R 154 G 155 B 156 | #9A9B9C |
|  | PMS Process Black C PMS Process Black U | C 50 M 50 Y 50 K 100 | R 30 G 30 B 30 | #1E1E1E |

CERTIFICATION MARK INTERNATIONAL VERSIONS

STANDARD VERSIONS

The FAIRTRADE Certification Mark is available in Colour and Black & White versions, both positive (black ®) and negative (white ®). To achieve maximum contrast between the background colour and the registered trademark symbol, the positive or negative version must be chosen accordingly. The full colour version of the Certification Mark is the most recognised and is recommended. If production challenges present themselves with the colour version of the Mark, the Black & White version may be used.

Printing on coloured substrate

When printing the Mark onto a coloured or transparent substrate, the white keyline and FAIRTRADE wordmark must be printed in white as a spot colour.

The FAIRTRADE Certification Mark files provided by Fairtrade International are the only versions that can be used. Use of any other colours or adaptations is not allowed.

To request an Illustrator EPS file of the FAIRTRADE Certification Mark, see the last page for contact details. For versions with the Max Havelaar strapline, see page 17.



Colour Mark positive

Colour Mark with black ® symbol

EPS files:

FCM_PMS_Pos
FCM_CMYK_Pos
FCM_RGB_Pos

Colour Mark negative

Colour Mark with white ® symbol

EPS files:

FCM_PMS_Neg
FCM_CMYK_Neg
FCM_RGB_Neg

Black & White Mark positive

Black & White Mark with black ® symbol

EPS file:

FCM_BW_Pos

Black & White Mark negative

Black & White Mark with white ® symbol

EPS file:

FCM_BW_Neg

CERTIFICATION MARK INTERNATIONAL VERSIONS

LIMITED USE VERSIONS

The Black Mark and White Mark have been created as an exception when the overall printing is restricted to one colour and that colour is black or white. Use of the full colour version of the Certification Mark is still strongly recommended, whenever possible.

Printing on coloured background

Both Marks may be printed on a coloured, preferably neutral background provided there is sufficient contrast between the background colour and all the elements of the Mark. The Mark must not be printed onto patterns, busy backgrounds or bright background colours.



Black Mark

Single colour Mark black

EPS file:

FCM_Black

White Mark

Single colour Mark white

EPS file:

FCM_White

What to avoid

The Black Mark must not be printed in white as it will result in a negative version of the Mark

What to avoid

The Black Mark or the White Mark must never be printed in any colour other than black or white

CERTIFICATION MARK MAX HAVELAAR VERSIONS

COUNTRY-SPECIFIC VERSIONS

The FAIRTRADE Certification Mark with a strapline indicating members of the 'Max Havelaar' movement is available in Colour and Black & White versions, both positive (black ®) and negative (white ®).

These versions of the Mark may only be used for products sold primarily in Belgium, France, The Netherlands and Switzerland.

The FAIRTRADE Certification Mark Max Havelaar files provided by Fairtrade International are the only versions that can be used. Use of any other colours or adaptations is not allowed.

All guidelines for the standard (international) versions of the Certification Mark apply, see page 15.

To request an Illustrator EPS file of the FAIRTRADE Certification Mark Max Havelaar, see last page of these guidelines for contact details.



Colour Mark MH positive

Colour Mark with
black ® symbol

EPS files:

FCM_MH_PMS_Pos
FCM_MH_CMYK_Pos
FCM_MH_RGB_Pos

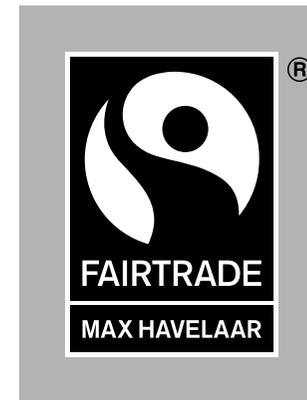


Colour Mark MH negative

Colour Mark with
white ® symbol

EPS files:

FCM_MH_PMS_Neg
FCM_MH_CMYK_Neg
FCM_MH_RGB_Neg



Black & White Mark MH positive

Black & White Mark with
black ® symbol

EPS file:

FCM_MH_BW_Pos



Black & White Mark MH negative

Black & White Mark with
white ® symbol

EPS file:

FCM_MH_BW_Neg

CERTIFICATION MARK MAX HAVELAAR VERSIONS

LIMITED USE VERSIONS

It might not always be possible to print the FAIRTRADE Certification Mark in full colour, for example when printing is restricted to one colour or when printing onto rough or absorbent surfaces like shipping boxes or textiles.

For these instances the Black Mark and the White Mark have been created, which should only be used as an exception. Use of the full colour version of the Certification Mark is still strongly recommended, whenever possible. The Black Mark and the White Mark may only be printed in black and in white. They are not allowed to be printed in any other colour.

All guidelines for the limited use (international) versions of the Certification Mark apply, see page 16.

To request an Illustrator EPS file of the FAIRTRADE Certification Mark Max Havelaar, see last page of these guidelines for contact details.



Black Mark MH

Single colour Mark black

EPS file:

FCM_MH_Black



White Mark MH

Single colour Mark white

EPS file:

FCM_MH_White



What to avoid

The Black Mark must not be printed in white as it will result in a negative version of the Mark



What to avoid

The Black Mark or the White Mark must never be printed in any colour other than black or white

CERTIFICATION MARK MAINTAINING THE MARK

INCORRECT USE OF THE MARK

It is important that the appearance of the FAIRTRADE Certification Mark is protected. The Mark must never be altered, recreated or distorted in any way.

The Mark has a registered trademark symbol ®, which must always appear and sit outside the keyline.

The FAIRTRADE Certification Mark files provided by Fairtrade International are the only versions that can be used.

Old versions of the Mark

Please make sure to use the most recent version of the Certification Mark. The Mark has been updated in 2011 and all previous versions of the Mark must be replaced.



Do not use old versions of the Mark with a black keyline inside the roundel



The colours, type and trademark symbol must never be changed



The Mark must always be shown in an upright position and never tilted



The Mark must not be changed in any way



The Mark must not be stretched or skewed out of proportion or have rounded edges



The Mark must not be reproduced in any single colour other than black or white



The Mark must not be framed nor incorporated into a design



Do not remove any elements from the Mark

CERTIFICATION MARK THE POSITIVE AND NEGATIVE MARKS

USE OF THE POSITIVE AND NEGATIVE MARKS

The FAIRTRADE Certification Mark, including the registered trademark symbol ®, must always be clearly visible and not be obscured by any other graphic or background pattern. When printing the Certification Mark against a background other than white, the Mark must have a white keyline and the registered symbol must be legible.

Use of the positive or negative version of the Mark, see page 15, should result in the highest possible contrast between the registered trademark symbol ® and the background. In general, the positive version should be used on white or light coloured backgrounds. The negative version should be used on dark coloured backgrounds.

Busy backgrounds

If the Mark is used against an extremely busy background, an even border must be added to surround the Mark, the white keyline and the ® symbol. The border should be half of the minimum clear space (1/4 X), see page 13.



Negative version



Black border



Registered symbol not legible



Positive version



White border



Registered symbol not legible

CERTIFICATION MARK MULTIPLE MARKS

RELATIONSHIP WITH OTHER MARKS

The points here are a guide to managing relationships between the FAIRTRADE Certification Mark and other ethical marks or seals.

In situations where there is more than one mark supporting or collaborating with the FAIRTRADE Certification Mark, consistency and clarity are a priority. Our aim is to ensure the FAIRTRADE Mark remains independent at all times to avoid a conflict of interest, potential mixed messaging or confusion in the marketplace. The FAIRTRADE Mark must not be placed in such a way that it could be associated as belonging to any company or organisation other than Fairtrade International or its members.

The FAIRTRADE Mark must not be smaller than any other certification or ethical mark on the same pack and must always comply with the size requirements in these guidelines. See size and proportion on page 22.

The distance between the FAIRTRADE Mark and other certification or ethical marks should be at least half the width of the Mark ($1/2 X$) so that they are seen as independent of each other.

Horizontal relationship



Vertical relationship



CERTIFICATION MARK SIZE AND PROPORTION

SIZE OF THE MARK

The FAIRTRADE Certification Mark must be used in a size that is in proportion with the size of the packaging or promotional item. This size guide has been designed to support selection of the correct size of the Mark on these items. It must be used as a guide to the recommended maximum and minimum size of the Mark allowed on different packaging or promotional item sizes. The minimum sizes shown on this page aim to ensure reproduction and appropriate scale of the Mark. For certain products or promotions, the sizing may differ from the matrix presented here.

Minimum size

To ensure legibility, extra care must be taken when producing the FAIRTRADE Certification Mark in small sizes. As a guide, the Mark should not be reproduced in sizes smaller than 7 mm wide for printed materials, providing the type is still legible.

Measuring the Mark

The width of the Mark is measured from black edge to black edge, excluding the white keyline and the registered trademark symbol ®, see page 13.

A4: 21 mm



A5: 17 mm



A6: 15 mm



A7: 13 mm



A8: 11 mm



Min: 7 mm



Size guide
(ISO 216 – A series)

Example
Applications

Maximum Mark size
(Width)

Minimum Mark size
(Width)

A1 (594 x 841 mm)

Posters, display stands

66 mm

60 mm

A2 (420 x 594 mm)

Display stands, POS

46 mm

42 mm

A3 (297 x 420 mm)

Posters, POS, flower bunches

33 mm

31 mm

A4 (210 x 297 mm)

Large packs, 1 litre cartons

21 mm

19 mm

A5 (148 x 210 mm)

Packs and labels

17 mm

15 mm

A6 (105 x 148 mm)

20-50 bag tea pack

15 mm

13 mm

A7 (74 x 105 mm)

750 ml bottle labels

13 mm

11 mm

A8 (52 x 74 mm)

