Fair Trade Certified™ Seal Use Guide

Introduction

Fair Trade USA is a social enterprise and the leading certifier of fair trade products in North America. Its trusted Fair Trade Certified seal on a product signifies that it was made according to rigorous fair trade standards that promote sustainable livelihoods and safe working conditions, protection of the environment, and strong, transparent supply chains.

Rather than creating dependency on aid, Fair Trade USA's model empowers farmers, workers, and fishers to fight poverty and earn additional money to improve their communities. Fair Trade USA also helps brands and retailers tell their stories of impact and educates consumers about the power of their Fair Trade Certified purchase.

Fair Trade Certified Seal Use Guide

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Part One

Fair Trade Certified Seal and Language Use Guidance

Fair Trade Certified Seal Use Guide

Overview

Guidelines for use of the Fair Trade Certified seal artwork and language by authorized licensees in connection with Fair Trade Certified products and marketing materials. The Fair Trade Certified seal may not be used on products that are not Fair Trade Certified or marketing materials promoting products that are not Fair Trade Certified.

Please read through the guide to review seal options, understand the requirements for packaging, and select optional impact statements about fair trade certification.

Any products or materials that use a Fair Trade Certified seal or language must be approved by your account manager before use, including:

- Label artwork with appropriate Fair Trade Certified seal;
- Statements on the impact of fair trade certification; and
- Any other marketing or promotional materials that include the Fair Trade Certified seal or make statements about Fair Trade USA

Fair Trade Certified Seal Use Guide

Section 1: Fair Trade Certified Seal Options

There are several Fair Trade Certified seal options available for use in association with a product. Different seals are permitted for use on product packaging depending on the product that is Fair Trade Certified.

Once your product has been approved, your account manager will provide you with access to the seal options applicable to your product.

Fair Trade Certified Seal Use Guide

Section 1.1: Permitted Use of Seals for Fresh and Packaged Goods

% Fair Trade Certified Ingredients in Product	Type of Seal	Requirements	Explanation
100% Fair Trade Certified ingredients	Fair Trade Certified seal	The product is 100% Fair Trade Certified: all ingredients are 100% Fair Trade Certified*.	This seal is most frequently used on single ingredient products (such as coffee, tea, or bananas) and on some multi-ingredient products (e.g. an herbal tea blend).
20% or more Fair Trade Certified ingredients by weight **(excluding added water and salt)****	Fair Trade Certified Ingredient(s) seal **- OR -** Fair Trade Certified 'Ingredient-Specific' seal	For any individual Fair Trade Certified ingredient used in the product, 100% of that particular ingredient must be Fair Trade Certified.	For example, 100% of the cocoa used in a chocolate cupcake must be Fair Trade Certified. If chocolate icing is also used, 100% of the cocoa in the icing must be Fair Trade Certified.
		Cocoa, coffee, tea (Camellia Sinensis), and quinoa included in the product must be Fair Trade Certified.	For example, in a mocha mix the coffee must be Fair Trade Certified as well as the cocoa.
		An ingredient-specific seal may be used if the ingredient specified is the highest percentage Fair Trade Certified ingredient in the product, or is the ingredient consumers commonly associate with the product. **Note: An ingredient-specific seal may only be used for approved products. See Section 1.3 for all approved ingredient-specific seals**	For example, if a brownie contains 11% Fair Trade Certified cocoa powder and 20% Fair Trade Certified sugar, the following seals can be used: • "Fair Trade Certified Ingredients" seal • "Fair Trade Certified Sugar" seal (highest % Fair Trade Certified ingredient) • "Fair Trade Certified Cocoa" seal (commonly associated with product)
		All Fair Trade Certified ingredients must be identified on the packaging.	N/A
		The percentage of Fair Trade Certified content (by dry weight) is indicated on the packaging**	Indicate the specific percentage (e.g., "37% Fair Trade Certified™ Ingredients") or the minimum percentage (e.g., "Over 35% Fair Trade Certified™ Ingredients")
		Ingredient percentages can not be rounded up in order to meet percentage thresholds.	For example, if a product has 19.8% Fair Trade Certified ingredients by weight, it does not meet the requirements to use the Fair Trade Certified Seal.

