



Home of Fair Trade
Enterprises



BRAND GUIDE

September 2023



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Les Jardins de Gaia, and Ensemble Artesano.

This manual is designed to equip and guide you to create compelling, cohesive, brand-aligned marketing and visual communication.

The WFTO brand is more than just a logo, it aims to visually communicate the heart of WFTO and establish powerful connections with various audiences to create an equitable and sustainable future.

For more information and usage of our brand assets, please email marketing@wfto.com.

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Chapter 1

The World Fair Trade Organization, Home of Fair Trade Enterprises

- Our Movement
- Our Members
- Our Principles

Our Movement

The World Fair Trade Organization (WFTO) is an alliance of purpose-driven Fair Trade entrepreneurs who showcase that another way of doing business is possible.

WFTO stands as a collective of entrepreneurs, and changemakers around the globe who are at the forefront of creating an equitable and sustainable future.

We recognise that it is our responsibility to build a new economy and advocate one that prioritises justice on all levels and puts people and the planet first.

As a global membership organisation, we are dedicated to supporting our members in achieving their goals and enabling them to increase their ethical markets. They do this by producing high-quality products, with respect for workers and the environment.

As a movement, we are also amplifying our voice as Fair Trade entrepreneurs to change (inter)national policies to promote Small and Medium-sized Enterprises (SMEs).

Our commitment to our mission is embodied in our 10 Principles of Fair Trade, and we carry out verification and monitoring to ensure these principles are upheld by all our fully guaranteed members.

The WFTO Guarantee System (GS), ensures trustworthy and credible production patterns and trade.

We acknowledge the urgency of leveraging a new economy. Our aim is to support a profound transformation through the influential force of Fair Trade Enterprises.

Our Members

Our members are Fair Trade Enterprises across the world, producing, trading, campaigning, and educating for a better world.

WFTO is their global community. Their direct impact includes 965,700* livelihoods supported through the operations and supply chains of these enterprises. 74% of these workers, farmers and artisans are women, and women make up the majority of the leadership.

Fair Trade Enterprises exist to put people and planet first.

Our global community is represented by the following regions:

- Africa
- Asia
- Europe
- Latin America
- Middle East
- Pacific
- United States

** Statistics as of 2019*



Our 10 Principles of Fair Trade

The 10 Principles of Fair Trade specify the ways that Fair Trade Enterprises are set up and behave to ensure they put people and planet first.


WFTO carries out verification and monitoring to ensure these principles are upheld.

Colour codes can be found in [page 39](#).

Option 1 Fill Colour



Option 1 Outline

 The background should always be white.



Chapter 2

Brand Communication

- Archetypal Branding
- Brand Identity
- Brand Personality
- Tone of Voice
- Vocabulary

Archetypal Branding

Archetypal branding is an important process during the brand discovery whereby participants tap into universal human experiences and emotions, creating a strong and relatable brand identity.

By aligning a brand with a specific archetype, it becomes easier for people to understand and connect with the brand's values and personality.

This helps differentiate the brand from competitors, establish an emotional connection with the target audience, and foster brand loyalty and advocacy.



Our Brand Identity

HERO EGO TYPE

They fight for the underdog, guarantee stories that resonate across continents and cultures. Heroes develop productive, disciplined, and focused cultures. They're the champions of courage, inspiring us all to be a little braver.



REVOLUTIONARY SOUL TYPE

Challenges the status quo. Paving the way for revolutionary new ideas and attitudes, their creative breakthroughs bring true industry-changing innovation. Revolutionaries stand up for what they believe in so we can all break away from unchallenged norms.



Our Brand Identity

WFTO embodies the values of challenging the status quo of current production patterns and trade practices, and is championing the cause of Fair Trade entrepreneurs that are paving the way for revolutionary ideas and new attitudes in the global and domestic economies.

As a pro-active changemaker, WFTO is unafraid of challenging conventional norms and pushing boundaries to bring about industry-changing policies.

With unwavering authenticity and consistency, WFTO stands up for what it believes in, inspiring others to break away from unchallenged practices and embrace our 10 Principles of Fair Trade.

As a pioneer, WFTO fights for the rights and well-being of producers, artisans, workers, entrepreneurs, farmers and the environment.

It guarantees stories that resonate across continents and cultures, instilling a sense of courage and determination.

WFTO cultivates a productive, disciplined, and focused culture that strengthens its members and brings positive change to communities and eco-systems worldwide.

Through extensive experience and knowledge, WFTO acts as a thought leader of the Fair Trade movement, taking bold and lasting steps to shape the future.

Our Brand Personality

The WFTO brand identifies as dynamic & purpose-driven specifically encompassing the following traits:

- knowledgeable, experienced and industrious
- disciplined and organised
- confident, sophisticated, bold and influential
- mature, reliable and responsible
- brave, energetic, passionate and optimistic
- authentic, humble, caring, approachable and loyal

When it comes to the dress code, the WFTO brand loves describing the look as hand-made, tailored, sophisticated, professional, authentic, intentional, and with personality.

It represents the revolutionary archetype, challenging the status quo and paving the way for innovative new ideas and attitudes.

The brand's creative breakthroughs bring industry-changing innovation, and it stands up for what it believes in so we can all break away from unchallenged norms. At the same time, the WFTO brand also embodies the hero archetype, fighting for the underdog, guaranteeing stories that resonate across continents and cultures.

The brand develops productive, disciplined, and focused cultures, and champions courage, inspiring us all to be a little braver.

Our Tone of Voice

The tone of voice for all organisation communications of WFTO should be dynamic, purposeful, and passionate, reflecting the brand's energetic and action-oriented personality.

Communication should be clear and concise, with a focus on promoting the values of the movement of Fair Trade Enterprises and the impact it has on people and the planet.

The tone should be:

→ **Committed** to producing high-quality products with respect to people and the planet.

→ **Confident and knowledgeable**, yet humble and approachable, resonating with the brand's inclusive and interdependent nature.