Labels and hang tags only

11 mm

7 mm

**CERTIFICATION MARK
SIZE GUIDE**

A4
297 mm x 210 mm

A5
210 mm x 148 mm

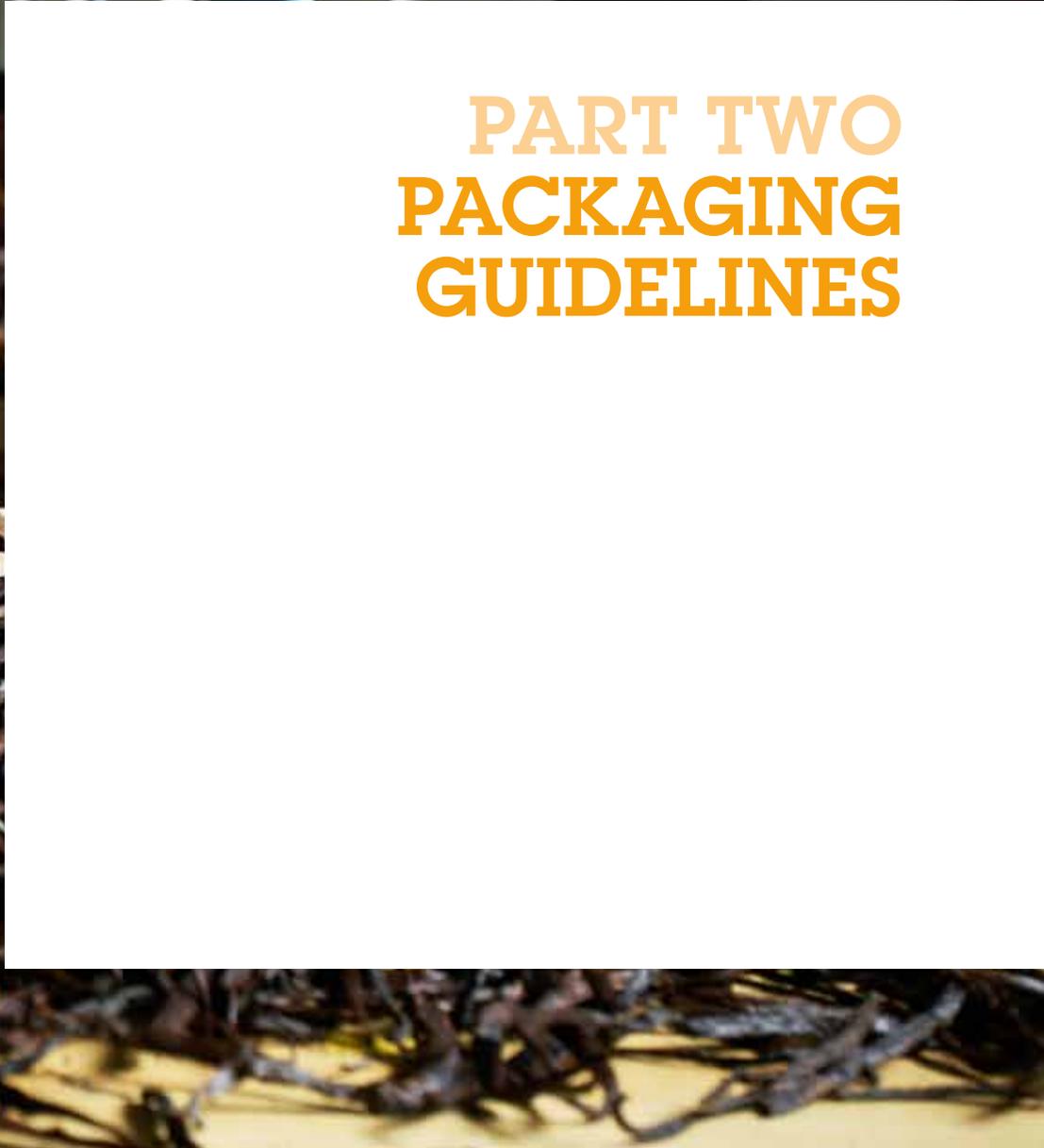
A6
148 mm x 105 mm

A7
105 mm x 74 mm

A8
74 mm x 52 mm



PART TWO PACKAGING GUIDELINES



PART TWO

2.1 KEY PACKAGING ELEMENTS

This section provides an overview of how and where to place the FAIRTRADE Certification Mark on packaging. Individual sections that follow cover specific product type packaging.

PRODUCT PACKAGING KEY ELEMENTS ON PACK

KEY ELEMENTS ON PACK

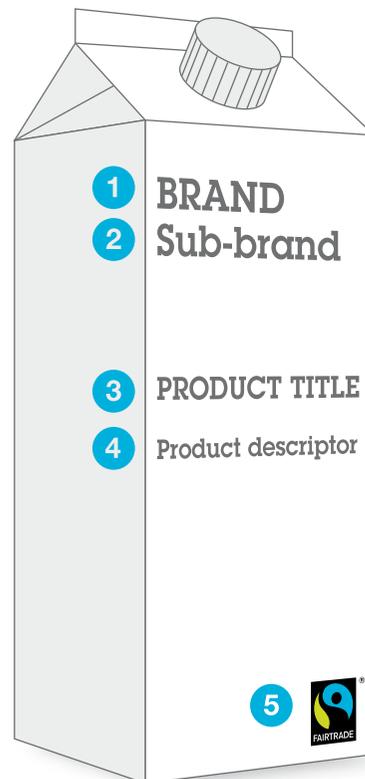
When placing the FAIRTRADE Certification Mark on product packaging, it is important that consumers are clear about the role of the Certification Mark in relation to the branding.

The following pages outline the rules that must be followed when using the Certification Mark and the name Fairtrade on any product packaging.

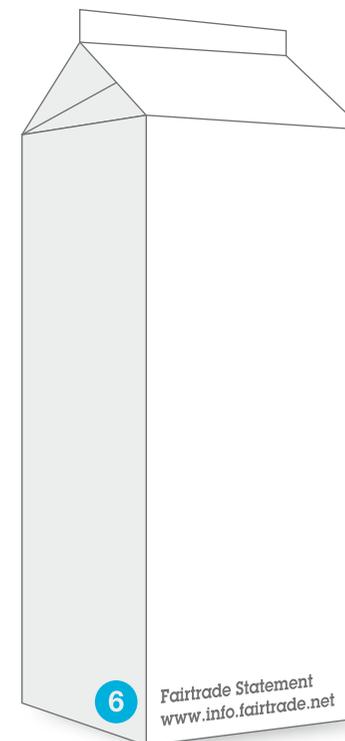
Elements on pack

- 1 Brand
- 2 Sub-brand
- 3 Product title
- 4 Product descriptor
- 5 FAIRTRADE Certification Mark
- 6 Fairtrade Statement and website

Front of pack



Back of pack



PRODUCT PACKAGING OVERVIEW

OVERVIEW OF PACKAGING ELEMENTS

The chart on the right provides a summary of all the elements that must be considered for product packaging.

Compulsory elements

The FAIRTRADE Certification Mark must appear on the front of the pack together with the brand. The Fairtrade ingredients and the Fairtrade Statement must appear on the side of the pack that has the ingredient information. The Fairtrade Statement must be placed on any packaged consumer product that is Fairtrade certified. The use of the Fairtrade website is also compulsory.

The Fairtrade licensee reference code or producer FLO-ID is compulsory for certain products and markets.

Artwork approval

Packaging artwork must be approved by Fairtrade as part of the design and production process. Please see the contact details for artwork approval on the last page of these guidelines.

| ELEMENT | CONSUMER-FACING | | NON-CONSUMER-FACING | |
|---|---------------------------------|------------|---------------------------------|---------|
| | | | | |
| Brand name | Compulsory | Page 28–29 | Compulsory | Page 33 |
| FAIRTRADE Certification Mark | Compulsory | Page 28–30 | Compulsory | Page 33 |
| Fairtrade in product title/ descriptor | Useful advice | Page 31 | Useful advice | Page 31 |
| Licensee company name | Useful advice | Page 32 | Compulsory | Page 33 |
| Producer FLO-ID | Useful advice | Page 32 | Compulsory | Page 33 |
| LI reference code | Compulsory for some products | Page 32 | Compulsory for some products | Page 33 |
| Fairtrade ingredients list | Compulsory | Page 63 | Useful advice | Page 63 |
| Fairtrade Statement | Compulsory | Page 63 | Useful advice | Page 63 |
| Fairtrade website | Compulsory | Page 63 | Useful advice | Page 63 |

PRODUCT PACKAGING POSITIONING OF THE MARK

BRAND HIERARCHY

When placing the FAIRTRADE Certification Mark on product packaging, it is compulsory to also show the brand and product title/descriptor on the front of the pack. A clear hierarchy must always be maintained between the Mark and the brand. The Mark must not be placed in such a way that it could be misinterpreted as belonging to any company or organisation other than Fairtrade International or its members.

The brand should always be larger or at least more prominent than the Certification Mark, which should ideally be positioned near the bottom of the pack, away from the brand. The two must be independent of each other and it is not permitted to use Fairtrade or the name of a Labelling Initiative (LI) as part of the product's brand name. The Certification Mark must never appear on unbranded retail products.

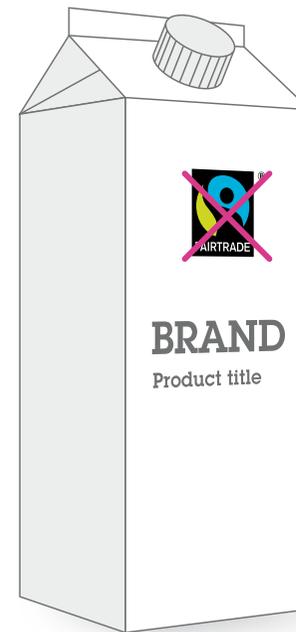
Brand colours

When the full colour Mark is used, Fairtrade Leaf Green and Fairtrade Sky Blue, or colours that are similar to them, must not be included in the brand or sub-brand or used as the defining colour of the packaging.



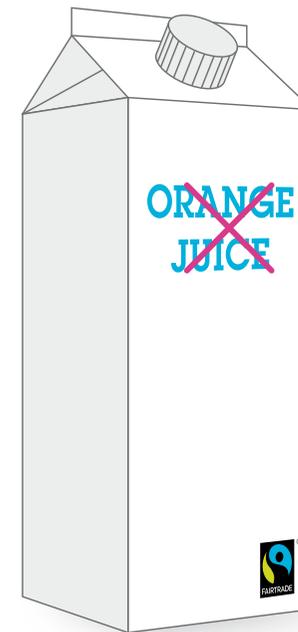
01 Correct use

The Mark must be placed on the front of the pack, away from the brand



02 Hierarchy

The Mark must not be more prominent than the brand or identity



03 Unbranded products

The Mark must not appear on unbranded retail products

PRODUCT PACKAGING POSITIONING OF THE MARK

FRONT OF PACK

The FAIRTRADE Certification Mark must always be placed on the front of the pack and be visible to the consumer when the product is viewed from the front. When positioning the Mark, the brand hierarchy rules must be followed.

The Mark must be less prominent than the brand and positioned away from it. It should be placed in the bottom left or right corner of the pack and may also be centred horizontally.

Please note

If the product is to be merchandised in a shelf tray or counter display unit, this must be taken into account in positioning the Mark. In case the Mark is obscured by the shelf tray or unit, it must be re-positioned or an additional Mark must be placed on the shelf tray or counter display unit. Please see page 32.

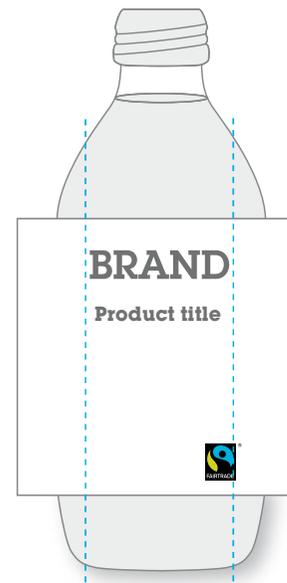
Back of pack

In addition to the front of the pack, the Mark may also be placed on the back of the packaging next to the Fairtrade Statement.