Fair Trade Certified Seal Use Guide

Less than 20% Fair Trade Certified ingredients by weight	No Fair Trade Certified seal use permitted.	Although no seal use is permitted for products comprised of less than 20% Fair Trade Certified ingredients, the Fair Trade Certified ingredient(s) may be specified on the front of the package.	For example, a vanilla cookie with chocolate chips, wherein the cocoa comprises 10% of the total product, 100% of that cocoa must be Fair Trade Certified if the Fair Trade Certified ingredient (cocoa) is listed on the package or in the ingredient list.
		All Fair Trade Certified ingredients are identified in the ingredients list if that ingredient is 100% Fair Trade Certified, and Fair Trade USA is identified as the certifier.	For example, “Fair Trade Certified™ cocoa by Fair Trade USA.”

***** *The product may contain up to 5% non-Fair Trade Certified ingredients as approved by Fair Trade USA. This exception only applies to some flavorings and additives.*

****** *For extract or concentrate based products (e.g., bottled coffee), the percentage can be based on the ingredients used in the production of the product.*

Fair Trade Certified Seal Use Guide

Section 1.2: Permitted Use of Seals for Factory Goods

Type of Seal	What It Means	When To Use
Fair Trade Certified Factory	Products that are manufactured or sewn in a Fair Trade Certified facility.	The product is manufactured in a facility approved by Fair Trade USA and purchased on fair trade terms.
Fair Trade Certified Cotton	Products that are made from Fair Trade Certified cotton.	All certifiable raw material (cotton) is Fair Trade Certified. The Fair Trade Certified cotton constitutes 20% or more of the product content.
Fair Trade Certified Full Seal	Products are sewn in a Fair Trade Certified facility and made from Fair Trade Certified cotton.	All certifiable ingredients and processes are 100% Fair Trade Certified. This includes the raw material (cotton) and manufacturing. The Fair Trade Certified cotton constitutes 50% or more of the product content.
Back Panel Description **(no seal)**	< 20 % Fair Trade Certified Cotton; Non-Fair Trade Certified factory	Products with <20% Fair Trade Certified cotton can note on the back label of the package “Fair Trade Certified™ cotton” as part of the content statement.

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Section 1.3: Ingredient-/Attribute-Specific Seals

Ingredient-/Attribute-specific seals are reserved for approved products only. They are used on multi-ingredient/attribute products when a brand wants to highlight a specific Fair Trade Certified ingredient or attribute.

Only the following approved versions of these seals can be used. Additional seals (outside of what is offered below) are not available upon request.

Type of Seal	What It Means	When To Use
- OR - Fair Trade Certified Ingredient(s)	20% or more Fair Trade Certified ingredients by weight (excluding added water and salt)** For any individual Fair Trade Certified ingredient used in the product, 100% of that particular ingredient must be Fair Trade Certified.	The ingredient specified is 100% Fair Trade Certified. The Fair Trade Certified ingredient constitutes 20% or more of the product and is the ingredient consumers commonly associate with the product.
Fair Trade Certified Cocoa		
Fair Trade Certified Coconut		
Fair Trade Certified Coffee		
Fair Trade Certified Dairy		

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Fair Trade Certified Seafood	20% or more Fair Trade Certified ingredients by weight (excluding added water and salt)** For any individual Fair Trade Certified ingredient used in the product, 100% of that particular ingredient must be Fair Trade Certified.	The ingredient specified is 100% Fair Trade Certified. The Fair Trade Certified ingredient constitutes 20% or more of the product and is the ingredient consumers commonly associate with the product.
Fair Trade Certified Sugar		
Fair Trade Certified Tea		
Fair Trade Certified Factory	See Section 1.2: Permitted Use of Seals for Factory Goods	
Fair Trade Certified Cotton		

Fair Trade Certified Seal Use Guide

Section 1.4: Bilingual Ingredient-/Attribute-Specific Seals

These seals are only permitted in markets where a language other than English is legally required on packaging. Only the ingredient/attribute banner term is translated. The term "Fair Trade Certified" is never translated.

FRENCH

ENGLISH

Section 2: Seal and Language Use Guidance

Section 2.1: Written Usage: Fair Trade Certified™

The first instance of the term "Fair Trade Certified™" is accompanied by the trademark indicator "™".

