

# **FAIRTRADE BRAND GUIDELINES**

PHASE 1 TOOLKIT

MAY 2021



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**To secure better and sustainable livelihoods for all farmers and workers, while protecting the sustainability of the planet.**





## 1.0 BRAND PURPOSE

### Why we exist

Fairtrade has been making an impact on the way trade works for 30 years. We may be the world's most recognized ethical label, but the real work we do is based on enhancing livelihoods, not packaging.

Above all, we are pioneers of social justice. We engineer for fairness in everything we do, creating sustainable futures for all people in our ecosystem while protecting the future of our planet.

The human quality that enables social justice is something that exists in all of us – the desire for fairness. We want to be treated fairly and to see others treated fairly.

As beacons of change, we normalize social justice by making it feel as natural as breathing. We are a social catalyst for shaping a better way of living – uniting producers, shoppers, businesses and governments by valuing and nurturing the fairness that is in each of us.

We believe that together we can make humanity better.

We believe the future is fair.





**Fairtrade's vision is a world in which all producers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future.**

**Through our brand, we realize this vision by creating a world built on social justice, in which all people are united in shaping the future of a better humanity.**



## 1.2 BRAND MISSION

How we speak our mission as a movement

**Fairtrade's mission is to connect disadvantaged producers and consumers, promote fairer trading conditions and empower producers to combat poverty, strengthen their position and take more control over their lives.**

**Through our brand, we normalize social justice by tapping into fairness as an enabler, and evoking this human quality in all of us for a better way of living.**



1.3 BRAND IDEA  
Our essence



**the  
future  
is fair**

Please refer to Section 2.1 Fairtrade Marks Usage ([page 12](#)) – use these guidelines to see in which cases the roundel can be used without the “Fairtrade” term underneath.

## 1.4 BRAND VALUES

Fairtrade's Brand Values follow the principles defined in the Fairtrade Organization Code: Accountability, Respect, Integrity and Partnership.

Our Brand Values are the core beliefs that underscore everything we stand for as Fairtrade, driving our behaviours and providing a clear point of reference to ensure alignment around our purpose and guide us toward a fair future for all.

### **Collaboration**

We believe that together we can fuel our actions towards a fairer society.

### **Inclusivity**

We believe that every producer, worker and farmer should have access to and reap the rewards of a better system, and better way of living.

### **Hope**

We believe we can make lives better and explore opportunities for working together to make long term improvements.

### **Integrity**

We nurture and promote fairness and equality in global trade by being open, trustworthy and transparent in our work.

### **Respect**

We treat everyone with equality, respect, dignity and understanding.



## 1.5 BRAND PERSONALITY

Our personality embodies the foremost traits associated with our brand. They are inspired by our Values, and guide how we express Fairtrade throughout each and every experience, from how we speak and how we look, to how our audiences are made to feel when touched by our brand.

### **Committed**

By learning from our history, as we persist in tackling pressing issues that matter to farmers and workers and creating a fairer world for all.

### **Inviting**

By welcoming all who believe in fairness, uniting producers, consumers and businesses into a common ecosystem.

### **Inspiring**

By genuinely sharing our enthusiasm and expertise in all of our actions and communications.

### **Humble**

By being candid about everything we do – even as we learn from our mistakes – and centering our actions on farmers and workers.

### **Empathetic**

By seeking to understand and consider the realities of everyone in our ecosystem.



# **HOW WE LOOK**

**Our brand is more than just a logo, it is a powerful asset that should be embraced and protected by everyone who works with it. Building our brand requires that we maintain a consistent approach to crafting our communications – one look, feel and tone of voice.**



2.0 VISUAL IDENTITY SYSTEM  
**Overview**

The Fairtrade identity system is designed to be highly flexible to accommodate a wide range and variety of activations and communications.

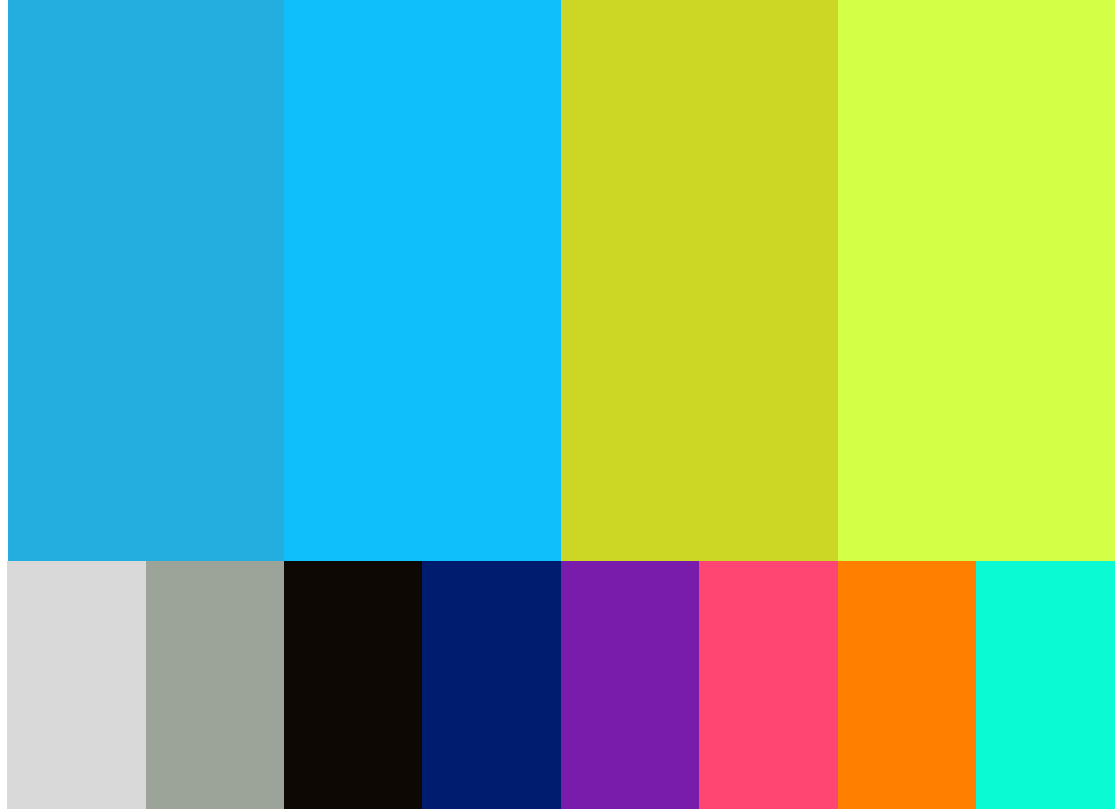
All brand identity elements originate from the brand idea: the future is fair.

The elements have been crafted to feel inviting, inspiring, empathetic and future-ready.