Position of the Mark

The Mark should preferably be positioned in the bottom left or right corner, or centred horizontally



Cylindrical objects

On round or cylindrical objects, it is allowed to move the Mark half out of the line of vision but at least half of the Mark must always be seen when the pack is viewed from the front



Multiple front faces

The Mark must appear on any side of the packaging that can be regarded as the front of the pack

PRODUCT PACKAGING POSITIONING OF THE MARK

EDGE OF PACK

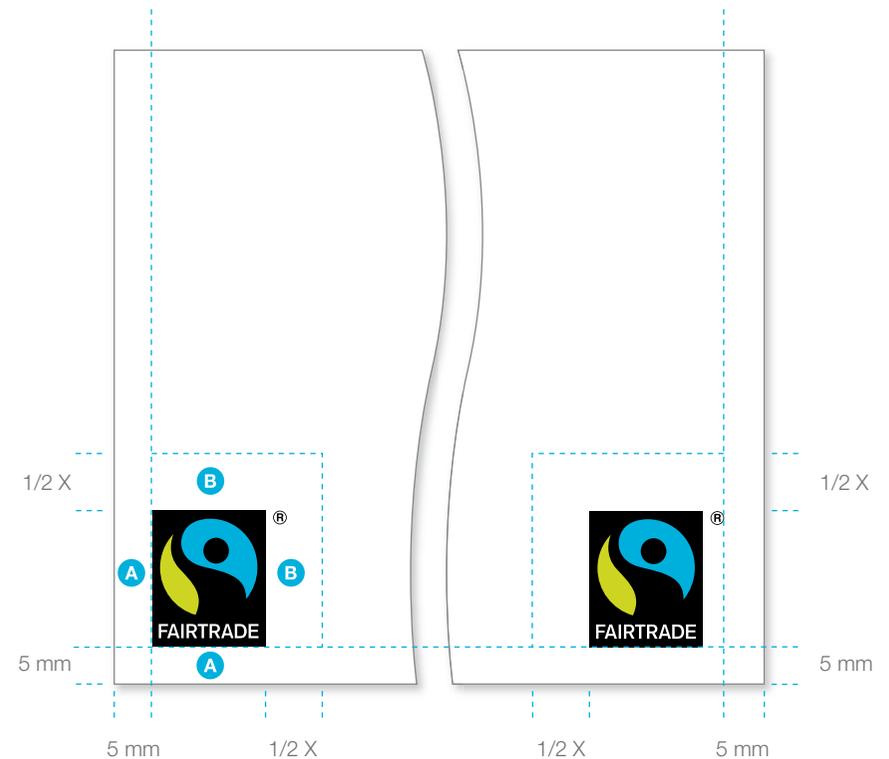
To ensure visual impact and legibility, the positioning of the FAIRTRADE Certification Mark on the pack must be carefully considered. The brand hierarchy must be maintained. The Mark must not be printed too close to any area that will be seamed, sealed or cut.

Distance from edge of pack

When positioning the Certification Mark on the pack, a minimum of 5 mm should always be maintained between the Mark and the edge of the pack (A), or any seals, seams or creasing lines, to allow for production tolerances. The minimum clear space ($1/2 X$) applies to the other sides of the Mark (B), see page 13.

The trademark symbol

All versions of the Mark have the registered trademark symbol ®, which must not be moved or deleted.



PRODUCT PACKAGING PRODUCT TITLE AND DESCRIPTOR

PRODUCT TITLE AND DESCRIPTOR

The term Fairtrade can be used (non-compulsory) in a product title or product descriptor, providing it is not used as a brand or sub-brand. It is not allowed to use the name of an LI, for example 'Max Havelaar', as part of the product title.

Single product

Products made using only one ingredient and that ingredient is Fairtrade, eg coffee.

Name: Fairtrade coffee

Composite product with all Fairtrade ingredients

Composite products being made solely from Fairtrade ingredients, eg chocolate (made with Fairtrade cocoa and Fairtrade sugar).

Name: Fairtrade chocolate

Composite product with some Fairtrade ingredients

Products with Fairtrade ingredients and ingredients that are not Fairtrade, eg chocolate cake. Fairtrade must only be used in the product title/descriptor to identify the significant or characterising Fairtrade ingredients.

**Name: Cake with Fairtrade cocoa
and sugar**

SINGLE FAIRTRADE PRODUCT

Acceptable product title:

Fairtrade bananas

Fairtrade Cabernet Sauvignon

Fairtrade rich roast coffee

Product title not acceptable:

Use of the term Fairtrade is not permitted when it is used as a brand or sub-brand:

- ✗ Fairtrade (Brand Name)
Cabernet Sauvignon
- ✗ Max Havelaar coffee

COMPOSITE FAIRTRADE INGREDIENTS

Acceptable product title:

Fairtrade coffee cappuccino

Rum with Fairtrade sugar

Muffin with Fairtrade cocoa

Product title not acceptable:

Use of the term Fairtrade is not permitted when it is not clear which ingredient is Fairtrade certified:

- ✗ Fairtrade cappuccino
- ✗ Fairtrade rum
- ✗ Fairtrade muffin with chocolate

PRODUCT PACKAGING CONSUMER-FACING PACKAGING

RETAIL PACKAGING

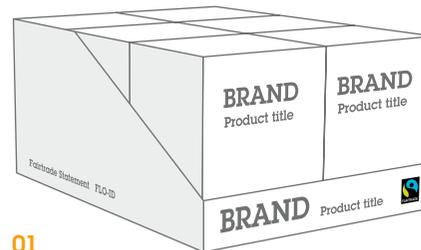
The FAIRTRADE Certification Mark must be applied to any shelf trays, counter display units and boxes that contain loose Fairtrade certified products for sale in a consumer-facing environment. However, it must only be used on units where all items in the container are Fairtrade certified.

Shelf trays and counter display units

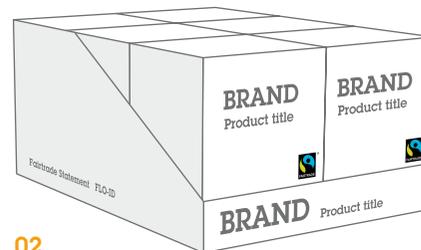
When placing the Mark on a tray or display unit, the same brand and product title/descriptor that is on the product must also be shown on the unit. The Mark does not need to be printed on the unit if at least one Certification Mark on a product within a unit is visible.

Boxes for loose sale

Any boxes or containers that are used for the sale of products in a consumer-facing environment must include the following: the Certification Mark, brand, product title/descriptor, FLO-ID or LI reference code and Licensee name and country of origin. The same requirements apply when the produce itself carries the Mark. This applies for instance to shipping boxes that are also used in a retail environment, eg for bananas. The Mark must not be used if not all of the products are certified.



01



02

01 Display units

If the Mark on the product pack is obscured by the unit, the Mark, brand and product title/descriptor must be printed on the unit

02 Display units

If at least one Mark on a product within the unit is visible the Mark does not need to be printed on the unit



03



04

03 Containers for loose sale

Any boxes or containers used for the loose sale of Fairtrade certified products in a consumer-facing environment must carry the Mark

04 Certified and uncertified products

Use of the FAIRTRADE Certification Mark is not allowed if not all products within one container are Fairtrade certified

PRODUCT PACKAGING TRANSPORTATION

SHIPPING AND BULK PACKAGING

All boxes or containers used for transportation of Fairtrade certified products that will be placed in a consumer-facing environment must include the following: the Certification Mark, brand, product title/descriptor and the Licensee name or LI reference code. Recommended: FLO-ID or LI reference code and Fairtrade Statement. Please make sure that the transport box labels comply with FLO-CERT requirements.

Exceptions

The use of the monochrome Black Mark is only acceptable on non-consumer-facing containers when printed on a neutral background, see pages 16 and 18.

For communicating that transport cartons contain certified products, the Fairtrade Statement, eg 100% Fairtrade coffee, can be used instead of printing the Certification Mark.



01



02

01 Shipping boxes

The use of the Black Mark is only acceptable on non-consumer-facing packaging

02 Bulk packaging

Packaging that might be used for shipping but also in a consumer-facing environment, eg wine boxes, should show the colour Mark

ARTWORK APPROVAL

Written approval must be received from your Labelling Initiative or FLO artwork team prior to printing or public distribution of any packaging that displays the Certification Mark.

Double check artwork before submitting to keep re-submissions to a minimum as errors will delay the approval process. These guidelines can be applied to most types of packaging but they do not cover everything. If clarification is required on any of these points, or for further advice, go to the last page of these guidelines.

PRODUCT PACKAGING – CHECKLIST

- Products displayed or sold as Fairtrade certified must have a FAIRTRADE Certification Mark. The full colour version of the Mark is recommended.
- The Mark must be placed on the front face of the packaging or product and be visible to the consumer. The Mark should preferably be positioned near the left or right bottom edge or corner.
- The Mark must always appear as an independent product certification mark. It is not to be confused with the brand name or identity. It must be less prominent than the brand and positioned away from it.
- The Mark must be used at a size that is in proportion with the size of the packaging and the other elements on the front face.
- In addition to the above, the presence of a product title or descriptor, the product owner (eg Licensee) and the producer FLO-ID or LI reference code on the package is recommended.
- The Fairtrade Statement must be placed on any packaged consumer product that is Fairtrade certified.
- And remember, never alter the FAIRTRADE Certification Mark.
- For artwork approval first contact your local LI (http://www.fairtrade.net/labelling_initiatives1.0.html) or Fairtrade International at artwork@fairtrade.net.

PART TWO

2.2 SPECIFIC REQUIREMENTS

This section covers use of the FAIRTRADE Certification Mark on food and drinks. A separate section covers non-food: flowers and plants, and sports balls.

FOOD AND DRINKS FRUIT AND VEGETABLES

PRE-PACKAGED FRUIT AND VEGETABLES

Packed fruit or vegetables must have the FAIRTRADE Certification Mark on the net, package or box. Each unit must have at least one Mark applied to the front of the pack.

Clear plastic bags

When printing directly onto a transparent substrate, eg plastic bag, the colour white must be printed, see pages 12 and 15.

Compulsory information

Packs, nets and labels: FAIRTRADE Certification Mark, brand, product title/descriptor. The Fairtrade Statement and website are compulsory for pre-packaged fruit and vegetables, see page 63.

Optional information

Producer FLO-ID or LI reference code and product owner (eg Licensee).



01



02



03

01 Giro band

On giro bands wrapped around net bags, the Mark can be repeated for the length of the band

02 Plastic bag

The Mark with the Fairtrade Statement can be printed directly onto the bag or an adhesive label or a combination of the two

03 Package or box

The Mark must be positioned on the front face of any packaging, clearly visible to the consumer

FOOD AND DRINKS
FRUIT AND VEGETABLES

FRUIT AND VEGETABLES
SOLD LOOSE

Fruit or vegetables, sold either loose or in multiples of the same type, must be labelled individually with the FAIRTRADE Certification Mark. Bananas will need to carry at least one Mark on the bunch.

Adhesive labels

The adhesive label can be rectangular, oval or round but the Mark itself must remain unaltered. If multiples of one fruit are sold as a unit, eg a bunch of bananas, each unit must have at least one adhesive label applied. The adhesive labels must not be used for any other purpose.

Compulsory information

On the label: FAIRTRADE Certification Mark.

Optional information

Producer FLO-ID or LI reference code.
A brand or country of origin can be placed on the label provided the minimum clear space of the Mark is applied.

01 Large adhesive label
When placing the Mark on a larger label that includes the brand name, the Mark has to remain independent from the brand and must be no smaller than 7 mm wide

02 Size of the Mark
Depending on the size of the adhesive label required for the fruit or vegetable, the width of the FAIRTRADE Certification Mark must be no smaller than 7 mm and the word 'Fairtrade' must be perfectly legible

03 Exception
Please note the round sticker version of the Mark has been created for use on fresh fruit only and must not be used for any other purpose

FRUIT AND VEGETABLES
EXCEPTIONS

Fairtrade certified fruit and vegetables that are too small to be labelled individually must be displayed in a box.

