



FAIRTRADE GOLD MARK GUIDELINES

For gold and related precious metals
Issue 5 – 2018
Licensee version



FAIRTRADE GOLD AND PRECIOUS METALS

2 CONTENTS

Introduction	3
About Fairtrade	4
Basic elements	
The FAIRTRADE Gold Marks	5
The Mark – clear space and sizes	6
The Mark – colour versions	7
The Mark – Max Havelaar versions	8
The Mark – Negative versions	9
The Mark – name code	10
Colours	11
The Fairtrade Stamp	12
Style of photography	
Miners’ images	13
Promotional items	
Promotional materials and packaging	14
Licensees’ website	15
Exhibitions and trade fairs	17
The Fairtrade Statement and web address	18
Appendices	
Glossary of terms	19
Trademark and copyright information	20
Contact	21

FAIRTRADE GOLD AND PRECIOUS METALS

3 INTRODUCTION

THE TRUE VALUE OF GOLD

Every day millions of workers enter mines in search of one of our most loved treasures – gold. This highly sought after precious metal has long stood as a symbol of innocence, purity and prosperity. Gold neither deteriorates nor fades. Fairtrade Gold epitomises an untainted, hopeful and sustainable future.

Fairtrade's imperative has been to develop the opportunities available to artisanal miners to the fullest potential. Working in some of the most extreme and remote landscapes on the planet, millions of gold miners encounter daily a world rife with exploitation and marginalisation. Even so, miners in South America and Africa have committed to trading under Fairtrade's conditions and have secured a sustainable future with safer working conditions. Fairtrade is constantly implementing new ideas to empower these artisanal miners and bring to market a metal that is pure while reducing the environmental impact on the miners' communities and the planet.

THE FAIRTRADE GOLD MARK

The FAIRTRADE Gold Mark has been developed to express Fairtrade's long-term dedication to building up the market for participating miners as part of Fairtrade's strategy to promote sustainable development and reduce poverty through fairer trade and other interventions. The overall objective of the Fairtrade Standard for gold is to create opportunities for artisanal and small scale miners and their communities, empowering them to bring about change through trade, and delivering economic, social and environmental transformation and restoration. The innovative, independent Mark testifies that Fairtrade Standards have been met, offering consumers the choice to buy jewellery and express solidarity, encouraging jeweller participation and highlighting our sustainable precious metals credentials. The FAIRTRADE Gold Mark is a powerful expression of Fairtrade's commitment to driving ethical change and securing a future of hope for artisanal miners.

ABOUT THESE GUIDELINES

Welcome to the FAIRTRADE Mark guidelines for Fairtrade Gold and related Precious Metals. These guidelines have been developed in order to protect the integrity and values of the FAIRTRADE Gold Mark.

Throughout the guidelines we refer primarily to the FAIRTRADE Gold Mark. However please note that the same information applies to the precious metals silver and platinum.

These guidelines apply to all products, although focus has been placed on jewellery for ease of illustration. The final consumer products that are covered by this Standard are: jewellery, commemorative coins, ingots, medals, trophies and religious artefacts.

The FAIRTRADE Gold Mark and the name 'Fairtrade' must never be used to identify 'responsibly mined gold', 'recycled gold' and 'fairly traded' or 'fairly mined gold'. The Gold Mark signifies that the Gold and related Precious Metals have been certified, sourced and traded under Fairtrade terms and based on the Fairtrade Standards.

The instructions given in these guidelines must be adhered to.

REGISTERED TRADEMARK

The FAIRTRADE Mark is the intellectual property of Fairtrade International and is registered as a certification mark and trademark.

FAIRTRADE GOLD AND PRECIOUS METALS

4 ABOUT FAIRTRADE

FAIRTRADE'S VISION

Fairtrade's vision is for a world in which all producers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future. Our aspiration is to transform global trade by promoting fairer trading conditions.

To achieve this, Fairtrade is positioned as the guiding light for sustainable development, touching more lives, more deeply than any other ethical certification scheme.

HOW TO UNDERSTAND AND TALK ABOUT FAIRTRADE

Fairtrade is a global organization working to secure a better deal for producers worldwide. Fairtrade believes that trade can be a fundamental driver of poverty reduction and greater sustainable development, only if it is managed for that purpose, with greater equity and transparency than is currently the norm.

Through better organization, resources and access to mainstream markets under fair trading conditions, people can overcome disadvantages and marginalisation. It is Fairtrade's imperative to empower artisanal miners to do this and support them in this process. Fairtrade understands the challenges and needs of these artisanal miners and is equipped to offer an improved, sustainable future for those involved.

