



Home of Fair Trade
Enterprises



BRAND GUIDE SUMMARY

November 2023

Photo Credits: Manos del Uruguay, Last Forest,
Les Jardins de Gaïa, and Ensemble Artesano.

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.

10 Fair Trade Principles Colours



Principle 1
Night Blue



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

Principle 2
Orange



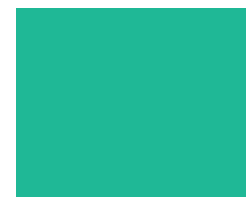
CMYK 0, 71, 84, 0
HEX #F36E3C
PANTONE 1645 C

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

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.





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