Fruit and vegetables with a rough surface, eg pineapples, must be labelled with a hang tag or collar tag.

Compulsory information

On the display box: FAIRTRADE Certification Mark, brand, product title/descriptor, Fairtrade Statement and website, see page 63.

On the hang or collar tag:

FAIRTRADE Certification Mark, brand, product title/descriptor.

Optional information

Producer FLO-ID or LI reference code.
Optional information can be added to the hang or collar tag provided the minimum clear space of the Mark is applied.



01



01



02

01 Collar or hang tag

Fruit or vegetables with a rough surface (eg pineapples) should have a hang tag or collar tag

02 Display box

Fruit and vegetables that are too small to be labelled individually must be sold in a display box

FOOD AND DRINKS

DRINKS

DRINKS

The FAIRTRADE Certification Mark must be printed on all types of container that drinks can be sold in, for example bottles, pouches, tetra-pak containers, boxes or cans. The Mark must always be placed on the front of the package. Please make sure it is placed away from the brand and clear of folds, seams, edges or seals.

These guidelines also apply to any other packaging such as gift boxes and bulk packaging that will appear in retail outlets.

Labels with the Certification Mark must be machine-applied (not hand-applied) to bottles or packs.

Compulsory information

Front of pack: FAIRTRADE Certification Mark, brand, product title/descriptor

Back of pack: Fairtrade Statement and website

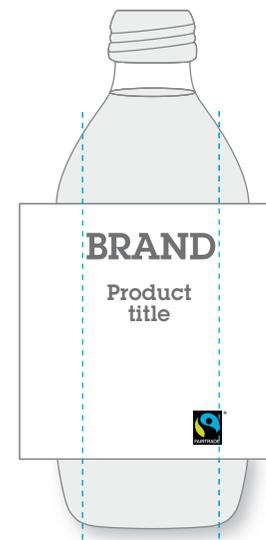
Optional information

Producer FLO-ID or LI reference code



Seamed, sealed or cut edges

On pouches, boxes or tetra-pak containers, the Certification Mark must be on the front and must not be placed on folds, seams, edges or seals



Bottles and cylindrical objects

On bottles, the Mark must be printed on the main adhesive label and be clearly visible when viewed from the front



Multiple front faces

On packs or boxes with multiple faces, the Mark must be placed on each side that can be regarded as front facing

BOTTLE LABELS

On bottles, the FAIRTRADE Certification Mark can be printed directly onto the front and back labels. Alternatively it can be placed on a separate band label, as shown on the next page.

Front label

On the front of the bottle, the Certification Mark should be positioned on the main product label, away from the brand. The Mark must be clearly visible when looking at the front of the bottle. The Mark may be placed in a separate band that sits directly below the main label.

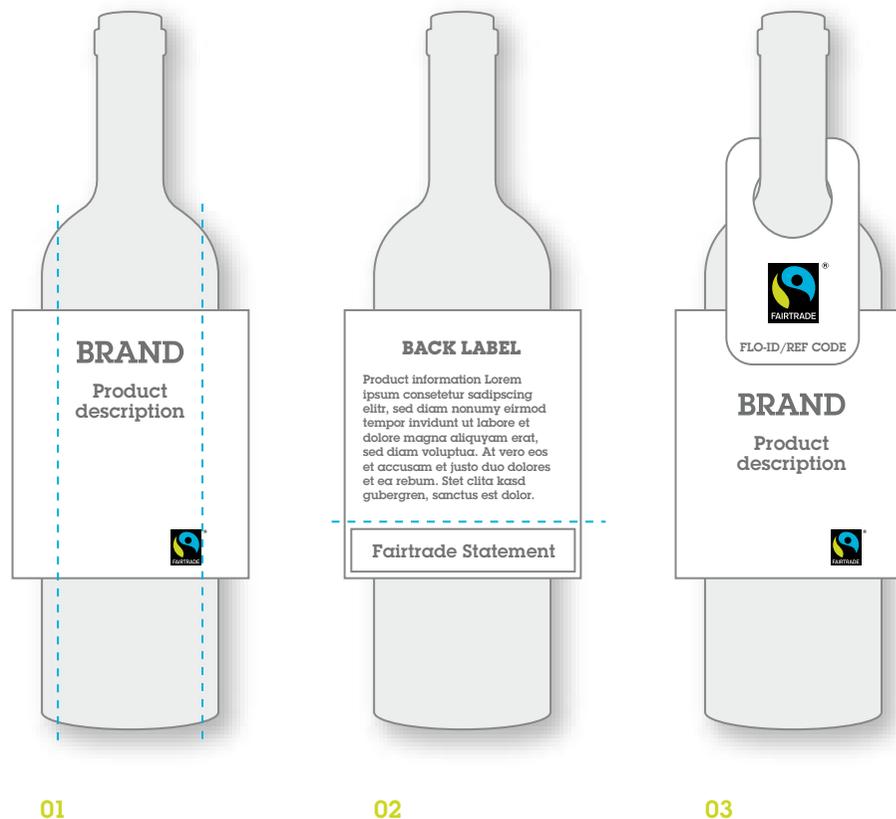
Back label

The Fairtrade Statement and website must be printed on the back label, clearly separated from the product description. The Certification Mark may be repeated on the back label. However, this is not compulsory.

Compulsory information

Front of pack: FAIRTRADE Certification Mark, brand, product title/descriptor

Back of pack: Fairtrade Statement and website



01 Front of bottle

The Mark must be clearly visible when viewed from the front

02 Fairtrade Statement

The Fairtrade Statement must be placed on the back label

03 Collar tag

The Mark may only be used on a collar tag when the Mark is also printed on the bottle label. The producer FLO-ID or LI reference code must also be on the bottle label

BAND LABELS

When the FAIRTRADE Certification Mark cannot be printed directly onto the product label, it may be placed on a separate band label underneath the product label.

The height of the band label will be determined by the Mark's clear space, while the width of the band label must follow the size of the product label.

Sizes

When placed on the band label of a 750 ml bottle, the size of the Certification Mark should be no larger than 13 mm wide.

Compulsory information

Front label: FAIRTRADE Certification Mark, brand, product title/descriptor

Back label: The Fairtrade Statement and website must be on the back label which can be a separate band.



01 Front label

When printing the Certification Mark on a separate band label, it must be placed underneath the main label

02 Back label

The Fairtrade Statement should be placed on a band label at the back of the bottle

03 Positioning of the Mark

The Certification Mark must not be placed around the bottle neck. A rectangular or square sticker with just the Certification Mark is not allowed

NON-FOOD FLOWERS

SINGLE STEM FLOWERS

Single stem flowers or other single stem elements, like foliage, which are displayed and sold as Fairtrade certified, must have a single stem adhesive label carrying the FAIRTRADE Certification Mark. This applies to single stems that are either sold individually or included in a bouquet.

It is compulsory to show the producer FLO-ID or LI reference code on the single stem label. The presence of a brand or product title/descriptor is recommended.

Fairtrade Statement

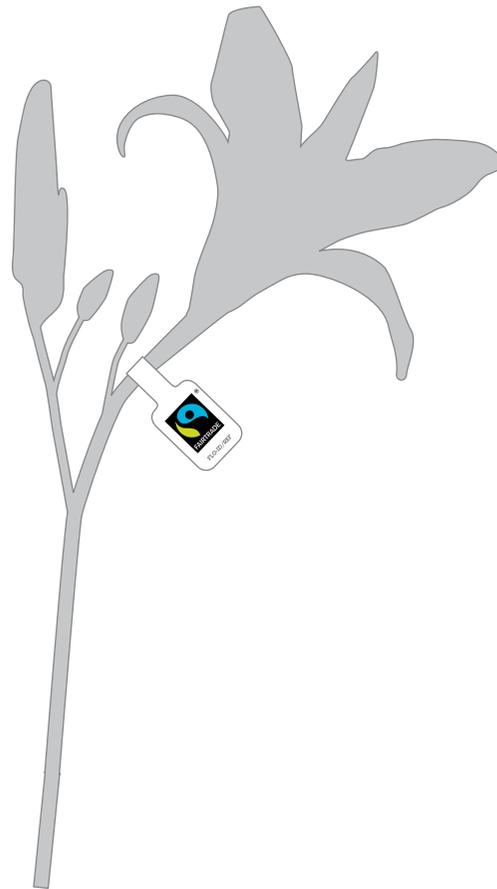
Where space is available, the Fairtrade Statement and the website should be placed on the single stem label, see page 63. Because of limited space, it is not compulsory to put the Fairtrade Statement and website on small labels.

Compulsory information

On the single stem label: Producer FLO-ID or LI reference code

Optional information

Fairtrade Statement and website



Adhesive label

The single stem adhesive label must be applied by the Licensee or by the producer organisation on behalf of the Licensee.

NON-FOOD PRE-PACKAGED FLOWERS

CERTIFIED FLOWERS

All pre-packaged Fairtrade certified flowers or foliage, single stem or bunches, displayed and sold as Fairtrade must have a FAIRTRADE Certification Mark on the product packaging.

The compulsory information can be printed onto a sleeve wrap, an adhesive label attached to the sleeve wrap or a combination of label and sleeve wrap. The Mark, Fairtrade Statement and website must be together.

Bouquets

The Mark must not be used on bouquets or bunches which are reformulated to include uncertified flowers or foliage, eg at a retailer or florist, and they cannot be referenced as Fairtrade.

Compulsory information

On the packaging: FAIRTRADE Certification Mark, brand, product title/descriptor, producer FLO-ID or LI reference code, Fairtrade Statement and website, see page 63.

Optional information

Product owner (eg Licensee)



Placement of the Mark

To ensure the Mark is visible when the flowers are displayed in a bucket, it must be placed in the top third of the packaging



Adhesive label

All compulsory information must be printed onto a sleeve wrap or on an adhesive label attached to the sleeve

NON-FOOD PRE-PACKAGED FLOWERS

CERTIFIED FLOWERS SOLD WITH UNCERTIFIED FOLIAGE

When all of the pre-packaged flowers are Fairtrade certified but the foliage is not, the bouquets or bunches must have the FAIRTRADE Certification Mark. In addition, a disclaimer statement to make it clear that only the flowers are Fairtrade certified is compulsory.

Uncertified flowers

If not all flowers in the bouquet or bunch are certified, no Mark is allowed on the packaging.

Compulsory information

On the packaging: FAIRTRADE Certification Mark, brand, product title/descriptor, producer FLO-ID or LI reference code, Fairtrade Statement and website, see page 63.

Disclaimer statement:

Foliage from conventional farms to be placed under the product title/descriptor.



Placement of the Mark

To ensure the Mark is visible when the flowers are displayed in a bucket, it must be placed in the top third of the packaging



Disclaimer

If the flowers are certified but foliage isn't, a disclaimer statement must be added

NON-FOOD PLANTS AND TREES

PLANTS AND TREES

Fairtrade certified plants and trees, potted or un-potted, must have the FAIRTRADE Certification Mark on the container, packaging or plant label.