The Brandmark



Colour Palette

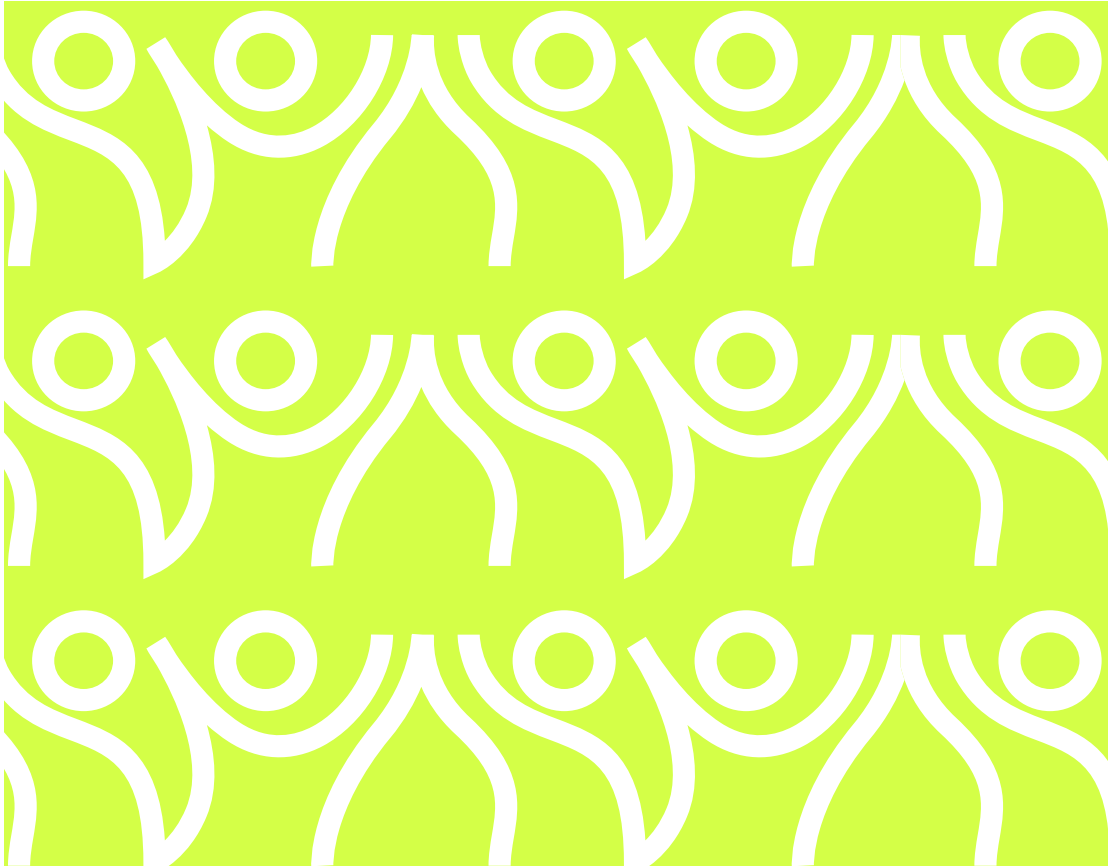


Typography

**the future  
 is fair**

A world built on social justice in which all people are united in shaping the future of a better humanity.

Pattern



Icons



Imagery



## 2.1 VISUAL IDENTITY SYSTEM

### Fairtrade Marks



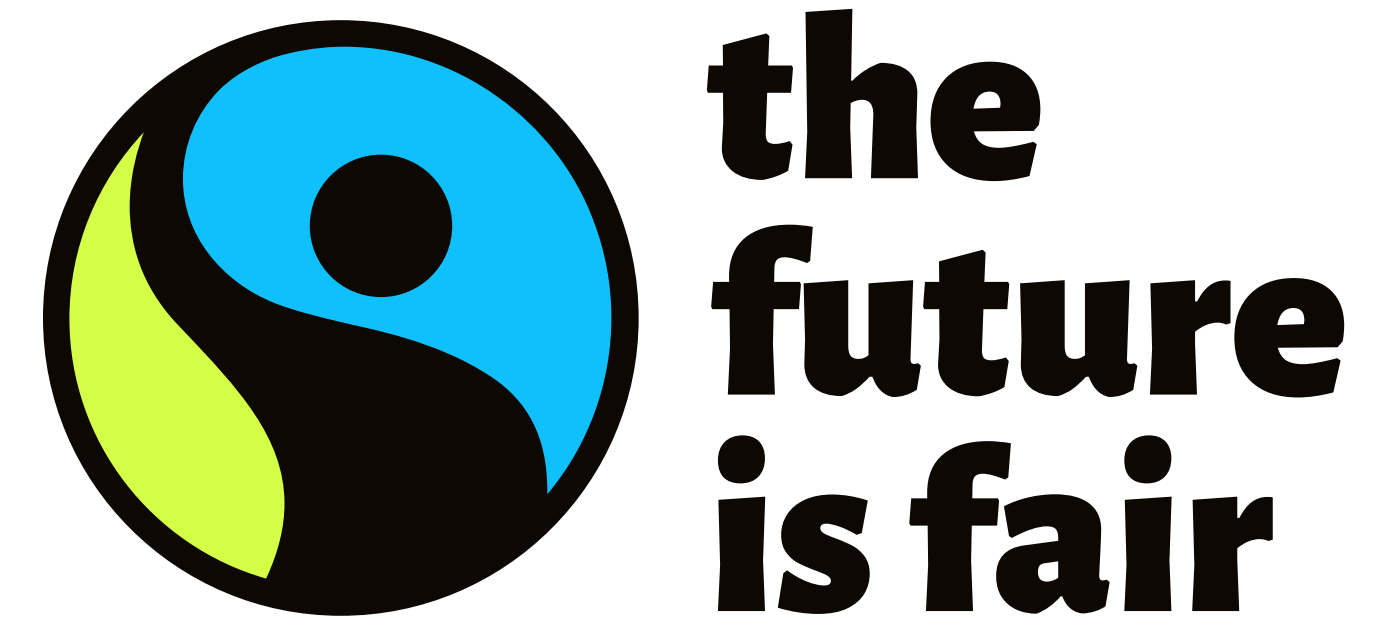
#### The Brandmark

The Fairtrade Brand Mark without any additions is the primary Brand Mark. It is used on corporate, brand and marketing communications. Specific versions of the Brand Mark, like colour versions or national and international versions, are described on the following pages.



#### The Mark

The FAIRTRADE Mark is only for use on packaging and consumer-facing communications directly related to a specific product or campaign. For further information, please refer to the FAIRTRADE Mark Guidelines.



#### 'the future is fair' Lock-up

'the future is fair' strapline is used in a lock-up with the Symbol, and may only be used as a general sign-off on regular campaign or promotional communications. Please see [page 15](#) for guidance on line spacing and placement of the Symbol.

## 2.1 VISUAL IDENTITY SYSTEM Fairtrade Marks variations

### International Mark

The International Mark is used in head office communications and when we are talking as a united global entity. The vertical lock-up is the preferred version and should be used wherever possible.



### Fairtrade Max Havelaar Mark

In France and Switzerland the Fairtrade Max Havelaar Brand Mark is used.



### National Marks

The national Fairtrade Marks are used by individual countries to communicate with their local markets. It allows for differentiation between different countries while maintaining a powerful connection to our global Fairtrade community. The vertical lock-up of the Symbol and the Word Mark is the preferred version of the Mark.





## 2.1 VISUAL IDENTITY SYSTEM

### Fairtrade Marks usage

The same rules and variations shared on this page apply to international, country, and producer network Mark versions.

#### Primary Brand Mark

The primary Brand Mark features a vertical lock-up of the Symbol above the Word Mark and the country-specific additions (see section 2.1). The primary Brand Mark must be used whenever possible.