→ **Authentic and consistent**, reflecting the brand's commitment to justice, equality, solidarity, fairness, and respect.

→ **Optimistic and positive**, while also acknowledging the urgency to act now, emphasising the need for systemic change.

→ **Impact driven and catalytic**, inspiring others to join the movement and take action to bring about change.

→ **Open-minded** and searching for partnerships with like-minded alliances.

Chapter 3

Visual Identity

- Our Logo
- Logo Applications
- Logo Size
- Position in Layout
- Co-Branding
- Incorrect Usage of Logo
- Regional Logos
- Member Mark
- Network & Associate Marks
- Product Label
- First Buyer Label
- Brand Typography
- Brand Colours
- 10 Principles Colours
- Brand Imagery
- Iconography

WFTO STYLE SHEET

Updated 09/2023

Primary Logo



Home of Fair Trade
Enterprises

Secondary Logo



Logo Colours



HEX #8DC63F
RGB 141, 198, 63
CMYK 29, 0, 68, 22
PANTONE P 157-8 C



HEX #00AB4E
RGB 0, 171, 78
CMYK 100, 0, 54, 33
PANTONE P 145-8 C



HEX #44C8F5
RGB 68, 200, 245
CMYK 72, 18, 0, 4
PANTONE 305 C



HEX #2F7DC1
RGB 47, 125, 193
CMYK 76, 35, 0, 24
PANTONE 660 C



HEX #034EA2
RGB 3, 78, 162
CMYK 98, 52, 0, 36
PANTONE 2945 C



HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100
PANTONE 6 C

Typography

Aa Aa

Akzidenz
Grotesk BQ

Georgia

- HEADLINES Uppercase Akzidenz Grotesk BQ Medium
- Subheadings in Akzidenz Grotesk BQ Medium
- Online copy in Akzidenz Grotesk BQ Regular
- Print copy in Georgia Regular
- *Print copy in Georgia Italic*
- WFTO LABEL in Akzidenz-Grotesk BQ Bold Condensed
- Social media copy in Akzidenz-Grotesk BQ Medium

Primary Colours



HEX #C4D92E
RGB 196, 217, 46
CMYK 10, 0, 79, 15
PANTONE 382 C



HEX #6BE634
RGB 107, 230, 52
CMYK 53, 0, 77, 10
PANTONE 802 C



HEX #2DD1FF
RGB 45, 209, 255
CMYK 82, 18, 0, 0
PANTONE 305 C



HEX #136CEA
RGB 150, 115, 255
CMYK 92, 54, 0, 8
PANTONE 285 C



HEX #400ACF
RGB 64, 10, 207
CMYK 69, 95, 0, 19
PANTONE 072 C

Secondary Colours



HEX #FF9D2A
RGB 255, 157, 42
CMYK 0, 38, 84, 0
PANTONE 137 C



HEX #E80974
RGB 232, 9, 116
CMYK 0, 96, 50, 9
PANTONE 213 C



HEX #7A2E6B
RGB 122, 46, 107
CMYK 0, 62, 12, 52
PANTONE 85-7 C



HEX #9673FF
RGB 150, 115, 255
CMYK 41, 55, 0, 0
PANTONE 814 C

*The primary and secondary colours are exclusively intended for use in digital and social media applications.

Our Logo

The WFTO logo is a visual representation of our core values, a global movement that puts people and the planet first.

The world/planet icon featured in our logo represents our global community and movement as well as our brand's deep-rooted commitment to the environment.

The icon outlines are designed to resemble people, symbolising the diverse community that our brand aims to connect with and serve on a global scale.

By combining these elements, our logo captures the essence of our brand's mission – to be the home of global Fair Trade Enterprises that exist to put people and planet first.

Primary Logo



Home of Fair Trade Enterprises

Secondary Logo



The WFTO logo and brand elements may only be used after approval via marketing@wfto.com

Logo Applications

To maintain consistent brand recognition, we use our primary logo across all touchpoints. This logo serves as a cornerstone to our visual identity and educates our audience about our brand.

Our secondary logo was designed for constrained spaces such as labels, social media, or co-branding which require a more compact version.

Using the primary and secondary logo on a white background is advised for colour clarity.

However, our logo is adaptable and versatile. When used on solid backgrounds or photos, the logo can be displayed in white or black to ensure visibility and clarity.

Special-use Primary Logo



Home of Fair Trade Enterprises



Home of Fair Trade Enterprises



Home of Fair Trade Enterprises



Home of Fair Trade Enterprises

Special-use Secondary Logo



Logo Spacing & Size

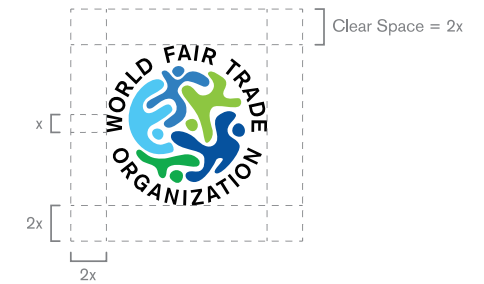
The minimum size of the logomark for print is 10 mm x 10 mm. The relation of the mark and tagline always remains the same with measurements 10 x 37 mm.

When possible, first test small scale logos to find the right size based on material and printing process for the desired outcome.

Primary Logo Spacing



Secondary Logo Spacing



Primary Logo Size



Secondary Logo Size



Position in Layout

The primary logo is positioned on the top left corner, creating space for the tagline or additional elements on the right. This positioning rule will apply to all corporate materials such as letterheads, business cards, email signatures and the website.

The secondary logo is used for platforms with space limitations or co-branding and may be used wherever visually compelling, as long as the rules for spacing, size and colouring are adhered to.

Primary logo



Secondary logo



Co-Branding Member & Partner Logos

When our logo is positioned alongside another logo, there should be clear empty space. This ensures that both logos have sufficient breathing room and do not appear crowded or visually cluttered.