Fair Trade Certified™

Section 2.2: Correct Versions of the Seal

A color version of the Fair Trade Certified seal is always preferred. Apply the seal consistently. Alternative versions of the seal **must be approved** by Fair Trade USA. The Single Color seals have been created as an exception when the overall printing is restricted to one color (or a limited number of colors) and that color is black or white.

GLOBAL MARK

Process Color (CMYK)

2 color Black, PMS 376 C

2 color Black, PMS 375 U

ALTERNATIVE VERSIONS

1 color Grey-scale

Single Color Black

Single Color White

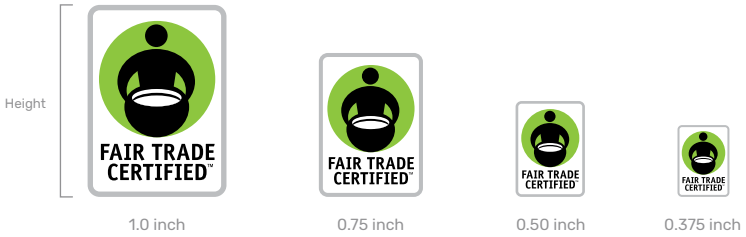
Single Color Outline Black

Single Color Outline White

Fair Trade Certified Seal Use Guide

Section 2.3: Seal Size

The Fair Trade Certified seal should not be smaller than 0.375 inches in height. The words “Fair Trade Certified” in the seal must be legible.



Section 2.4: Clear Space

The spacing between the Fair Trade Certified seal and other marks and text must be no less than 1/4 the width of the seal (1/4 X).*

The Fair Trade Certified seal must be proportional to other certification seals on the packaging.

**These requirements do not apply to individual product stickers.*

Section 2.5: Color Profile

The green globe behind the figure in the seal is accurately produced as 1 color. The background area within the grey border and behind the green globe is opaque white and must be reproduced as such and not altered.

Section 2.6: Color Breakdown

To help accurately reproduce the seal, we have provided the color profiles.

Pantone (PMS)	CMYK	RGB	HTML
Pantone 376 C Pantone 375 U	50, 0, 100, 0	151, 202, 65	#93D73B
Pantone Cool Grey 4 C Pantone 420 U	0, 0, 0, 30	209, 209, 211	#D1D1D3
Pantone Black C Pantone Black U	0, 0, 0, 100	35, 31, 32	#231F20
Pantone N/A	0, 0, 0, 0	255, 255, 255	#FFFFFF

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Section 2.7: Misuse of the Seal

Do not alter the seal or any of its approved alternative versions.

Avoid placing the seal on brightly colored, patterned, or otherwise busy backgrounds.

Please refer to Section 2.2 for approved alternative versions of the seal and usage.

Section 2.8: Ingredient-/Attribute-Specific Seal Usage

All ingredient-/attribute-specific seals include (1) grey and (1) black banner to ensure contrast between the banner and the surrounding packaging.

The **black banner** is to be used on light colored backgrounds to ensure contrast between banner and the packaging. **Do not place the black banner on dark colored backgrounds.**

The **grey banner** is to be used on dark colored backgrounds to ensure contrast between banner and the packaging. **Do not place the grey banner on light colored backgrounds.**

Fair Trade Certified Seal Use Guide

Section 3: Packaging Requirements

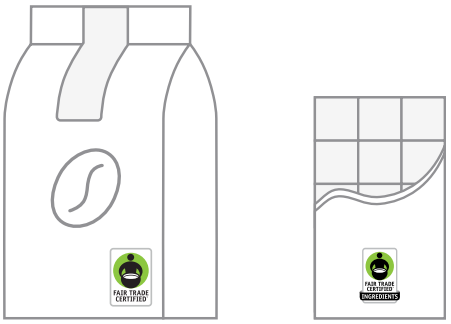
Section 3.1: Fair Trade Certified Finished Packaged Products

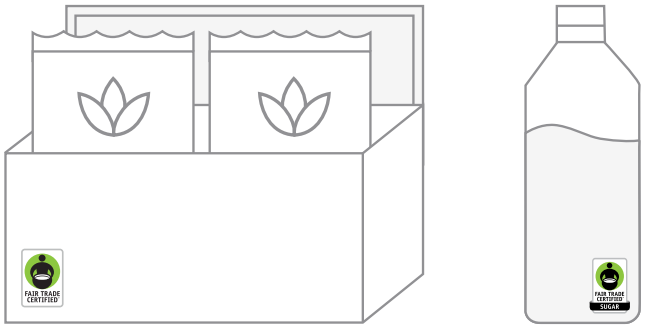
In addition to using the correct seal, Fair Trade Certified products with packaging must meet the following requirements:

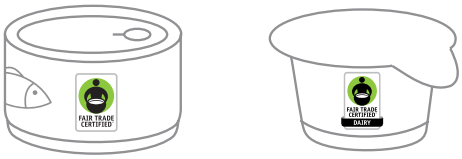
- The Fair Trade Certified seal must be clearly visible. Placement must be on the front of the package when possible;
- Fair Trade Certified ingredients must be specified;
- Fair Trade USA or FairTradeCertified.org must be noted as the certifier;
- Products using the Fair Trade Certified Ingredient, Ingredients, or Ingredient-Specific seal must display either the specific percentage or minimum percentage of Fair Trade Certified ingredients on the packaging;

  Specific percentage: *"37% Fair Trade Certified™ Ingredients"*
  Minimum percentage: *"Over 35% Fair Trade Certified™ Ingredients"*

- Products that contain less than 100% Fair Trade Certified ingredients may not use the terms "Fair Trade" or "Fair Trade Certified" in the product name, or use the term Fair Trade in any way that may imply the product is 100% Fair Trade Certified; and
- Fair Trade Certified ingredients sourced under mass balance, such as cocoa, sugar, tea (Camellia sinensis), juice products, or dairy products may not use the statements "Made with Fair Trade Certified™ Ingredients" or "Contains Fair Trade Certified™ Ingredients" unless an exception is requested and granted by your Fair Trade USA account manager.







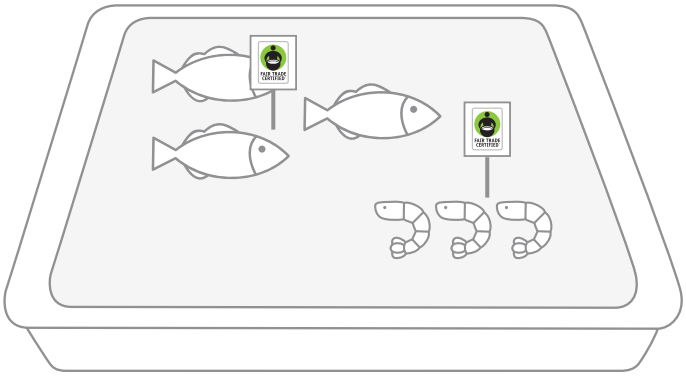
Fair Trade Certified Seal Use Guide

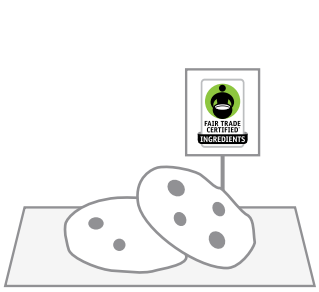
Section 3.2: Fair Trade Certified Produce and Fresh Goods

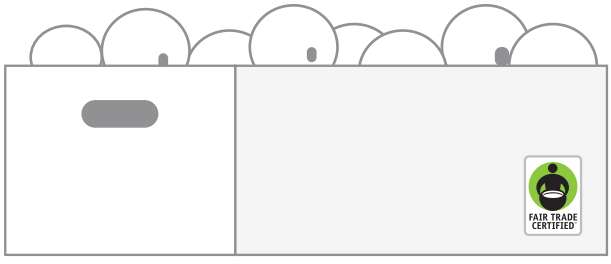
All Fair Trade Certified produce must have the Fair Trade Certified seal.

- For loose produce, each piece must carry the seal, either as a standalone sticker or incorporated into the PLU sticker;
- For packaged produce (e.g. clamshells, bags), each package must have the seal displayed on the front; and
- For fresh goods, such as seafood in a display case or baked goods on a bakery shelf, each tray must have the appropriate seal displayed along with the product info/ pricing card and not be mixed with non-certified product.

In addition to labelling the product, each case of certified produce or fresh goods must have the Fair Trade Certified seal.







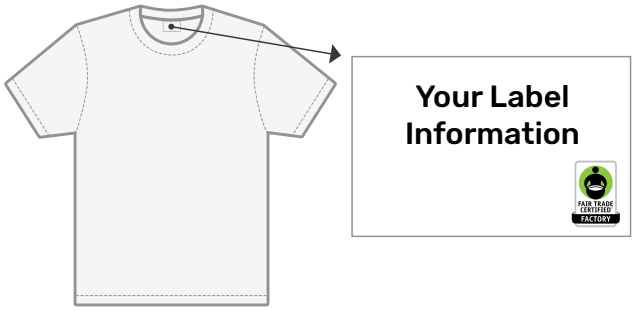
Fair Trade Certified Seal Use Guide

Section 3.3: Fair Trade Certified Factory Goods

The seal must be visible in at least one of the locations indicated below on all certified products.

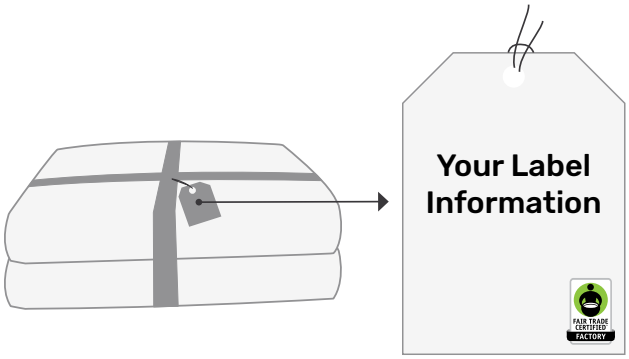
Permanent Mark

The seal may be printed onto the care label, or printed directly onto the garment, textile, or home goods product.



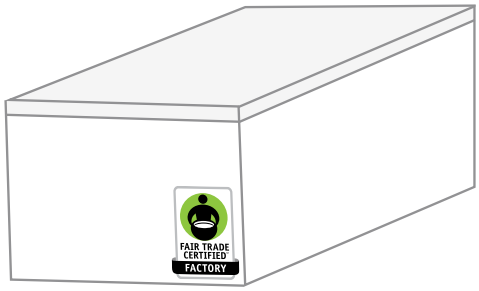
Removable (Hang, Swing) Tags

You may develop your own removable tag with the appropriate Fair Trade Certified seal.



Alternate Packaging (e.g., boxes, bands)

If your product packaging does not include a removable tag, you must include the appropriate Fair Trade Certified seal on your alternate packaging.



Section 3.4: Unfinished Products/Non-Consumer Facing Product Packaging

Only Fair Trade Certified products may be stored in packaging marked with a Fair Trade Certified seal (i.e. unroasted coffee beans, cocoa, sugar, seafood).

Fair Trade Certified Seal Use Guide

Section 3.5: Organizations Who Are Not Fair Trade USA Licensed Partners

The Seal Use Guide applies to repurposed/repackaged goods in the same way as they would for direct Fair Trade Certified goods. Refer to Sections 1–3.1 for guidance.

Entities who are not licensed partners with Fair Trade USA but are receiving, repurposing, and repackaging Fair Trade Certified goods may only apply the Fair Trade Certified seal (or variant or name) directly to goods/products with written consent from Fair Trade USA.

Non-Licensed entities may only apply the Fair Trade Certified seal to products that have been sourced from parties that have a valid certificate through Fair Trade USA or approved certifiers, or purchase finished, labeled Fair Trade Certified product ready for sale to the end consumer. If an entity is receiving Fair Trade Certified products/goods and then selling them on to another party as a repurposed and/or repackaged Fair Trade Certified good, then the co-manufacturer that has ownership of final packaging must be licensed under the Fair Trade USA Trade Standard to use the Fair Trade Certified seal (or variant). All seal use and naming rights on products must meet the requirements of Sections 1–3.1. This also includes entities purchasing product in bulk to sell directly to end-consumers, such as retailers for fresh case or food service providers. These entities must sign an agreement with Fair Trade USA committing to traceability requirements for Fair Trade Certified product.