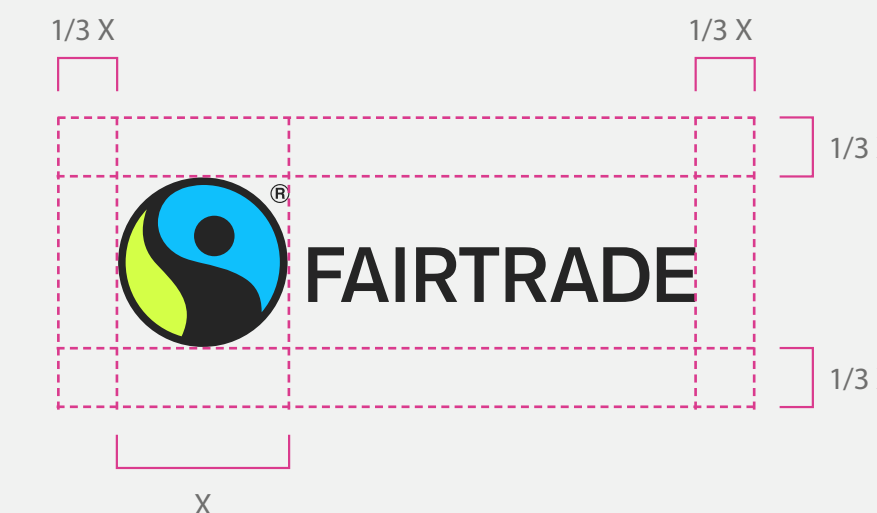
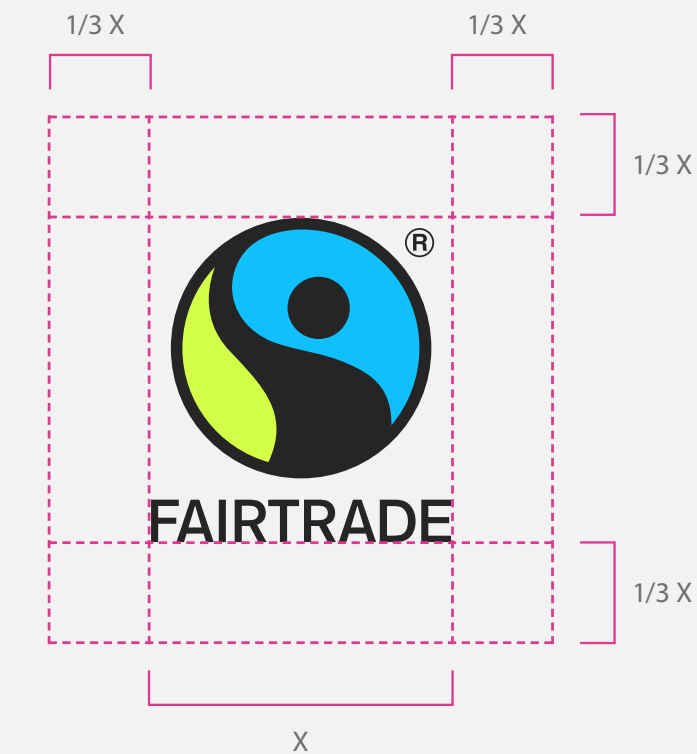
#### Secondary Brand Mark

The secondary Brand Mark features a horizontal lock-up of the Symbol alongside the Word Mark. The secondary Brand Mark should only be used in layouts where the Mark needs to fit within a restricted height. The same colour rules apply here as per the primary Brand Mark.



#### Exclusion Zone

The exclusion zone ensures the impact of the Mark is not diminished by being crowded by other design elements or logos.



#### Minimum Size

Use of the Brand Mark must follow best practice as shown below. Minimum size conditions ensure reproduction and appropriate scale of the Mark.



Format	Minimum Mark size
A4 (210 x 297 mm)	17 mm (width)
A5 (148 x 210 mm)	13 mm
A6 (105 x 148 mm)	10 mm
A6 and smaller	10 mm

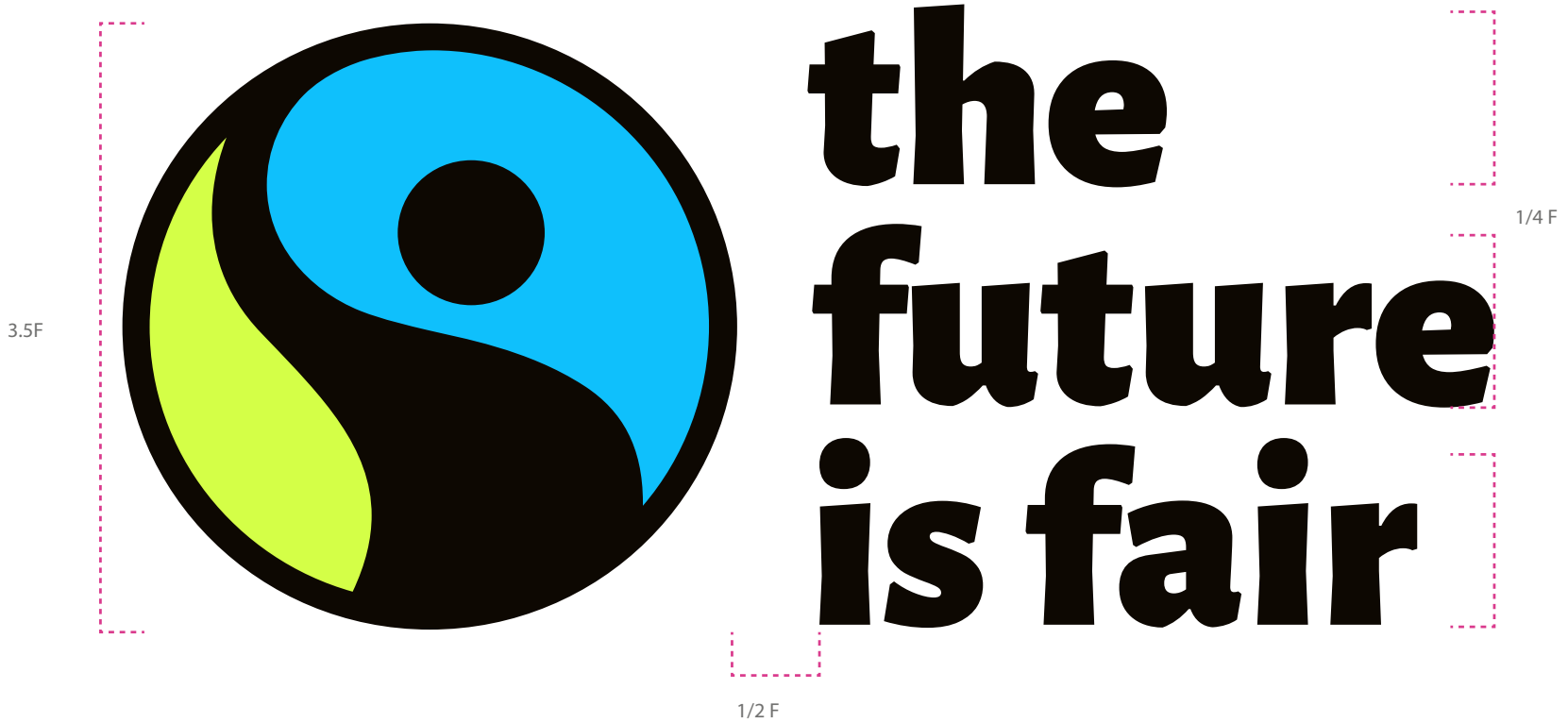


Format	Minimum Mark size
A4 (210 x 297 mm)	13 mm (height)
A5 (148 x 210 mm)	10 mm
A5 and smaller	10 mm

2.1 VISUAL IDENTITY SYSTEM  
**Fairtrade Mark Usage**

**The “future is fair” Lock-up**

The lock-up consists of the Symbol and strapline, and should follow these guidelines on spacing and proportion.



**Lock-up recommendations**

If Fairtrade's brand awareness is **high** in your market people should be able to recognize the Symbol without the word “Fairtrade” underneath. The lock-up could be used along with copy or graphic elements that capture the word “Fairtrade”.

If Fairtrade's brand awareness is **low** in your market, use complete corporate ID next to the strapline (and not just the Symbol).

**Minimum Size**

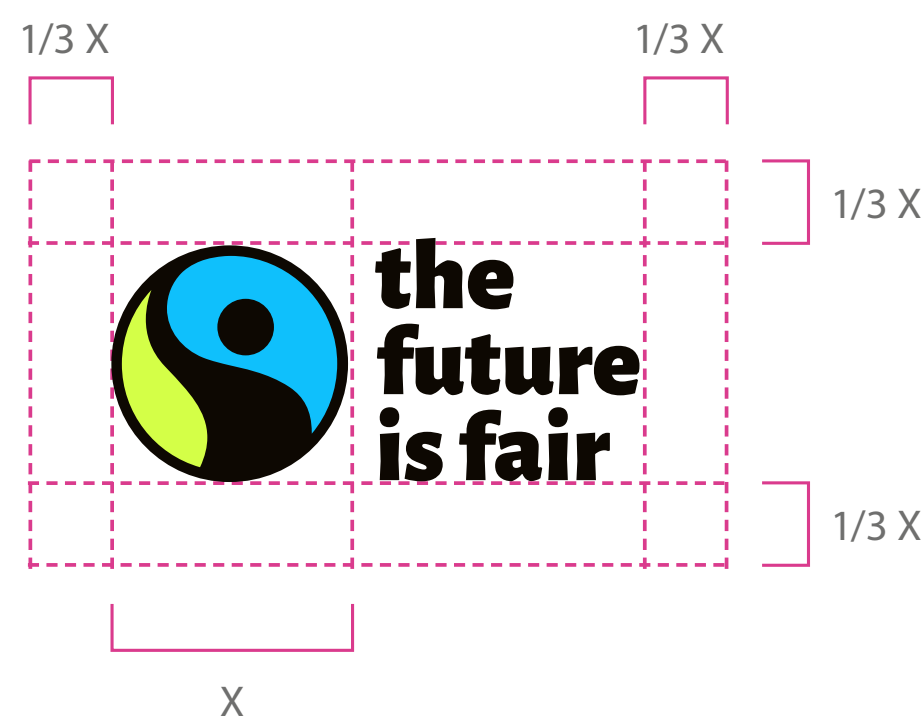
Use of the lock-up must follow best practice as shown below. Minimum size conditions ensure reproduction and appropriate scale of the Mark.