The WFTO logo should appear first and the logos should be of similar size.

Primary Logo



Home of Fair Trade
Enterprises



Secondary Logo



Incorrect Usage of Logo

Colours: Colours may not be altered for any reason. Use CMYK values for printed media and RGB or HEX values for digital media. Permitted colour options and usages are available throughout this manual.

Scaling: Always scale the logos proportionally. Do not stretch, squash or tamper with the different elements that make up the logo.

Quality: Low-resolution or poor quality logos may not be used. Logos attained from the internet are often set at 72dpi (dots per inch). Only use high resolution logos which can be requested from marketing@wfto.com.



✘ Don't stretch



✘ Don't add effects



✘ Don't change the colour



✘ Don't rotate



✘ Don't place over busy backgrounds



✘ Don't remove elements



✘ Don't change the font



✘ Don't rearrange elements



✘ Don't scale elements separately



✘ Don't flip the mark



✘ Don't skew the mark



✘ Don't use the mark in a sentence

Regional Logos

We use the horizontal version of the regions' logos for website menus, letterheads and other applications with limited vertical space.

We use the vertical version when multiple regions' logos are placed next to each other.

Vertical Lock-up



Horizontal Lock-up



All Regional Logos



**LATIN
AMERICA**



ASIA



EUROPE



**AFRICA &
MIDDLE EAST**

Regional Logo Spacing & Size

To maintain our logo's integrity and impact, observe the clear space around it. The clear space is denoted by the dashed line and should remain free from any other graphic elements. The minimum required clear space is defined by the width of two "W" characters from the logo.

The minimum size of the horizontal logo for print is 10 x 22 mm width and 13.3 x 10 mm for the vertical logo.

When possible, first test small scale logos to find the right size based on material and printing process for the desired outcome.

Horizontal Logo Spacing



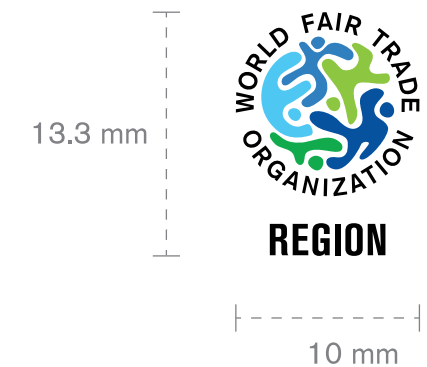
Vertical Logo Spacing



Horizontal Logo Size



Vertical Logo Size



Member Mark Spacing & Size

Only monitored and verified WFTO members are authorised to use the WFTO logo.

Depending 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 marketing and communication materials.

To maintain our logo's integrity and impact, observe the clear space around it. The clear space is denoted by the dashed line and should remain free from any other graphic elements. The minimum required clear space is defined by the width of two "W" characters from the logo.

The minimum size of the member logo for print is 10 x 13.3 mm width.

Member Mark



Member Mark Spacing



Member Mark Size



Member Mark Colours

The Member Mark may be used in the original logo colours, in black, white, or one colour.

When used on solid backgrounds or photos, the logo can be displayed in white, black, or one colour to ensure visibility, and clarity to clearly display the elements of the logo.

It is recommended to use light background colours for a better contrast.

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



Network & Associate Mark

Fair Trade Networks, Fair Trade Support Organisations, and Associate Organisations (with special approval) can use the mark on stationary, publications, banners, leaflets, stickers, posters, press releases, websites, catalogues, and other communication.

The same measures of size and spacing as seen on the Region and Member Mark apply to the Network and Associate marks.



NETWORK



ASSOCIATE

Product Label: Guaranteed Members

The Product Label is intended for use only by Guaranteed Members on various surfaces, including the product itself, its tags, attachments, and packaging. It also can be used in communications and design projects.

Members have the freedom to choose between two options when utilising the label: one with their enterprise name and the other without.

Refer to the [Label and Mark Guide for Members](#) for detailed guidelines.



**MEMBER NAME
GUARANTEED
FAIR TRADE**



**GUARANTEED
FAIR TRADE**

Product Label: Spacing & Size

To maintain the integrity and visual impact of the product label, it is essential to observe the clear space around it. The clear space is denoted by the dashed line and should remain free from any other graphic elements. The minimum required clear space is determined by the width of two "W" characters from the logomark.

The size of the generic WFTO Product Label must be between 13 mm and 50 mm high.

The size of the customised WFTO Product Label must be between 14 mm and 50 mm high.

Member Mark Spacing



Member Mark Size



Product Label: Correct Usage

These are some examples of correct usage of the Product Label.

The label can be used in the original logo colours, in black, white, or one colour.

When used on solid backgrounds or photos, the logo can be displayed in white, black, or one colour to ensure visibility, and clarity to clearly display the elements of the logo.

It is recommended to use light background colours for a better contrast.

The member name should not exceed 10 characters.

Refer to the [Label and Mark Guide for Members](#) for detailed guidelines.



First Buyer Label: Service or Digital Products

Three versions of the First Buyer Label are available to approved buyers:

- Service
- Digital Product
- Product

The correct First Buyer Label option will relate to the member's primary business.

The First Buyer Label can be used in the original logo colours, in black, white, or one colour.

Refer to the [First Buyer Label Guide](#) for detailed guidelines.

First Buyer Logo: Service



First Buyer Logo: Digital Product



First Buyer Label: Product

The First Buyer Label can be used in the original logo colours, in black, white, or one colour.

Refer to the [First Buyer Label Guide](#) for detailed guidelines.

