CERTIFIED
FAIR TRADE©
FairTSA.org

The following logo guidelines have been provided to ensure consistent and accurate use of the Fair Trade Sustainability Alliance identity.

1" ... .5976"

The minimum dimensions are .5976 by 1 inch.
If a product is small (i.e. handicraft products, jewelry, silverware or cosmetics), then the logo may be used at a smaller size, but the wording must always be legible.

1/8" ... 1/8"

The FTSA logo must have an open area of at least an 1/8" all the way around the logo. This area must be clear of text or prominent design to ensure the clarity of the logo

The FTSA logo must be reproduced in the same proportions as the original.

The FTSA logo must never be altered in any way.

Do NOT change label shape

Do NOT change fonts within label

Do NOT change the colors

The following logo guidelines have been provided to ensure consistent and accurate use of the Fair Trade Sustainability Alliance identity.

The FTSA logo versions:

Color   Black & White   Ingredients   Plain

When printing the FTSA label, if there isn't enough contrast between the logo and background, there must be a white border at least 4pt thick.

Font

The FTSA logo font is **Century Gothic Bold. CAPS** are used for **CERTIFIED FAIR TRADE and** Title Case is used for the URL.

Century Gothic Bold CAPS ABCDEFG

Century Goth Bold Title Case Abcdefg

Colors (hex codes)

#6ccff6   #8dc53   #e7d2ac   #9e6613   #532911

Appendix I
Standard Version 4.11

The following logo guidelines have been provided to ensure consistent and accurate use of the Fair Trade Sustainability Alliance identity.

- The trademark symbol (™) is to be used in the USA, Canada, South and Central America, and New Zealand
- The registered (®) symbol is to be used in the European Union and Australia
- The copyright symbol (©) is to be used in all other countries

  All symbols must appear after www.fairtsa.org

Trademark	Registered	Copyright