Format	Minimum Mark size
A4 (210 x 297 mm)	17 mm (width)
A5 (148 x 210 mm)	13 mm
A6 (105 x 148 mm)	10 mm
A6 and smaller	10 mm

**Exclusion Zone**

The exclusion zone ensures the impact of the lock-up is not diminished by being crowded by other design elements or logos.



## 2.1 VISUAL IDENTITY SYSTEM

### Fairtrade Marks usage

All Fairtrade Brand Marks are available in colour and monochrome (black) versions in a positive and a negative version. The right version must be chosen depending on the reproduction process and the colour of the background on which the Mark is placed.

The Mark may be placed on a photograph or a colour background, provided the type and registered sign are still legible.

The same rules and variations shared on this page apply to international, country, and producer network Mark versions.



When the Symbol is used without the word "Fairtrade" underneath, the ® (Registered) mark should be removed.

This Symbol icon can only be used in situations that demand high creative impact - like on t-shirts, bags, flags - or when applied in very small sizes, as social media icons.

#### Positive

The full colour version of the Brand Mark is the most recognised and is the recommended version.



#### Negative

To achieve maximum contrast between the background colour and the Mark on dark backgrounds the negative version of the Mark must be used.



#### Black

This version may only be used when the colour version cannot be reproduced accurately due to print or other technical restrictions.



## 2.2 VISUAL IDENTITY SYSTEM Colours

### Digital and Print Logo Colours Usage

In order to fully optimize Fairtrade's colour signature, the medium you are designing for must be considered.

On this page, we provide guidance on when to use the digital and print colourways.

**Note:** if your design project will be both printed and viewed online (e.g. annual reports, PDF, etc.), the printed version should use the print colourway, while the digital/online version should be adjusted to use the digital colourway.



#### DIGITAL COLOURS (RGB/HTML)

If your design project will be primarily viewed on a digital screen (e.g. computer, smartphone, tablet, TV, camera, etc.), use the digital colourway.

Leaf Green Digital <b>212R 255G 71B</b> HTML <b>D4FF47</b>	Sky Blue Digital <b>15R 192G 252B</b> HTML <b>0FC0FC</b>
Rich Black Digital <b>30R 30G 30B</b> HTML <b>1E1E1E</b>	Rainfall Digital <b>156R 163G 153B</b> HTML <b>9CA399</b>



#### PRINT COLOURS (CMYK/PMS)

Use the print colourway for design projects that will be physically printed with ink or paint. This may include brochures, posters, etc. that are printed with offset or digital printing.

Leaf Green Print <b>28C 0M 92Y 0K</b> PMS <b>382C, 380U</b>	Sky Blue Print <b>79C 0M 7Y 0K</b> PMS <b>306C, 306U</b>
Rich Black Print <b>50C 50M 50Y 100K</b> PMS <b>BLACK</b>	Rainfall Print <b>41C 27M 37Y 8K</b> PMS <b>422</b>



## 2.2 VISUAL IDENTITY SYSTEM Colours

The colours are one of the main elements of Fairtrade identity system as they represent the vibrant nature present in our products and our energy as a movement.

### Primary Colours

The primary colour palette is drawn directly from our Brand Mark. Blue and green are the colours most strongly associated with the Fairtrade Brand.

Sky Blue Print  
79C 0M 7Y 0K  
PMS 306C, 306U

Sky Blue Digital  
15R 192G 252B  
HTML 0FC0FC

Leaf Green Print  
28C 0M 92Y 0K  
PMS 382C, 380U

Leaf Green Digital  
212R 255G 71B  
HTML D4FF47

### Secondary Colours

The brighter colours from the secondary colour palette should be used to add vibrancy to our communications. For more details on colour usage, please see next page.

Please use Rainfall grey in National Mark examples for digital and print.

Misty Sky  
17C 12M 13Y 0K  
PMS 427  
218R 218G 218B  
HTML DADADA

Rainfall  
41C 27M 37Y 8K  
PMS 422  
156R 163G 153B  
HTML 9CA399

Rich Black  
50C 50M 50Y 100K  
PMS BLACK  
30R 30G 30B  
HTML 1E1E1E

Night Sky  
100C 90M 30Y 20K  
PMS 2738  
0R 27G 110B  
HTML 001B6E

Eggplant  
70C 90M 0Y 0K  
PMS 267  
123R 29G 171B  
HTML 7B1DAB

Flower  
0C 83M 32Y 0K  
PMS 255  
255R 69G 113B  
HTML FF4571

Tangerine  
0C 60M 95Y 0K  
PMS 172  
255R 128G 0B  
HTML FF8000

Mint  
60C 0M 35Y 0K  
PMS 3245  
9R 251G 211B  
HTML 09FBD3



2.2 VISUAL IDENTITY SYSTEM  
**Colour usage**

The colours can be combined in a variety of ways to infuse energy in all communications. To ensure that text stands out, a contrast colour chart is available. Please follow the colour combinations shared in this page to ensure high brand impact and contrast in all applications. Any other combination of colors should meet colour and contrast accessibility guidelines, which can be checked with <https://webaim.org/resources/contrastchecker/> or a similar contrast checker.

<p><b>Leaf and Black</b></p> <p>Through the Fairtrade Premium, producers choose how to invest in projects to help their businesses and communities flourish.</p>	<p><b>Sky and Black</b></p> <p>Through the Fairtrade Premium, producers choose how to invest in projects to help their businesses and communities flourish.</p>		
<p><b>Night Sky and Leaf</b></p> <p>Through the Fairtrade Premium, producers choose how to invest in projects to help their businesses and communities flourish.</p>	<p><b>Rich Black and Leaf</b></p> <p>Through the Fairtrade Premium, producers choose how to invest in projects to help their businesses and communities flourish.</p>	<p><b>Mint and Rich Black</b></p> <p>Through the Fairtrade Premium, producers choose how to invest in projects to help their businesses and communities flourish.</p>	<p><b>Eggplant and Leaf</b></p> <p>Through the Fairtrade Premium, producers choose how to invest in projects to help their businesses and communities flourish.</p>

## 2.2 VISUAL IDENTITY SYSTEM

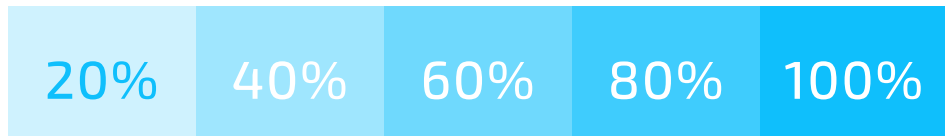
### Colour usage

Colour can be a powerful way to effectively communicate information in graphs and infographics.

