



Home of Fair Trade
Enterprises



LABEL AND MARK GUIDE *for members*

Updated 02/2021



Home of Fair Trade Enterprises

Dear Member,

Please have a close look at the mark and label guidelines. Don't hesitate to contact the WFTO Global Office if you have any questions about the guidelines and application.

*We are happy to help!
Your WFTO Team*



CONTACT

phone

+31(0) 345 53 6487

e-mail

brand@wfto.com

website

www.wfto.com

address

World Fair Trade Organization

Godfried Bomansstraat 8-3

4103 WR Culemborg

The Netherlands

DIFFERENCE BETWEEN MARK & LABEL

WFTO Mark



WFTO Member Mark



Who can use it?

The WFTO Mark is used by the WFTO Office. WFTO Members can use the WFTO Mark only when they are making reference to WFTO.

Where can it be used?

Members can only use the WFTO Mark on information pages and educational campaigns that refer to WFTO as an organisation. If a member wishes to show their affiliation to WFTO, they can use the Member Mark.

Who can use it?

Guaranteed Members, Fair Trade Networks, Fair Trade Support Organisations, and Associate Organisations (with special approval).

Where can it be used?

Dependent on Membership Type and Status, the WFTO Member Mark can be used on stationary, publications, banners, leaflets, stickers, posters, press releases, websites, catalogues, and other communication or design work. *See the tables on the following pages for more information.*

DIFFERENCE BETWEEN MARK & LABEL

WFTO *Label*

GENERIC



CUSTOMISED



WFTO *First Buyer Label*



Who can use it?

Guaranteed Members

Where can it be used?

On the product, on tags on the product, attached to the product or on the packaging of the product. Communications and design work (same places as Mark).

Who can use it?

A First Buyer (FB) is an organization that buys products from a WFTO member and who wants to re-brand these without being verified under the Guarantee System.

Where can it be used?

The First Buyer Label can be used on products where 95% of the end product sold is sourced from a WFTO Guaranteed Fair Trade Enterprise.

WHO MAY USE WHICH LABEL & HOW?

Guaranteed Members

Label type	Member Mark	Product Label ¹	First Buyer Label
Physical products inclusive packaging	⊖	✓	✓
Promotional products	✓	✓	✓
Physical shop shelves and windows etc.	✓	✓	✓
Website	✓	✓	✓
Informative website page about Fair Trade and /or WFTO	✓	✓	✓
Product description in catalogue, online or printed	⊖	✓	✓
Printed institutional & marketing materials like business cards, flyers etc.	✓	✓	✓
Transport packaging	✓	✓	✓
Educational campaigns about Fair Trade (Non-commercial use)	✓	✓	✓



¹ Guaranteed members may choose to use another Guaranteed members First Buyer Label on their packaging to promote their supplier.



WHO MAY USE WHICH LABEL & HOW?

*Member FTNs, Member FTSOs¹
& Associate Organisations²*

Label type	Member Mark	Product Label	First Buyer Label
Physical products inclusive packaging	⊖	⊖	⊖
Promotional products	✓	⊖	⊖
Physical shop shelves and windows etc.	⊖	⊖	⊖
Website	✓	⊖	⊖
Informative website page about Fair Trade and /or WFTO	✓	✓	✓
Product description in catalogue, online or printed	⊖	⊖	⊖
Printed institutional & marketing materials like business cards, flyers etc.	✓	⊖	⊖
Transport packaging	⊖	⊖	⊖
Educational campaigns about Fair Trade (Non-commercial use)	✓	✓	✓



- ¹ If buying from Guaranteed Members, FTNs and FTSOs fall under resellers of First Buyers.
² Only under specific conditions and with explicit permission. Please contact branding@wfto.com or refer to Chapter 9 of the GS Handbook to find out more.



WHO MAY USE WHICH LABEL & HOW?

Provisional Members & Other¹

Buyers of provisional members, members of FTNs, NGOs, media, retailers etc.

Label type	Member Mark	Product Label	First Buyer Label
Physical products inclusive packaging	⊖	⊖	⊖
Promotional products	⊖	⊖	⊖
Physical shop shelves and windows etc.	⊖	⊖	⊖
Website	⊖	⊖	⊖
Informative website page about Fair Trade and / or WFTO	✓	✓	✓
Product description in catalogue, online or printed	⊖	⊖	⊖
Printed institutional & marketing materials like business cards, flyers etc.	⊖	⊖	⊖
Transport packaging	⊖	⊖	⊖
Educational campaigns about Fair Trade (Non-commercial use)	✓	✓	✓



¹ Only under specific conditions and with explicit permission. Please contact branding@wfto.com or refer to Chapter 9 of the GS Handbook to find out more.



WHO MAY USE WHICH LABEL & HOW?

Resellers of Guaranteed Members¹

≡/ Sell product as is, with no reference to their own brand.

Label type	Member Mark	Product Label	First Buyer Label
Physical products inclusive packaging	⊖	✓	⊖
Promotional products	⊖	⊖	⊖
Physical shop shelves and windows etc.	⊖	⊖	⊖
Website	⊖	⊖	⊖
Informative website page about Fair Trade and/or WFTO	✓	✓	✓
Product description in catalogue, online or printed	⊖	✓	✓
Printed institutional & marketing materials like business cards, flyers etc.	⊖	⊖	⊖
Transport packaging	⊖	⊖	⊖
Educational campaigns about Fair Trade (Non-commercial use)	✓	✓	✓



¹ Only under specific conditions and with explicit permission. Please contact branding@wfto.com or refer to Chapter 9 of the GS Handbook to find out more.



WHO MAY USE WHICH LABEL & HOW?

First Buyers of Guaranteed Members¹ & Resellers of First Buyers¹

≡/ First Buyers may include their own brand in packaging, resellers sell product as is with no reference to their own brand.

Label type	Member Mark	Product Label	First Buyer Label
Physical products inclusive packaging	⊖	⊖	✓
Promotional products	⊖	⊖	⊖
Physical shop shelves and windows etc.	⊖	⊖	⊖
Website	⊖	⊖	⊖
Informative website page about Fair Trade and/or WFTO	✓	✓	✓
Product description in catalogue, online or printed	⊖	⊖	✓
Printed institutional & marketing materials like business cards, flyers etc.	⊖	⊖	⊖
Transport packaging	⊖	⊖	⊖
Educational campaigns about Fair Trade (Non-commercial use)	✓	✓	✓



¹ Only under specific conditions and with explicit permission. Please contact branding@wfto.com or refer to Chapter 9 of the GS Handbook to find out more.



GUIDELINES FOR APPLICATION

Member Mark



1. The Member is free to use the Member Mark to promote itself as a Member on its stationery, publications, banners, leaflets, stickers, posters, press releases, websites, catalogues, and any other communications or design work.
2. The Member Mark must always be used together with the Member's own Logo.
3. The Member Mark may be used on master cartons of products, provided these do not reach the final purchaser.
4. The Member shall not use the Member Mark directly on its products, any product packaging, or on any other item attached to the product that reaches the final purchaser. The same applies for customers of the Member.
5. On websites and in catalogues, the Member Mark must be separated from the product(s). It must be accompanied by text explaining how it applies, for example: Member of the World Fair Trade Organization.
6. The FTO shall not assign, directly or indirectly, or sublet the use of the Member Mark to any other organisation without the prior written consent of WFTO.
7. When communicating about their relationship to WFTO, members need to use the Member Mark. Educating or informing about WFTO, they can use the WFTO Mark.

GUIDELINES FOR APPLICATION

Member Mark



Spacing

The clear space – marked by the dashed line – must be kept free of all other graphic elements. The minimum required clear space is defined by the width of two **W** from the Member Mark.

Colour

The Member Mark may be used in the original logo colours (example left), in black or in grey scale. When placed on a coloured background it can also be white.

Size

The minimum size of the Member Mark plus the white space around shall be 13 mm high.

On Coloured Background

When placed on a coloured background or photo, the Member Mark has no white background.

For the Member Mark to be distinct on a photo, choose an area of the photo that is not too busy and preferably with a dark colour.

GUIDELINES FOR APPLICATIONS

Label



1. The Guaranteed Member may use the Product Label on its product range.
2. The Product Label may be used directly on the product, on tags on the product, attached to the product or on the packaging of the product.
3. The Label may only be used on products that originate from verified Fair Trade sources or that contain at least 50% ingredients (in weight or value) from verified Fair Trade sources. This means that the product or raw materials used to make the product originate from or are made by WFTO members, suppliers verified under equivalent Fair Trade certification schemes or suppliers verified by the Member's Fair Trade supply-chain internal monitoring system (IMS).
4. In multi-ingredient products, the percentage Fair Trade content or minimum percentage of Fair Trade content must be displayed on the package. All ingredients originating from verified Fair Trade suppliers count for the Fair Trade content.
5. Any text indications on the Member's product labels shall not imply in any way that the product itself is certified by WFTO, and should focus on the Member's membership status. The suggested wording is "<insert Member name> is a member of the World Fair Trade Organization. The WFTO Guarantee System guarantees that <insert Member name> is in compliance with the global Fair Trade Principles and the WFTO FT Standard", "The World Fair Trade Organization Label guarantees this company / organisation is Fair Trade" or "The World Fair Trade Organization guarantees that <insert Member name> is a Fair Trade Organisation".
6. The Member shall not assign, directly or indirectly, or sublet the use of the Label to any other organisation without the prior written consent of WFTO. The First Buyer Label needs to be agreed on in a separate contract.

GUIDELINES FOR APPLICATIONS

Label

7. Only the graphics of the Label made available and released by WFTO directly to the Member may be used on the products of the Member. The Member agrees to follow the existing labelling guidelines for WFTO members. The member cannot alter the artworks of the Mark and Label in any way. Please [contact branding@wfto.com](mailto:branding@wfto.com) if you have any questions.
8. WFTO provides the Label to the Member. The Label can only be presented in a way that is clearly linked to the brand name of the Member.
9. If the WFTO Product Label is used on products, the following rules shall be observed:
 - The product description and brand name stand independently of the WFTO product Label.
 - The size of the WFTO Product Label shall be between 13 mm and 50 mm high; exceptions may be approved on a case-by-case basis.
10. The Label shall be clearly visible on the product and thus a clear zone around the Label should be maintained.
11. Text references to the WFTO membership status (other than in the WFTO Product Label) on products may be printed in any font and colour, but the following rules must be respected at all times:
 - WFTO full name is explained as "World Fair Trade Organization" and spelled correctly in all initial capital letters;
 - The abbreviation "WFTO" may not be translated to other languages.
12. The Member is responsible for ensuring that it follows the labelling rules; product labelling will be spot checked during monitoring audits and peer visits, and sample labels must be added to the Self-Assessment Report.



GUIDELINE FOR APPLICATION

Label



All graphic rules apply to the generic label and the customized label alike.



Spacing

The clear space – marked by the dashed line – must be kept free of all other graphic elements. The minimum required clear space is defined by the width of two **W** from the mark.

The WFTO label files already include the defined white space. Make sure you have the latest file version.

Colour

The label can be used in the original logo colours, in black or in grey scale.

Size

The size of the generic WFTO Product Label plus the white space around it shall be between 13 mm and 50 mm high.

The size of the customised WFTO Product Label plus the white space around it shall be between 14 mm and 50 mm high.

On Coloured Background

When placed on a coloured background or photo, the Product Label has a white background.

Members Name in Label

The members name must not exceed 10 letters.

FIRST BUYERS LABEL

What is a first Buyer?

A First Buyer (FB) is an organization that buys products from a WFTO member and who wants to re-brand these without being verified under the Guarantee System. Upon a positive assessment by WFTO and the guaranteed member, WFTO will provide a First Buyer Label (FBL).

Requirements for being a First Buyer

- Buy products from a WFTO Guaranteed Member
- Re-brand and/or co-brand packaging to reflect their brand
- (Member can also be asked to produce the packaging accordingly)
- Provide an Yearly update on all Purchase Orders
- Fulfil the minimum Selected Criteria of Fair Trade (as stated in contract)

[🔗](#) for more details see our document *“Guidelines for First Buyers”*