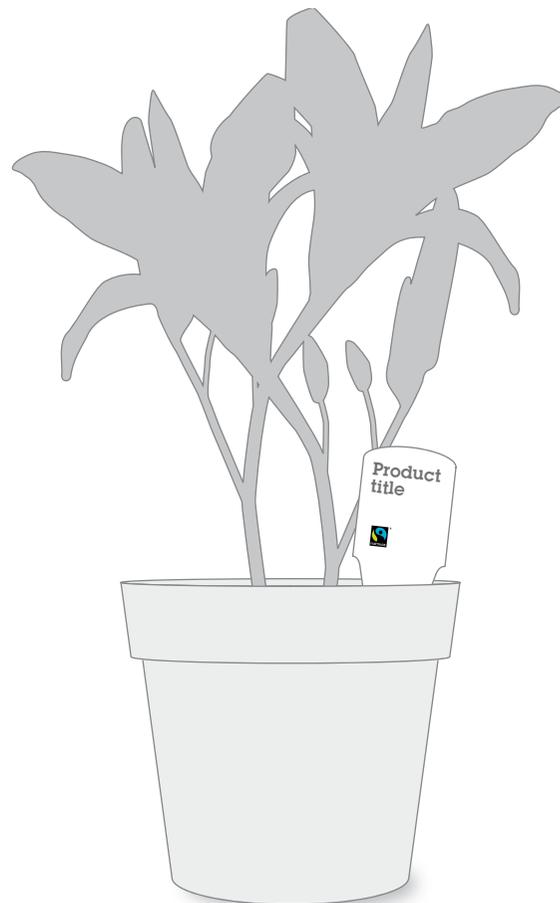
Compulsory information

On the packaging or plant label:

FAIRTRADE Certification Mark, product title/descriptor, producer FLO-ID or LI reference code, Fairtrade Statement and website, see page 63.

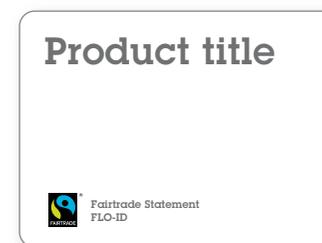
Optional information

Please note that the brand is not compulsory on the packaging.



01 Plant labels

If space is limited, the Fairtrade Statement can be printed on the back of the plant label



02 Adhesive labels

The FAIRTRADE Certification Mark and Fairtrade Statement can be placed on a label or directly on the container

NON-FOOD BULBS

FLOWER BULBS

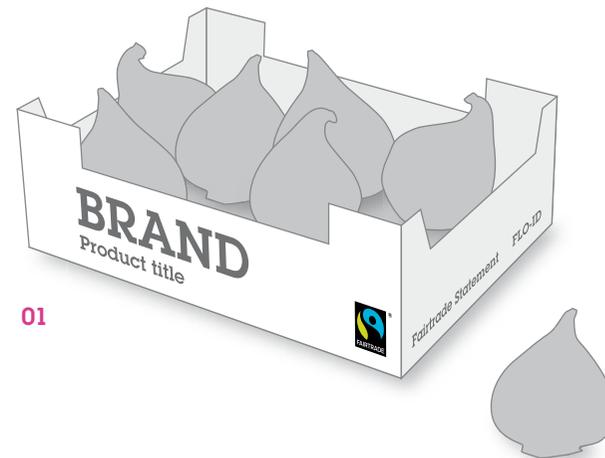
Fairtrade certified bulbs, sold either loose or pre-packaged, must have the FAIRTRADE Certification Mark, Fairtrade Statement and website on the box. The individual bulbs are not labelled.

Packaged bulbs

Flower bulbs sold in a net or bag must have an adhesive label or giro band with the compulsory and optional information.

Compulsory information

On the box or label: FAIRTRADE Certification Mark, brand, product title/descriptor, producer FLO-ID or LI reference code, Fairtrade Statement and website, see page 63.



01 Loose bulbs

Loose bulbs must be in a display box. The individual bulbs are not labelled



02 Packaged bulbs

Flower bulbs sold in a bag or net must have a label showing the FAIRTRADE Certification Mark and Fairtrade Statement

NON-FOOD SPORTS BALLS

SPORTS BALLS

Sports balls that are Fairtrade stitched or assembled must have a brand or club name, the FAIRTRADE Certification Mark, an accompanying statement and LI reference code printed directly onto the panels of the ball. The Mark should be visible from any angle and must be printed at least twice (maximum three times) on the ball.

Compulsory information

A brand or club name is compulsory on the surface of the ball and must be more prominent than the Certification Mark. The Mark must have an accompanying statement specifying the type of sports ball, eg Fairtrade assembled football.

**Fairtrade (assembled/stitched)
(type of ball)**

Optional information

The Fairtrade Statement and website are optional.

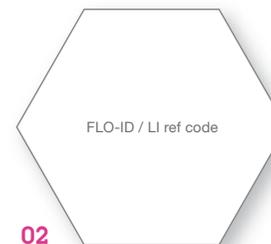
**Fairtrade certification enables improved living and working conditions for the workers assembling this sports ball.
www.info.fairtrade.net**

The producer FLO-ID or LI reference code can be placed underneath the sports ball accompanying statement.



01 Fairtrade Statement

The accompanying statement must be printed directly below each Mark



02 Reference code

The FLO-ID or LI reference code may be printed on the sports ball. It can appear below the statement or on a separate panel. A FLO-ID or LI reference code may be compulsory in some LIs

NON-FOOD SPORTS BALLS

PACKAGED SPORTS BALLS

Packaged sports balls that are Fairtrade certified must have a brand or club name, the Certification Mark, the Fairtrade Statement and/or a reference to the website on the outer package. As an option the FLO-ID or LI reference code can also be placed on the package.

If the brand name and Certification Mark printed on the sports ball are clearly visible, they do not need to be repeated on the outer packaging.

Compulsory information

Brand or club name, FAIRTRADE Certification Mark, Fairtrade Statement and website.

Fairtrade certification enables improved living and working conditions for the workers assembling this sports ball.
www.info.fairtrade.net

Optional information

The producer FLO-ID or LI reference code



Outer packaging

If the brand name and Certification Mark printed on the sports ball are clearly visible, they do not need to be repeated on the outer packaging



PART THREE PROMOTIONAL MATERIALS

PART THREE

3.1 PROMOTING FAIRTRADE PRODUCTS

This section covers use of the FAIRTRADE Certification Mark when promoting it in specific 'out-of-home' retail environments and in printed and online advertising and promotion.

PROMOTIONAL MATERIALS OUT-OF-HOME

OVERVIEW

Please remember that all products that are identified and promoted as Fairtrade must be Fairtrade certified and carry the FAIRTRADE Mark. Application of the Mark on promotional items used in hotels, restaurants, cafés, independent confectionery shops and on vending machines is covered here.

Positioning

The Fairtrade elements, see page 26, on a promotional item must be positioned or grouped together. They must always be less prominent than the brand and must never be used to imply endorsement or sponsorship of an event or brand by Fairtrade International or the Labelling Initiative unless permission is given. The promotional items should be positioned in close proximity to the relevant information on Fairtrade products.

Co-labelling with other ethical labels

Make sure the compulsory Fairtrade elements retain their independence from other ethical labels, see page 21. Be clear that the Certification Mark does not appear to be the 'owner' of the materials by being dominant.



02



01



03

01 Brand name

On promotional materials a brand name or logo must always be clearly displayed

02 Fairtrade elements

The Fairtrade elements must be grouped together and be less prominent than the brand

03 Messaging

Make sure the messaging about the Fairtrade product is clear

PROMOTIONAL MATERIALS OUT-OF-HOME

PROMOTING FAIRTRADE PRODUCTS

Cafés and restaurants

These guidelines are to enable Fairtrade products in out-of-home locations to be promoted correctly. The Fairtrade products featured must be clearly linked to the Certification Mark, and accompanied by a descriptive strapline identifying the products available.

The FAIRTRADE Certification Mark must only be used once on promotional items such as menu boards, cups or loyalty cards.

Cups or collars

Disposable cups or collars must only carry the Certification Mark if the business or brand offers only Fairtrade certified products in a complete category and the brand name features.



01



02



03

01 Menus

On menus the Fairtrade certified products must be clearly linked to the FAIRTRADE Certification Mark

02 Loyalty cards

The Mark must only be placed on a loyalty card if all of the products advertised are Fairtrade certified

03 Disposable cups

The Certification Mark must only be used on a cup or collar if all products sold in that category, eg coffee, are Fairtrade certified

PROMOTIONAL MATERIALS OUT-OF-HOME

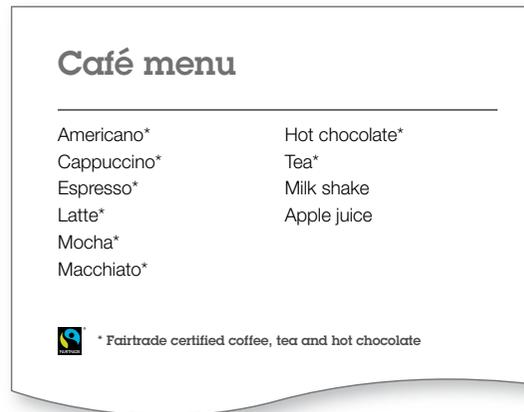
USING THE WORD FAIRTRADE

The word 'Fairtrade' must only relate to the Fairtrade certified product – 'Fairtrade certified coffee'. Please do not use generic reference to Fairtrade where the Fairtrade specific ingredient is not specified.

For example, do not say 'Fairtrade cappuccino' or 'Fairtrade latte' as it is the coffee content which is Fairtrade and not the cappuccino itself. Similarly, terms such as 'Fairtrade menu' or 'We are a Fairtrade café' must not be used.

To use the statement **All our coffee is Fairtrade certified**, all coffee provided, including filter and decaffeinated coffee, must be Fairtrade certified and identified with the FAIRTRADE Mark.

The Mark must not refer to products that are not Fairtrade certified.



Correct use

Fairtrade products must be identified through use of an asterisk and a descriptive strapline specifying the products available

The Fairtrade products featured must always be clearly linked to the Certification Mark



Things to avoid

1 Do not use terms like 'Fairtrade menu' or 'Fairtrade café'

2 Do not use Fairtrade for products that are not 100% Fairtrade

3 Fairtrade and non-Fairtrade products must be clearly separated

4 Do not use generic reference to Fairtrade where the products are not specified

PROMOTIONAL MATERIALS OUT-OF-HOME

RETAILERS' POINT OF SALE

Shops and other retailers are encouraged to promote Fairtrade products by using posters, signs, stickers and other types of promotional material.

Where these feature the FAIRTRADE Certification Mark, they must also have an accompanying call to action, such as:
Ask about Fairtrade products
or **Buy products with the FAIRTRADE Certification Mark here.**

Hotels and self service restaurants

Hotels or restaurants may wish to identify 100% Fairtrade certified honey, for example, when the honey is served unpackaged at breakfast, to signal the hotel's commitment to Fairtrade. It can be marked with a tent card, or similar, making the claim.

Specialist chocolate shops and chocolatiers

Please ask the relevant artwork team for guidance.



