



# FAIRTRADE MARK GUIDELINES

Issue 1 – Spring 2013



### **ABOUT THESE GUIDELINES**

The FAIRTRADE Mark is the most widely recognised ethical mark globally. These guidelines are here to provide direction to Fairtrade certified producers and traders, called Fairtrade operators, on how to use the Mark and the term Fairtrade. They have been created to protect the integrity and values of the FAIRTRADE 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 that Fairtrade certified operators 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 then go to 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 bulk packaging and product promotion usage, but they cannot cover everything. If clarification of any point or further advice on the use of the FAIRTRADE Mark is needed, please use the contact details on the last page of these guidelines.

In order to protect the integrity of the FAIRTRADE Mark and its value as a product certification logo, 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.**

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## Fairtrade's vision

Fairtrade's vision is for a world in which all producers can enjoy secure and sustainable livelihoods, fulfill 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.

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### 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

businesses to meet the expectations of their customers, both of which provide crucial support for wider campaigning to reform international trade rules and create a fairer economic system.

Producers choose Fairtrade as an opportunity to take charge of their own business while improving their living conditions, protecting their environment and investing in their future.

Fairtrade's values are:

**Action**  
**Integrity**  
**Respect**  
**Challenge**  
**Optimism**

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## **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.

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## The following entities make up the Fairtrade Organization:

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### **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 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, supports producers and is the owner of the FAIRTRADE Mark.

### **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 NATIONAL FAIRTRADE ORGANIZATIONS (NFO)**

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

### **FAIRTRADE MARKETING ORGANIZATIONS (FMO)**

These are national organizations that market and promote Fairtrade in their countries, similar to National Fairtrade Organizations. FLO directly licences companies in these countries to use the FAIRTRADE Mark. There are currently four Fairtrade Marketing Organizations in the Czech Republic, South Korea, Hong kong and Brazil.

### **FAIRTRADE PRODUCER NETWORKS**

These are associations that Fairtrade certified producer groups may join. There are currently three Producer Networks representing producers in Africa, Asia-Pacific 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 Mark means that products meet the social, economic and environmental standards set by Fairtrade International. The Mark certifies products, not companies or organizations. It does not cover the companies or organizations 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, farmers and workers around the world.

The Fairtrade Premium enables producers 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 MARK

### THE FAIRTRADE MARK

The FAIRTRADE 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 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 Mark is now available in over 150 consumer and producer countries.

#### Registered Trademark

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

This means that it can only be used after obtaining prior written approval from a Fairtrade licencing body such as Fairtrade International itself (all producers and most traders) or a National Fairtrade Organization (only in the case of traders certified by an NFO).



The FAIRTRADE Mark graphic



Retail packaging - Licenced product, product sold directly to consumers, end of supply chain



Transport bulk packaging - Product traded by certified operators along the supply chain

# PART ONE

## 1.2 FAIRTRADE MARK

**This section gives an overview  
about the FAIRTRADE Mark.**

## FAIRTRADE MARK MEANING OF THE MARK

### THE FAIRTRADE MARK

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

In the case of operators certified by FLO-CERT, Fairtrade International approves the use of the Mark, irrespective of their location.



## FAIRTRADE MARK CLEAR SPACE

### MINIMUM CLEAR SPACE

To preserve the visual independence of the FAIRTRADE 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.

The Mark must not be integrated into any other image, text or graphic, even if the clear space is respected.

#### Exceptions

When space is limited, e.g. on a row of certification logos on small promotional materials or website frames, the minimum clear space may be reduced to the width of  $1/4 X$ .



### Measuring the Mark

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

**FAIRTRADE COLOURS**

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

**Using similar colours**

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 representing certification. If the brand or company identity *already* uses colours close to Leaf Green or Sky Blue, 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.

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

## STANDARD VERSIONS

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

When the proposed artwork has been approved, a high resolution graphic of the FAIRTRADE Mark for print or electronic purposes will be sent to you. See the last page for artwork approval details.



### Colour Mark positive

Colour Mark with black ® symbol

### File names:

FCM\_PMS\_Pos  
FCM\_CMYK\_Pos  
FCM\_RGB\_Pos

### Colour Mark negative

Colour Mark with white ® symbol

### File names:

FCM\_PMS\_Neg  
FCM\_CMYK\_Neg  
FCM\_RGB\_Neg

### Black & White Mark positive

Black & White Mark with black ® symbol

### File name:

FCM\_BW\_Pos

### Black & White Mark negative

Black & White Mark with white ® symbol

### File name:

FCM\_BW\_Neg

### TIP

All elements of the Mark must always be printed, including ® symbol and white keyline.

## LIMITED USE VERSIONS

The Black Mark has been created as an exception when the overall printing is restricted to one colour and that colour is black. Use of the full colour version of the FAIRTRADE Mark is still strongly recommended, whenever possible. It is not allowed to print it in any other colour.

Use of the Black Mark is recommended for transport boxes, sacks, drums and other types of bulk transport.

### Important

If the bulk transport will reach retail and will be presented to consumers, the rules in Section 2.1, [page 35](#), apply.

### Printing on coloured background

The Black Mark may be printed on a coloured, 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

### File name:

FCM\_Black



### What to avoid:

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

02 The Black Mark must never be printed in any colour other than black

03 The Black Mark must never be printed on patterns, busy backgrounds or bright colours

# FAIRTRADE MARK THE POSITIVE AND NEGATIVE MARKS

## USE OF THE POSITIVE AND NEGATIVE MARKS

The FAIRTRADE 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 Mark against a background other than white, the Mark's white keyline and the registered symbol must be perfectly 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



Extremely busy background, registered symbol not legible



The thick white or black border around the mark can be solid or semi-transparent

## FAIRTRADE MARK MAINTAINING THE MARK

### INCORRECT USE OF THE MARK

It is important that the appearance of the FAIRTRADE 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 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 FAIRTRADE Mark. The Mark graphic has been updated in January 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 stretched or skewed out of proportion or have rounded edges



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



The Mark must not be framed nor incorporated into a design

## FAIRTRADE MARK MAINTAINING THE MARK

### INCORRECT USE OF THE MARK

Special care must be taken when applying the Mark as a painting or a drawing. The Mark should be rendered as accurately as possible and where possible, using a stencil of the graphic.



The Mark must not be changed in any way



FAIRTRADE

Do not remove any elements from the Mark



When applying the Mark by painting or drawing, the graphic must be rendered as accurately as possible and all its elements must be reproduced

### Relationship with other company or organization logos

In order to ensure its nature as a representation of a certification system, the Mark must not be co-branded with other company or organization logos, even if a clear space is kept around them. The Mark must also not be encased into a single graphic together with other logos.



The Mark must not be co-branded with other company or organization logos, even if a clear space is kept between them.



## FAIRTRADE MARK MULTIPLE CERTIFICATION LOGOS

### RELATIONSHIP WITH OTHER CERTIFICATION LOGOS

The points here are a guide to managing relationships between the FAIRTRADE Mark and other ethical marks or seals. Commercial brands or organization logos must not be co-branded in this way with the Mark.

In situations where there is more than one mark supporting or collaborating with the FAIRTRADE 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 organization other than Fairtrade International.

The FAIRTRADE Mark must not be smaller than any other certification or ethical mark on the same surface and must always comply with the size requirements in these guidelines. See size and proportion on [page 21](#).

#### Horizontal relationship



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

When space is limited, the clear space can be reduced to  $1/4$  of  $X$ .

#### Vertical relationship



The logos mentioned in this page are certification logos, marks or seals, not company, organization or commercial brand logos.

# FAIRTRADE MARK SIZE AND PROPORTION

## SIZE OF THE MARK

The FAIRTRADE Mark must be used in a size that is in proportion with the size of the bulk 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 bulk 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 Mark in small sizes. As a guide, the Mark must not be reproduced in sizes smaller than 7 mm wide for printed materials, providing the type is still legible and no smaller than 9 mm for electronic use, providing also that the type is 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, signs

66 mm

60 mm

**A2** (420 x 594 mm)

Display stands, signs

46 mm

42 mm

**A3** (297 x 420 mm)

Posters, banners

33 mm

31 mm

**A4** (210 x 297 mm)

Leaflets, information sheets

21 mm

19 mm

**A5** (148 x 210 mm)

Product info, farm cards

17 mm

15 mm

**A6** (105 x 148 mm)

Leaflets, flyers

15 mm

13 mm

**A7** (74 x 105 mm)

Bulk packaging labels

13 mm

11 mm

**A8** (52 x 74 mm)

Stickers

11 mm

7 mm

# 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 BULK PACKAGING GUIDELINES**

## **PART TWO**

### **2.1 KEY PACKAGING ELEMENTS**

**This section provides an overview of how and where to place the FAIRTRADE Mark on bulk packaging, either directly on the transport container or on a label.**

## BULK OR SHIPPING PRODUCT PACKAGING OVERVIEW

### OVERVIEW OF BULK PACKAGING ELEMENTS

**IT IS NOT COMPULSORY TO USE THE FAIRTRADE MARK ON BULK PACKAGING THAT IS NOT CONSUMER-FACING. YOU CAN CHOOSE NOT TO DO SO.**

If containers are not meant for retail (consumer-facing), a statement, e.g. 100% Fairtrade coffee, can be used instead of printing the FAIRTRADE Mark to communicate that transport packaging contains certified products.

#### If the FAIRTRADE Mark is used: Packaging elements

The chart on the right provides a summary of all the elements that must be considered for bulk packaging if you choose to use the Mark.

The FAIRTRADE Mark can appear on any side of the bulk packaging. However, transport packaging must not be labelled with the Mark only. It must have a product brand or a company or organization name / logo.

If you use a statement about Fairtrade and Fairtrade products on the bulk packaging, the Fairtrade Statement must be used and placed close to the Mark. See [page 61](#). The use of the Fairtrade website is compulsory when using the Fairtrade Statement.

| ELEMENT                                 | NON-CONSUMER-FACING                         |             | CONSUMER-FACING                             |             |
|---|---|-------------|---|-------------|
|   | Requirement                                 | Pages       | Requirement                                 | Pages       |
| Brand name                              | Compulsory                                  | Pages 28-29 | Compulsory                                  | Pages 35-36 |
| FAIRTRADE Mark                          | Not compulsory                              | Page 28     | Compulsory                                  | Pages 35-36 |
| Fairtrade in product title / descriptor | Useful advice                               | Page 40     | Useful advice                               | Page 40     |
| Licencee company name                   | N/A   | N/A         | Compulsory only if it's the brand name      | Pages 35-36 |
| Producer/Trader FLO-ID                  | Compulsory                                  | Page 28     | Useful advice                               | Page 28     |
| Fairtrade ingredients list              | Compulsory for some products and/or markets | Page 28     | Compulsory for some products and/or markets | Page 28     |
| Fairtrade Statement                     | Useful advice                               | Page 28, 67 | Compulsory                                  | Page 28, 67 |
| Fairtrade website                       | Useful advice                               | Page 28, 67 | Compulsory                                  | Page 28, 67 |
| NFO reference code                      | Compulsory for some products and/or markets | Page 28     | Compulsory for some products and/or markets | Page 28     |

#### TIP

Except where indicated differently, the term "bulk packaging" refers to transport packaging that will not be consumer-facing.

# BULK OR SHIPPING PRODUCT PACKAGING OVERVIEW

## OVERVIEW OF BULK PACKAGING ELEMENTS

(Continued)

### If the FAIRTRADE Mark is used: Packaging elements

The trader FLO-ID is compulsory and must appear close to the Mark. The FLO-IDs of other operators in the supply chain are also compulsory for some products. Please contact FLO-CERT for this information.

The Fairtrade licensee or NFO reference code is compulsory for certain products and markets. In this case, your customer can provide this information.

### Artwork approval

Bulk packaging artwork must be approved by Fairtrade International (not FLO-CERT) as part of the design and production process. Please see the contact details for artwork approval on the last page of these guidelines.



