



# 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](mailto: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 Font & Color Guide



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



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



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



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



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



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

## Fonts

### 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

### 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

## Font Dos and Don'ts

- Do not use more than 2 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.
- Use League Gothic for titles and script in graphics.
- Use 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.

# 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.

## 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*
- **School:** *School Name* Fair Trade OR Fair Trade at *School Name*
- **Congregation:** *Congregation Name* Fair Trade OR Fair Trade at *Congregation Name*

## Other Resources

### Photos

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

### Presentation Examples

- [Fair Trade Campaigns 101 PowerPoint](#)
- [Apparel Power Point](#)
- [Cocoa Power Point](#)
- [Bananas Power Point](#)

### Social Media Guides

- [Facebook Best Practices](#)
- [Twitter Best Practices](#)
- [Instagram Best Practices](#)
- [Social Media for Campaigning](#)

### Press Release Templates

- Declaration Press Releases:
  - [Towns](#)
  - [Schools](#)
  - [Colleges & Universities](#)
- [Community Event Press Release](#)