It may take several years to certify a mine to Fairtrade Standards and Fairtrade seeks to encourage investment in mines to reach certification, taking the necessary steps to achieve this goal.

Fairtrade's work is driven by informed consumer choices, and the desire for businesses to meet the expectations of their customers, both of which provide crucial support for wider campaigning to reform international trade rules and create a fairer economic system.

FAIRTRADE GOLD AND PRECIOUS METALS

5 THE FAIRTRADE GOLD MARKS



FAIRTRADE Gold Mark



FAIRTRADE Silver Mark



FAIRTRADE Platinum Mark



FAIRTRADE Eco Gold Mark



FAIRTRADE Eco Silver Mark



FAIRTRADE Eco Platinum Mark

THE FAIRTRADE GOLD, PLATINUM AND SILVER MARKS

The FAIRTRADE Gold, Platinum and Silver Marks consist of the well-known FAIRTRADE Mark, with a black tab to the side with the name of the precious metal set in white.

The Marks are also for ecological Fairtrade certified gold, platinum and silver. The Eco Marks may be used if the precious metal has been extracted without the use of chemicals, with strict ecological restoration requirements.

To preserve the legal protection and recognition of the Marks, they must be used correctly and consistently, according to the following guidelines.

Ecological gold and associated metals may not always be available from Fairtrade certified miners, please consult your licensing body for information, details are on the last page.

NOTE FOR ALL VERSIONS

Although registration coverage is very broad, the ® must be removed from the design before it's applied in markets where the FAIRTRADE Mark may not be registered. Please contact your licensing body for information about trademark/certification mark registration, details are on the last page.

FAIRTRADE GOLD AND PRECIOUS METALS

6 THE MARK – CLEAR SPACE AND SIZES



Measuring the width

The width of the FAIRTRADE Gold Mark is measured from black edge to black edge, excluding the white keyline and the black tab with the precious metal name.



Minimum size
7 mm

MINIMUM CLEAR SPACE AND SIZES

To preserve the visual independence of the FAIRTRADE Gold Mark when it is sitting next to text or graphics, a clear space must be maintained around the Mark, which is equal to half the width of the Mark, defined as X.

To ensure that the impact of the Mark is not diminished by other design elements or logos, no text or graphic must touch the Mark or enter the clear space. The Mark must remain uncluttered. It must not be integrated into any other image, text or graphic, even if the clear space is respected.

EXCEPTIONS

When space is limited, for example on small tags or labels, the minimum clear space may be reduced to the width of 1/4 X.

MINIMUM SIZE

To ensure legibility, extra care must be taken when producing the FAIRTRADE Gold Mark in small sizes. As a guide, the Mark should not be reproduced in sizes smaller than 7 mm wide for printed materials, providing the type is still legible.

FAIRTRADE GOLD AND PRECIOUS METALS

7 THE MARK – COLOUR VERSIONS



Spot colour version

Pantone Process Black
Pantone 382 C | 380 U Green
Pantone 306 C, 306 U Blue



Four colour version (CMYK)

Black: 50.50.50.100
Green: 0.28.0.92.0
Blue: 79.0.7.0

Three colour version (RGB) for web use

Black: 30.30.30
Green: 190.214.0
Blue: 0.185.228



Black and white version

Black: 0.0.0.100

Black and white version

Black: 30.30.30

DIGITAL FILES AND COLOUR VERSIONS

The FAIRTRADE Marks for Gold and Precious Metals are unique pieces of artwork. Only the approved digital files can be used – they should never be changed or recreated.

The Marks are available as Illustrator EPS files in three different colour versions as shown on this page.

PRIMARY REPRODUCTION

COLOUR VERSION

The primary representation of the Mark is the full colour version.

The colour versions for printing are used with either four colours (CMYK) or spot colours (Pantone).

BLACK AND WHITE VERSION

In addition a black and white version of the Mark has been created. Use of the full colour version of the Mark is still strongly recommended, whenever possible.

LIMITED USE VERSIONS

When printing is restricted to one colour, and that colour is either black or white, a black-only and a white-only version of the Mark may be used. Please contact your NFO for further information.

FAIRTRADE GOLD AND PRECIOUS METALS

8 THE MARK – MAX HAVELAAR VERSIONS



Spot colour version
Pantone Process Black
Pantone 382 C | 380 U



Four colour version (CMYK)
Black: 50.50.50.100
Green: 0.28.0.92.0

Three colour version (RGB)
Black: 30.30.30
Green: 190.214.0
Blue: 0.185.228



Black and white version
Black: 0.0.0.100

Black and white version
Black: 30.30.30

COUNTRY-SPECIFIC MAX HAVELAAR VERSIONS

The FAIRTRADE Gold Mark indicating membership of the 'Max Havelaar' movement is available in Colour and Black & White versions.