01

01 Posters

Posters using the FAIRTRADE Certification Mark must use a call to action



02

02 Tent cards

Hotels and restaurants can promote their Fairtrade products with a leaflet, poster or tent card

PROMOTIONAL MATERIALS VENDING MACHINES

BRANDED VENDING MACHINES – GLASS FRONTED

Mixed Fairtrade and non-Fairtrade

For the Mark to feature on the machine, it is compulsory that at least 50% of the space be filled with Fairtrade certified products.

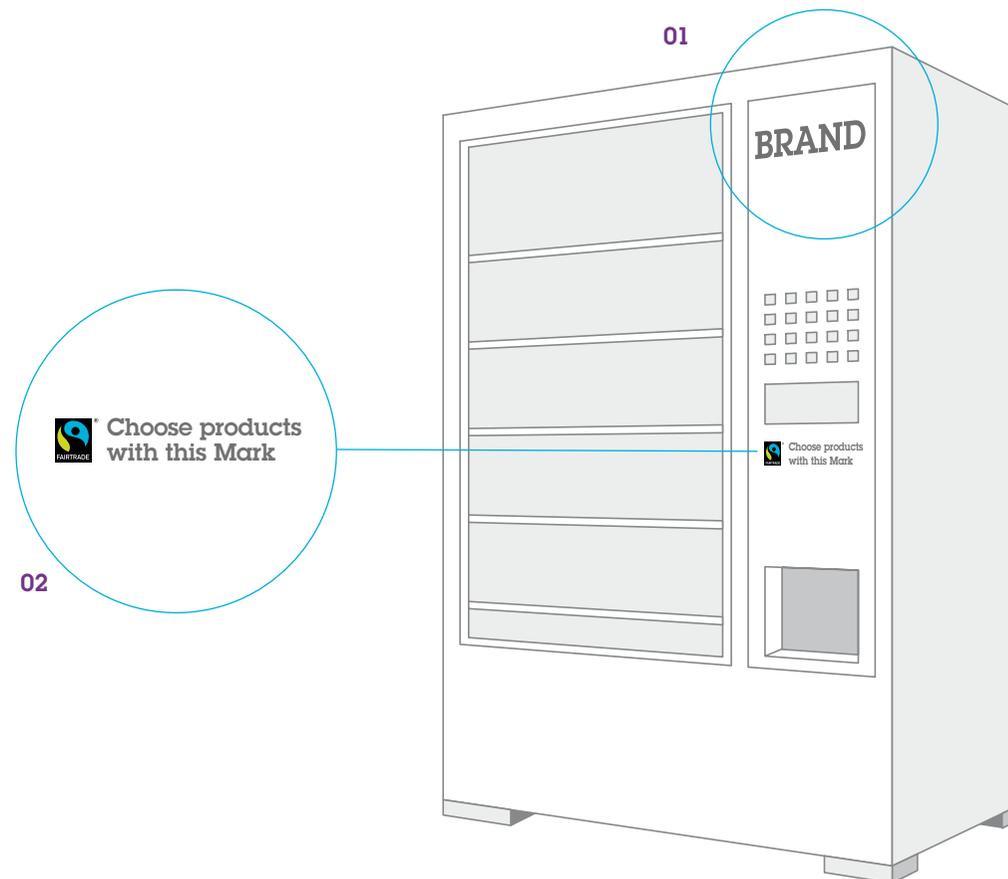
Action statement

A statement must be added next to the Certification Mark, for instance:

- **Choose products with this Mark**
- **Learn more about Fairtrade**
(Website depends on country of operation, see page 63.)
- **Look for the FAIRTRADE Mark on products**
(Website depends on country of operation, see page 63.)

Fairtrade Statement – optional

Please refer to the Fairtrade Statement, page 63.



01 Brand name

The vending machine must have a separate brand name or logo clearly displayed

02 Mark and statement

The FAIRTRADE Certification Mark must be independent from the machine's brand. A statement must be added next to the Mark

PROMOTIONAL MATERIALS VENDING MACHINES

FAIRTRADE CERTIFIED BRANDED MACHINES

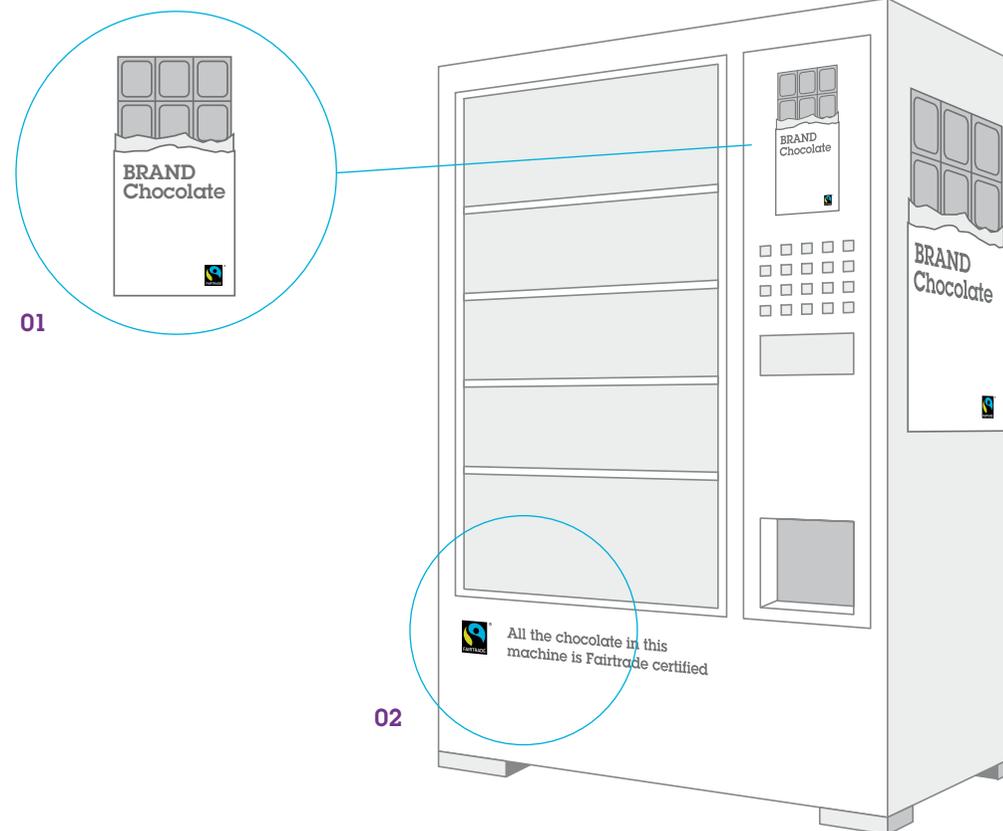
When the vending machine dispenses a single product which is Fairtrade certified or everything inside is Fairtrade certified, the following must be complied with:

- The pack image or images must be a true representation of approved retail packaging
- The machine must contain the relevant Fairtrade certified product as implied by the pack image or images

When the Mark is also displayed separately from the pack image, an accompanying statement must be placed next to the Mark eg: **All the chocolate in this machine is Fairtrade certified**

Action statement

An action statement or a Fairtrade Statement, see page 63, may also be added.



01 Product image

The pack image must be a true representation of approved retail packaging

02 Statement

When the Mark is also displayed separately from the pack image, an accompanying statement must be placed next to the Mark

PROMOTIONAL MATERIALS VENDING MACHINES

DRINKS VENDING AND TABLE TOP MACHINES

The Mark may be used on a hot drinks machine that mainly dispenses Fairtrade products, with some non-Fairtrade secondary ingredients (eg a Fairtrade hot chocolate dispenser which also adds milk, which is not certified).

A vending machine may be:

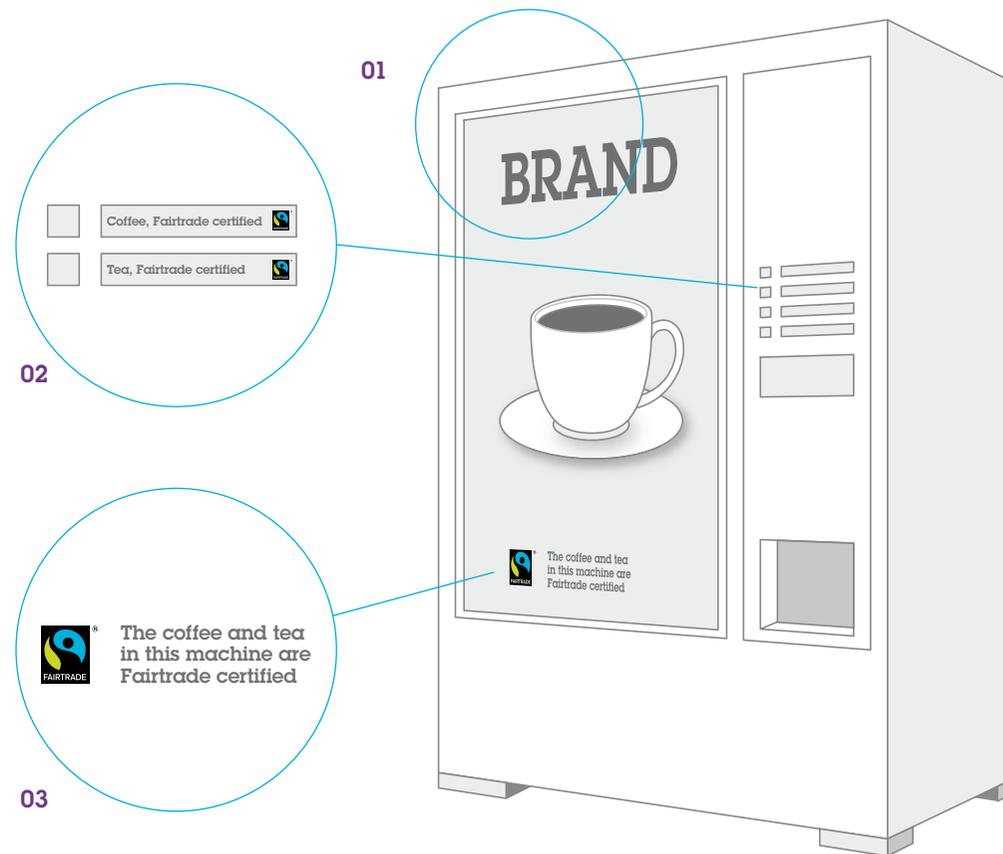
- Fairtrade retail product branded
- Third party branded and must identify products that are Fairtrade on the fascia
- Unbranded (except for the owner or operator of the machine) and must identify Fairtrade products on the fascia

A vending machine must feature:

- A brand or image of a Fairtrade retail product that is in the machine
- A product statement next to the Mark confirming the Fairtrade products that are being dispensed, eg: **All the coffee in this machine is Fairtrade certified**

Action statement

An action statement or a Fairtrade Statement, see page 63, may also be added.



01 Brand name

The vending machine must have a separate brand name or logo clearly displayed

02 Fairtrade products

Fairtrade products must be clearly marked, eg next to the push button

03 Statement

A statement must be added next to the Mark confirming the Fairtrade products that are being dispensed

PROMOTIONAL MATERIALS ADVERTISING

PRINT AND ONLINE ADVERTISING

The FAIRTRADE Certification Mark can be used on printed and moving image advertisements or advertorials providing the guidelines below are followed.

The company or brand being advertised must be clear. The Mark must be clearly identifiable as an independent product certification label. It must not be used in any way that implies endorsement of the company brand, or in place of the company brand.