When creating graphics, always make sure the correct primary and secondary colours are being used

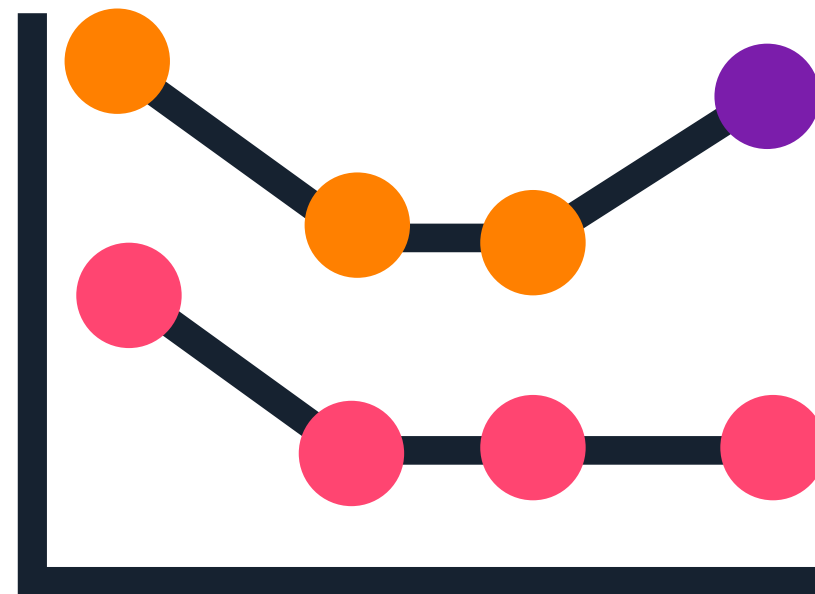
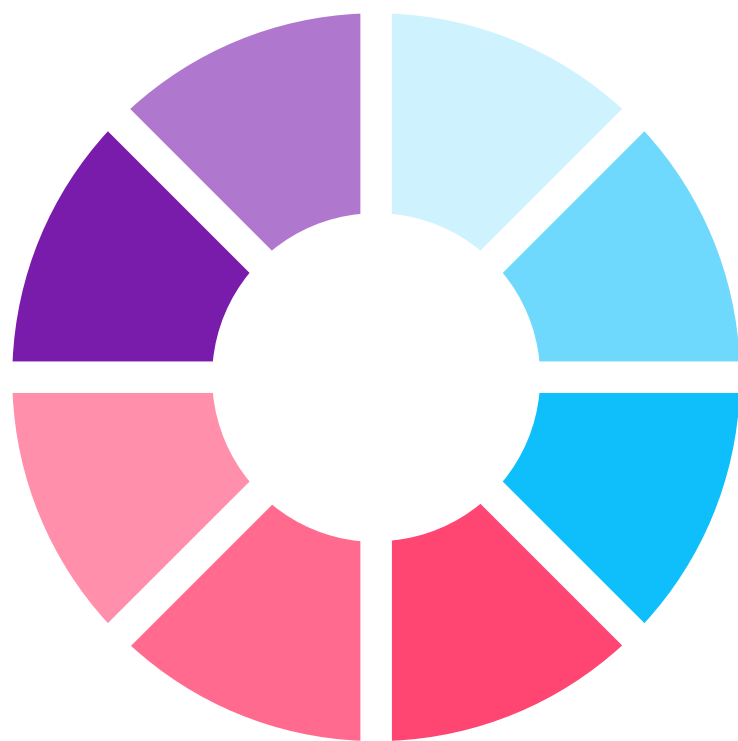
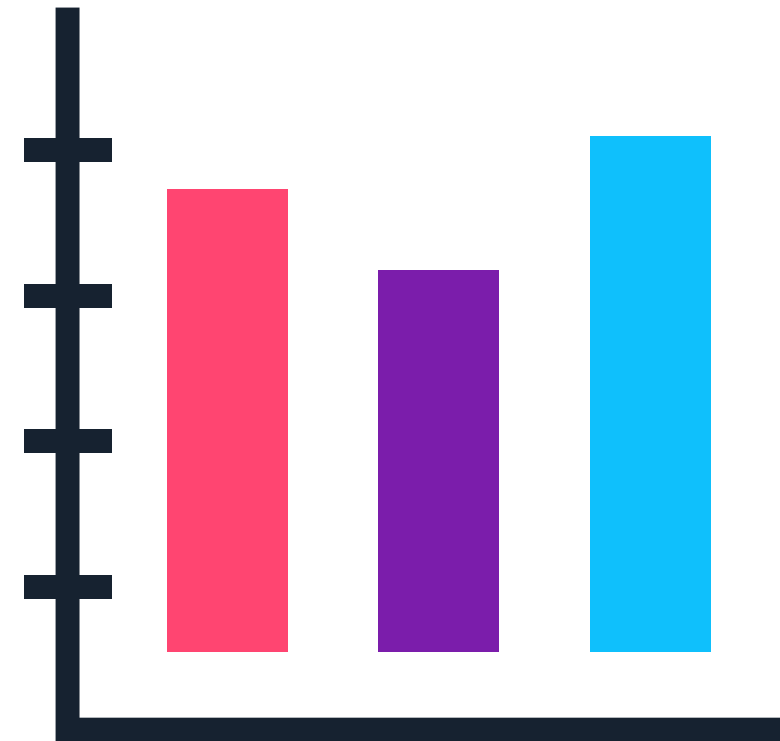


All primary and secondary colours can be used in graphs and infographics without restriction **as long as the limit of four colours per graph/composition is respected on the page. Black and grey tones are not counted in this limit.**



To maximise consistency when using tints, please keep a 20% step difference to abide by a standard while ensuring enough contrast.

**When required, 4 is the maximum number of colours** that can be used in each graph or infographic. If more variations are needed, tints should be used. On this page are some examples of colour combinations that will look impactful.



In situations where you need to limit the number of colours to one or two, tints can be used to provide variety.



## 2.3 VISUAL IDENTITY SYSTEM

### Typography

#### Headlines

Our font is a visual expression of the brand. Alegreya is a confident, human, and modern typeface. It makes a bold impression, while remaining approachable when used in headlines.

For more information and free download of Alegreya Sans, go [here](#)

Characters available for a variety of languages

#### Sub-headlines and Copy

Exo 2 is a contemporary geometric sans serif typeface. It is a very versatile font, with 9 weights and good performance at small text sizes in a variety of languages. It can also be used as a headline font in case Alegreya is not available in your language.

For more information and free download of Exo2, go [here](#)

Characters available for a variety of languages

## Alegreya Sans Black

**AaBbCcDdEe Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Xx Zz  
1234567890**

**áâãäåǎÿϕχψ...**

#### Exo 2 Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Xx Zz  
1234567890

#### Exo 2 Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Xx Zz  
1234567890**

**áâãäåǎÿϕχψ...**

**the  
future  
is fair**

Through the Fairtrade Premium, producers choose how to invest in projects to help their businesses and communities flourish.

## 2.3 VISUAL IDENTITY SYSTEM Typography

### Asian Languages Headlines and Text

Noto is a modern and contemporary font family with Thin, Light, Demi Light, Regular, Medium, Bold and Black style options. It can be used in all communications and has impact in headlines and text.

*For more information and free download of Noto, go [here](#) and select your language of choice from the dropdown menu.*

### CHINESE NOTO SANS TC

這是中文標題的一  
個例子

### JAPANESE NOTO SANS JP

これは日本語の見  
出しの例です

### KOREAN NOTO SANS KR

이것은 한국어 헤드  
라인의 예입니다.

미래는  
공평하다

공정 무역 프리미엄을 통해 생산자는  
사업과 커뮤니티가 번창 할 수 있도록  
프로젝트에 투자하는 방법을 선택합  
니다.



2.3 VISUAL IDENTITY SYSTEM  
**Text-only headlines**

Headlines may be placed on a white or solid colour background. Alternatively the headline may be placed directly on an image, provided there is enough contrast for the type to be legible.

For more guidance on how to choose headline colours for solid colour backgrounds, please check the table provided on Section 2.2 Colour Usage (page 18).

The headline may use any of these colours from the Fairtrade palette (including white), provided there is enough contrast with the image for the type to be legible.