These versions of the Gold Marks may only be used for products sold primarily in The Netherlands, France and Switzerland.

The rules set out on the previous pages also apply.

FAIRTRADE GOLD AND PRECIOUS METALS

9 THE MARK – NEGATIVE VERSIONS



Colour version

Also for application on mid-tone and dark backgrounds



Colour Max Havelaar version

Also for application on mid-tone and dark backgrounds



The FAIRTRADE Gold Mark can also be applied on patterned and image backgrounds



When applied on heavily patterned and busy image backgrounds, a white semi-transparent rectangle may be placed behind the FAIRTRADE Gold Mark

APPLICATION ON DARKER BACKGROUNDS

The Gold Mark has a white keyline around the main Mark and the black tab. This allows its use on clear and white backgrounds, where the keyline disappears, and also on mid-tone and dark solid backgrounds.

When there are heavy patterned and busy image backgrounds where the contrast to the black elements of the Gold Mark is so low that the Mark doesn't stand out, a white rectangle may be added to increase the contrast. This rectangle can be solid white or transparent white.

FAIRTRADE GOLD AND PRECIOUS METALS

10 THE MARK – NAME CODE

FGM_G_CMYK_NEW.eps

1 Name

2 Type

4 Colour code

5 File descriptor

6 File format

FGM_EG_MH_CMYK_NEW.eps

1 Name

2 Type

3 Country
version

4 Colour code

5 File descriptor

6 File format

DIGITAL FILES – NAME CODE

1 Name

FGM = FAIRTRADE Gold Mark

2 Type

G = Gold

EG = Eco Gold

P = Platinum

EP = Eco Platinum

S = Silver

ES = Eco Silver

3 Country version

MH = Max Havelaar

4 Colour code

PMS = spot colour (Pantone)

CMYK = four colour

RGB = web colour

BW = black and white

5 Version

NEW = 2018 version

6 File format

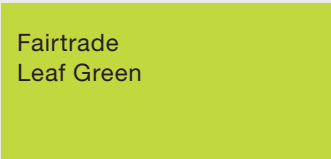
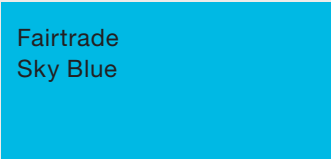
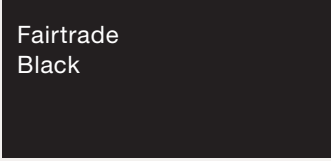
eps = vector graphic

png = web picture

pdf = vector, portable file format

FAIRTRADE GOLD AND PRECIOUS METALS

11 COLOURS

	PANTONE	CMYK	RGB
	Pantone 382 C (coated) Pantone 380 U (uncoated)	C 28 M 0 Y 92 K 0	R 190 G 214 B 0 HTML BED600
	Pantone 306 C (coated) Pantone 306 U (uncoated)	C 79 M 0 Y 7 K 0	R 0 G 185 B 228 HTML 00B9E4
	Pantone Process Black C Pantone Process Black U	C 50 M 50 Y 50 K 100	R 30 G 30 B 30 HTML 1E1E1E
	–	C 0 M 0 Y 0 K 0	R 255 G 255 B 255

COLOUR PALETTE

The FAIRTRADE Gold Mark has the colours specified here embedded into the design. Accurate representation of these colours is crucial to enhancing the recognition of the FAIRTRADE Gold Mark and identity.

MATCHING COLOURS

Colours may vary depending on paper stock and printer. Please match colours as closely as possible to the Pantone coated swatches.

USE OF COLOUR SYSTEMS

The Pantone colours and CMYK (four-colour printing) values and are intended for litho-printing. The RGB values are intended for Office, Web and Flash applications.

FAIRTRADE GOLD AND PRECIOUS METALS

12 THE FAIRTRADE STAMP



Hallmark and Fairtrade Stamp

The Fairtrade Stamp



Maker's mark Fineness mark

Hallmark



Fairtrade Stamp

The Fairtrade Ecological Stamp



Hallmark



Fairtrade Eco Stamp

Mixed metal products



Hallmark

Fairtrade Stamp

THE FAIRTRADE STAMP

Precious metal items are generally required to be hallmarked. A full hallmark indicates the person who made or sold the item, the type of metal it is made of, and where and when it was hallmarked.