Companies should avoid placing the Mark in the bottom right hand corner of a page or screen which could suggest the advertiser is Fairtrade.

Claims and statements about Fairtrade

All claims made about any part of the Fairtrade system must be accurate and statements made about Fairtrade must be agreed. These can either be drawn from a list of agreed statements or submitted to Fairtrade for approval.



01

01 Print advertising

The Certification Mark can be used for print advertising and advertorials



02

02 Moving image

On moving image advertisements (eg TV, film, screen) a strapline is not required providing the Fairtrade content is clear

PRESS ARTICLES

In order for the FAIRTRADE Certification Mark to be used in a press article, it must be appropriately positioned adjacent to the relevant part of the article that talks about Fairtrade.

Fairtrade events or promotions

When holding a special promotional event, commitment to Fairtrade may be signalled in displays and stands showing Fairtrade products projected onto screens, or on tablecloths or backdrops for an event that is specifically promoting Fairtrade products.

The Certification Mark must not be used to signify endorsement or sponsorship of an event by Fairtrade International or a Labelling Initiative, unless there is written approval, provided in advance.



Press articles

In press articles the Mark must be positioned adjacent to the relevant part of the article that talks about Fairtrade



Events and promotions

At events or promotions the Certification Mark can be used on banners or display stands as long as it is clearly identifiable as an independent product certification mark

THIRD PARTY WEBSITES

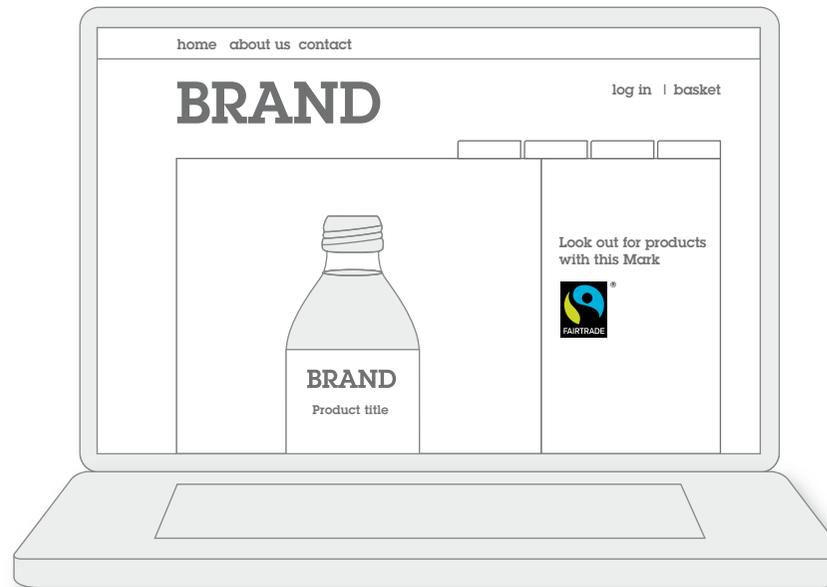
The FAIRTRADE Certification Mark will be allowed to be added to a Licensee website providing the Mark is not positioned within the top header or permanent header bar of the homepage. The website owner or brand must be obvious. It must be clear that the Mark does not endorse or accredit the company. If using the Mark or web badge, see below, on the homepage, the appropriate Fairtrade products must be clearly denoted throughout the site.

Web badges

Web badges are allowed in lateral and footer permanent bars, but again there must not be any misinterpretation to suggest that more items are Fairtrade than is the reality or that the Mark endorses or accredits the company.

Approvals

Before going live with your website, submit a mock up of your artwork or a link to your non-live website page to your LI or FMO, or artwork@fairtrade.net, for written approval.



Strapline

When applying the Mark, you must also apply one of the accompanying straplines. Ensure the strapline and call to action are positioned next to or near the Mark

Exception

As an exception, the Certification Mark may be placed in the header bar if other certification marks or logos are also featured on the site and that is where they are located. If less than 100% of the offer is Fairtrade certified, a statement is needed, eg 'Look for our Fairtrade certified products' or 'See our range of Fairtrade coffees'



**PART FOUR
ESSENTIAL
INFORMATION**

PART FOUR

4.1 FAIRTRADE STATEMENT

The Fairtrade Statement specifies the Fairtrade contents in the pack. This short text explains the meaning of the FAIRTRADE Certification Mark to consumers. The Fairtrade Statement and website are compulsory on every pack.

FAIRTRADE STATEMENT – OVERVIEW

Fairtrade Statement

For physically traceable and mass balance ingredients in composite or single ingredient products.

Fairtrade ingredients and/or percentages of Fairtrade ingredients must be identified in a list that is separate from the product ingredient listing. Written or pictorial identifying elements, for example bold font type or symbols, must not be used within the main product ingredient listing to denote Fairtrade ingredients and/or percentages of ingredients.

As stated in 2.2 of the Generic Fairtrade Trade Standard, the Fairtrade content of the food composite product must be identified on pack as a percentage. Fairtrade ingredients that are granted an exception may be required to be identified separately on the packaging.

It is recommended that information about the Fairtrade ingredients and/or percentages of the ingredients in a product should be provided in a Licensee and/or brand hosted web page. Contents of this page must be submitted to the licensing body for approval.

The Fairtrade Statements follow for products with ingredients that have physical traceability and for those that have mass balance. The Fairtrade Statement must appear in at least one language.

Compulsory information

The Fairtrade Statement required to specify Fairtrade certified ingredients including the relevant Fairtrade website is compulsory on pack. It is compulsory to print the Fairtrade Statement in at least one language, preferably English, plus the Fairtrade website www.info.fairtrade.net on the pack. The first sentence is compulsory (short version) the second sentence is optional (preferred version).

Fairtrade website

The Fairtrade website is part of the Fairtrade Statement to allow consumers to find out more about Fairtrade. For international sales the international website, www.info.fairtrade.net, must be used.

When a product is sold exclusively in a country where a Labelling Initiative (LI) or Fairtrade Marketing Organisation (FMO) is present, the use of the national website is allowed.

Optional information

The FAIRTRADE Certification Mark may be used on the back of pack if space allows but it is not compulsory.

Translations of the Fairtrade Statement

Translations for the Fairtrade Statement for Physical Traceability or Mass Balance, see pages 64 and 65 for the English versions, are contained in a separate section of these guidelines.

PHYSICAL TRACEABILITY

Applicable for:

Composite or single-ingredient product.

Fairtrade ingredients and/or percentages of Fairtrade ingredients must be identified in a list that is separate from the product ingredient listing.

Written or pictorial identifying elements, for example bold font type or symbols, must not be used within the main product ingredient listing to denote Fairtrade ingredients and/or percentages of ingredients.

As stated in 2.2 of the Generic Fairtrade Trade Standard (GFTS), the Fairtrade content of the food composite product must be identified on pack as a percentage. Fairtrade ingredients that are granted an exception (section 2.2.4 of the GFTS) may be required to be identified separately on the packaging.

It is recommended that information about the Fairtrade ingredients and/or percentages of the ingredients within a product should be provided in a Licensee and/or brand hosted web page. Contents of this page must be submitted to the licensing body for approval.

FAIRTRADE STATEMENT

1. Short version – when space is limited

[Name(s) of ingredient(s)]: Fairtrade certified and sourced from Fairtrade producers. Total xx%. Visit www.info.fairtrade.net

Example:

Cashew nuts, raisins, almonds: Fairtrade certified and sourced from Fairtrade producers. Total 65%. Visit www.info.fairtrade.net

2. Preferred version

[Name(s) of ingredient(s)]: Fairtrade certified and sourced from Fairtrade producers. Total xx%. Fairtrade means fairer trading conditions and opportunities for producers in developing countries to invest in their businesses and communities for a sustainable future. Visit www.info.fairtrade.net

An LI/FLO approved Licensee-drafted text may be included to indicate the source of the ingredient(s).

3. Optional statement

An optional additional sentence may be added to the Fairtrade Statement, if space allows. This sentence can reinforce the purchaser's assurance of supporting Fairtrade producers.

Examples:

Purchasing

Buying Fairtrade certified products enables producers to have fair prices and decent working conditions.

Support to community

A proportion of the purchasing price of Fairtrade certified products is invested by farmers and workers in social, environmental and economic development projects.

Sustainability

There are strict Fairtrade certification standards designed to improve local sustainability and protect the environment where Fairtrade products are grown.

MASS BALANCE

Applicable for:

1. Composite or single-ingredient products.
2. Composite products with a mixture of traceable and non-traceable ingredients.

The word 'certified', when used in relation to an ingredient, implies physical traceability so it must not be used.

Fairtrade ingredients and/or percentages of Fairtrade ingredients must be identified in a list that is separate from the product ingredient listing.

Written or pictorial identifying elements, for example bold font type or symbols, must not be used within the main product ingredient listing to denote Fairtrade ingredients and/or percentages of ingredients.

As stated in 2.2 of the Generic Fairtrade Trade Standard (GFTS), the Fairtrade content of the food composite product must be identified on pack as a percentage, Fairtrade ingredients that are granted an exception (section 2.2.4 of the GFTS) may be required to be identified separately on the packaging.

It is recommended that information about the Fairtrade ingredients and/or percentages of the ingredients within a product should be provided in a Licensee and/or brand hosted web page. Contents of this page must be submitted to the licensing body for approval.

FAIRTRADE STATEMENT

1. Short version – when space is limited

[Name(s) of ingredient(s)]: traded in compliance with Fairtrade Standards, total xx%.
Visit www.info.fairtrade.net

Example:

Cocoa, sugar, almonds: traded in compliance with Fairtrade Standards, total 65%. Visit www.info.fairtrade.net

2. Preferred version

[Name(s) of ingredient(s)]: traded in compliance with Fairtrade Standards, total xx%. Fairtrade means fairer trading conditions and opportunities for producers in developing countries to invest in their businesses and communities for a sustainable future.
Visit www.info.fairtrade.net

If a Licensee is able to declare traceability on one or more ingredients, an LI/FLO approved Licensee-drafted text to indicate the source of the physically traceable ingredient(s) may be included.

3. Optional statement

An optional additional sentence may be added to the Fairtrade Statement, if space allows.

Examples:

Purchasing

Buying Fairtrade certified products enables producers to have fair prices and decent working conditions.

Support to community

A proportion of the purchasing price of Fairtrade certified products is invested by farmers and workers in social, environmental and economic development projects.

Sustainability

There are strict Fairtrade certification standards designed to improve local sustainability and protect the environment where Fairtrade products are grown.

PHYSICALLY TRACEABLE AND MASS BALANCE INGREDIENTS

It is allowed to communicate benefits for Fairtrade producers in a country on packaging providing that no reference to the ingredient is made.

Allowed, for example:

Fairtrade producers in Ghana may decide to use the Fairtrade Premium to build a school.

Please note:

- The Licensee and/or brand owner (if different) is responsible for any claim made on pack about benefits to specific Fairtrade producer organisations and these must be substantiated.
- Information about the claim has to be made readily available to the consumer in a Licensee and/or brand hosted web page.
- The Licensee and/or brand hosted website has to be on the package.
- No claims are to be made on pack without a web page with the relevant information.
- Contents of this page must be submitted to the licensing body for approval.