Do not use more than one colour in the same headline

**Line spacing**

In headlines with all the same type size, the line spacing equals ¼ of the cap of the largest type size.

cap height = X  
 spacing = ¼ X

**Fair for  
 women**

In headlines containing accents or diacritical marks, the line spacing and type size are the same font size (100%).

font size = X  
 spacing = X (100%)

**ååâ  
 Áää**





## 2.4 VISUAL IDENTITY SYSTEM

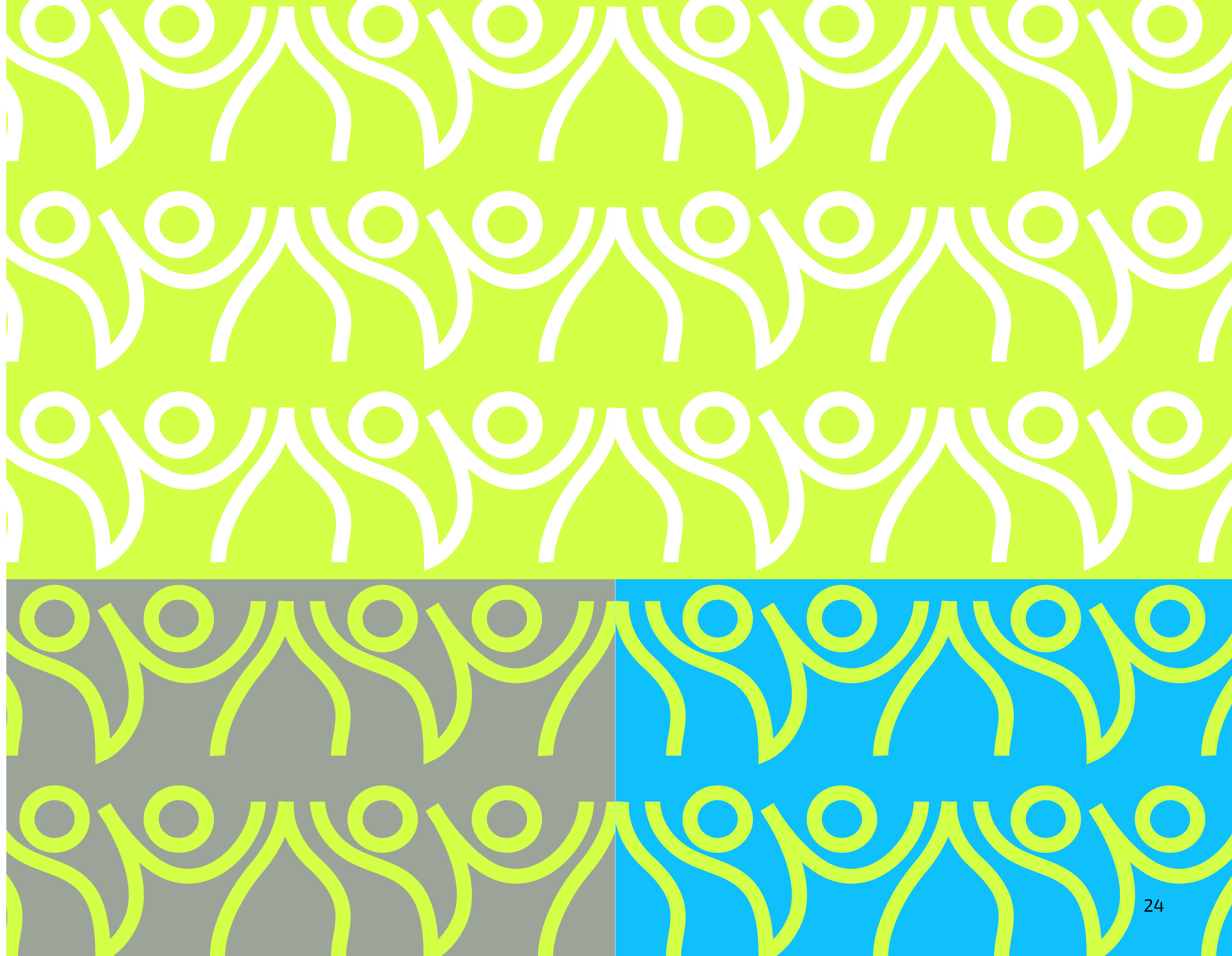
### Pattern

Whether you're a small scale farmer in Ecuador, a shopper in Singapore, a chocolate maker in Brussels, a supermarket in Miami or a café owner in Tokyo, we are one united people in shaping the future of a better humanity.

This was the inspiration behind our Unity Pattern - celebrating our togetherness in our single minded belief.

#### Colour Variations

The pattern has three different colour variations that showcase different combinations of our primary colour palette. Please keep to these colour variations for brand consistency.





2.4 VISUAL IDENTITY SYSTEM  
**Pattern usage**

On this page, we provide examples of how the pattern can be adapted to a variety of applications. It includes some of the most common mistakes that you should avoid while developing materials.

**Pattern Minimum Size**  
 Minimum size conditions ensure reproduction and appropriate scale of the Pattern.



Format	Minimum Pattern Size
A4 (210 x 297 mm)	13 mm (height)
A5 (148 x 210 mm)	10 mm
A5 and smaller	10 mm

Always use the pattern on a solid color background. Never place it on top of imagery.



The pattern must be equal to or larger than the Mark used on the design.



Do not place icons and pattern in the same composition.



Ensure adequate contrast if using text over the pattern. Check contrast using [this link](#) or a similar contrast checker.

## 2.5 VISUAL IDENTITY SYSTEM

### Icons

We have developed a full set of icons that instantly visualize the impact Fairtrade brings – from social to environment – and the products we certify.

With these icons, we have a bold new visual language to uniquely share our impact with the world.

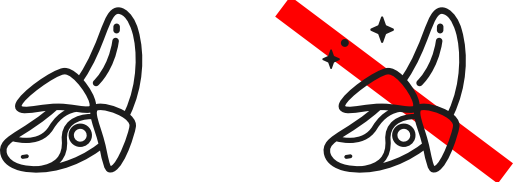




2.5 VISUAL IDENTITY SYSTEM  
**Icons Overview**

The bespoke icons have been created to communicate Fairtrade's strong brand recognition and the positive change we bring in one impactful design.

The library will continue to evolve to enhance our visual communication. Please check Virtual Vault for the latest collection of icons available.



In situations where you need to use the icons on small applications (less than 20mm/40px), the stars and dots around it can be removed for increased legibility.



## 2.5 VISUAL IDENTITY SYSTEM

### Icons Usage

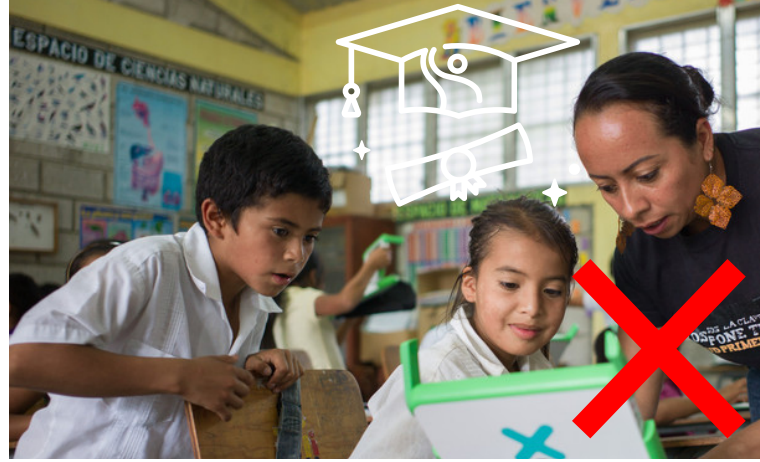
There is an infinite range of possibilities for the icons to be used.

On this page, we share a few inspiring examples. They can be combined with copy, serving as a supporting element of communication alongside headlines and infographics.

### Usage on imagery

When using the icons on top of photography, ensure there is sufficient contrast between the icon and the background. It is not recommended to layer the icon on small photographs, as they may not be legible.

Do not apply the icons on top of cluttered or low-contrast backgrounds.



