

FAIRTRADE SCHOOLS

IDENTITY MANUAL



1/ INTRODUCTION AND CONTENTS

Thank you for reading this manual which is designed to support teachers, educational institutions and young people to use the Fairtrade Schools Identities to publicise their achievements. It describes the identities and how they should and should not be used.

Providing the guidelines in this manual are followed, materials featuring the identity do not need to be approved by the Fairtrade Foundation.

Fairtrade Schools is an initiative of the Fairtrade Foundation. Its primary aim is to raise awareness of trade, Fairtrade and the FAIRTRADE Mark and to support young people to understand how global trade works and how people everywhere can change the world around them.

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2/ THE FAIRWARE, FAIRACTIVE AND FAIRACHIEVER IDENTITIES

The FairAware, FairActive and FairAchiever Identities are symbols of achievement awarded to educational institutions that successfully complete tasks and challenges according to each award.

Those receiving an award access the relevant identities as downloadable image files (.png; .jpeg; .eps) from the Fairtrade Schools website through their account at www.fairtrade.org.uk/schools

The three identities offer educational institutions easily recognisable images for use on non-commercial materials to:

- > support young people and the whole school community to learn about trade, Fairtrade and the FAIRTRADE Mark
- > celebrate their achievements around Fairtrade
- > promote Fairtrade certified products which carry the FAIRTRADE Mark.

The Fairtrade Schools Identities contain all of the information you need to promote your school's achievements and Fairtrade.

FAIRTRADE Mark colours

Leaf green PMS 382c / 380u C28 M0 Y92 K0 R190 G214 B0 #BED600	Sky blue PMS 306c/u C79 M0 Y7 K0 R0 G185 B228 #00B9E4	Black PMS Process Black c/u C50 M50 Y50 K100 R30 G30 B30 #1E1E1E	White - C0 M0 Y0 K0 R255 G255 B255 -
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Identity-specific colours

Please make sure that if an identity is printed on to another colour other than black or white, that it is a strongly contrasting colour and that the identity remains clear and legible.



FairAware School
PMS 382c / 380u
C28 M0 Y92 K0
R190 G214 B0
#BED600



FairActive School
PMS Rhodamine c/u
C9 M87 Y0 K0
R224 G17 B157
#E0119D



FairAchiever School
PMS 306c/u
C79 M0 Y7 K0
R0 G185 B228
#00B9E4

3/ THE IDENTITIES AND THE FAIRTRADE MARK

The identities include the FAIRTRADE Mark and are ready to use to show the status of an educational institution. As such, they must not be altered in any way. Please help us to protect the integrity of the identities and the FAIRTRADE Mark by following the guidelines in this manual and ensuring that the identities are always reproduced:

- **in full and the registered ® symbol is always clear and legible**
- **only on promotional materials you create to publicise achievements and/or increase understanding and support for Fairtrade in your area**
- **at a minimum size of 45mm on printed materials (e.g. a letterhead) and an equivalent on screen size for digital**

An abridged version of the identity is available, but should only be used if the standard identity cannot be reproduced above the minimum size of 45mm. The abridged version must be reproduced no smaller than 20mm.

The FAIRTRADE Mark is an internationally recognised trademark and is the exclusive property of Fairtrade International. These guidelines have been developed to legally protect the Mark's trademark status when it is part of the Fairtrade Schools Identities and to allow educational institutions to incorporate the identities into their activities. The Fairtrade Schools Identities must not be used on commercially produced goods, other than those which are sold solely within the premises of an educational institution.

FAIRTRADE Mark usage

Use of the FAIRTRADE Mark must always follow the guidelines in the Campaigner and Supporters Promotional Materials Manual (for non-commercial use) which can be downloaded at: www.fairtrade.org.uk/includes/documents/cm_docs/2009/c/campaigner_promo_manual_promo.pdf

Educational institutions are allowed to use the FAIRTRADE Mark on non-commercial promotional materials without having to submit artwork for approval as long as:

- **the material is being seen by less than 500 people and**
- **the Mark is being used in relation to the Fairtrade system and/or products that carry the Mark.**

If this is not the case, please submit your proposed artwork to mail@fairtrade.org.uk and ensure you allow three weeks for assessment and approval.

FAIRWARE SCHOOL

Standard version

Available in Colour, White, and Black variants as shown
Minimum size: ø45mm

Small version

Available in Colour, White, and Black variants as shown
Minimum size: ø20mm



FAIRACTIVE SCHOOL

Standard version

Available in Colour, White, and Black variants as shown
Minimum size: ø45mm

Small version

Available in Colour, White, and Black variants as shown
Minimum size: ø20mm



FAIRACHIEVER SCHOOL

Standard version

Available in Colour, White, and Black variants as shown
Minimum size: ø45mm

Small version

Available in Colour, White, and Black variants as shown
Minimum size: ø20mm



4/ WHERE TO USE THE FAIRTRADE SCHOOL IDENTITIES

Educational institutions can use the identities on:

- Banners
- Websites, blogs and social media
- Leaflets
- Directories
- School letterheads
- Posters
- Stickers
- Newsletters
- Fairtrade certified cotton bags*
- Fairtrade certified cotton t-shirts*
- Welcome plaque/flag for a school
- Articles about the Fairtrade Award
- Pledge forms

* these must be licensed Fairtrade products

5/ USING THE TERM 'FAIRTRADE'

The FAIRTRADE Mark is a registered trademark therefore it is very important that all text and imagery that refers to or could be associated with Fairtrade is completely accurate.

Fairtrade or fair trade?

Fairtrade (one word, upper case F) relates exclusively to the work of Fairtrade International and its members, including the Fairtrade Foundation.

The FAIRTRADE Mark appears on products that meet Fairtrade Standards and means that farmers and workers in developing countries have the opportunity to improve their livelihoods.

Fair Trade or fair trade products do not carry the FAIRTRADE Mark. They relate to the wider movement of organisations working to promote fairer trade policy and practice and include fairly traded products like handicrafts, some jewellery and toys.



Fairtrade Fortnight 2014 at Lichfield Cathedral School

6/ IDENTITIES: DOS AND DON'TS

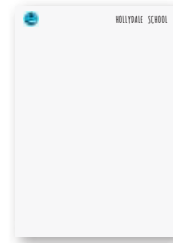
DO:



Use the entire identities



Resize the identities
in proportion



Add the name of the educational
institution on the same side of
any printed material



Use the identities'
correct colours



Use the identities only in reference to
FAIRTRADE Mark products, events or
information promoting Fairtrade

DON'T:



Extract elements from the
identities



Reproportion, redesign
or recreate them



Use them as a watermark,
embossed or similar



Change the colours
or typefaces



Superimpose other text or
images on the identities

- Use them in reference to products that do not carry the FAIRTRADE Mark
- Link or associate them with any other brand, logo or identity other than the awarded educational institution
- Use them for events or initiatives that do not involve or promote Fairtrade (see section 5 for an explanation of Fairtrade)

7/ PRINTING THE IDENTITIES ONTO COTTON ITEMS

If you wish to use the Fairtrade School Identities on cotton items e.g. T-shirt or bag:

- The cotton item must be a licensed product made with Fairtrade cotton
- The school name must appear on the same side as the identity to form a link

Note: the identity cannot be used on items which are not Fairtrade licensed.



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