PRODUCTS CONTAINING MORE THAN 50% LIQUIDS

'Excluding water', 'Excluding dairy', 'Excluding milk', 'Excluding yoghurt', 'Excluding (name liquid ingredient being excluded)' must be added next to Fairtrade ingredient percentage if this is calculated excluding the added water or dairy.

Example:

If the percentage of sugar in a soda drink has been calculated to be 85% without including the water content, it must be indicated on pack that this calculation has been made excluding water.

APPLICABILITY

Section '2.1 Traceability' of the Generic Fairtrade Trade Standard applies to all Fairtrade operators.

Section '2.2 Product Composition' (the new food composite product rules) applies to all Food Composite Products certified from the 1st July 2011 onwards. Products certified before the 1st July have a two year transition period.

The transition period to apply labelling that complies with the current GFTS is governed by your licence contract. Please contact your licensing body for more information.

PART FOUR

4.2 APPENDICES

This section includes advice on:

Artwork approval

Licensee responsibilities

Protecting the Mark

Use of Fairtrade terms and glossary

Contact points

APPENDICES

ARTWORK APPROVAL AND LICENSEE RESPONSIBILITIES

ARTWORK APPROVAL

Fairtrade International has licensed the Certification Mark to national LIs so that they are able to issue it to Licensees in their country for use on Fairtrade certified products. If packaging is created in line with these guidelines, it will be acceptable in all destination markets for cross-border sales. All artwork must be approved in writing by the LI or FLO artwork teams prior to printing or publication.

All packaging artwork applications should be sent to the relevant LI or FMO or to artwork@fairtrade.net.

Please check that artwork complies with these guidelines and the artwork submission checklist on page 34.

Please note: incomplete information on artwork applications will result in a delay.

PROCESS AND TIMINGS

The artwork team at Fairtrade International or the national LI will make every effort to approve artwork submissions that meet the instructions outlined in these guidelines. Care given to accuracy of artwork production means that the approval process is more straightforward.

The team will endeavour to respond quickly; aiming to respond in one week from receipt of initial artwork, and then to complete the approval process within three weeks of the artwork's first submission. This response rate depends on the artwork fully complying with these guidelines and the product being certified. It is good practice to allow sufficient time for the artwork approval process.

LICENSEE RESPONSIBILITIES

It is the Licensee's responsibility to ensure that artwork is compliant with:

- 01 These guidelines
- 02 Fairtrade Standards
- 03 The Fairtrade certified products detailed in the Product Schedule in the Licensing Agreement
- 04 Licensees must also ensure that product applications are submitted before or at the same time as artwork. Artwork must comply with relevant labelling regulations in the destination market.

Fairtrade related claims on packaging must be able to be substantiated. The Licensee may be asked to provide evidence to support any claim made which is linked to the Mark and/or the Fairtrade system. Fairtrade International and LIs reserve the right to refuse use of the Mark until the claim is substantiated, corrected or withdrawn.

The Licensee must make certain that both the product and the artwork are approved prior to publication or printing or public distribution of any product or packaging that displays the FAIRTRADE Certification Mark.

The Licensee must also ensure that any third parties, including design agencies, retailers or other companies who create artwork, comply with these guidelines.

Transition period

From the issue date of new guidelines, Licensees have a 12 month period to comply on new packaging and promotional material. An extension can be requested from an LI or FLO in special circumstances. However, the Licensee will be allowed to use remaining packaging already approved and produced during the transition period until the supply runs out.

DISCLAIMER

Fairtrade International licenses the use of the FAIRTRADE Mark ('the Mark') to companies on products which meet international Fairtrade Standards.

The right to apply the Mark is granted only for certified products that are listed in the Licensing Agreement and does not make any statement about the companies or organisations selling them.

The licensing of a company to use the Mark by Fairtrade International or a LI is subject to the company signing and complying with the requirements of the Licensing Agreement. The approved use of the Mark is not valid for any product other than the certified product/s that is/are specified in the Licensing Agreement.

The Licensee and/or seller, whose name appears on or is attached to the product, is solely responsible for the product labelling, packaging and other information thereon. It is the Licensee's and/or seller's responsibility to ensure that packaging and labelling comply with all relevant labelling legislation and standards, and that all claims and statements relating to Fairtrade and the Fairtrade Premium are accurate, up-to-date at the time of printing and can be substantiated if required.

The Licensee is responsible for ensuring the correct use of the Mark and word Fairtrade on packaging and promotional materials at all times. Fairtrade International, or the relevant LI, is not the seller and does not take responsibility for any other claims made on packaging or related to the product otherwise and makes no warranties whether express or implied (including without limitation, implied warrant of merchantability) as to the product sold by the Licensee or seller.

Certification means only that, at the time of certification, the product, its composition and packaging conformed to the requirements and procedures specified in the Licensing Agreement and Fairtrade Standards.

PROTECTING THE MARK

The FAIRTRADE Certification Mark is the exclusive property of Fairtrade International (FLO).

Fairtrade actively monitors the use of the Mark on packaging and promotional materials in the marketplace and will take appropriate action to protect its integrity. Licensees are encouraged to notify Fairtrade International or national LI where any suspected misuse is identified.

Misuse

In the event of misuse of the Mark by a registered Licensee, the complaint and misuse will be processed through the Fairtrade's complaints procedure and, as a minimum, the following procedure will be implemented:

- The report of the misuse will be logged in the appropriate register of complaints or misuse
- The company or organisation misusing the Mark will be contacted in writing and/or by telephone and the complaint investigated
- Where appropriate, corrective action will be required within a time limit. The time-frame will be dependent upon the medium in which the violation appeared and the severity of the violation or misuse
- Follow-up action will be conducted to ensure the misuse has been corrected

Failure by the Licensee to take required action may result in the suspension or termination of a Licensee's license and/or legal action. In the event of the Mark being misused by a third party, the infringement will also be processed through the complaints procedure and the organisation notified that the product/s must be withdrawn from sale or the promotional materials from circulation and/or its website with immediate effect.

Fairtrade International reserves the right to take legal action against any party that reproduces, copies or associates with the FAIRTRADE Certification Mark in any form whatsoever, without prior authorisation.

Copyright

All information within the FAIRTRADE Certification Mark Guidelines is the copyright of Fairtrade International. Reproduction in whole or in part of any content of these guidelines is allowed only with the written permission of the brand manager at Fairtrade International.

APPENDICES

FAIRTRADE TERMS AND ARTWORK TERMS

FAIRTRADE TERMS

It is important that all text and imagery that refers to or is associated with the Fairtrade certification system and/or the FAIRTRADE Mark is accurate.

The following words must be written as follows at all times:

FAIRTRADE Certification Mark: uppercase for FAIRTRADE, capital C for Certification, capital M for Mark

'Fairtrade' in relation to the Fairtrade certification system: one word (not two) with a capital F

Fairtrade Standards: capital F for Fairtrade, capital S for Standards

Fairtrade Premium: capital F for Fairtrade, capital P for Premium

Fairtrade labelling: capital F for Fairtrade, lower case l for labelling

ARTWORK TERMS

Artwork: electronic file, normally in PDF format, as a two dimensional image, with full measurements, cutter, seal and fold guidelines

CMYK: 4 colour print process

EPS/Illustrator EPS: vector file of the FAIRTRADE Certification Mark supplied by Fairtrade for professional printing

Pantone Matching System™: the international system used by the printing industry to classify specific colours

PDF: Portable Document Format, the preferred format for submitted artwork

GLOSSARY

Composite product: a multi-ingredient product which complies with the Composite Product Standard.

Composite Product Standard: defines the conditions under which multi-ingredient products containing Fairtrade ingredients can be labelled with the FAIRTRADE Mark and sold in international markets.

Cross border sales: selling products into multiple international markets.

Fairtrade International (Fairtrade Labelling Organizations International e.V., FLO): the international Organization comprising LI and partner organisations in consumer and producer countries. Fairtrade International is responsible for developing Fairtrade Standards and managing producer and trader registers.

FAIRTRADE Certification Mark: used on products meeting Fairtrade Standards as defined by Fairtrade International (FLO). The FAIRTRADE Mark is a registered trademark and independent product certification label.

Fairtrade Marketing Organization: Fairtrade Organizations without licensing operations, responsible for promoting Fairtrade in their countries.

Ingredients or components: all raw materials and constituent parts of the finished product as offered for sale by the Licensee.

Labelling Initiative (LI): full member of Fairtrade International. The LI is responsible for licensing, marketing, business development and awareness raising in a defined geographical area. An LI has the right to sub-license the FAIRTRADE Certification Mark to Licensees and third parties in its area.

Licensing Agreement: the agreement between Fairtrade International or a Labelling Initiative and a Licensee which includes setting out the conditions for using the FAIRTRADE Certification Mark.

Licensee: a company that has signed the Fairtrade Licensing Agreement and is therefore licensed to apply the FAIRTRADE Certification Mark to products covered by the agreement.

LI reference code: Fairtrade reference code given to each Licensee.

Mass balance: ingredients like cocoa, tea, juice and sugar can come from many different farms and countries and often have to be mixed together; Fairtrade with non-Fairtrade, for transport and production. Unless volumes are very small or extremely large, it is often not practical or is too expensive to keep them completely separate.

Out-of-home products: food or drink consumed on the move or away from the home environment.

Organic: certified as meeting the organic standards of a recognised organisation or body.

Packaging: all materials normally supplied as part of the product and includes all containers, wrappers, labels and transit packaging that carries the FAIRTRADE Certification Mark.

Physical traceability: means that Fairtrade products can be physically separated from non-Fairtrade products at all stages of the supply chain. Physical traceability is advisable but not compulsory for cocoa, cane sugar, fruit juice and tea. Physical traceability is compulsory for all other Fairtrade products.

Private label: a product made by the Licensee for the brand owner.

Products/product schedule: any or all of the Licensee's products detailed in the Licensing Agreement.

Single Fairtrade product: a sole ingredient product like coffee. 100% of the product must be Fairtrade certified to carry the FAIRTRADE Certification Mark.

REGISTERED TRADEMARK

© The FAIRTRADE Certification Mark is the intellectual property of Fairtrade International (Fairtrade Labelling Organizations International e.V., FLO) and is internationally registered as a trademark. The Mark must not be altered, copied, reproduced or otherwise used without receiving prior written permission from Fairtrade International or its designated sub-licensing bodies; Labelling Initiatives – LIs.

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CREDIT

Design

Britta Frühling / www.fruhling.co.uk

Photographers

Frédéric Raevens (page 1)

Nathalie Bertrams (page 4)

Oliver Scheel, Jasper Carlberg,

Lena Granefeldt (page 9)

Malin Olofsson, Linus Hallgren (page 20)

Kennet Havgaard (page 24)

Linus Hallgren (page 50)

Didier Gentilhomme (page 63)

ARTWORK APPROVAL

Contact Fairtrade International by email:

artwork@fairtrade.net

For non-LI countries or the relevant LI, see below.

CONTACT DETAILS

Fairtrade International (FLO)

Fairtrade International can be contacted at:

Bonner Talweg 177

53129 Bonn

Germany

Tel +49 (0) 228 949 23 237

Fax +49 (0) 228 242 1713

www.fairtrade.net

Labelling Initiatives (LIs)

The Labelling Initiatives' contact details can be found at:

www.info.fairtrade.net
