



- Quality Products
- Improving Lives
- Protecting the Planet

2011 Guidelines for Labeling Fair Trade Certified™ Apparel and Linens

These guidelines provide direction on how to use the Fair Trade Certified label and the term “Fair Trade Certified™” on your product labels, packaging and POS materials.

Section 1: General Use Guidelines

Section 2: Requirements for Fair Trade Certified Product Packaging on Apparel and Linens

Section 3: Optional Product Packaging on Apparel and Linens

Section 4: Labeling Exemptions

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Section 1. General Use Guidelines

Label Size and Clear Space:

The FTC label can be no less than .75 inches by 1.0 inches. Provide clear space of at least 1/8" around the label.



Border: Rounded Corners:

The FTC label is accompanied by an extended white border outside of the thin inner black border. Represent both with Rounded corners.



Written Usage: Fair Trade Certified™

The term "Fair Trade Certified™" is accompanied by the indicator "™"

Section 1. General Use Guidelines

Correct Versions:

Apply the FTC label consistently. There are a number of versions for various circumstances so that the certification mark is always reproduced accurately. A color version is always preferred.

Color Breakdown:

The green globe behind the figure in the certification mark is accurately produced as 1 color with 2 tints.



Process Color (CMYK)
c50 m0 y100 k0
c25 m0 y50 k0
c0 m0 y0 k100



2 color Black
PMS 376 C



2 color Black
PMS 375 U



1 color Grayscale

Misuse of the Label:

Do not alter the certification mark.



Section 2. Requirements for FTC Product Packaging on Apparel and Linens

The following is a checklist of the packaging requirements. Once you have included all of these components on your packaging, please submit your labels and promotional materials for approval to garments@fairtradeusa.org

Hang Tag or Other Packaging Attached to Fair Trade Certified Apparel or Home Textile Product Must Include

☐ Appropriate Fair Trade Certified Label.



Full Label

Products that are sewn in a Fair Trade USA approved facility from Fair Trade Certified Cotton



Sewing Label

Non-Cotton or artisan products that are sewn in a Fair Trade USA approved facility



Cotton Label

Products that are sewn in the USA from Fair Trade Certified cotton

☐ Explanatory Text

Option 1. Text provided by Fair Trade USA.

Full Label

“Your purchase of this Fair Trade Certified™ item supports better working conditions for the cotton farmers and factory workers who made it. And for each product sold, they earn a premium to invest in social development projects and to fight poverty in their communities.”

Cotton Label

“Your purchase of this Fair Trade Certified™ item supports better conditions for cotton farmers. For each product sold, they earn a premium to invest in social development projects and to fight poverty in their communities.”

Sewing Label

“Your purchase of this Fair Trade Certified™ item supports better working conditions for the factory workers who made it. For each product sold, they earn a premium to increase their earnings and fight poverty in their communities.”

Option 2. Write your own text and submit it to your account manager for approval

☐ The Fair Trade USA website url
11/10/2011 www.FairTradeUSA.org

Section 2. Requirements for FTC Product Packaging on Apparel and Linens

Requirements for Hang Tags

Hang Tag Options

There are two hang tag options for Fair Trade Certified Apparel and Linens

1. Use the generic hang tag developed by Fair Trade USA. Request hang tag artwork from your account manager.
2. Develop your own hang tag that contains the following:
 - Appropriate Fair Trade Certified Label
 - Appropriate explanatory Text
 - The Fair Trade USA website url www.FairTradeUSA.org

If you develop your own hang tag, you must submit the artwork to your account manager for approval prior to printing

Requirements for Alternate Packaging

Alternate Packaging (e.g. boxes, bands, matchbooks)

If your product packaging does not include a hang tag, you must include the following on your alternate packaging:

- Appropriate Fair Trade Certified Label
- Appropriate Explanatory Text
- The Fair Trade USA website url www.FairTradeUSA.org

All alternate packaging must be submitted to your account manager for approval prior to printing

Section 3. Optional for FTC Product Packaging on Apparel and Linens

The following may be included in your Fair Trade Apparel or Linens Product Packaging, but is not required

☐ Producer image. You may use a producer image on your product packaging. All packaging must be submitted to Fair Trade USA for approval prior to printing. To request producer images, email garments@fairtradeusa.org

☐ Inside Fair Trade Certified label. May be a printed or woven sew-in label or printed directly onto garment or home textile product

Section 4. Labeling Exemptions

Labeling exemptions of any kind will be given only in very extreme cases that do not harm the integrity of the Fair Trade Certified logo, and require the written approval of Fair Trade USA. All artwork must be approved by your account manager prior to production.

Section 5. Label Use on Promotional Materials, Website, etc

All promotional materials, either digital or printed, that use the Fair Trade USA label must be approved by Fair Trade USA.