FLO ID 00000



FLO ID 00000

The FAIRTRADE Mark with FLO-ID



|                 | Organisation | FLO ID | Country |
|-----------------|--------------|--------|---------|
| <b>Producer</b> | Name         | 00000  | Name    |
| <b>Exporter</b> | Name         | 00000  | Name    |
| <b>Importer</b> | Name         | 00000  | Name    |

Application example: The FAIRTRADE Mark with 3 operator FLO-IDs



A licence contract is needed in order to use the FAIRTRADE Mark on end-products that are sold in retail. A certification contract is not enough. See contact list page for information on who to contact if you wish to become a licensee.

## BULK OR SHIPPING PRODUCT PACKAGING OVERVIEW

### BULK PACKAGING CONTENTS

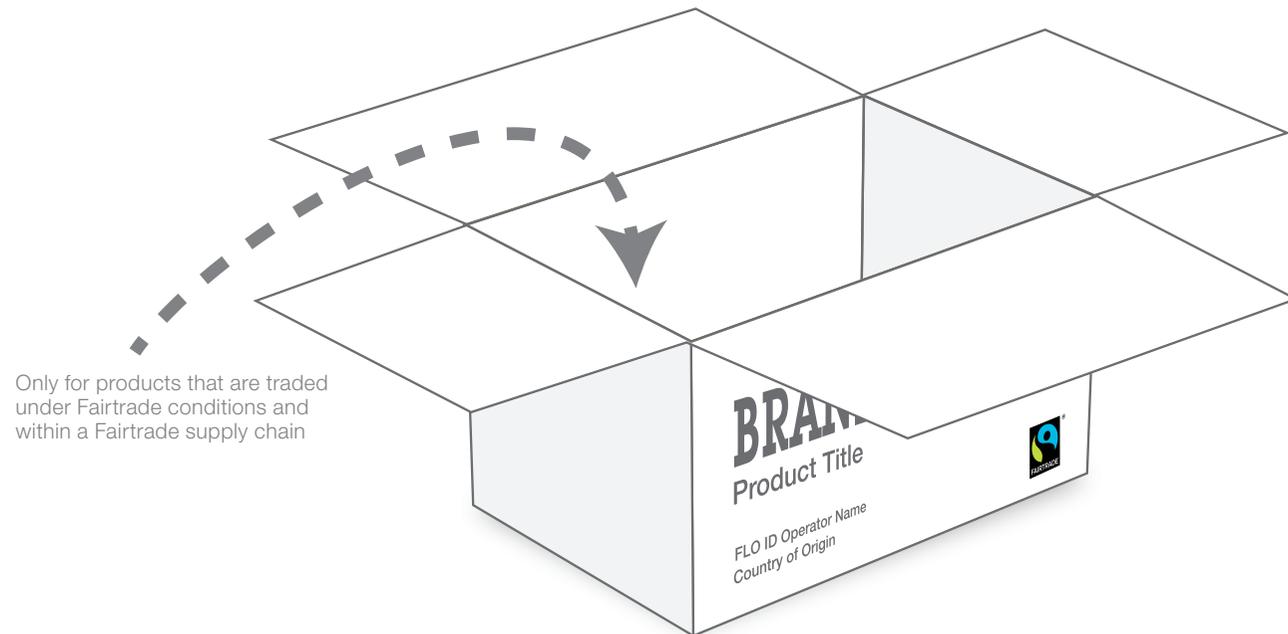
#### What can be packed in the bulk packaging

The guiding principle for the labelling of bulk packaging is not whether the product was produced by a certified organization, but rather **whether the product was traded under Fairtrade conditions**.

This means that only products that have been traded as Fairtrade within a Fairtrade supply chain may be put inside bulk packaging labelled with the FAIRTRADE Mark.

For fresh fruits and vegetables as well flowers, see [page 37](#).

Mixing Fairtrade and non-Fairtrade products or packing only non-Fairtrade products in bulk packaging bearing the FAIRTRADE Mark is not allowed.



## BULK OR SHIPPING PRODUCT PACKAGING KEY ELEMENTS ON PACK

### KEY ELEMENTS - ON PACKAGING OR ON LABELS

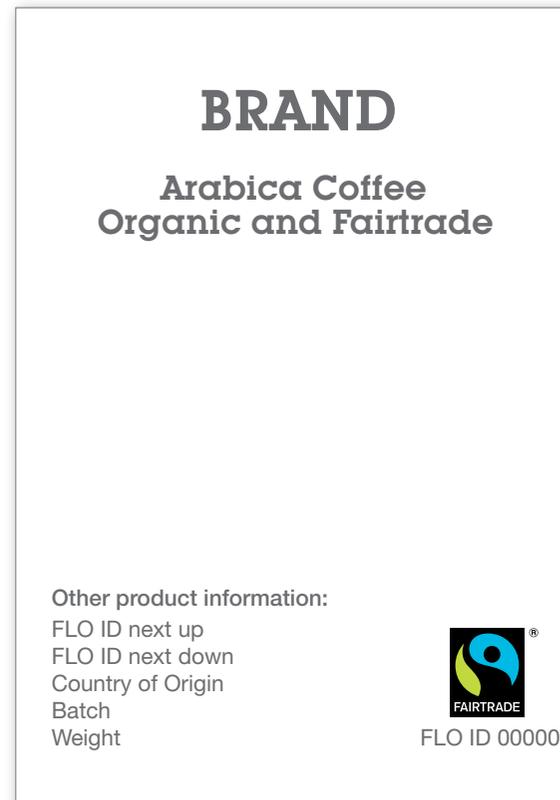
It's important that the role of the FAIRTRADE Mark in relation to the brand (company or organization name, logo) is clear.

The Mark can be applied directly to the transport container (box, sack, drum, pallet, etc) or on a label that will then be applied to the transport container. In both cases, a brand must be present.

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

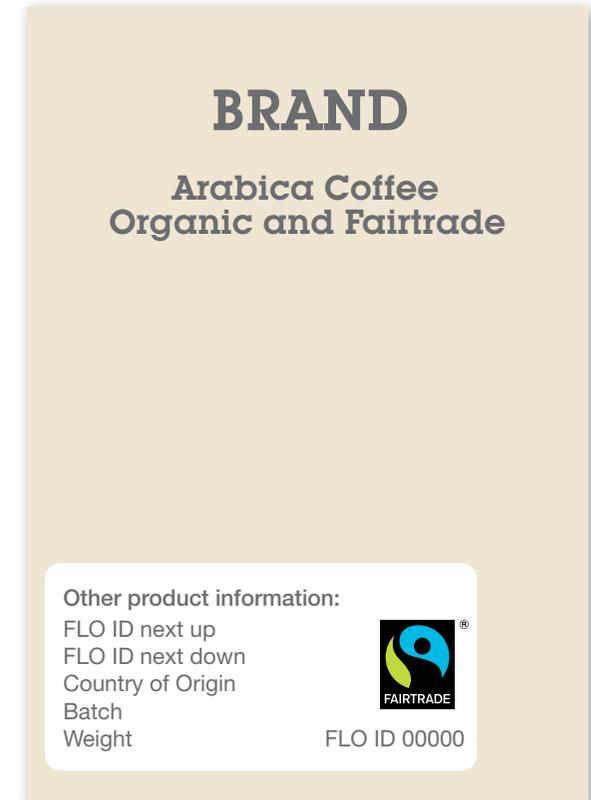
#### Elements on pack

- Brand
- Optional: Sub-brand
- Product title
- Optional: Product descriptor
- FAIRTRADE Mark and FLO-ID
- Statement about the certified product
- Optional: Fairtrade Statement and website
- For some products/markets: Supply chain FLO-IDs
- In some markets: Fairtrade ingredient list
- In some markets: Licencee or NFO reference code



#### 01

The Mark applied directly onto the bulk packaging. The brand is printed directly on the container



#### 02

The Mark applied onto an adhesive label. The brand is already printed directly on the container

#### TIP

See the glossary for definitions of the terms used in these guidelines.

## BULK OR SHIPPING PRODUCT PACKAGING POSITIONING OF THE MARK

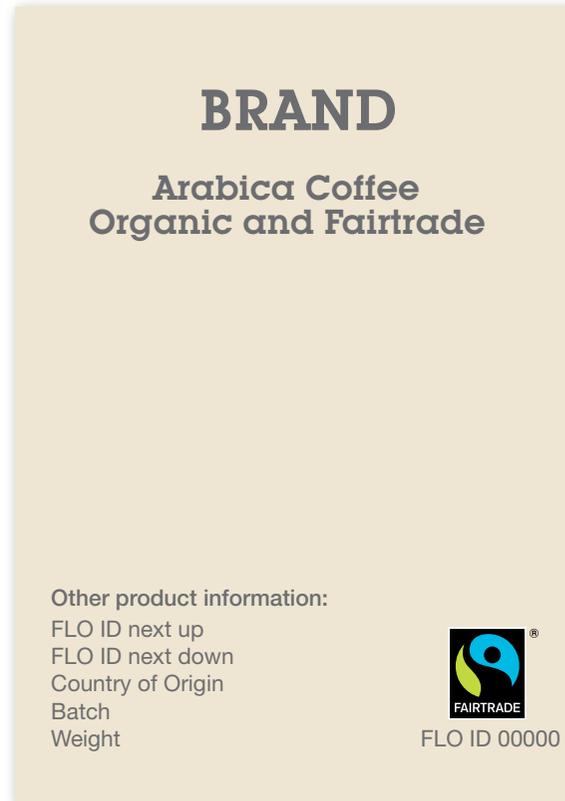
### BRAND HIERARCHY

This is the order or placement of elements on the bulk packaging. When placing the FAIRTRADE Mark on bulk product packaging, it is compulsory to also show the brand and product title/descriptor, preferably on the front face. A clear hierarchy must always be maintained between the Mark and the brand.

The brand must not be placed in such a way that it could be misinterpreted as belonging to Fairtrade International or its members. The Mark must not act as the company or organization's brand.

The brand must always be larger or at least more prominent than the FAIRTRADE Mark, which should ideally be positioned near the bottom of the packaging, away from the brand. The two must be independent of each other and the use of Fairtrade or the name of a National Fairtrade Organization (NFO) as part of the product's brand name is not permitted. The FAIRTRADE Mark must never appear on unbranded packaging.

Remember: 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.



#### 01 Correct use

The Mark must be placed away from the brand

#### 02 Hierarchy

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



#### 03 Unbranded packaging

The Mark must not appear on unbranded packaging

## BULK OR SHIPPING PRODUCT PACKAGING POSITIONING OF THE MARK

### PLACEMENT ON BULK PACKAGING

The FAIRTRADE Mark must not appear as the product brand. It must be clear that the Mark refers to Fairtrade product certification.

#### The Mark on the front

If the FAIRTRADE Mark is placed on the face that is considered the front, the company or organization brand must also be on that face.

#### The Mark on the back or sides

When the brand is on the package face that is considered the front but no FAIRTRADE Mark is present, the Mark can be placed on one of the other sides, with a statement.

#### Statement

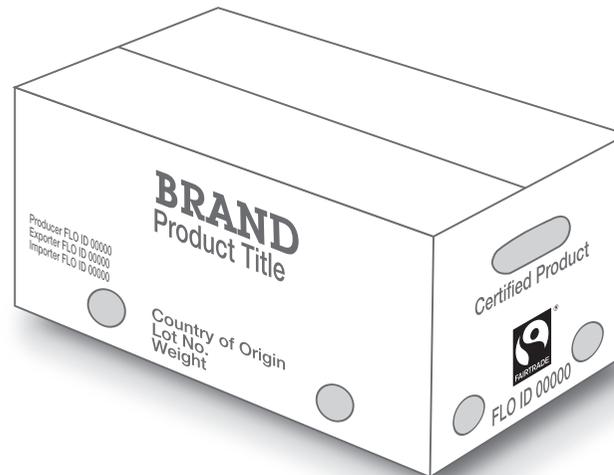
The Mark must be accompanied by the FLO-ID of the company or organization packaging the product in bulk. Apart from this, an approved statement making reference to certified products contained in the packaging can also be included. For example:

- Fairtrade certified [product name]
- Contains Fairtrade [product name]
- Shipping Fairtrade [product name]
- Fairtrade Statement (see [page 61](#))



#### 01 The Mark on the front with FLO ID

The Mark must have the FLO-ID of the operator that owns the brand



#### 02 The Mark on the side with FLO ID and statement

The Mark must have the FLO-ID of the operator that owns the brand and a product statement or description when the operator's brand is not on the same side

## BULK OR SHIPPING PRODUCT PACKAGING POSITIONING OF THE MARK

### EDGE OF PACK

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

#### Distance from edge of pack

When positioning the 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 crease lines, to allow for production flexibility. 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. This must also be considered when placing the Mark near the edge of the pack.