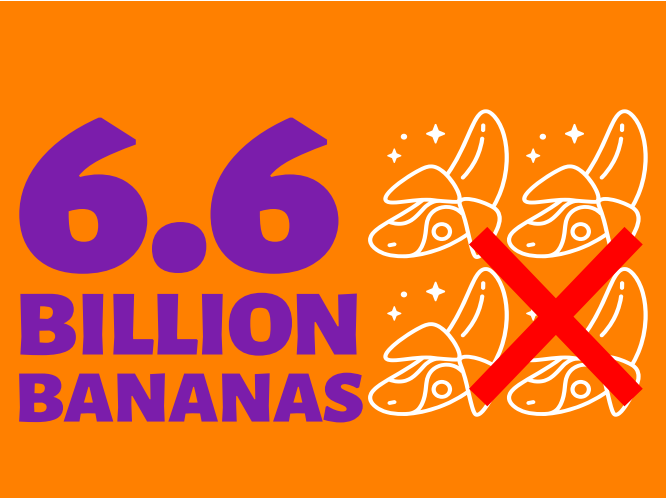
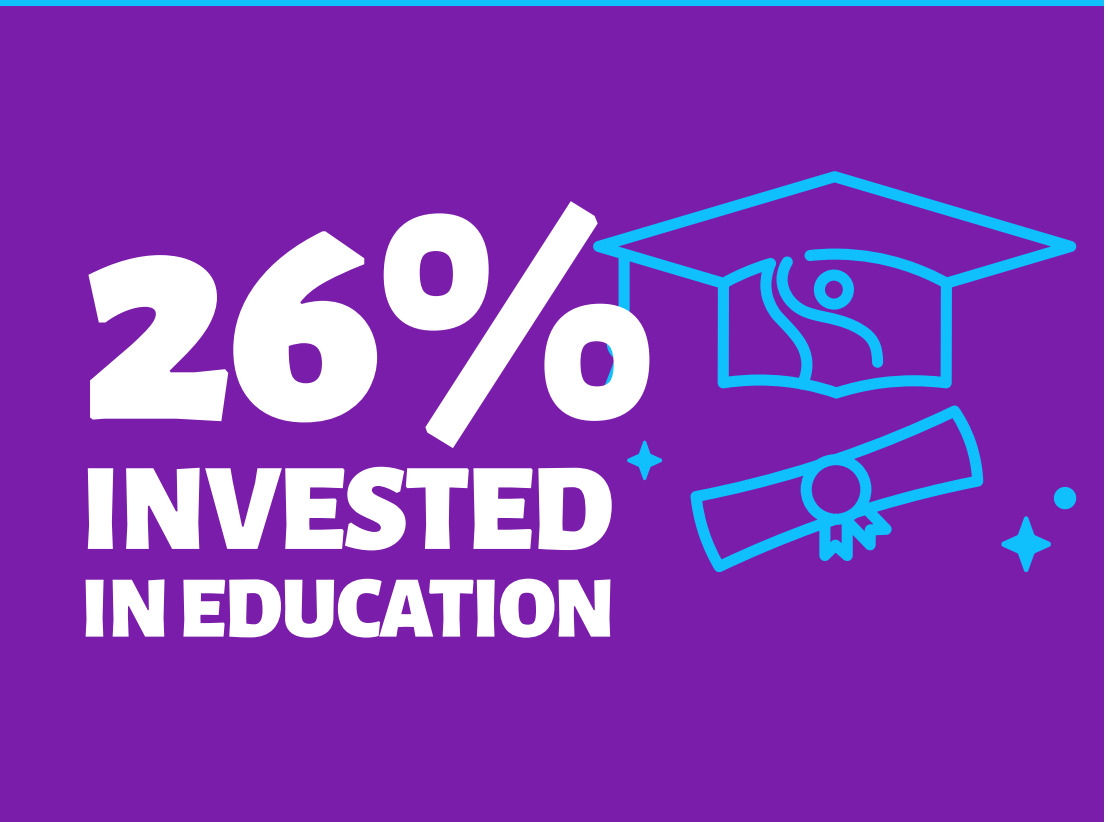
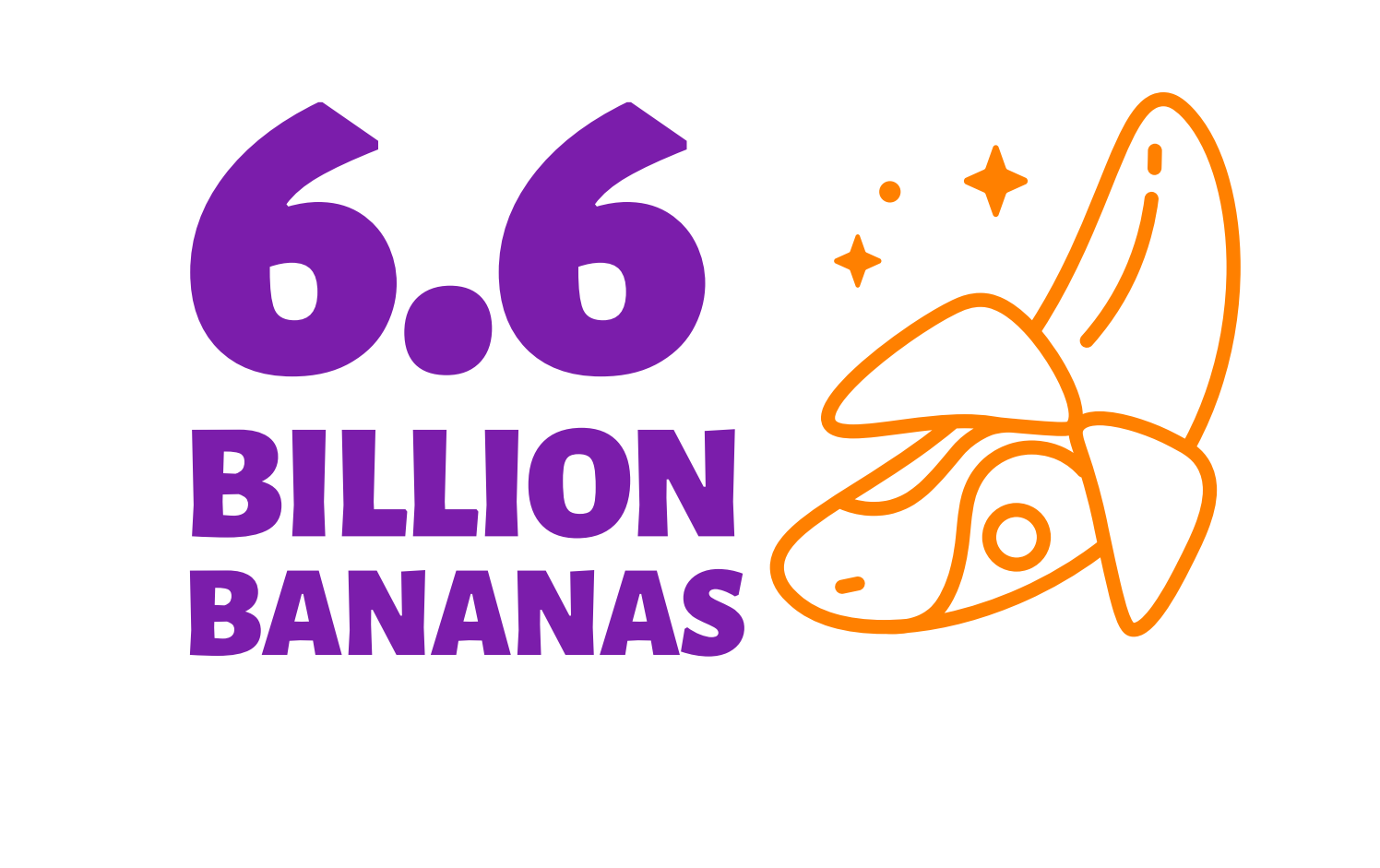


2.5 VISUAL IDENTITY SYSTEM  
Icons usage

Usage in Infographics

The icons can be used together with headlines to present complex information quickly and clearly in a visually engaging way.

Here you can see a few examples of this format of communication.



Do not group multiple icons in one composition, or reduce the icon's size in which it becomes hard to read.



2.6 VISUAL IDENTITY SYSTEM  
**Photography**

Central to our work are the people, their processes, and their produce. Whether in the fields or on and around the dining table, photographs of the producers and what they cultivate should convey their personal stories and triumphs. Captured in an authentic light, the general image style is bright, radiating a sense of positive energy and real achievement.