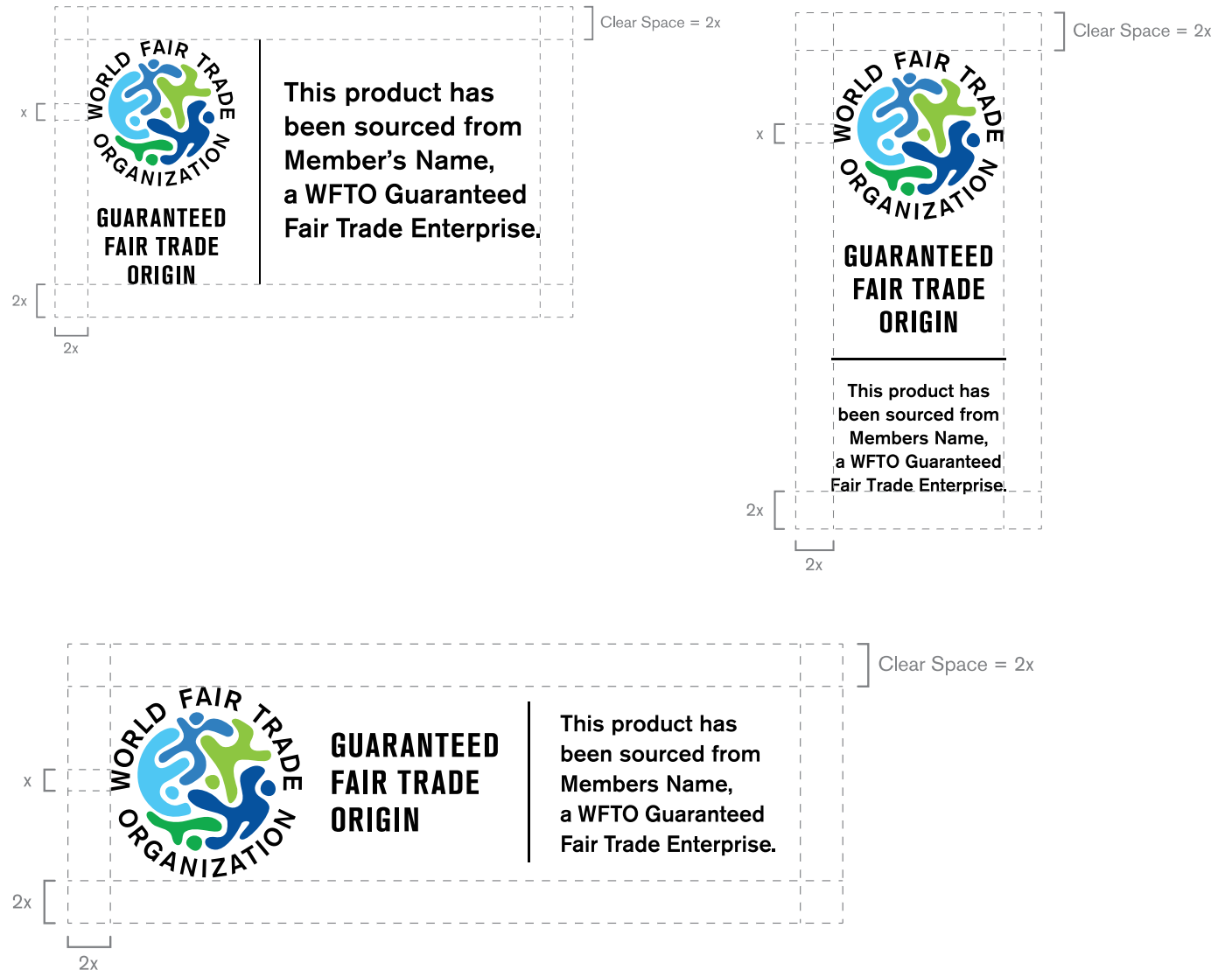


First Buyer Label Spacing

To maintain the integrity and visual impact of the First Buyer label, it is essential to observe the clear space around it.

The clear space is denoted by the dashed line and should remain free from any other graphic elements.

The minimum required clear space is determined by the width of two "W" characters from the logomark.



Brand Typography

To create a clear visual hierarchy in our content, we utilise font size, capitalisation, font style (regular, bold, italic), font colour, and spacing between elements.

These factors guide the reader through the content, indicating the beginning and highlighting important elements. It is crucial to maintain clarity and avoid visual clutter by limiting the use of more than three different variations.

→ S. stands for Spacing



Using more than three different variations will lead to visual clutter.

Example	Font Name	Weight	Spacing
HEADLINES	Akzidenz-Grotesk BQ	medium	Line S. = 24pt Letter S. = Default
Subheadings	Akzidenz-Grotesk BQ	medium	Line S. = 20.4pt Letter S. = Default
Online copy	Akzidenz-Grotesk BQ	regular	Line S. = 16.8pt Letter S. = Default
Print (Copy)	Georgia	regular	Line S. = 16.8pt Letter S. = Default
<i>Accent words (Print)</i>	Georgia	Italic	Line S. = 16.8pt Letter S. = Default
WFTO LABEL	Akzidenz-Grotesk BQ	bold condensed	Line S. = 24pt Letter S. = Default
social media	Akzidenz-Grotesk BQ	Medium	Line S. = 1 Letter S. = -60 (Canva Measurements)

Logo Colours

When the logo is used in full colour, then these logo colours must always be presented.

However, the logo may also be used in white, black, or one colour.



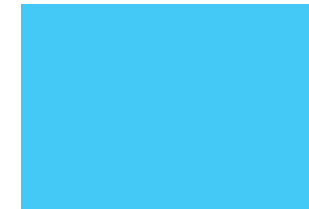
Home of Fair Trade Enterprises



HEX #8DC63F
 RGB 141, 198, 63
 CMYK 29, 0, 68, 22
 PANTONE P 157-8 C



HEX #00AB4E
 RGB 0, 171, 78
 CMYK 100, 0, 54, 33
 PANTONE P 145-8 C



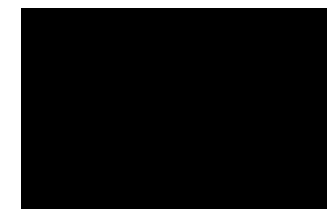
HEX #44C8F5
 RGB 68, 200, 245
 CMYK 72, 18, 0, 4
 PANTONE 305 C



HEX #2F7DC1
 RGB 47, 125, 193
 CMYK 76, 35, 0, 24
 PANTONE 660 C



HEX #034EA2
 RGB 3, 78, 162
 CMYK 98, 52, 0, 36
 PANTONE 2945 C



HEX #000000
 RGB 0, 0, 0
 CMYK 0, 0, 0, 100
 PANTONE 6 C

Primary & Secondary Colours

(Digital Use Only)

The primary and secondary colours serve a specific purpose in digital and social media applications by providing variety and enhancing visual diversity to create engaging content across digital platforms.