## BULK OR SHIPPING PRODUCT PACKAGING APPLIED DIRECTLY TO CONTAINERS

### BULK PACKAGING - CONTAINERS

The FAIRTRADE Mark can only be applied to transport containers that have a brand or company name that clearly identifies the ownership of the products. When the Mark is applied directly to the transport container (box, sack, drum, etc), the information given must include the elements listed on [page 28](#).

The inclusion of the FLO-IDs of at least 3 operators in the Fairtrade supply chain is compulsory for some products: The company / organization FLO-ID and at least one FLO-ID higher up and one FLO-ID further down the supply chain (please check with FLO-CERT).

The official Fairtrade Statement (incl. website) is optional.

Information required according to national product labelling laws must also be included, as required.

Other certification logos can also be applied to bulk packaging. Please see [page 20](#).

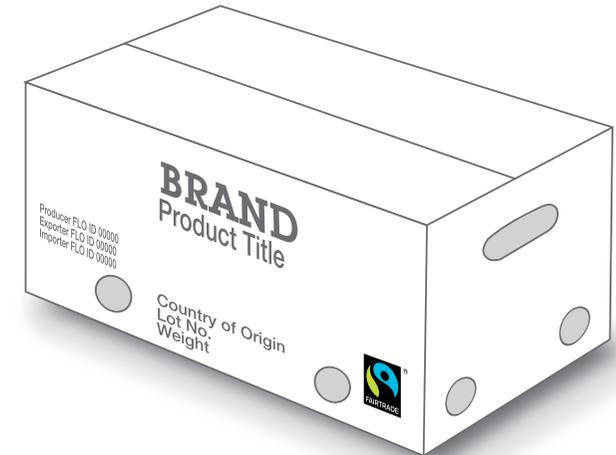


#### 02 Black and white Mark

The Mark can also be applied in black and white

#### 01 Full colour Mark

On bulk containers, the Mark can be applied in full colour



#### 03 Black Mark

In an exceptional use, the Mark can also be applied in black on transparent or light or neutral coloured materials

## BULK OR SHIPPING PRODUCT PACKAGING POSITIONING OF THE MARK

### PLACEMENT ON BULK PACKAGING

The FAIRTRADE Mark should be placed on what is considered the front face of the bulk package if possible and be visible to the actors in the supply chain if necessary. When positioning the Mark, the **brand hierarchy** rules must be followed.

#### Transport packaging used in retail

If the product is to be **merchandised in the transport packaging that will serve as shelf tray or counter display unit**, this must be taken into account when positioning the Mark. See page 35.

#### Other sides of packaging

In addition to the front of the packaging, the Mark may also be placed on the back or other sides, but not more than once per face.



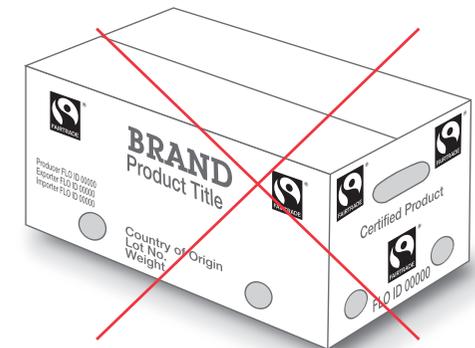
#### 01 Position of the Mark

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



#### 02 Cylindrical objects

On cylindrical objects, it is permitted to move the Mark half way out of the line of vision. If placed on the front face, at least half of the Mark must always be seen when the pack is viewed from the front



#### 03 Multiple front faces

The Mark can also appear on other sides of the packaging but no more than once per face.

## BULK OR SHIPPING PRODUCT PACKAGING APPLIED TO LABELS

### ADHESIVE LABELS FOR BULK PACKAGING

An adhesive label can only be applied to transport containers that have a brand or company name that clearly identify the ownership of the products.

When the Mark is used on a label that will then be applied to the transport container (box, sack, drum, pallet, etc), the label must have the packaging elements listed on page 28.

The inclusion of the FLO-IDs of at least 3 operators in the Fairtrade supply chain is compulsory for some products: The company / organization FLO-ID and at least one FLO-ID higher up and one FLO-ID further down the supply chain (please check with FLO-CERT).

The official Fairtrade Statement (incl. website) is optional.

Information required according to national product labelling laws must also be included, as required.

Other certification logos may also be applied to an adhesive label. Please see page 20.

|  |   |
|--|---|
| <p><b>BRAND</b><br/>(Name and/or logo)</p>   | <p>Product Title<br/>Product Descriptor</p> |
| <p>Other product information:<br/>FLO ID next up<br/>FLO ID next down<br/>Country of Origin<br/>Batch<br/>Weight<br/>Other</p> |   |
| <br>FLO ID 00000                            |   |

**01**

Label with a company brand

|  |                 |                     |               |                |
|--|-----------------|---------------------|---------------|----------------|
| <br>FAIRTRADE |                 | <b>Organisation</b> | <b>FLO ID</b> | <b>Country</b> |
|  | <b>Producer</b> | Name                | 00000         | Name           |
|  | <b>Exporter</b> | Name                | 00000         | Name           |
|  | <b>Importer</b> | Name                | 00000         | Name           |

Other product information:  
Country of Origin  
Batch  
Weight  
Other

**02**

Label without a company brand, to be used only when the packaging has a printed company brand

## BULK OR SHIPPING PRODUCT PACKAGING IN RETAIL

### BULK PACKAGING USED IN RETAIL (CONSUMER- FACING)

Only companies/organizations whose products are included in a licence contract between a Fairtrade licencing organization and the brand owner or other agent are allowed to place bulk or shipping packaging in retail.

All boxes or containers used for transportation of Fairtrade certified products that will be placed in a consumer-facing environment must include the following:

- Brand
- Product title (descriptor optional)
- The FAIRTRADE Mark on the front face or faces, preferably in colour
- The Fairtrade Statement (incl. URL)
- In some markets: FLO-ID, licensee name or NFO reference code.

Information required according to national product labelling laws must also be included, as required.



#### 01 Bulk packaging in retail

Packaging that might be used for shipping but also in a consumer-facing environment, e.g. wine boxes, should show the colour Mark on the front face



#### 02 Bulk packaging in retail

Packaging that might be used for shipping but also in a consumer-facing environment, e.g. fruit boxes, should also show the colour Mark on the front face. Placing the Mark on other faces is optional, see [page 32](#)

#### TIP

See the glossary for definitions of the terms used in these guidelines.

## BULK OR SHIPPING PRODUCT PACKAGING IN RETAIL

### BULK PACKAGING USED IN RETAIL (CONSUMER- FACING)

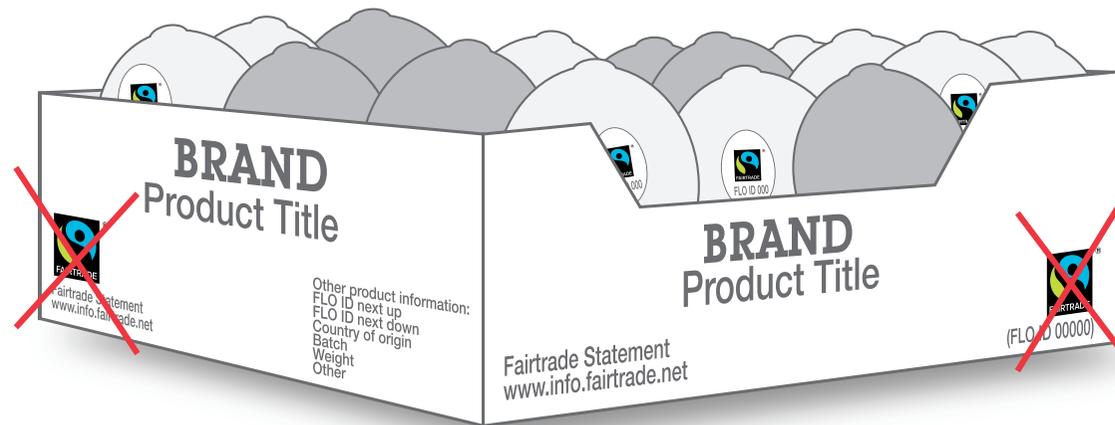
#### Display units or boxes for loose sale

Any boxes or containers that are used for the sale of loose products in a consumer-facing environment must include the elements mentioned on the previous page.

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, e.g. for fresh fruit.

The FAIRTRADE Mark must only be used on units where all items in the container are Fairtrade certified. Mixing of Fairtrade with non-Fairtrade-certified items is not allowed.

For fresh produce and flowers, see [page 37](#).



#### 01 Certified and uncertified products

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

## BULK OR SHIPPING PRODUCT PACKAGING FLOWERS AND FRESH FRUIT

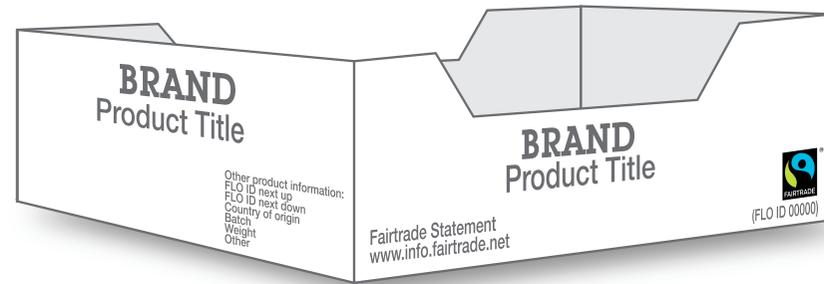
### FRESH PRODUCE PACKAGING

A license contract is needed in order to use the FAIRTRADE Mark on end-products that are sold in retail. A certification contract is not enough.

Flowers, fresh fruit and vegetables are considered end-products, so the operator selling them can only put the FAIRTRADE Mark on individual items, bouquets or bunches on behalf of a licensee, or when the operator itself becomes a licensee.

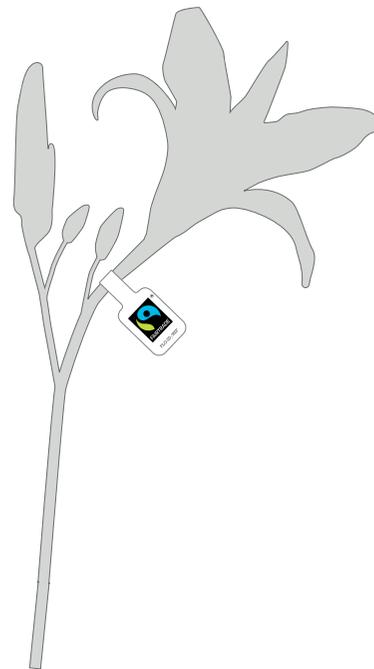
A licensee can be the operator itself, the operator's customer or in some cases, the customer's customer. In any event, the licensee will obtain artwork approval from the Fairtrade licensing body: Fairtrade International, a National Fairtrade Organization (NFO) or a Fairtrade Marketing Organization (FMO) in the country in which the licensee or licensee applicant is based. When an operator becomes a licensee, artwork approval can be obtained from the contractual partner. When the operator is not the licensee, the latter must obtain approval and send the operator the approved artwork for reproduction in the South.

See the contact details for NFOs, FMOs and Fairtrade International on the last page.



### 01 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 but must also include the brand name. operators are allowed to create this type of packaging on behalf of a licensee



### 02 Labels for single stems or labelling of bouquets and bunches

These may only be labelled under the terms of an existing license contract. Only licensees obtain artwork approval from a Fairtrade licencing body and only then is the operator allowed to print and apply it on the final products



TIP

See the glossary for definitions of the terms used in these guidelines.