In whichever way the photo is composed, one signature feature is inclusivity. This allows us to stage the work we do for everyone in our ecosystem, as well as express the respect we have for them. Everyone in the supply chain can be framed within the lens of equal opportunity, and done so beautifully.





2.6 VISUAL IDENTITY SYSTEM  
**Photography**



Ensure general image style is **bright** and use **natural lighting** where possible

Colours should be **vivid**, with **hues and tones** that **reflect positivity**

Compose portraits of people in a **candid and casual way**, at a camera angle that looks directly at or up to the subject

Represent people of a **diverse range of ethnicities, ages and gender**

Represent the Fairtrade ecosystem by **showing producers, commercial partners and consumers**



Avoid dimly lit images or where subjects are **partially hidden in shadows**

Avoid colours that are **dull and desaturated**

Avoid **rigid, static or overly posed portraits** and camera angles that look down on the subject

Avoid **stereotypical images that only depict a certain ethnicity, age or gender**

Avoid only showing images of **people representing a single group**





## 2.6 VISUAL IDENTITY SYSTEM

### Photography

#### Portraits of pride

Our producers are the foundation of Fairtrade, and their dedication and passion should be captured as positive inspiration; the individuals who have made a better future for themselves and their community.

1. Natural lighting is preferred, to better show their sense of pride of place in their industry and among their peers.
2. Whether shots of individuals or groups, we are aiming for compelling portraits that evoke a story about the people, place and culture.
3. Use depth of field to draw focus to their outward or innate strengths. Mid to wide shots are preferred as they give a richer context to their work and living environments.
4. Show warmth in both their social and professional relationships by capturing candid moments of their interaction.
5. Ensure a balance between smiling portraits and serious portraits, to depict their lives with greater authenticity.





## 2.6 VISUAL IDENTITY SYSTEM

### Photography

#### Made with expertise

At the core of the producers' output is expertise. We would like to illustrate that what they do is the result of years of experience and passion, reflecting know-how and knowledge. Action or at-work photos can tell significant stories, eloquently.

#### TIPS

1. Photographs depicting them in their work spaces—whether in the field or processing plant—should show action or activity that is captured spontaneously and clearly.
2. Use dynamic angles or cropping to capture the energy and passion of the subject.
3. Ensure a wide range of photographs that depict different kinds of work-related activities to avoid only showing farmers in the fields.
4. Show producers using technology or modern equipment, whenever possible, to highlight the modernity and innovativeness of their processes.



Avoid only showing the physical toil as it does not fully represent the producers' range of expertise.



2.6 VISUAL IDENTITY SYSTEM  
**Photography**

**Impact of a fairer future**

Here we put a focus on the transformational change that social justice brings. Each photo should speak volumes of the upliftment that fair prices and Fairtrade Premium has brought to producers, their families and communities.

**TIPS**

In general, make them neatly framed and close-cropped, with enough of the surrounding for the viewer to understand the life context of positive change. The chosen images should speak vividly of the better lives they have built — naturally, warmly, and candidly.



Avoid using too many posed photos which give inadequate context to our producers' lives.



## 2.6 VISUAL IDENTITY SYSTEM

### Photography

#### Simplicity in the studio

Produce and end-products should be the focus of the fill-the-frame compositions, to emphasise and elevate their quality. When a studio setting is required, choose simplicity over clutter.

#### TIPS

Interesting arrangements offering bold shapes as primary impact could be the counterpoint to the simplicity of the overall shot. Backgrounds are preferably kept simple, some texture can be added for visual interest. Colour temperature is adjusted towards crisper cools. Overall, the sharpness and natural colours of the produce should pop.

*Please note that some of these images are used for illustrative purposes only and are not owned by Fairtrade.*



Photo by Rodion Kutsaev from Unsplash

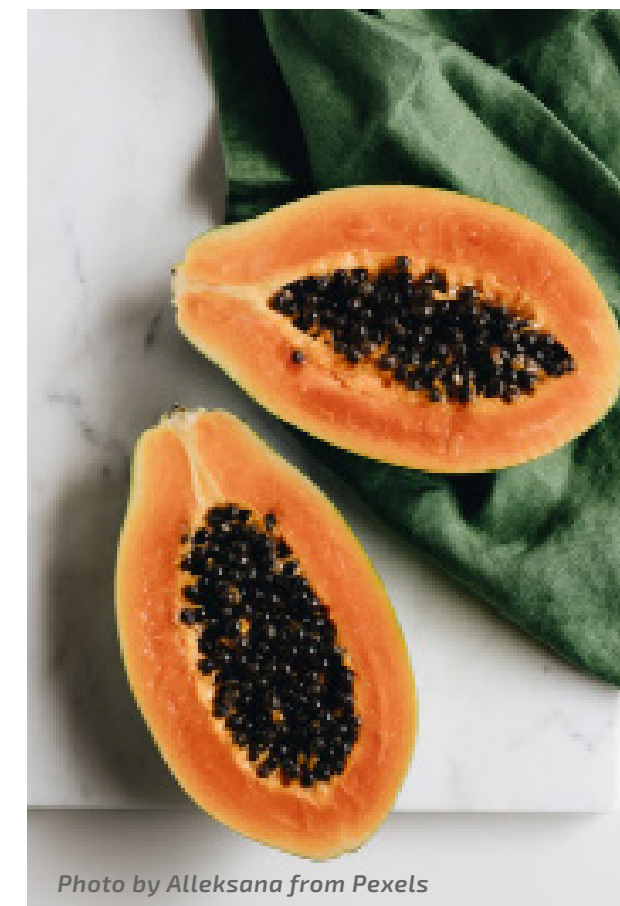


Photo by Alleksana from Pexels



Photo by Luke Porter from Unsplash



Keep it minimal. Limit the quantity of products that you put in each composition.



## 2.6 VISUAL IDENTITY SYSTEM

### Photography

#### Present in our lives

The product imagery selected should reflect not only their desirability, but also the feelings of those who consume Fairtrade products as a deliberate choice in their daily lives.

#### TIPS

These show people enjoying their purchases in a social or domestic setting that are immediately relatable: everyday surroundings that evoke a positive vibe and desirability. The viewer senses, as well, the pleasure from embracing Fairtrade as a better way of living.

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*Photo by Taisiia Shestopal from Unsplash*

Don't commoditise our products - show them being enjoyed by people in a lively setting, not as products on a shelf.



2.6 VISUAL IDENTITY SYSTEM  
**Photography**

**Enjoyment of quality**

People who buy Fairtrade are people who find joy in selecting our products, confident in the knowledge that they are quality purchases that bring quality of life to farmers, workers and their communities.

**TIPS**

Like photographs depicting the producers, shots of consumers should express a positive energy, under natural lighting conditions, with minimum shadows. The subject(s) need not look at the camera, but through their facial reactions, movement of the mouth, or hand gestures, communicate the satisfaction of encountering, buying, and using Fairtrade products.

*Please note that some of these images are used for illustrative purposes only and are not owned by Fairtrade.*



*Photo by Toa Heftiba from Unsplash*



*Photo by Anastasia Shuraeva from Pexels*



*Photo by Elly Fairytale from Pexels*



Avoid portraying our consumers enjoying our products in a staged way.



## 2.6 VISUAL IDENTITY SYSTEM

### Photography

#### Together for fairness

Photographs should highlight the strong ethos of collaboration that is the heart of everything we do. The compositions are inviting and approachable, and the mood we want our viewers to take away is the positive outcomes of meaningful collaborative efforts. They should be able to see our collective human spirit, the drive towards building a fairer future, and the enjoyment of one's fruits of labour.

#### TIPS

1. & 2. Images of confidence that are bright and sharp; they are captured "as is", rather than the result of over-processing, to better emphasise authenticity and spontaneity.
3. Demonstrate the human connections that are built through our advocacy by images that show personal one-to-one engagement.
4. Our activism and advocacy is best portrayed by showing how fairness is embraced as part of daily life by many, instead of framing it as a campaign to convert people to our cause.



Avoid showing demonstrations; fairness is a shared belief, not a crusade.