

**Requirements for Use of TransFair USA's Fair Trade Certified™ Logo
and the Term "Fair Trade Certified"**

Current as of March 19, 2004

PART I: GENERAL USAGE REQUIREMENTS

1. **Ownership of Marks.** The Fair Trade Certified logo (hereinafter, the "FTC mark") and the term "Fair Trade Certified" are the exclusive property of TransFair USA, Inc. (hereinafter, "TransFair"). The FTC mark is a certification mark that TransFair licenses for use by certain importers, distributors, and other participants in the market for products that were produced in accordance with certain "fair trade" criteria (i.e., "Fair Trade Certified"). A true copy of the FTC mark is attached to these Requirements.
2. **Authorized Use of Registered Marks.** The FTC mark may be used, in compliance with the standards put forth in this document, by TransFair licensees, retailers of Fair Trade Certified products, and advocacy groups such as student or faith-based organizations.
3. **Compliance Required for Use of Mark.** TransFair retains exclusive rights to license use of the FTC mark and the term "Fair Trade Certified." Use of the FTC trademark and/or the term "Fair Trade Certified" is subject to strict compliance with these Requirements, as such requirements may be unilaterally modified or amended from time to time by TransFair. Any use of the FTC mark and/or the term "Fair Trade Certified" in contravention of these Requirements constitutes an unauthorized use unless such use is explicitly permitted under the terms of a separate written license agreement between TransFair and the user.
4. **Confusing or Misleading Use Prohibited.** The FTC mark and/or the term "Fair Trade Certified" shall not be used in a manner that encourages consumers:
 - a. to confuse the FTC mark and/or the term "Fair Trade Certified" with any other brand or mark, and/or
 - b. to associate the FTC mark and/or the term "Fair Trade Certified" with products that are not Fair Trade Certified by TransFair, and/or
 - c. to falsely believe that non-Fair Trade Certified products are or were Fair Trade Certified by TransFair.
5. **Design Specifications.**
 - a. The FTC mark shall be reproduced in black and white from master copies provided by TransFair.
 - b. If the FTC mark does not have ample contrast with its background, it must be depicted with a contrasting white border.
 - c. The FTC mark shall be reproduced in the same proportions as the original.
 - d. The FTC mark shall have dimensions of not less than .75 inches by 1 inch, or shall cover no less than five percent of the size of the promotional space available, whichever is less.
 - e. The FTC mark may be tilted no more than 10 degrees.
 - f. The FTC mark must have an "exclusion zone" or a surrounding blank area of at least 1/8 of the width of the logo.
 - g. The term "Fair Trade Certified" shall be accompanied by the trademark indicator, "™", which serves as notice of TransFair's rights in the term "Fair Trade Certified."

PART II: USE OF MARK IN CONNECTION WITH INDIVIDUAL PRODUCTS

6. **Examples.** The following provisions apply to use of the FTC mark on product packaging, bin cards, or prepared product labels (such as labels on airports of brewed coffee, tea, or hot chocolate).
7. **FTC Mark Required on Front.** The FTC mark must be depicted on the front of the product packaging, bin card, or prepared product label.
8. **Explanatory Text Required on Packaging.** On product packaging, TransFair's standard explanatory texts, or an equivalent text approved in writing by TransFair, must be printed on the front, back, or side of the packaging. TransFair's standard explanatory texts is as follows:

"By choosing this Fair Trade product you are directly supporting a better life for farming families through fair prices, direct trade, community development, and environmental stewardship."

As copywriting and design differs by company, licensees can reserve the right to copyedit this explanatory text to fit with packaging design so long as TransFair approves this copy. TransFair's website address www.fairtradecertified.org must be printed immediately above or below this explanatory text.