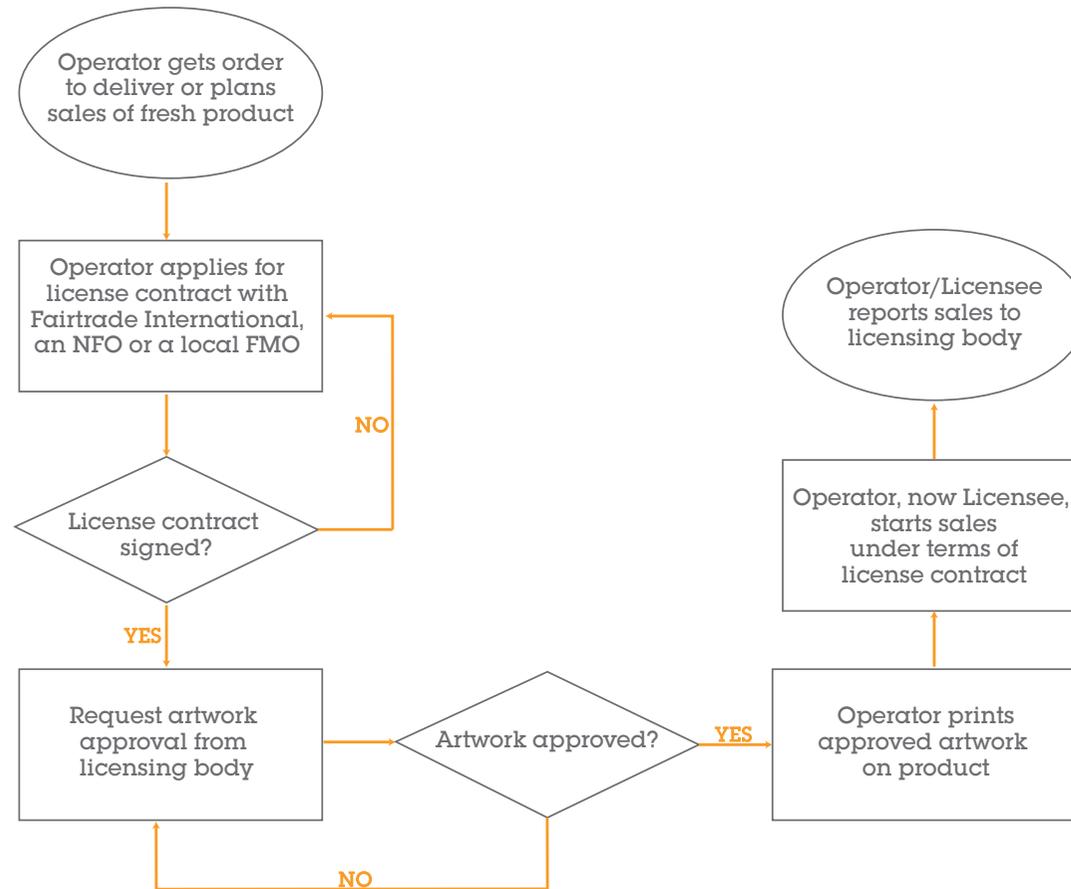
## BULK OR SHIPPING PRODUCT PACKAGING FLOWERS AND FRESH FRUIT/VEGETABLES

### FRESH PRODUCE PACKAGING

#### Overview of the process

See the chart on the right for an overview of the process for placing the FAIRTRADE Mark on fresh fruit, vegetables and flowers when the Operator wishes to sell its own products under its own brand in the retail market.

If the Operator does not wish to become a Licensee, see next page.

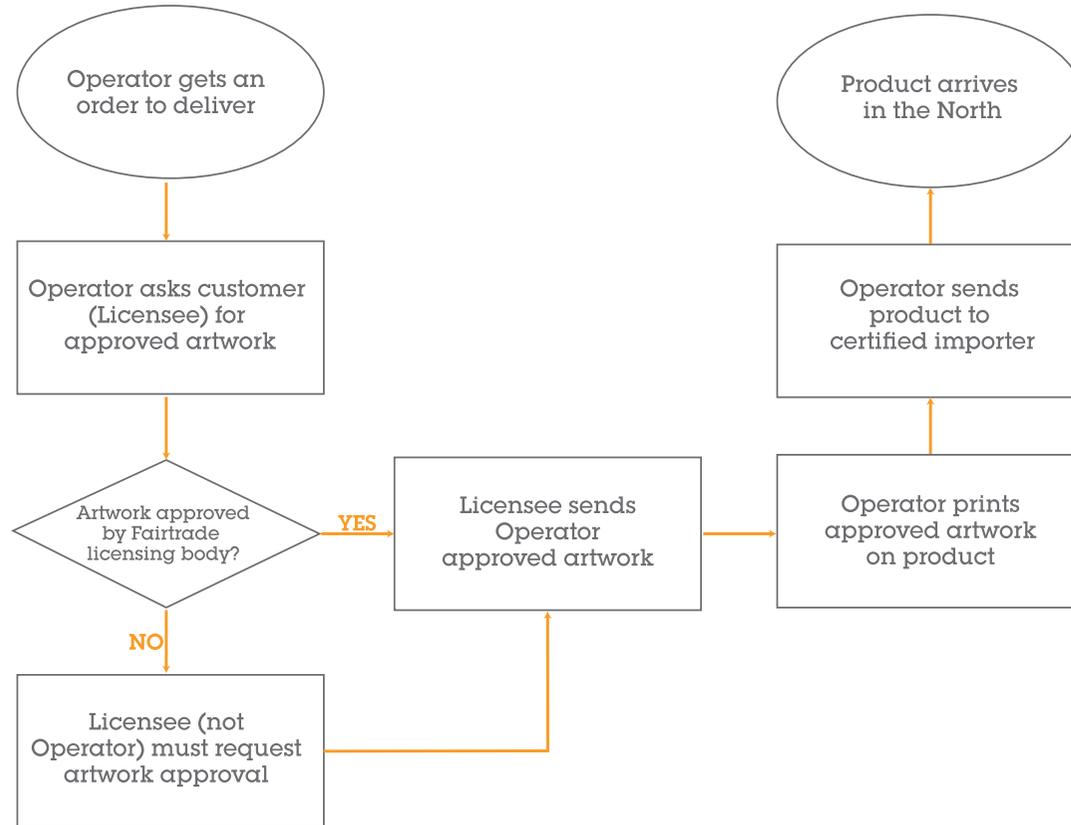


# BULK OR SHIPPING PRODUCT PACKAGING FLOWERS AND FRESH FRUIT/VEGETABLES

## FRESH PRODUCE PACKAGING

### Overview of the process

See the chart on the right for an overview of the process for placing the FAIRTRADE Mark on fresh fruit, vegetables and flowers when the Operator does not wish to become a Licensee.



#### TIP

if your customer is not a Fairtrade licensee yet, ask them to get in contact with a **National Fairtrade Organization** in their country

## BULK OR SHIPPING PRODUCT PACKAGING FLOWERS AND FRESH FRUIT

The Fairtrade Standard for Flowers and Plants now covers young plant material. This is defined as plant material that is produced by Fairtrade certified producer organizations and then grown to a finished size in the importing or consumer country by traders certified by Fairtrade for this purpose. They are sold to consumers as fully grown plants by companies that have been licensed by National Fairtrade Organizations.

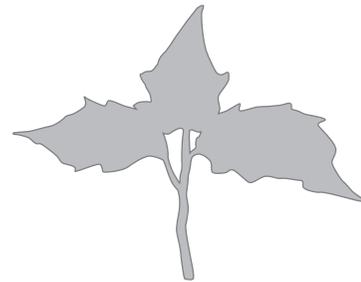
The Fairtrade producers, the registered traders that import young plant material and/or the registered traders that grow the young plants into fully finished ones are allowed to use the FAIRTRADE Mark on bulk packaging, for example bag labels for unrooted cuttings or tags for rows of rooted ones.

The Mark may only be used accompanied by the statement specially created for this situation.

### Compulsory elements

Trader name or brand, the FAIRTRADE Mark plus the following statement:  
[Young plant/cutting/cane.  
Optional: name of plant] produced by Fairtrade farm workers in [name of country].  
Optional: name of certified farm].  
Visit [www.info.fairtrade.net](http://www.info.fairtrade.net).

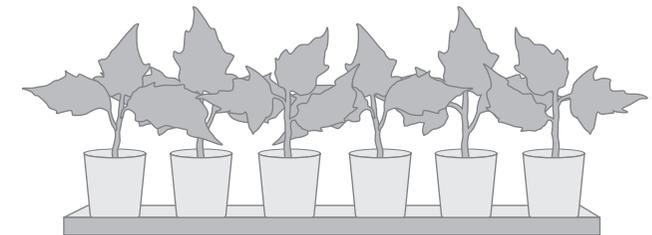
The FLO ID of the certified farm and the FLO ID of the trader may also be added.



01

### 01 Unrooted cuttings

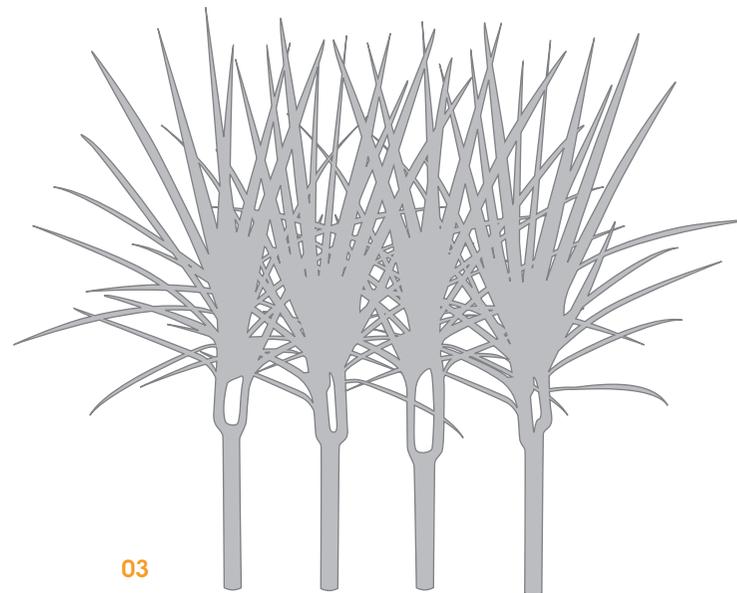
Unrooted cuttings are usually packed in bags. When the FAIRTRADE Mark is used on a label or printed on the bag, it must be accompanied by the compulsory statement. The trader name/brand must not be on the label when it's already printed on the bag.



02

### 02 Rooted cutting

Rooted cuttings are usually placed in rows. The Mark and statement may be used on a pot tag or label, for example.



03

### 03 Canes

The same as 02 above applies to canes.

## BULK OR SHIPPING PRODUCT PACKAGING FAIRTRADE MARK VERSIONS AND PACKAGING COLOURS

### FAIRTRADE MARK GRAPHIC VERSIONS

The full colour, the black and white or the monochrome black-only versions of the FAIRTRADE Mark can be used for bulk packaging. See [pages 15 and 16](#).

#### Exception for black-only

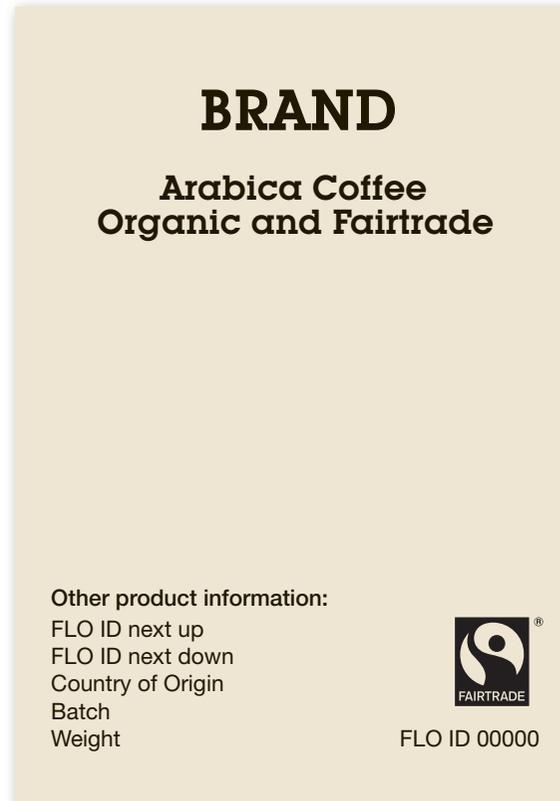
The use of the monochrome Black Mark is only acceptable when the background is neutral-coloured as explained on [page 16](#).

### BRAND COLOURS

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

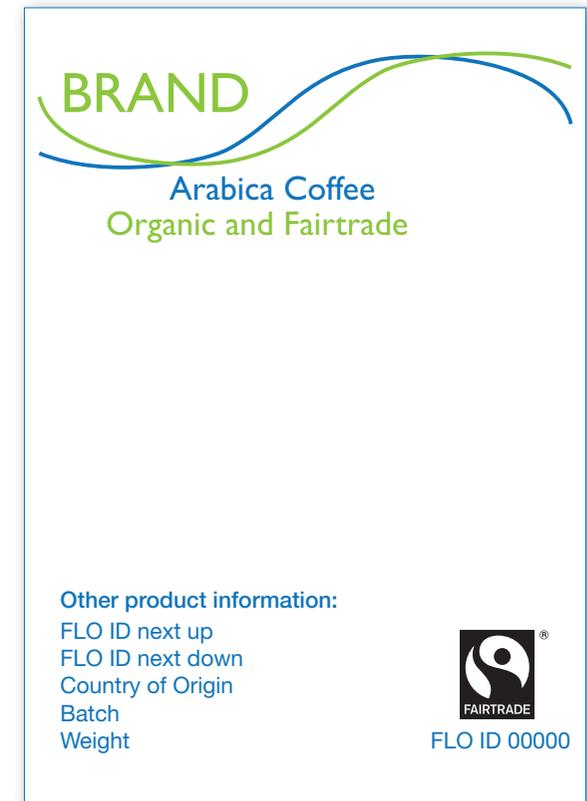
If an **existing** brand identity already has similar colours to the Fairtrade Brand colours, the black and white version of the FAIRTRADE Mark **must** be used.

New bulk packaging must not be created using colours that are similar to the Fairtrade colours.



#### 01 The Black Mark

The version of the Mark called the Black Mark can be used on light coloured bulk packaging that won't be used in retail



#### 02 Fairtrade colours on pack

The full colour version of the Mark must not be used when the pre-existing brand colours are too similar. The black and white version must then be used

## BULK OR SHIPPING PRODUCT PACKAGING PRODUCT TITLE AND DESCRIPTOR

### PRODUCT TITLE AND DESCRIPTOR

The term Fairtrade can be used in a product title or product descriptor providing it is not used as a brand or sub-brand, but this is not compulsory. The use of Fairtrade International or the name of a National Fairtrade Organization, for example “Max Havelaar”, “Fairtrade International” or “FLO” as part of the product title is not allowed.

#### Products with a single ingredient

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

**Name: Fairtrade coffee**

#### Composite product with Fairtrade ingredients

This is part of the “all that can be Fairtrade is Fairtrade” rule. This includes **certified** composite products made with Fairtrade ingredients but containing non-Fairtrade ingredients that cannot be Fairtrade, for example milk.

Fairtrade must only be used in the product title/descriptor to identify the significant or characterising Fairtrade ingredients. For example a caramel product with berry aroma when the berries are from France and therefore are not Fairtrade.

**Name: Caramel with Fairtrade sugar**

### SINGLE FAIRTRADE PRODUCT

#### Acceptable product title:

Fairtrade bananas

Fairtrade cashew nuts

Fairtrade organic green coffee

Fairtrade black Ceylon tea

#### 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] cashew nuts
- ✗ Max Havelaar coffee

### COMPOSITE FAIRTRADE INGREDIENTS

#### Acceptable product title:

Maple syrup with Fairtrade sugar and vanilla

Caramel with berries and Fairtrade sugar

#### Product title not acceptable:

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

- ✗ Fairtrade maple syrup
- ✗ Fairtrade berry caramel

## **BULK OR SHIPPING PRODUCT PACKAGING PACKAGING REQUIREMENTS**

### **ARTWORK APPROVAL CHECKLIST**

Written approval must be received from the Fairtrade International artwork team prior to printing or public distribution of any packaging that displays the FAIRTRADE 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 contact list page of these guidelines for contact information and the link to Fairtrade International's Artwork Approval Online Tool.

### **BULK OR SHIPPING PRODUCT PACKAGING – CHECKLIST**

- It's not compulsory to use the FAIRTRADE Mark on bulk or shipping packaging that is not used in retail. If the operator chooses to use it, the full colour version of the Mark is recommended.
- The Mark must be placed on what is considered the front face of the packaging and be visible to actors in the supply chain. 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 face where it's used.
- The presence of a brand on the same package face as the Mark, a product title or descriptor and the operator FLO-ID (when it's not printed somewhere else on pack) are compulsory. A statement referring to the certified product is recommended.
- The official Fairtrade Statement (which includes the Fairtrade URL) must be placed on any bulk packaging that is presented to consumers in retail.
- And remember, never alter the FAIRTRADE Mark.
- For artwork approval write to Fairtrade International or sign-in to Fairtrade International's Online Artwork Approval tool. See last page for details.



## PART THREE PROMOTIONAL MATERIALS

## PART THREE

# 3.1 PROMOTING FAIRTRADE & FAIRTRADE PRODUCTS

**This section covers use of the FAIRTRADE Mark when promoting the Fairtrade products traded in bulk by certified traders and when communicating Fairtrade in general**

# PROMOTIONAL MATERIALS GENERAL PRINCIPLES

## OVERVIEW

The FAIRTRADE Mark is a product certification logo that must never be confused with a brand or identity. When used on promotional materials, the Mark must always be applied in reference to Fairtrade certified products, not companies or organizations.

### Positioning

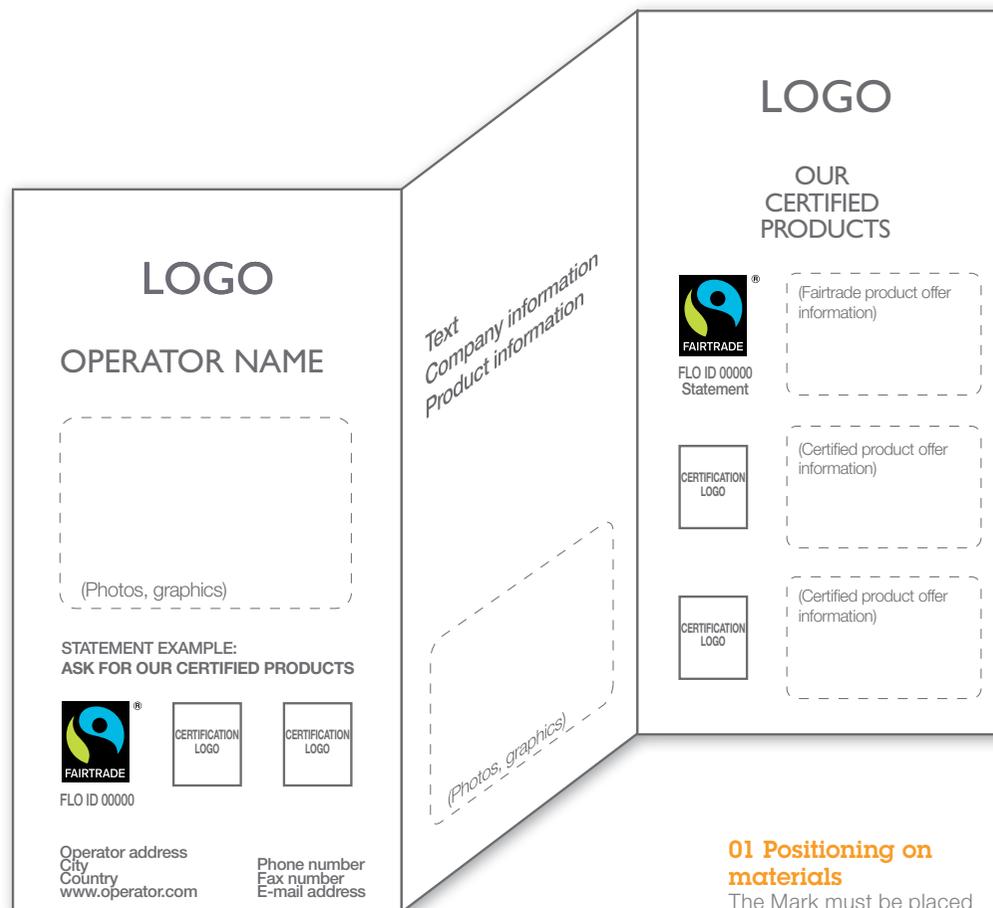
The FAIRTRADE Mark and any statements or text referring to it must be positioned or grouped together on a promotional item. In turn, the Mark and promotional statements must be positioned in proximity to the relevant information about Fairtrade or Fairtrade products.

The Mark 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 a National Fairtrade Organization unless permission is given in writing in advance.

Be clear that the FAIRTRADE Mark does not appear to be the 'owner' of the materials by being dominant.

### Co-labelling with other ethical labels

Make sure the compulsory Fairtrade elements retain their independence from other ethical labels, see [page 20](#).



### 01 Positioning on materials

The Mark must be placed within the context of Fairtrade certified products or information about Fairtrade and next to any statements about them

# PROMOTIONAL MATERIALS GENERAL PRINCIPLES

## DEFINITIONS

Promotional materials are defined as designs in various forms developed by the traders that include the promotion of or information about Fairtrade products.

For example:

- Web pages
- Brochures
- Posters
- Banners
- Flyers
- Product catalogues (printed or electronic)

Information materials can be:

- Warehouse signage
- Product cards
- Price lists



### 01 Web page

The Mark on an operator web page as promotion for Fairtrade products



### 02 Warehouse signage

The Mark used to identify warehouses where Fairtrade products are stored

# PROMOTIONAL MATERIALS

## GENERAL PRINCIPLES

### DEFINITIONS

Further examples:

- Web pages
- Brochures
- Flyers

Please note that all statements and layouts are examples. Statements can be different, provided they are approved together with the artwork.

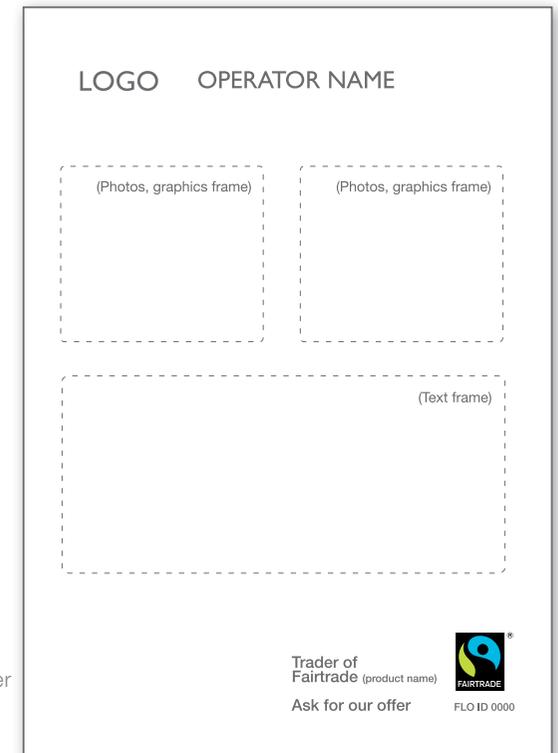


#### 01 Banners

The Mark on an operator banner as promotion for Fairtrade products at trade fairs and similar. Note the statement in the form of a call to action

#### 02 Brochure, flyer or poster

The Mark on a brochure, flyer or poster as a promotional tool



# PROMOTIONAL MATERIALS GENERAL PRINCIPLES

## DEFINITIONS

### WHAT IS NOT CONSIDERED PROMOTIONAL MATERIALS

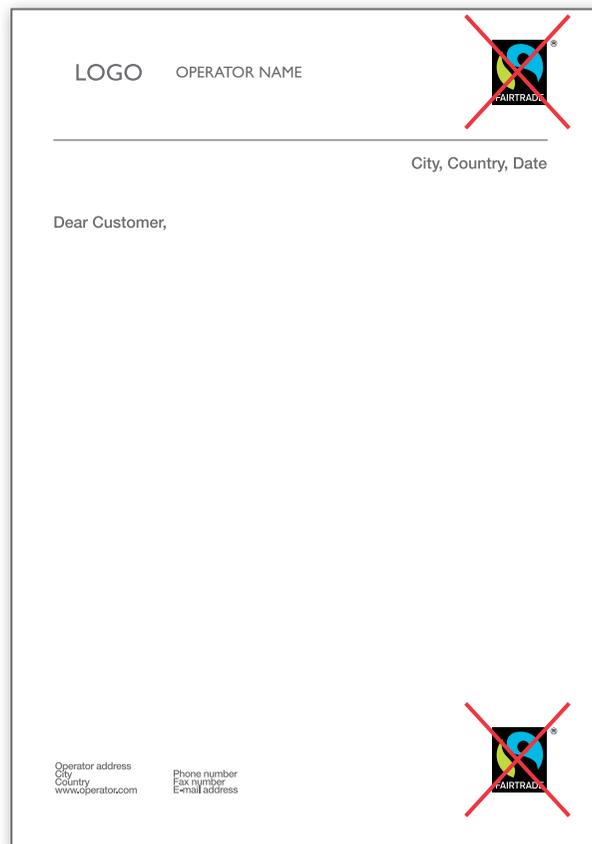
The FAIRTRADE Mark always refers to Fairtrade certified products, **not** companies or organizations.

The Mark must never be used on the following materials

- Company or organizations' stationery, including
  - Letterheads
  - Fax covers
  - E-mail signature
  - Business cards
  - Folders, envelopes, memo cards

### Exceptions

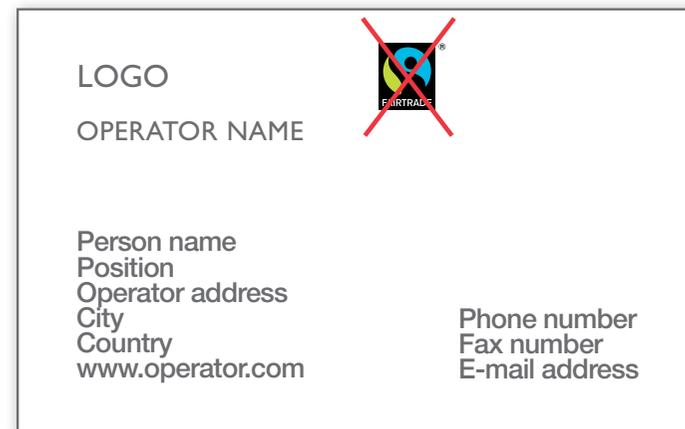
The FAIRTRADE Mark can be used in a company report provided it's used to refer to Fairtrade products or activities to support Fairtrade producers (company commitment) on the appropriate page or pages only.



#### 01 Stationery

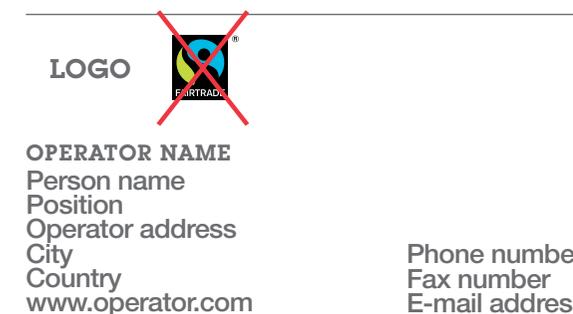
The Mark must not be used on letterheads, fax covers, memo cards, envelopes, folders and other materials that constitute the company's corporate identity.

See exception on the left.



#### 02 Business cards

The Mark must not be used on them



#### 03 E-mail signatures

They are also part of a company's corporate identity, so the Mark must also not be used on them

# PROMOTIONAL MATERIALS APPLICATION

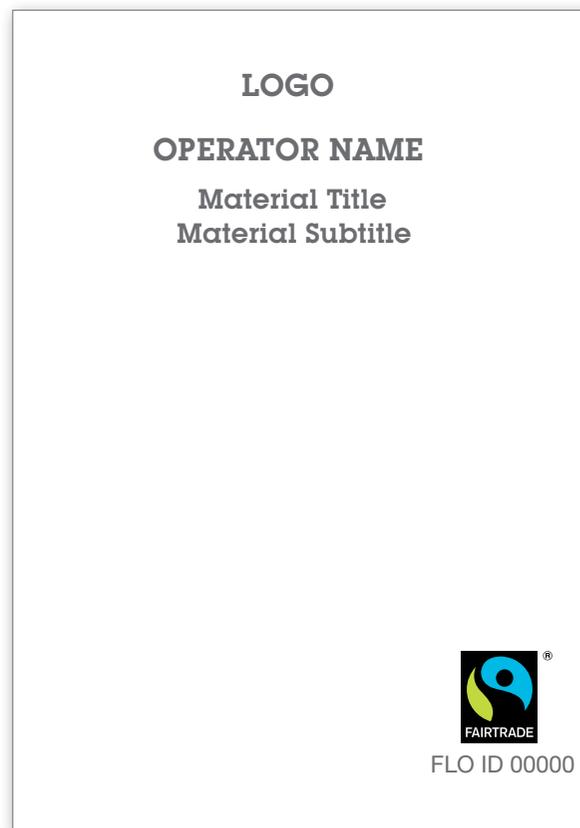
## BASIC RULES

### Brand hierarchy

Your materials will readily comply with these guidelines if you follow the brand hierarchy shown to the right.

Remembering that the FAIRTRADE Mark represents a product certification system and is registered as a trademark,

- it must always be less prominent than any other elements in the material.
- In order to achieve this, it can be made smaller than other corporate logos and also placed lower in the layout.
- It must never be confused with another company or organization's corporate identity.



#### 01 The Mark at the bottom

When the brand elements are at the top



#### 02 The Mark at the top

When the brand elements are at the bottom, in a reverse order

TIP

See the glossary for definitions of the terms used in these guidelines.

# PROMOTIONAL MATERIALS APPLICATION

## BASIC RULES

### Statements to accompany the FAIRTRADE Mark

The Mark must always be accompanied by a statement that makes reference to the Fairtrade products that are traded in bulk, to Fairtrade or to the Fairtrade producers a trader supports. For example:

- Ask for our Fairtrade products
- Ask for our Fairtrade coffees (product-specific)
- We offer a range of Fairtrade products
- Go to this page to see our Fairtrade range
- Trader of Fairtrade coffee - ask for our offer

The Mark can also be used on a web or print page listing the trader's certifications, but only with the FLO-ID, or a statement referring to the certified product offer or a call to action.

LOGO

OPERATOR NAME

**(Information about product offer, about company, photos, graphics, etc)**



Ask for our range of Fairtrade products  
FLO ID 0000

### 01 The Mark with a statement on an information card

Statement chosen from a range of pre-approved statements or custom-made and approved

LOGO OPERATOR NAME

---

Product List

Ask for our Fairtrade Products 

|                | Description | Certifications  |
|----------------|-------------|---|
| Product No. 1  |             | Organic   |
| Product No. 2  |             |          |
| Product No. 3  |             |   |
| Product No. 4  |             |          |
| Product No. 5  |             |          |
| Product No. 6  |             | Organic   |
| Product No. 7  |             | Organic   |
| Product No. 8  |             |   |
| Product No. 9  |             |          |
| Product No. 10 |             |   |
| Product No. 11 |             |   |
| Product No. 12 |             |   |
| Product No. 13 |             |   |
| Product No. 14 |             |   |
| Product No. 15 |             | Organic  |
| Product No. 16 |             | Organic  |

Operator address: City, Country, www.operator.com | Phone number: Fax number, E-mail address

### 02 The Mark with a statement on a product list

The Mark can also be used to identify the individual Fairtrade products

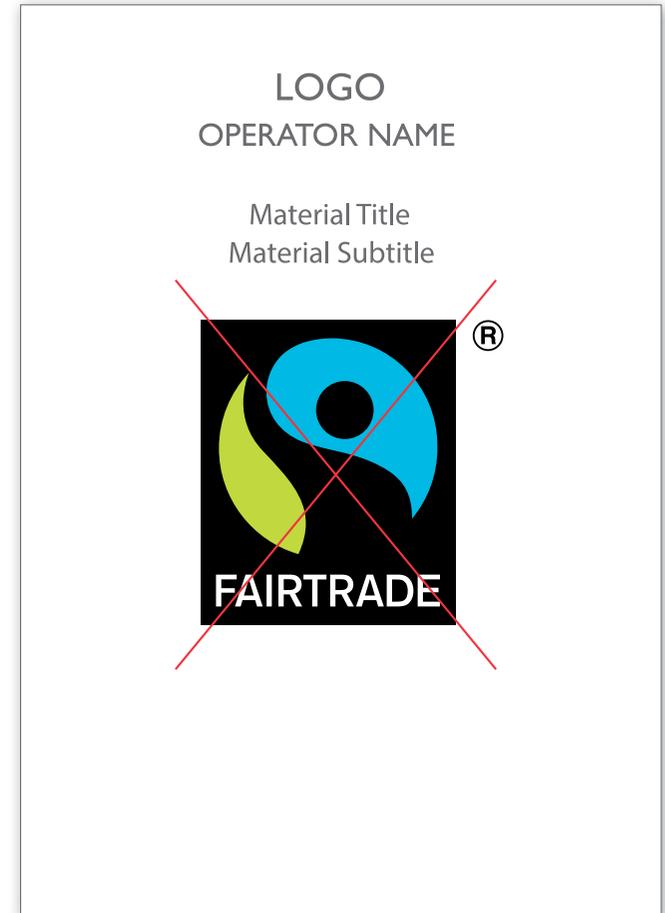
## **BASIC RULES**

### **What to avoid**

- Do not use the FAIRTRADE Mark by itself
- Don't make the Mark more prominent than your company's identity (brand)
- Don't co-brand the Mark with other identities (logos)
- Don't use the Mark to refer to a company, organization or the whole Fairtrade and non-Fairtrade product offer
- Don't use the Mark without prior written permission from Fairtrade International.



**01** Co-branding with the Mark is not allowed



**02** The Mark must be less prominent than other brand elements

## PROMOTIONAL MATERIALS APPLICATION

### YOUNG PLANT MATERIAL

The Fairtrade Standard for Flowers and Plants now covers young plant material. Please refer to page 38 for information.

The FAIRTRADE Mark with its compulsory statement may be used to promote the Fairtrade young plant material offer by Fairtrade producers, registered traders that import young plant material and/or the traders that grow the young plants into fully finished ones in business-to-business situations (B2B).