THE FAIRTRADE STAMP

On items made from Fairtrade certified precious metals, a Fairtrade Stamp must be applied next to the hallmark. The Stamp is compulsory and applied in the same way as the hallmark, for example, punch marked, lasered or engraved.

This is done – according to the hallmarking system of the country – by the official Assay Office, or the respective body approved by the National Fairtrade Organization.

MIXED METAL PRODUCTS

If the product is made up of one or more metals that are not Fairtrade certified, the Stamp must sit as close as possible to the hallmark that represents the fineness of the certified metal.

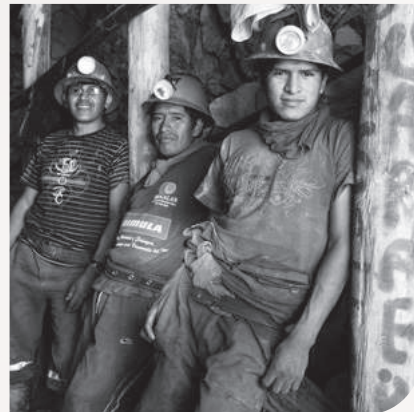
Make sure to contact the National Fairtrade Organization for details of the approved body or hallmarking system in your country.

ECOLOGICAL GOLD

Certified ecological gold must be marked with the Fairtrade Eco Gold Stamp. It is the responsibility of the licensee to ensure the correct Stamp is marked onto the product.

FAIRTRADE GOLD AND PRECIOUS METALS

13 STYLE OF PHOTOGRAPHY



MINERS' IMAGES

Images of the miners should show them in a positive, dignified way, for example, proudly showing their mining facilities, showing where they mine the raw ore or how they process it.

Where possible, images of the artisanal miners that mined the product should be used. When using a generic image of a miner it must show a small scale artisanal miner working at a Fairtrade certified mine.

Images can be taken by visiting one of the certified artisanal mining communities. A signed release form must be obtained from all persons consenting to appear in the photo.

The National Fairtrade Organization may be able to provide some images. In this case the licensee must ensure that the proper rights for commercial use have been acquired. The photographer should be credited for the photograph, unless otherwise specified by the photographer.

IMAGES OF CHILDREN

Images of children must not be used on packaging at all. On promotional materials, images of children are only allowed when used to explain the positive experience of being part of a community working in a Fairtrade certified mine where they have an opportunity to go to school and explaining the benefits of the Fairtrade Premium. A signed release form from a parent or guardian **must** be obtained in all cases.

FAIRTRADE GOLD AND PRECIOUS METALS

14 PROMOTIONAL MATERIALS AND PACKAGING



Top and bottom of a ring box



KEY ELEMENTS ON PROMOTIONAL MATERIAL

The use of promotional materials is strongly recommended to communicate the benefits of Fairtrade certified gold to the customer.

Jewellers and retailers who create promotional materials and packaging with their own design, may place the FAIRTRADE Gold Mark on these items if the Mark is clearly represented as a certification label and not a brand. The Mark, or the name Fairtrade must only relate to products that are certified. Packaging with the Gold Mark must not be used for non-certified items.

The term 'Fairtrade' can only be used in a product title providing the words are followed by the certified precious metal, and the description does not allude to the whole product being covered by the Standard. The term is written as 'Fairtrade', with a capital F and all in one word.

Acceptable:

- 1 Fairtrade Gold engagement ring
- 2 Earrings made with Fairtrade Gold

Unacceptable:

- 1 Fairtrade engagement ring
- 2 Fairtrade Gold and diamond earrings

The only exception is when the product is only made of the certified metal, such as a plain gold wedding band.

ARTWORK APPROVALS

See page 19.

COMPULSORY ELEMENTS

The Fairtrade elements listed below are compulsory on promotional materials, POS displays and trays in-store as well as pre-sale packaging:

- the FAIRTRADE Gold Mark
- the Fairtrade Claim for Gold
- Including the URL www.fairgold.org

When a product is sold exclusively in a country with a National Fairtrade Organization (NFO), the national website may be used.

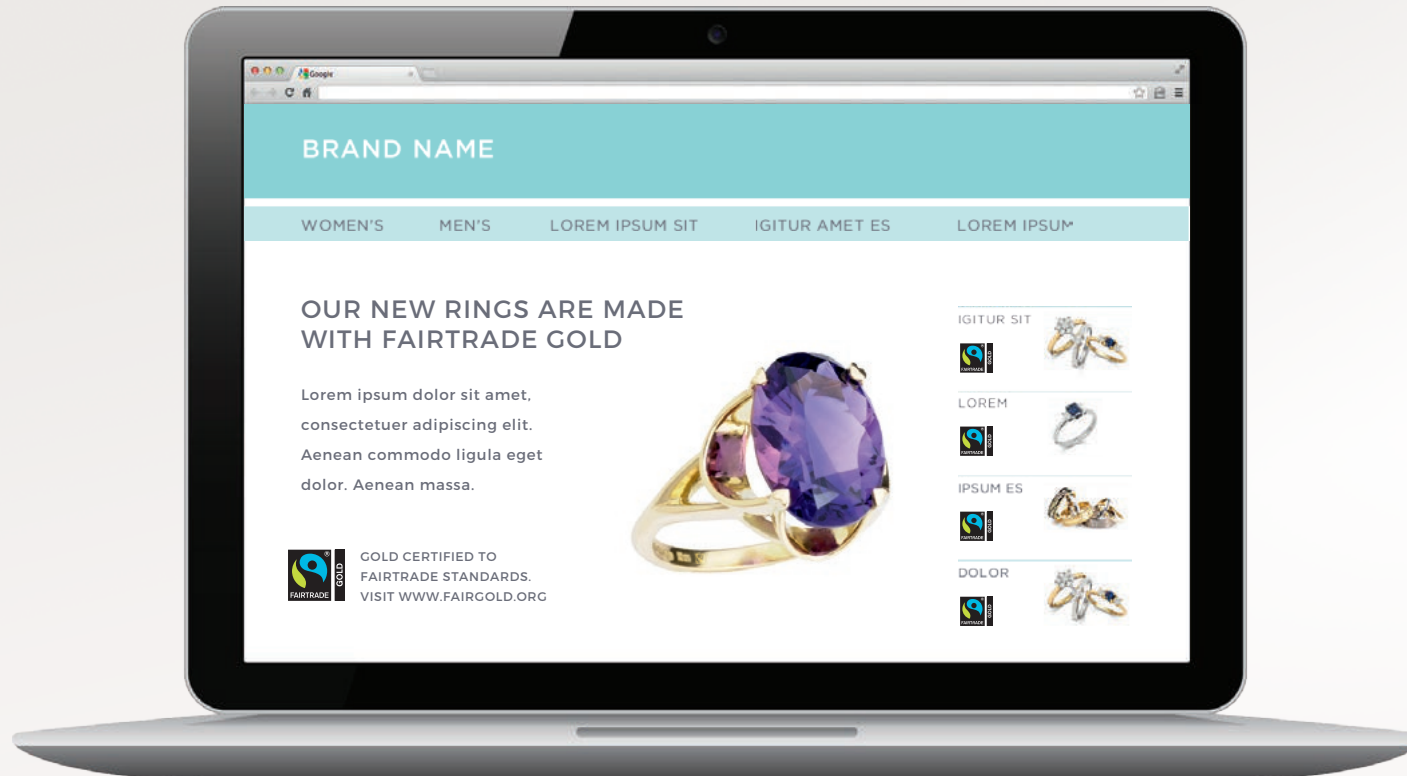
POST SALE ITEMS

The FAIRTRADE Gold Mark must not be used on post-purchase packaging unless it can be ensured and verified that staff uses such packaging only for items with Fairtrade Gold.

Instead, a card to be placed inside or outside of packaging or a sticker placed on the bottom of a box can be used, where the compulsory Fairtrade elements on the left must be present.

FAIRTRADE GOLD AND PRECIOUS METALS

15 LICENSEES' WEBSITES



When a product is sold exclusively in a country with a National Fairtrade Organization (NFO), the national website may be used.

LICENSEES' WEBSITES

The FAIRTRADE Gold Mark may be added to a licensee's website providing the Mark is not positioned within the top header or permanent header bar of the webpage, unless the entire offer is made with Fairtrade Gold. The website owner or brand must be obvious. It must be clear that the Gold Mark does not endorse or accredit the company. If using the Gold Mark on the homepage, the appropriate products with Fairtrade Gold must be clearly denoted throughout the site. Only Fairtrade licensed products are to be promoted with the Gold Mark.

MULTI-COMPONENT ITEMS

The Fairtrade Gold element must be identified in items that contain Fairtrade Gold but are also made with other components such as precious and semi-precious stones, pearls, non-Fairtrade precious metals (eg silver not sourced when mining Fairtrade Gold), leather and others.

Acceptable:

- 1 Necklace with Fairtrade Gold Drop Pendant
- 2 18ct White Fairtrade Gold

Unacceptable:

- 1 Fairtrade Gold Necklace *
- 2 18ct Fairtrade White Gold

In the product description, it's not necessary to describe the other elements as not being made of Fairtrade Gold.

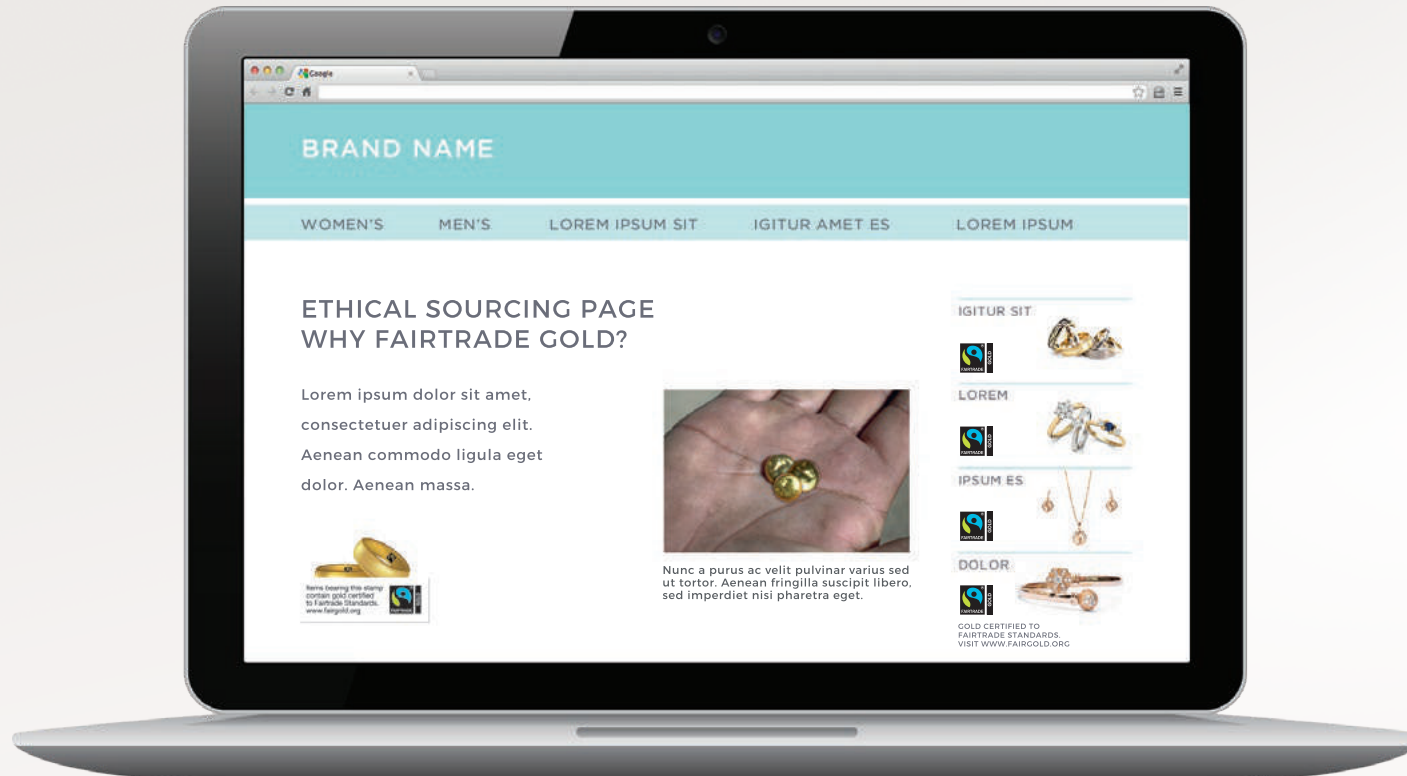
LICENSEE WEBSITE APPROVALS

See page 19.

* Except when *all* elements are Fairtrade Gold, including chain, pendant or similar and no stone is present.

FAIRTRADE GOLD AND PRECIOUS METALS

16 LICENSEES' WEBSITES



A web badge must be used on an Ethical page or an 'About' page when the offer is not all made in Fairtrade Gold.

LICENSEES' WEBSITES

It's recommended that an ethical page is featured on the licensee website, or an 'About' page where it's described that you are a licensee registered to sell Fairtrade Gold. It's also recommended to place the Fairtrade Gold offer on dedicated product pages in a Fairtrade area when conventional gold is also on offer. If this isn't possible the pieces must be described as being available in 'Fairtrade Gold' with the Gold Mark next to this phrase. Describing the rest of the offer as 'conventional gold' is optional.

When only part of the offer is available with Fairtrade Gold, a web badge must feature on the 'About' page or Ethical page where you describe being a Fairtrade licensee.

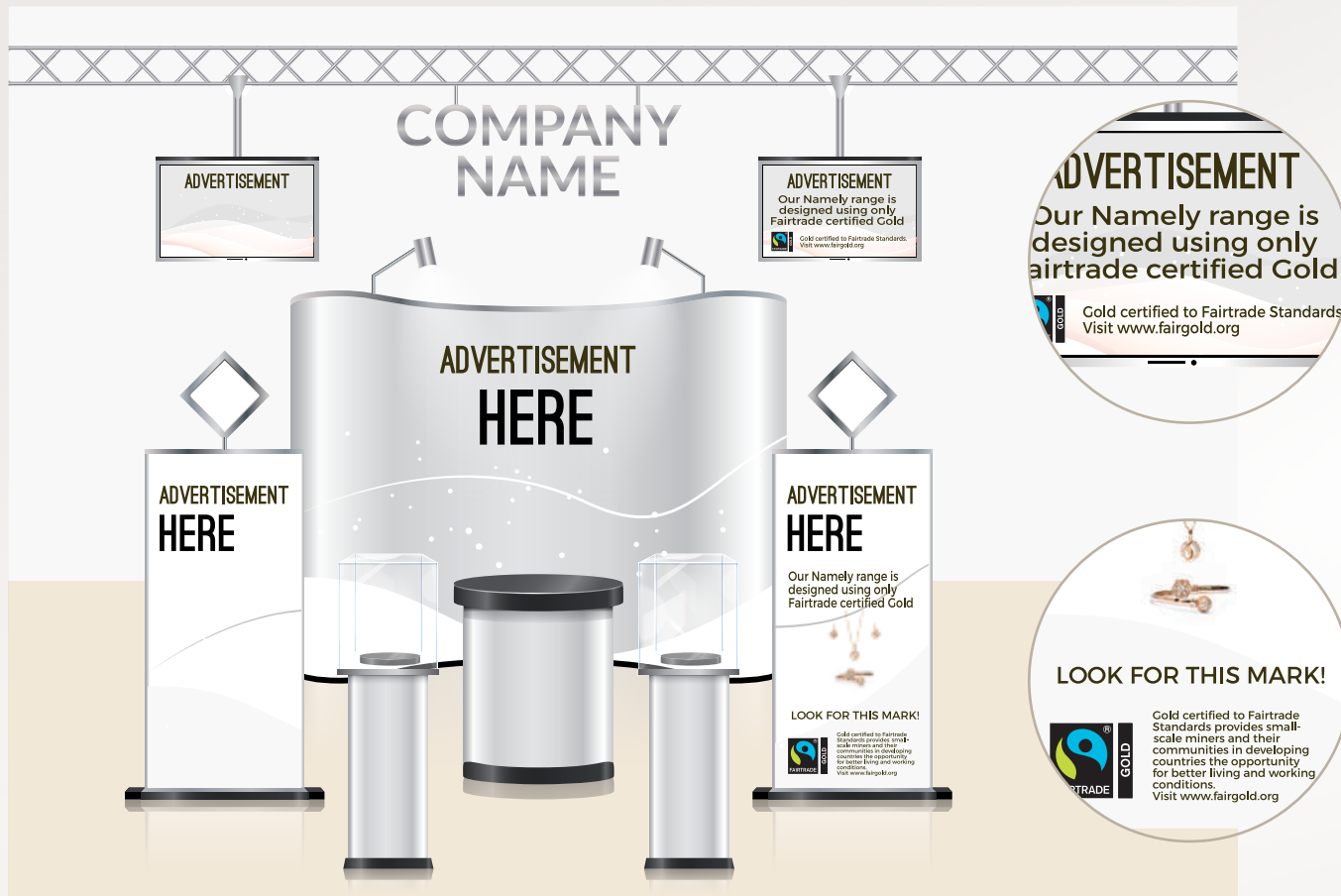
If other schemes for metals or stones etc. are listed, Fairtrade certification should be described separately and clearly.

If the website has a search facility, when 'Fairtrade' or 'fair trade' is entered, the results should enable the consumer to use the Gold Mark or the product title to identify clearly what is Fairtrade certified.

When bespoke pieces are available to order in unique designs, it should be explained which items in a gallery have been made in Fairtrade Gold. Again it must be clear if Fairtrade Gold is an option unless all pieces are made in Fairtrade Gold. The bespoke pieces must be included in the license agreement through the calculation of Fairtrade Gold sourced and used for this purpose.