By incorporating the secondary colours into our digital and social media materials, we ensure a dynamic and vibrant visual presence that captures attention and resonates with our target audience. This approach helps us maintain a fresh and varied visual identity while staying true to our brand personality.

These colours emerged as enhanced iterations derived from the logo and our principles, injecting vitality and vibrancy into our brand identity.

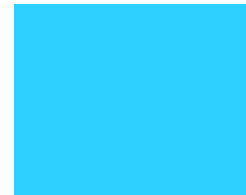
Primary Colours



HEX #C4D92E
RGB 196, 217, 46
CMYK 10, 0, 79, 15
PANTONE 382 C



HEX #6BE634
RGB 107, 230, 52
CMYK 53, 0, 77, 10
PANTONE 802 C



HEX #2DD1FF
RGB 45, 209, 255
CMYK 82, 18, 0, 0
PANTONE 305 C



HEX #136CEA
RGB 150, 115, 255
CMYK 92, 54, 0, 8
PANTONE 285 C



HEX #400ACF
RGB 64, 10, 207
CMYK 69, 95, 0, 19
PANTONE 072 C

Secondary Colours



HEX #FF9D2A
RGB 255, 157, 42
CMYK 0, 38, 84, 0
PANTONE 137 C



HEX #E80974
RGB 232, 9, 116
CMYK 0, 96, 50, 9
PANTONE 213 C



HEX #7A2E6B
RGB 122, 46, 107
CMYK 0, 62, 12, 52
PANTONE 85-7 C



HEX #9673FF
RGB 150, 115, 255
CMYK 41, 55, 0, 0
PANTONE 814 C

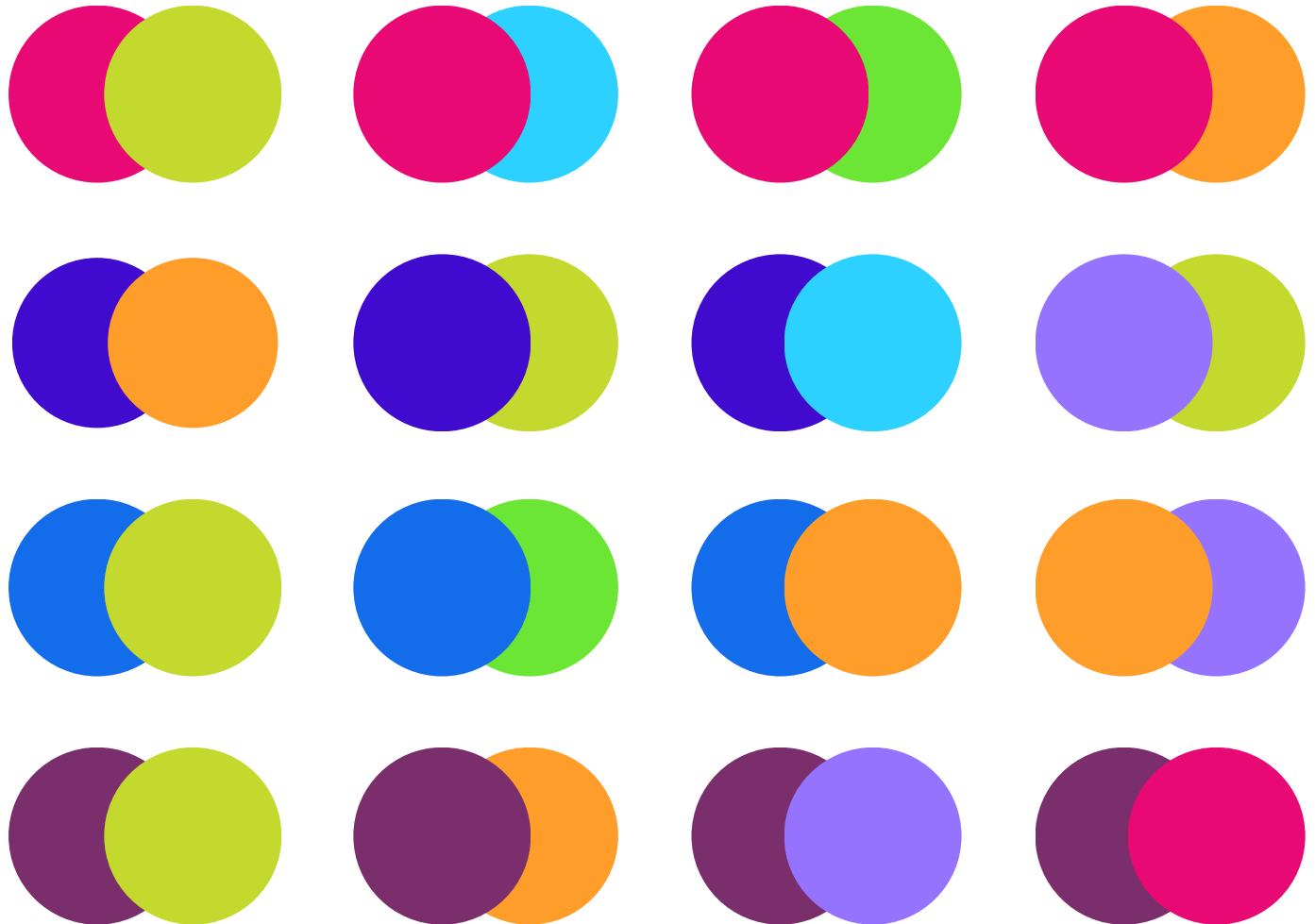
Best Colour Combinations

High contrast, legibility, and accessibility are always expected when combining the primary and secondary colours.

These are some of the recommended colour combinations you can use.

While we are not restricted to these, it is important to always be aware of not combining colours that are too dark or too light, always be aware of legibility.

This also applies to the brand icons, design elements and text.



10 Principles of Fair Trade Colours

**Principle 1
Night Blue**



CMYK 100, 72, 7, 3
HEX #004E8F
PANTONE 7686 C

**Principle 2
Orange**



CMYK 0, 71, 84, 0
HEX #F36E3C
PANTONE 1645 C

**Principle 3
Berry**



CMYK 0, 100, 23, 26
HEX #B9005B
PANTONE 215 C

**Principle 4
Green**



CMYK 74, 0, 54, 0
HEX #1FB896
PANTONE 3275 C

**Principle 5
Blue**



CMYK 80, 20, 0, 0
HEX #009EDB
PANTONE 2925 C

**Principle 6
Purple**



CMYK 29, 83, 0, 40
HEX #7B2F6A
PANTONE 249 C

**Principle 7
Yellow**



CMYK 0, 19, 79, 0
HEX #FFCE51
PANTONE 135 C

**Principle 8
Red**



CMYK 0, 100, 51, 0
HEX #ED145A
PANTONE 1925 C

**Principle 9
Turquoise**



CMYK 85, 24, 47, 0
HEX #009492
PANTONE 7716 C

**Principle 10
Lime**



CMYK 28, 0, 100, 0
HEX #C4D82E
PANTONE 381 C

Brand Imagery

The brand imagery needs to remain true to the WFTO brand identity and brand personality.

It is recommended to utilise vibrant and engaging imagery, be creative with angles, lighting and textures.

Candid photos create a feeling of authenticity and assist in portraying the brand story.

Capitalise on the individuality and character of the enterprise/organisation/team.



Combining Images

Combining two or more photos can effectively convey a story. Include a close-up shot of a person or a craft along with a larger image showcasing the organisation, workspace, or context.

When combining photos, it creates visually compelling imagery that captures attention and engages the audience.



Image Treatment

No amount of editing or effects can improve the overall appearance of low resolution/quality photos.

→ Enhancing contrast, which involves adjusting the balance between light and darkness, can add depth and dimension to photos that appear flat.

→ Increasing saturation can enhance images with dull or opaque colours. Alternatively, a slight decrease in saturation is advisable for unnatural or excessively vibrant colours.

→ When the resolution of a photo is satisfactory, but subject focus or composition is lacking, cropping the image can help focus the viewer's attention and improve the storytelling aspect.



Brand Iconography

The Brand Iconography has been curated and approved for use on various digital platforms only; including, but not limited to social media. These icons serve as additional visual representations of our brand identity.

The primary and secondary icons may not be used on any printed materials or marketing collateral.

Icons should be used purposefully with a limit of 2 icons used on a single design. Only incorporate the icons when they add value to the content or enhance the aesthetic.

→ Icons should not be altered, distorted, or modified in any way that compromises their original design. Use high-resolution versions of the icons.

Primary Icons

Example



Rules from the colour combinations section should be kept in mind. Icons must have a single colour when used on the same design.

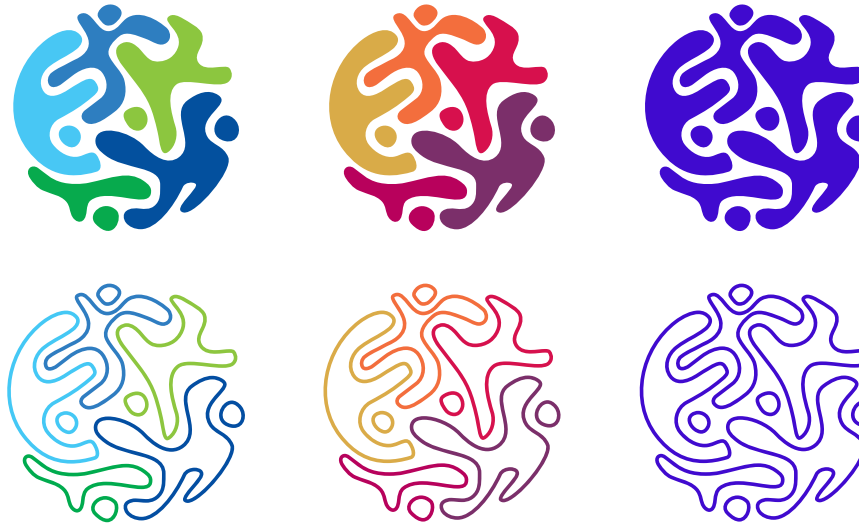
Brand Iconography

The secondary icons may only be used on various digital platforms; including, but not limited to social media. These icons are used to support the WFTO logo, which needs to be prominent.

Colours must be chosen from the Primary and Secondary colour selections.

It is advised that primary icons are not used on the same design as secondary icons as the designs will clash. The only exception to this rule is when the primary icon is used as a background element, with low opacity.

Secondary Icons



Example



Both icons can be used in all the Primary or Secondary colours.

Chapter 4

Social Media Guidelines

Introduction to
the channels

Social
Media Pillars

Instagram

Facebook

LinkedIn

Social media plays a crucial role in the growth and success of the enterprises. It also provides significant benefits.

In today's digital age, social media has become an integral part of marketing and business strategy. It allows Small and Medium-sized Enterprises to level the playing field and compete with larger businesses by utilising these platforms to reach and engage their target audience effectively. However, it's important to have a well-thought-out social media strategy that aligns with your enterprise goals and values to maximise the benefits of using social media.