PART III: USE OF MARK ON GENERAL PROMOTIONAL MATERIALS

9. **Tag Lines Required.** When the FTC mark is used on any promotional materials, one of the following approved tag lines must be printed immediately above or immediately below the FTC mark:
 - a. *Look for this label.*
 - b. *We offer a selection of Fair Trade Certified [insert product type, e.g., teas.] Look for this label.*
10. **Alternate Tag Lines for Licensees Offering 100 Percent Fair Trade.** Companies whose sales of products of a particular type (e.g., coffee) are 100 percent Fair Trade Certified are permitted to use one of the following tag line variations:
 - a. *Look for this label on all our [insert product type, e.g., coffee].*
 - b. *We offer only Fair Trade Certified [insert product type, e.g., teas]. Look for this label.*

Examples. An approved tag line from Section 9 or Section 10 is required whenever the FTC mark is used on offering boards; retail price lists; sell sheets; press releases; advertisements; catalogues; newsletters; letters; tabletop or countertop literature; promotional gear such as hats, mugs, and T-shirts; temporary packaging and To-Go materials such as paper cups, coffee cup holders, napkins, and paper or plastic bags; or any other promotional material

11. **FTC Mark Required to Designate Specific Products.** When Fair Trade Certified products are included in a list of products, such as on offering boards or sell sheets, or in advertisements, the FTC mark must appear immediately beside the name of each Fair Trade Certified product. If the FTC mark is used elsewhere on the promotional material, it must be accompanied by one of the approved tag lines as specified in Section 9.
12. **Required Text for Advertising or Promotional Copy.** In written descriptions of Fair Trade Certified product offerings, the following sentences must be included: "*We offer a selection of Fair Trade Certified products*" or "*Look for the Fair Trade Certified label.*" Any additional written material must comply with these requirements, particularly section 3, "Confusing or Misleading Use Prohibited."

If the FTC mark is used in conjunction with the advertising or promotional copy, it must be accompanied by one of the approved tag lines as specified in section 9.

13. **Coupons.** The FTC mark and/or the term “Fair Trade Certified” may be used on coupons only if all of the following conditions are met:
 - a. the coupon offers a discount *only* on FTC products, and
 - b. the FTC mark and/or the term “*Fair Trade Certified*” appears on the front of the coupon, accompanied by one of the approved tag lines as specified in section 9, and
 - c. the front of the coupon includes the following text: “*For more information on Fair Trade Certification, please visit www.fairtradecertified.org.*”

14. **Event Advertisements.** If Fair Trade Certified products are to be served at a promotional event, the FTC mark and/or the term “Fair Trade Certified” may be used in promotional materials for the event only if all of the following conditions are met:
 - a. If the FTC mark is used, it must be accompanied by one of the approved tag lines specified in section 9. However, the tag line in section 9 (b) may be modified to read: *A selection of Fair Trade Certified [insert product type, e.g., teas] will be offered. Look for this label.*
 - b. If the term “Fair Trade Certified” is used without the FTC mark, it must be used as part of the following text: “*A selection of Fair Trade Certified [insert product type, e.g., teas] will be offered. Look for the Fair Trade Certified Label.*”
 - c. For signage accompanying a product that is served on-site at an event, the FTC mark must be used with a tag line that describes the product being served with the following text “*A selection of Fair Trade Certified [insert product type, e.g., teas] will be offered.*”

15. **Use on Business Cards and Stationery Prohibited.** As a general matter, use of the FTC mark and/or the term “Fair Trade Certified” is not permitted on business cards, stationery, or letterhead. Notwithstanding the foregoing, companies whose sales of products of a particular type (e.g., coffee) are 100 percent Fair Trade Certified are permitted to use the FTC mark and or the term “Fair Trade Certified” on their business cards, stationery, or letterhead.

PART IV: MODIFICATIONS AND EXCEPTIONS

16. **Modifications.** TransFair may, in its sole discretion, modify, amend, augment or revise these Requirements at any time.

17. **Exceptions.** TransFair may, in its sole discretion, give explicit written permission for a specific licensee to use the FTC mark and/or the term “Fair Trade Certified” in a way that deviates from these requirements. Licensees wishing to obtain permission for use that deviates from these requirements should seek prior written permission from TransFair. TransFair is not obligated to grant any such request.

The Fair Trade Certified Mark:

