



**FAIR TRADE
CAMPAIGNS**

Branding & Style Guide

The Fair Trade Campaigns guide to branding
your campaign

Using the Fair Trade Campaigns Logo

One of the main goals of the Fair Trade Campaigns marketing strategy is to increase brand awareness. The logo is a crucial piece of the identity of the Fair Trade Campaigns brand. Follow the specific guidelines below when using the Fair Trade Campaigns logo.

Format and Versions

- **Standard Versions:** The main logo to use when promoting the overall organization is 'Fair Trade Campaigns'. However, when talking about specific campaign types there is also a 'Fair Trade Schools', 'Fair Trade Colleges & Universities', 'Fair Trade Towns' and 'Fair Trade Congregations' logo that can be used (as pictured on page 2).
- **Custom Versions:**
 - Email admin@fairtradecampaigns.org with your campaign name and contact information and we'll reach out to you about making a custom logo for you.
 - Feel free to have someone in your community or on your committee develop a custom logo. If you change any features of Fair Trade Campaigns' logo we just ask that you send us a copy to approve before using it.

Dos and Don'ts

- Include the logo on any presentations or promotional materials you create for your campaign
- Never change the proportions of the logo, as it will cause it to appear pixelated/blurry
- The emblem may appear without the name, but the name should never appear without the emblem
- Never print the name so small that the words become illegible
- As a general rule, never change the color of the logo

Fair Trade Campaigns Logos & Graphics

Download by clicking on the images below.



**FAIR TRADE
CAMPAIGNS**



**FAIR TRADE
TOWNS USA**



**FAIR TRADE
COLLEGES &
UNIVERSITIES**



**FAIR TRADE
CONGREGATIONS**



**FAIR TRADE
SCHOOLS**



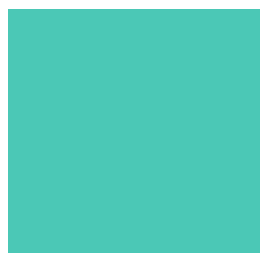
Fair Trade Campaigns Official Font & Color Guide



CMYK 20C 76M 100Y 78K
RGB 84R 46G 25B
HEX #481700

Calibri

a b d c e f g h i j k l m n o p q r s t u v w x y z
A B D C E F G H I J K L M N O P Q R S T U V W X Y Z



CMYK 63C 0M 32Y 0K
RGB 80R 201G 181B
HEX #62bfbe

Omnes

a b d c e f g h i j k l m n o p q r s t u v w x y z
A B D C E F G H I J K L M N O P Q R S T U V W X Y Z



CMYK 100C 0M 45Y 12K
RGB 0R 135G 124B
HEX #00877C

League Gothic

a b d c e f g h i j k l m n o p q r s t u v w x y z
A B D C E F G H I J K L M N O P Q R S T U V W X Y Z



CMYK 62C 60M 20Y 2K
RGB 114R 108G 150B
HEX #726c96

MOONFLOWER

A B D C E F G H I J K L M N O P Q R S T U V W X Y Z



CMYK 0C 76M 100Y 0K
RGB 221R 72G 20B
HEX #DD4814

Font Dos and Don'ts

- Do not use more than 2-3 fonts in one piece of content.
- For blocks of text, use Calibri; it's the easiest font to read. Limit usage of other fonts to text accents and social posts.
- Omnes and Moonflower are used for titles and for script in graphics.
- Use **brown** for blocks of text, **dark teal** for titles/headings, and **orange** for links.
- Keep your content visually interesting while still preserving legibility.
- Limit your font usage to the fonts listed above. Think critically before introducing new fonts to the style guide.



CMYK 1C 15M 24Y 2K
RGB 229R 203G 177B
HEX #E5CBB1

Fair Trade Campaigns in Text

About Fair Trade Campaigns

- **Mission Statement:** Grow a nationwide community of passionate, lifelong Fair Trade advocates. Their commitment will inspire others to support the Fair Trade movement in its efforts to seek equity in trade and create opportunities for economically and socially marginalized producers. Fair Trade Towns, Colleges, Universities and other communities embed Fair Trade values and purchases into mainstream business and institutional practices.
- **Tagline:** Grow the Fair Trade movement in your community

Other Resources

Photos

- [Fair Trade USA Photo Gallery](#)
(to download photos, create a free account)

Presentation Examples

- [Apparel Power Point](#)
- [Cocoa Power Point](#)
- [Bananas Power Point](#)

Social Media Guides

- [Facebook Best Practices](#)
- [Twitter Best Practices](#)

Press Release Templates

- Declaration Press Release ([Towns](#) or [Schools](#))
- [Community Event Press Release](#)

Naming Your Campaign

Follow these naming guidelines unless your campaign has another preexisting name

- **Town:** Fair Trade *Town Name*
- **College/University:** *College Name* Fair Trade OR Fair Trade at *College Name*
- **Schools:** *School Name* Fair Trade OR Fair Trade at *School Name*
- **Congregation:** *Congregation Name* Fair Trade OR Fair Trade at *Congregation Name*

Badges



Community Organization



Committee



Education



Government



Media



Retail