Section 4: Optional Packaging Guidelines

The following may be included in your Fair Trade Certified product packaging, but is not required:

- Explanatory text may be included on your packaging to better explain the fair trade certification that the certified item supports. For example:

"Your purchase of this Fair Trade Certified™ item directly supports the [Fair Trade Certified commodity] farmers and workers who made it. Fair trade certification means the farms and factories that made this product adhere to rigorous health and safety standards and have mechanisms in place to improve their livelihoods."

Fair Trade Certified Seal Use Guide

Section 5: Messaging Guidelines

When referring generally to your fair trade commitment or to a larger line of items, the words “Fair Trade Certified” or “fair trade” may be used. For example:

- We’re proud to offer Fair Trade Certified™ products;
- Our new X line is now Fair Trade Certified™; and
- Here’s why we support fair trade…

If/when a more general reference to “Fair Trade Certified” or “fair trade” (like above) is made in a marketing piece, it should always be accompanied by a visual of the appropriate seal for customer transparency of what ingredient(s) or attribute(s) of the product are certified.

When referring to a specific product, the Fair Trade Certified ingredient(s) or attribute(s) must be indicated in the description and the appropriate seal must be included.

If a product’s ingredient(s) or attribute(s) are all certified it is simply referred to as “Fair Trade Certified™” and features the full seal. For example:

- We’re proud to offer Fair Trade Certified™ tomatoes;
- Our coffee beans are now Fair Trade Certified™; and
- Our new X T-Shirt is now Fair Trade Certified™ (cotton AND factory are certified)

If a product’s ingredient(s) or element(s) are partially certified the appropriate ingredient or attribute must be included for transparency of what is certified, and feature the appropriate ingredient-/attribute-specific seal.

- We’re proud to offer cookies with Fair Trade Certified™ cocoa (cocoa only);
- Our X mixed drink now includes Fair Trade Certified™ coffee (coffee only); and
- Our new X Jacket was made in a Fair Trade Certified™ factory (factory only)

All messaging about the Fair Trade Certified program and claims about fair trade certification must be approved by Fair Trade USA.

Fair Trade Certified Seal Use Guide

Section 6: Impact Statements and Stories

Impact statements help consumers understand why their Fair Trade Certified purchases matter. We recommend using one of the statements below to describe the impact of your brand's commitment to sustainable sourcing.

- For every product sold, [BRAND] invests in fair trade [Fair Trade Certified ingredient] farmers;
- Your purchase of Fair Trade Certified™ products helps improve lives and protect the environment;
- Your fair trade purchase empowers farming communities to earn additional funds and invest them where they are most needed;
- Fair trade supports safe working conditions and protects fundamental human rights; and
- Your purchase of Fair Trade Certified™ products helps support more resilient, transparent supply chains.

Please contact your Fair Trade USA account manager if you wish to use a customized impact statement, or a specific claim tailored to your product, on your packaging, or promotional materials.

Section 7: Labeling Exemptions

Exemptions of any kind will be given only in very extreme cases that do not harm the integrity of the Fair Trade Certified seal. They require the written documentation and approval of Fair Trade USA.

All artwork must be approved by Fair Trade USA by submitting to your account manager prior to production.

Section 8: Marketing Approvals

All promotional materials (digital or printed) that use a Fair Trade Certified seal or make claims about our certification must be approved by Fair Trade USA by submitting to marketingapprovals@fairtradeusa.org prior to use.

Part Two

Overview of Proper Brand Mark Use

Fair Trade Certified Seal Use Guide

Below are examples of when to use the Fair Trade Certified seal.

Advertising

Fair Trade USA product-specific advertisement

Advertising

Fair Trade USA brand campaigns

Events

Fair Trade USA corporate events

Online

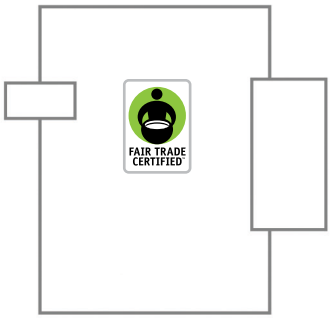
Fair Trade USA company site

Online

Fair Trade USA product sites including: licensees, producers & traders

Stationery

Corporate identity



Retail

Fair Trade Certified products points of sale

Trade Shows

Signage or displays

Staff/Internal Corporate Communications

Products

Fair Trade Certified product