Facebook



Facebook has 2.9 billion monthly active users across the world.



Facebook's largest audience ages from 25 to 34.



Best times to post on Facebook

→ The highest traffic comes on Facebook between 1pm to 3pm.

Best days to post on Facebook

→ Engagement is higher by 18% on Thursday and Friday.



The average Facebook user spends 33 minutes on Facebook every day.



56% of people use Facebook to get information.

Instagram



Instagram has more than 2 billion active monthly users.



Instagram's largest audience ages from 16 to 34.



Best times to post on Instagram:

→ Mondays: 10am to 12pm

→ Tuesdays: 9am to 1pm

→ Wednesdays: 10am to 1pm

→ Fridays: 9am to 11am

Best days to post on Instagram:

→ Tuesdays and Wednesdays



The average Instagram user spends 29 minutes on Instagram every day.



It's estimated that posts that include at least one hashtag gain 12.6% more engagement.

LinkedIn



At this time, there are over 61 million companies listed on LinkedIn.



As of January 2023, 60% of global users were aged 25–34.



Best times to post on LinkedIn:

→ Wednesday at 12 pm is the best time

Best days to post on LinkedIn:

→ Tuesdays, Wednesdays, and Thursdays

→ Fridays are the worst day to post



4 out of 5 people on LinkedIn "drive business decisions"



Pages that post weekly have 5.6x more followers than those posting monthly.

Social Media Pillars

The content that WFTO publish on social media is structured in these 4 different categories. These are examples that can serve as guidance or inspiration when creating new posts about WFTO.

→ Pillar 1, Advocacy

Statements, interesting data, or political posts.

→ Pillar 2, Institutional

Vacancies, announcements, or new partnerships.

→ Pillar 3, Member Stories

Their practices, innovations and their artisans.

→ Pillar 4, Marketing

B2B, enterprise highlights, and partnership information.

Pillar 1: Advocacy



Pillar 3: Member Stories



Pillar 2: Institutional



Pillar 4: Marketing



Instagram

Post Examples



WFTO_FAIRTRADE Posts

wfto_fairtrade

think global, act local.

View insights Boost post

Liked by mitrabali_fairtrade and 85 others

wfto_fairtrade To create a global effect, act locally

When it comes to making a difference in the world, we often feel powerless. It's easy to think that our individual efforts won't lead to real change. But the truth is that when taken collectively, small actions can have an enormous impact. Just like a domino, one piece can set off a chain reaction of effects.

At WFTO, we believe in amplifying this domino effect. We raise the voices of Small and Medium Enterprises (SMEs), forming a powerful network of sustainable economies that support local communities. Together, we are building a fair and regenerative economy that uplifts everyone.

Through our movement, we spark that transformative power!

#FairTradeEnterprises #ThinkGlobalActLocal #LocalEconomies #FairTrade



WFTO_FAIRTRADE Posts

wfto_fairtrade

Liked by mitrabali_fairtrade and 143 others

wfto_fairtrade We are well aware of the rampant use of synthetic and wasteful materials in the fashion and textile industry. These materials contribute to pollution, waste, and the depletion of natural resources.

But this Fair Trade Enterprise presents a compelling solution:

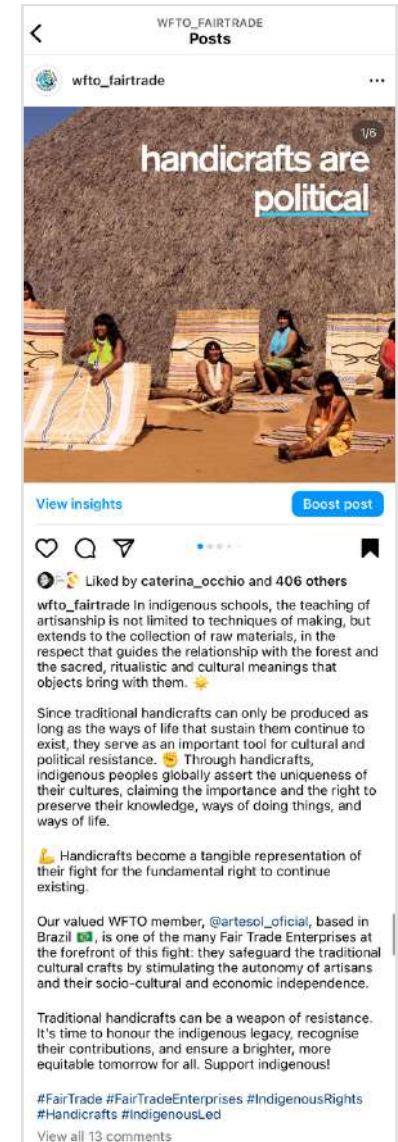
From the heart of the Yucatan Peninsula, Taller Maya (@tallermaya) embraces the art of corchado, a traditional technique that transforms the sanseveria fiber into jewellery and decorative accessories. With every step, from planting to harvesting, defibering to dyeing, this Fair Trade Enterprise showcases its commitment to sustainability and craftsmanship.

Their meticulous process begins with slow-growing sanseveria leaves, carefully harvested and defibered by skilled artisans. The fibers are then combed, dried, and dyed using natural dyes derived from plants and trees. Finally, the corchado machine brings the fiber to life, creating stunning, one-of-a-kind pieces.

Join the conversation! Do you know any other inspiring Fair Trade innovation that tackles environmental challenges?

#FairTradeInnovates #FairTradeEnterprises #Sanseveria #NaturalFibers #SlowFashion

View all 14 comments



WFTO_FAIRTRADE Posts

wfto_fairtrade

handicrafts are political

View insights Boost post

Liked by caterina_occhio and 406 others

wfto_fairtrade In indigenous schools, the teaching of artisanship is not limited to techniques of making, but extends to the collection of raw materials, in the respect that guides the relationship with the forest and the sacred, ritualistic and cultural meanings that objects bring with them.

Since traditional handicrafts can only be produced as long as the ways of life that sustain them continue to exist, they serve as an important tool for cultural and political resistance. Through handicrafts, indigenous peoples globally assert the uniqueness of their cultures, claiming the importance and the right to preserve their knowledge, ways of doing things, and ways of life.

Handicrafts become a tangible representation of their fight for the fundamental right to continue existing.

Our valued WFTO member, @arteso_oficial, based in Brazil, is one of the many Fair Trade Enterprises at the forefront of this fight: they safeguard the traditional cultural crafts by stimulating the autonomy of artisans and their socio-cultural and economic independence.

Traditional handicrafts can be a weapon of resistance. It's time to honour the indigenous legacy, recognise their contributions, and ensure a brighter, more equitable tomorrow for all. Support indigenous!

#FairTrade #FairTradeEnterprises #IndigenousRights #Handicrafts #IndigenousLed

View all 13 comments

Facebook

Post Examples

World Fair Trade Organization (WFTO)
Published by Wfto Comms · 3 August at 13:47 · 🌐


Stop! We need your input! 📢

WFTO is interested in finding new ways on how to engage the #NextGeneration of Fair Traders. We have developed a short survey and are seeking input from any individual!

The survey aims to gather valuable insights on perspectives, aspirations, and ideas for advancing #FairTrade practices in the future. Our goal is to create meaningful opportunities for young generations to actively contribute to the movement and shape a more sustainable and equitable world.

Find the survey here 📄 Please fill it out and reshare!
<https://form.jotform.com/232081648525053>

World Fair Trade Organization Asia (WFTO Asia)
WFTO Latin America
WFTO-Europe



See Insights Boost a Post

👍❤️📢 16 4 comments 23 shares

👍 Like 💬 Comment ➦ Share

World Fair Trade Organization (WFTO)
Published by Hootsuite · 6 July · 🌐

📢 Communities all around the world are shouting loud and clear: NOT IN MY BACKYARD 📢

📄 Did you know that for decades, higher-income countries have been exporting their plastic waste to lower-income countries in East Asia and the Pacific? This practice, known as plastic waste trading, has had significant environmental and social consequences.

📄 Besides, since once the biggest importing country for plastic waste, China, implemented an import ban in 2017, a significant shift in the dynamics of plastic waste trade towards Southeast Asian nations happened. Instead of being accountable and investing in waste facilities, plastic waste net exporting countries continued exporting plastic waste to Southeast Asia, burdening nations with inadequate waste management infrastructures.

📄 Import bans 📄 can force exporting nations to confront the challenge of constructing new waste management facilities and addressing their plastic waste INTERNALLY! 🌱

We urgently need stronger waste regulations to prevent waste-exporting countries from continuing to produce high amounts of waste and transferring the burden to other nations lacking proper waste disposal infrastructure.

🌱 It is essential to recognise that fair trade principles extend beyond products and encompass the entire global economy. By adopting the fair trade business model, we take a significant step towards fostering businesses that prioritise waste reduction and sustainability while promoting greater equity between nations with varying levels of influence and resources. Together, we can bridge the gap and create a more balanced and inclusive global economic system. 📢

#BeatPlasticPollution #PlasticWasteTrade #InternationalTrade #ChinaImportBan #PlasticPollutionSolution #FairTrade



Reminder

Shifting garbage across the globe doesn't fix a thing, it just passes the burden.





See Insights Boost a Post



👍❤️📢 30 8 shares


LinkedIn




Post Examples



 **World Fair Trade Organization (WFTO)**
21,062 followers
2w · Edited · 

Made for a woman and designed for positive impact: this Fair Trade Enterprise is showing how fashion can be a catalyser for change in the industry! 🌟
...see more

 Natalie Hesketh-Maré and 136 others
6 comments · 8 reposts

 Like  Comment  Repost

 **World Fair Trade Organization (WFTO)**
21,062 followers
3w · 

🌱 Let's dive into the innovations of Fair Trade: Meet the Human-powered plastic shredder by **CHAKO Zanzibar!** 🌱



Chako (@chakozanzibar), an inspiring upcycling Fair Trade Enterprise, is on a mission to combat the negative impact of waste on the beautiful island of Zanzibar. With the surge of waste generated by tourist groups visiting the island each year, Chako decided to take action by transforming this waste into original and innovative products. Their creations now spread worldwide. 🌱


In collaboration with "Students Sustainability," Chako found a budget-friendly, innovative, and sustainable solution to recycle plastic waste: the human-powered plastic shredder. Powered solely by human effort, Chako can now shred plastic into tiny pieces, ready to be reborn into beautiful products.




💡 Along with the positive impact it has on the planet, this remarkable innovation brings a multitude of benefits, such as liberating the business from dependence on electricity and frequent power cuts and promoting health and well-being.

Let's change the world, one step at a time! Share more inspiring Fair Trade Innovations with us in the comments below! 🌱

[#InnovationSpotlight](#) [#FairTradeForChange](#) [#SustainableSolutions](#)
[#FairTradeEnterprises](#)

 Natalie Hesketh-Maré and 32 others
3 reposts

 Like  Comment  Repost

Chapter 5

Stationery

- Business Cards
- Email Signatures
- Letterheads

Business Cards



Email Signatures

Global Office

Name Last-name (pronouns optional)

Chief Executive WFTO



Home of Fair Trade
Enterprises

WFTO is the global community and verifier of social enterprises that fully practice Fair Trade.

World Fair Trade Organization, Global Office Parallelweg-West 9A,
4104 AX Culemborg, NL

www.wfto.com | +31 649066439

Regional Offices

Name Last-name (pronouns optional)

Regional Director WFTO



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www.kumbeshwar.com



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GUARANTEED
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Letterhead



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World Fair Trade Organization
Parallelweg West 9a, 4104 AX
Culemborg, The Netherlands
marketing@wfto.com