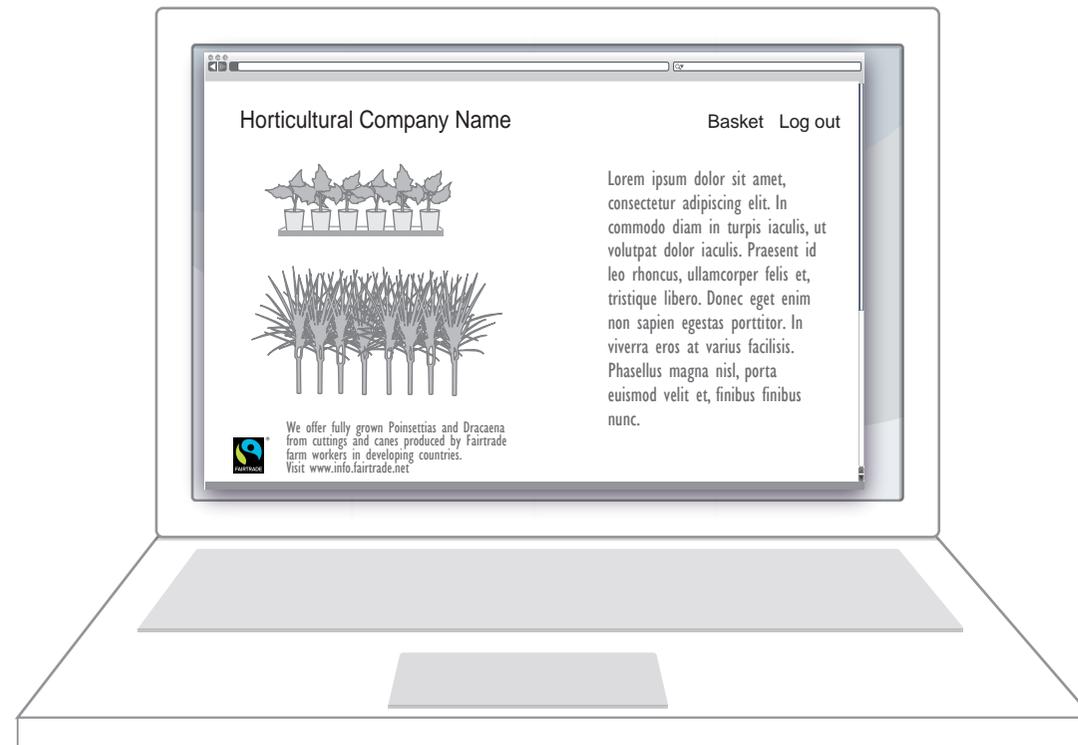
The Mark and statement may be used on websites, catalogues or brochures. When including copy that refers to Fairtrade, this must also be approved.

#### Compulsory elements

Trader name or brand, the FAIRTRADE Mark plus relevant statement:

**Exporters/Importers** (also those that root the unrooted young plants).  
[Name of trader/we] offer/s rooted/unrooted cuttings/canes produced by Fairtrade farm workers in developing countries [optional: incl. name of farm, farm and trader FLO IDs].  
Visit [www.info.fairtrade.net](http://www.info.fairtrade.net).

**Nurseries or horticultural companies** that grow the young plant to full size.  
[Name of trader/we] offer/s fully grown [name of fully grown plant] from cuttings/canes produced by Fairtrade farm workers in developing countries [optional: include name of farm, farm and trader FLO IDs].  
Visit [www.info.fairtrade.net](http://www.info.fairtrade.net)



#### 01 Web offer

The FAIRTRADE Mark with compulsory statement may be used only to promote the Fairtrade offer

## PART THREE

# 3.2 EASY ACCESS OPTION

**This section covers an easy access option for the use of the FAIRTRADE Mark on promotional materials developed by certified traders**

## **LOCK-UPS - THE FAIRTRADE MARK WITH A STATEMENT**

The easiest way to apply the FAIRTRADE Mark to promotional materials in a correct way is to use a pre-approved graphic that includes one of the following:

- The FAIRTRADE Mark plus the FLO-ID
- The FAIRTRADE Mark plus a statement
- The FAIRTRADE Mark plus the FLO-ID plus a statement that makes the reference to Fairtrade products required for the use of the Mark on promotional materials.

These pre-approved graphics are called **lock-ups**.

When the intended use is electronic only, this lock-up can be generated automatically using the [Fairtrade International Online Artwork Approval](#) tool. Please refer to the last page of these guidelines.

When the graphic is needed for printing, FLO will provide a vector graphic of the lock-up as a PDF or EPS through the Artwork Approval tool. A vector graphic can be scaled to any size without losing print quality.

Some examples of pre-approved statements can be seen on the right.



Ask for our  
Fairtrade products



Trader of  
Fairtrade products  
Ask for our offer



100% of our product  
offer is Fairtrade



We offer a range of  
Fairtrade products



Ask for our  
Fairtrade coffees

**01**

Generic pre-approved statement referring to products

**02**

Pre-approved statement for traders with multiple offers (Fairtrade certified and non-certified, products certified by other schemes)

**03**

Pre-approved statement for traders with a 100% Fairtrade offer

**04**

Pre-approved statement for traders

**05**

Pre-approved statement referring to specific products

**TIP**

These statements can also be provided in Spanish and French.

**LOCK-UPS -  
THE FAIRTRADE MARK  
WITH A STATEMENT**

The lock-ups can also be provided with a vertical (portrait) orientation, as seen on the right.



**01**  
Generic pre-approved statement referring to products



**02**  
Pre-approved statement for traders with multiple offer (Fairtrade certified and non-certified, mix of products certified by other schemes)



**03**  
Pre-approved statement about full Fairtrade offer



**04**  
Pre-approved statement for traders



**05**  
Pre-approved statement referring to specific products

**TIP** The lock-ups may have a white, black or transparent background. If the background is white, it may be shown with or without a border.

**LOCK-UPS -  
THE FAIRTRADE MARK  
WITH A STATEMENT**

An example of the FAIRTRADE Mark with the FLO-ID can be seen on the right. This lock-up must be applied next to text referring to Fairtrade products.

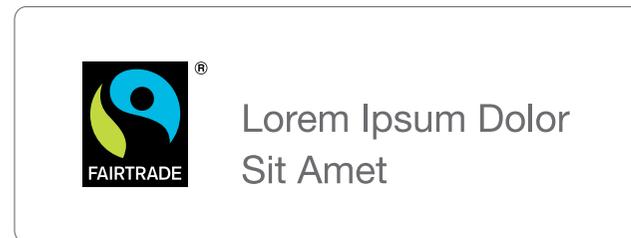
A custom statement, approved by the Fairtrade International artwork team, can also be used.

See last page for contact details.



FLO ID 00000

**01**  
The FAIRTRADE Mark with the trader FLO-ID, ideal for bulk packaging



**02**  
A custom statement can also be used, provided it's approved by Fairtrade International

## **LOCK-UPS - THE FAIRTRADE MARK WITH A STATEMENT**

The lock-up generated through the Fairtrade Online Artwork Approval Tool for electronic use or the lock-up for printing provided by Fairtrade International must not be altered, except for minor layout adjustments. The lock-ups include a clear space around them so that they will stand independently on the material.

The rules for their application are easy:

- Do not alter the provided lock-up
- Leave the clear space around the lock-up included in the graphic
- Insert it near text or graphics that refer to Fairtrade products or Fairtrade

The lock-ups are provided in the following versions:

For use on white or clear backgrounds:

- Full colour Mark with black ® and black lettering
- Black and white Mark with black ® and black lettering

For use on dark backgrounds:

- Full colour Mark with white ® and white lettering
- Black and white Mark with white ® and white lettering



**01**

The FAIRTRADE Mark with the operator's FLO-ID on dark background



**02, 03**

The Mark plus statement on a dark background



**TIP**

See page 15 for the different Mark graphic versions

**PROMOTIONAL  
MATERIALS  
EASY ACCESS**

**THE FAIRTRADE MARK  
WITH A STATEMENT**

Application examples

- Web page with mixed content
- Existing design

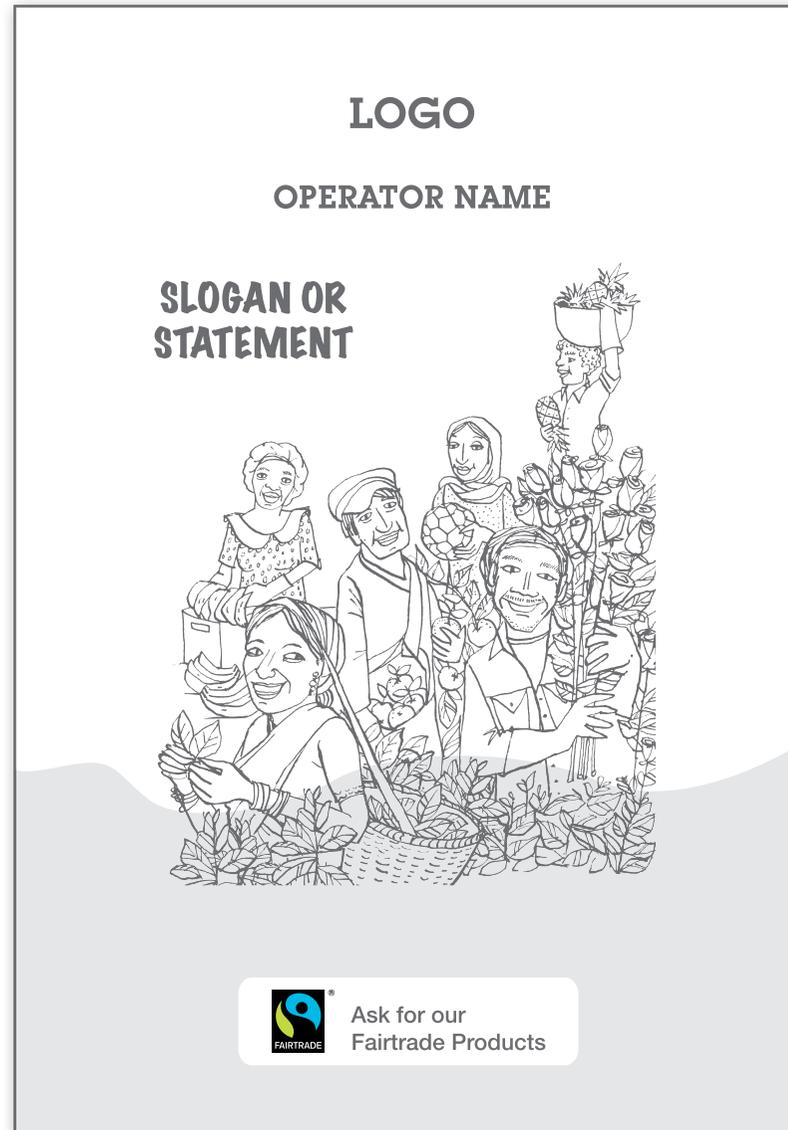


**PROMOTIONAL  
MATERIALS  
EASY ACCESS**

**THE FAIRTRADE MARK  
WITH A STATEMENT**

**Application examples**

- Pre-existing or new design for poster, brochure



**01** A lock-up inserted into a poster or brochure layout

**PROMOTIONAL  
MATERIALS  
EASY ACCESS**

**THE FAIRTRADE MARK  
WITH A STATEMENT**

**Application examples**

- Pre-printed or newly designed catalogue, price list, product card, price card, online catalogue

LOGO OPERATOR NAME

---

(Pre-printed) Price List

|                | Description | Price | Certifications        |
|----------------|-------------|-------|-----------------------|
| Product No. 1  |             |       | Organic               |
| Product No. 2  |             |       | Fairtrade             |
| Product No. 3  |             |       |                       |
| Product No. 4  |             |       | Fairtrade             |
| Product No. 5  |             |       | Fairtrade             |
| Product No. 6  |             |       | Organic               |
| Product No. 7  |             |       | Organic               |
| Product No. 8  |             |       |                       |
| Product No. 9  |             |       | Fairtrade             |
| Product No. 10 |             |       |                       |
| Product No. 11 |             |       |                       |
| Product No. 12 |             |       |                       |
| Product No. 13 |             |       |                       |
| Product No. 14 |             |       |                       |
| Product No. 15 |             |       | Organic/<br>Fairtrade |
| Product No. 16 |             |       | Organic/<br>Fairtrade |

Operator address \_\_\_\_\_  
City \_\_\_\_\_  
Country \_\_\_\_\_  
www.operator.com \_\_\_\_\_

Phone number \_\_\_\_\_  
Fax number \_\_\_\_\_  
E-mail address \_\_\_\_\_

 Ask for our Fairtrade Products

**The lock-ups can be inserted into any pre-existing or new layout:**

**01**  
For example a pre-printed price list



**02**  
A pre-printed or newly designed product information card

LOGO

OPERATOR NAME

PRODUCT INFORMATION

COFFEE No. 1 INFO \*\* \_\_\_\_\_  
PRODUCT QUALITY \_\_\_\_\_

COFFEE No. 2 INFO \_\_\_\_\_  
PRODUCT QUALITY \_\_\_\_\_

SUGAR No. 1 INFO \_\_\_\_\_  
PRODUCT QUALITY \_\_\_\_\_

SUGAR No. 2 INFO \*\* \_\_\_\_\_  
PRODUCT QUALITY \_\_\_\_\_

COCOA INFO \*\* \_\_\_\_\_  
PRODUCT QUALITY \_\_\_\_\_

 \*\* Coffee, Sugar and Cocoa

FLO ID 00000



## **PART FOUR ESSENTIAL INFORMATION**

## **PART FOUR**

# **4.1 FAIRTRADE STATEMENT**

**This section explains about the  
Fairtrade Statement that can be  
used on bulk packaging**

## FAIRTRADE STATEMENT OVERVIEW

### OFFICIAL FAIRTRADE STATEMENT INCL. URL

There is an official Fairtrade Statement that must be included on retail packaging when the FAIRTRADE Mark is used on retail products by licenced companies. This Statement can be used on bulk packaging as an option.

When the bulk packaging reaches retail and is seen by consumers, the Fairtrade Statement must be used, see [page 35](#).

The Fairtrade Statement is available as follows:

- **For Fairtrade products with physical traceability**
  - **All Fairtrade products except**
  - **Cocoa**
  - **Sugar**
  - **Tea**
  - **Fruit juices**

The statement has a short and a longer, preferred version. The statements apply to single-ingredient and composite products.

An overview of the Fairtrade Statement for products with physical traceability can be seen on the right.

### PHYSICAL TRACEABILITY

#### 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](http://www.info.fairtrade.net)

Example:

Coffee beans: Fairtrade certified and sourced from Fairtrade producers. Total 100%. Visit [www.info.fairtrade.net](http://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](http://www.info.fairtrade.net)

Example:

Coffee beans: Fairtrade certified and sourced from Fairtrade producers. Total 100%. 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](http://www.info.fairtrade.net)

## FAIRTRADE STATEMENT OVERVIEW

### OFFICIAL FAIRTRADE STATEMENT INCL. URL

The Fairtrade Statement is also available for:

- Fairtrade products with documentary traceability (mass balance). These products are:
  - Cocoa
  - Sugar
  - Tea
  - Fruit juices

This statement also has a short and a longer, preferred version. The statements apply to single-ingredient and composite products.

An overview of the Fairtrade Statement for products with mass balance can be seen on the right.

### MASS BALANCE

#### 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](http://www.info.fairtrade.net)

Example:

Cocoa beans: Traded in compliance with Fairtrade Standards. Total 100%. Visit [www.info.fairtrade.net](http://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](http://www.info.fairtrade.net)

Example:

Cocoa beans: Traded in compliance with Fairtrade Standards. Total 100%. 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](http://www.info.fairtrade.net)

If an operator is able to declare traceability on one or more ingredients, an operator-drafted text to indicate the source of the physically traceable ingredient(s) may be included, provided it's approved by Fairtrade International or an NFO in the case of traders registered with one.

### 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 caramel product has been calculated to be 85% without including the liquid content, it must be indicated in the Statement that this calculation has been made excluding liquid elements.

#### APPLICABILITY

Section '2.1 Traceability' of the Fairtrade Trade Standard applies to all Fairtrade operators. Section '2.2 Product Composition' 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.

## PART FOUR

# 4.2 APPENDICES

**The appendices section includes advice on:**

**Artwork approval**

**Operator responsibilities**

**Protecting the Mark**

**Use of Fairtrade terms and glossary**

**Contact details**

## APPENDICES

### ARTWORK APPROVAL AND OPERATOR RESPONSIBILITIES

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#### ARTWORK APPROVAL

Fairtrade International approves the use of the FAIRTRADE Mark for all Fairtrade producers and all traders certified by FLO-CERT.

If packaging or promotional materials are created in line with these guidelines, they will be acceptable in all destination markets.

All artwork must be approved in writing by the Fairtrade International artwork team prior to printing, distribution or publication.

Artwork applications should be sent to [artwork@fairtrade.net](mailto:artwork@fairtrade.net).

operators can also sign-in and register at [Fairtrade's Online Artwork Approval Tool](#). operators can create tickets for each artwork request or for a batch of requests. They can thus keep a good overview of progress and they can retrieve information about their own requests at any time.

Traders certified by National Fairtrade Organizations (NFOs) must contact the relevant NFO.

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

#### PROCESS AND TIMINGS

The artwork team will endeavour to respond quickly; aiming to respond within 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 complying with these guidelines, on the full availability of the artwork team and the operator being certified. It is good practice to allow sufficient time for the artwork approval process, especially if a deadline is known.

The artwork team at Fairtrade International or the National Fairtrade Organization (NFO) 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.

#### OPERATOR RESPONSIBILITIES

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

- These guidelines
- Fairtrade Standards
- The Fairtrade certified products detailed the certification contract
- Packaging artwork must comply with relevant product labelling regulations in the destination market.

Operators are also responsible for ensuring that only products traded under Fairtrade conditions within a Fairtrade supply chain are identified with the FAIRTRADE Mark.

Operators who are suspended or decertified must inform the artwork team immediately of this fact.

All use of the FAIRTRADE Mark on packaging must cease when signing new contracts while suspended. Promotional use must also stop until the suspension is lifted. The certification contract terms apply.

All use of the FAIRTRADE Mark must cease when decertified.

Please check that artwork complies with these guidelines. The operator must make certain that the artwork that displays the FAIRTRADE Mark is approved prior to publication, printing or public distribution.

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

#### Transition period

Fairtrade International may issue amendments to the guidelines or new guidelines at any time. From the issue date of new guidelines, operators have a 12 month period to comply on new packaging and promotional material. Electronic promotional materials must comply with new guidelines within 3 months.

An extension can be requested from Fairtrade International in special circumstances. However, the operator will be allowed to use remaining packaging already approved and produced for the length of the transition period or until the supply runs out, whichever happens first.

## **DISCLAIMER**

Fairtrade International licences the use of the FAIRTRADE Mark ('the Mark') to organizations and companies that trade products which meet international Fairtrade Standards, the Fairtrade operators.

The right to apply the Mark is granted only in reference to certified products that are listed in the certification contract and does not make any statement about the companies or organizations trading them.

The approved use of the Mark is not valid for any product other than the certified product/s that is/are specified in the certification contract.

The only exception is the use of the FAIRTRADE Mark by Fairtrade Producers who communicate about Fairtrade among their members and communities and other operators who communicate about Fairtrade in general or in particular in relation to their actions and commitment.

The operator, 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 operator's responsibility to ensure that packaging and labelling comply with all relevant product labelling legislation and standards in the countries of sale, 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 operator is responsible for ensuring the correct use of the Mark and word Fairtrade on bulk packaging and promotional materials at all times. Fairtrade International, or the relevant NFO, 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 operator 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 certification contract and the Fairtrade Standards.

## **PROTECTING THE MARK**

The FAIRTRADE Mark is the exclusive property of Fairtrade International.

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. Operators are encouraged to notify Fairtrade International where any suspected misuse is identified.

### **Misuse**

In the event of misuse of the Mark by a Fairtrade operator, 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 organization 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 operator to take required action may result in a repeated non-compliance 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 organization 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 Mark in any form whatsoever, without prior authorisation.

### **Copyright**

All information within the FAIRTRADE 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 Fairtrade International's Artwork Coordinator or Head of Brand.

## APPENDICES

### FAIRTRADE TERMS AND ARTWORK TERMS

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#### 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 Mark:** uppercase for FAIRTRADE, 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 or JPEG format, as a two dimensional image, with full measurements, cutter, seal and fold guidelines as well as other information, for example colour values

**Brand hierarchy:** the order in which the artwork elements are arranged in relation to the FAIRTRADE Mark

**CMYK:** 4 colour print process

**EMF:** Enhanced Metafile, used for in-house printing on desktop and laptop computers

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

**JPEG, JPG:** Image file format, acceptable format for submitted artwork and also FAIRTRADE Mark graphic for electronic use

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

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

**PNG:** FAIRTRADE Mark graphic for electronic use

**RGB:** 3 colour print and publishing process

**Vector PDF:** vector file of the FAIRTRADE Mark supplied by Fairtrade for professional printing

## GLOSSARY

**Certification contract:** the agreement signed between FLO-CERT and the operator which regulates the conditions for trading Fairtrade products and complying with the Fairtrade Standards.

**Composite product:** a multi-ingredient product which complies with the composite product rules in the Fairtrade Standard.

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

**Corporate identity, corporate logo:** graphic representation of a company or organization in the form of a name and logo. It can be part of the company or organization's brand.

**Cross border sales:** selling products into multiple international markets.

**Decertification:** status in which an operator can find itself if major non-compliances with the Fairtrade Standards are not corrected over a period of time. Failure to provide proof of permission to use the FAIRTRADE Mark is never a cause for decertification, but decertified operators must cease to use the Mark immediately. An operator can also choose to become decertified voluntarily, but the same applies.

**Fairtrade International (Fairtrade Labelling Organizations International e.V., FLO):** the international organization comprising NFO and partner organizations in consumer countries and producer networks in producer countries. Fairtrade International is responsible for developing Fairtrade Standards and managing producer and trader registers. It also owns the FAIRTRADE Mark.

**FAIRTRADE Mark:** graphic used on products meeting Fairtrade Standards as defined by Fairtrade International. The FAIRTRADE Mark is a registered trademark owned and licenced by Fairtrade International and an independent product certification label.

**Fairtrade Marketing Organization (FMO):** Fairtrade organizations without licencing 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 Licencee.

**Licencing agreement:** the agreement between Fairtrade International or a National Fairtrade Organization and a licensee which includes setting out the conditions for using the FAIRTRADE Mark.

**Licencee, licenced company:** a company that has signed a Fairtrade licencing agreement and is therefore licenced to apply the FAIRTRADE Mark to retail products covered by the agreement.

**Lock-up:** a combined graphic that includes the FAIRTRADE Mark plus the FLO-ID and/or a statement.

**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.

**National Fairtrade Organization (NFO):** full member of Fairtrade International. The NFO is responsible for licencing, marketing, business development and awareness raising in a defined geographical area. An NFO has the right to sub-licence the FAIRTRADE Mark to licencees and third parties in its area.

**NFO reference code:** Fairtrade reference code given to each licensee by the NFO.

**Operator:** Fairtrade certified producers and traders of

Fairtrade products.

**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 organization 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 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/product registration:** any or all of the Licencee's products detailed in the licencing agreement.

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

**Suspension, warning for suspension:** status in which an operator is not complying with all Fairtrade Standards, as stated in the certification contract. Failure to provide proof of permission to use the FAIRTRADE Mark is never a cause for suspension or warning for suspension but artwork approval, especially for bulk product packaging, may not be granted during a suspension period.

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## REGISTERED TRADEMARK

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

The Mark must not be altered, copied, reproduced or otherwise used without receiving prior written permission from Fairtrade International or its designated sub-licencing bodies; National Fairtrade Organizations – NFOs.

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## CREDIT

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Linus Hallgren (page 42)  
Didier Gentilhomme (page 65)  
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## ARTWORK APPROVAL

Contact Fairtrade International by email:  
[artwork@fairtrade.net](mailto:artwork@fairtrade.net)

Sign-in and register at the Fairtrade Artwork Approval Tool, [www.artwork.fairtrade.net](http://www.artwork.fairtrade.net)

For traders certified by an NFO: Contact the relevant one. The National Fairtrade Organizations' contact details can be found at: [www.info.fairtrade.net](http://www.info.fairtrade.net)

## LICENCING INFORMATION

Operators based in countries where there is an NFO, contact the relevant one in their country. The National Fairtrade Organizations' contact details can be found at: [www.info.fairtrade.net](http://www.info.fairtrade.net)

Operators based in a country with no NFO: Contact Fairtrade International by email: [license@fairtrade.net](mailto:license@fairtrade.net)

## CONTACT DETAILS

Fairtrade International  
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