FAIRTRADE GOLD AND PRECIOUS METALS

17 EXHIBITIONS AND TRADE FAIRS



COMPULSORY ELEMENTS

The Fairtrade elements listed here are compulsory on promotional materials at events:

- the FAIRTRADE Gold Mark
- the Fairtrade Claim for Gold
- Including the URL www.fairgold.org
- A call to action or statement

When a product is sold exclusively in a country with a National Fairtrade Organization (NFO), the national website may be used.

EXHIBITIONS AND TRADE FAIRS

The FAIRTRADE Gold Mark can be used at events to identify the pieces or whole ranges that are made with Fairtrade Gold or related precious metals.

The FAIRTRADE Gold Mark and Claim must be visible on one dimension of the stand or on the relevant elements of the stand, relate to the particular pieces or range made with Fairtrade Gold. The Mark and Claim must not be covered by furniture, pedestals or screens. It must not be possible for attendees to assume that the whole offer is made with Fairtrade Gold, so any misleading statements that lead to the assumption that pieces or ranges are made with Fairtrade Gold when that is not the case are not permitted.

When the company or brand has another certification or verification scheme for precious metals or stones, any communication about it must be clearly distinct and separated from messaging about Fairtrade.

STATEMENTS AND CALLS TO ACTION

- 1 X brand Namely range is designed using only Fairtrade certified Gold.
- 2 Ask for the pieces made with Fairtrade Gold.
- 3 Look for this Mark!

All exhibition stand designs and related materials layouts must be approved by the licensing body well in advance of the event.

FAIRTRADE GOLD AND PRECIOUS METALS

18 THE FAIRTRADE STATEMENT AND WEB ADDRESS

CERTIFIED GOLD CLAIMS

Minimum Claim

“Gold certified to Fairtrade Standards. Visit www.fairgold.org”

Recommended Claim

**“Gold certified to Fairtrade Standards provides small-scale miners and their communities in developing countries the opportunity for better living and working conditions.
Visit www.fairgold.org”**

CERTIFIED ECOLOGICAL GOLD CLAIMS

Minimum Claim

“Ecological gold is mined without the use of chemicals and certified to Fairtrade Standards. Visit www.fairgold.org”

Recommended Claim

**“Fairtrade certified ecological gold, mined under stringent ecological restoration practices and without the use of chemicals, provides small-scale miners in developing countries the opportunity to improve their living and working conditions.
Visit www.fairgold.org”**

THE FAIRTRADE CLAIM

When placing the FAIRTRADE Gold Mark on product packaging, it is important that consumers are clear about the role of the Mark in relation to the branding. The rules outlined on this page must be followed when using the FAIRTRADE Gold Mark and the name Fairtrade on any product packaging.

All packaging and/or promotional materials referring to the FAIRTRADE Gold Mark must use one of the Claims shown on the left.

FAIRTRADE URL

The Fairtrade URL **www.fairgold.org** or **fairgold.org** must be used as part of the Fairtrade Claim on all related packaging and promotional materials. The word “visit” may be used to precede the URL, however, it is not compulsory.

When a product is sold exclusively in a country with a National Fairtrade Organization (NFO), the national website may be used.

AVAILABILITY

Ecological gold and associated metals may not always be available from Fairtrade certified miners.

FAIRTRADE GOLD AND PRECIOUS METALS

19 APPENDIX – GLOSSARY OF TERMS

Artwork Electronic file of packaging or promotional material as a two dimensional image, with full measurements, cutter and fold guidelines.

Assay offices Institutions set up to assay (test the purity of) items, to protect consumers.

CMYK 4 colour print process

Cross border sales (CBS) Products sold into both the National Fairtrade Organization market and international markets.

Ecological gold Produced with strong environmental management systems and without chemicals. It may not always be available from Fairtrade certified miners.

EPS/Illustrator EPS Vector file used for professional printing.

Fairtrade certified gold Mined by artisanal and small-scale mining organizations meeting the Fairtrade Gold Standards.

FAIRTRADE Mark A registered trademark of Fairtrade International and an independent product certification label, appearing on products meeting Fairtrade Standards.

Fairtrade International International body

comprising NFO and Producer Networks in consumer and producer countries. Among other things, Fairtrade International is responsible for developing Fairtrade Standards, managing the Fairtrade Brand and setting the strategy for Fairtrade.

Fairtrade Marketing Organization (FMO) Organizations that market and promote Fairtrade in their country, similar to NFOs, but Fairtrade International licenses the FAIRTRADE Marks for use in these countries.

Fairtrade minimum Price The Fairtrade Minimum Price, for the pure gold content in unrefined gold, is set at 95 % of the London Bullion Market Association's (LBMA) fixing at the FOB export point.

Fairtrade Premium in addition to the Minimum Price, miners receive a Fairtrade Premium of 10 %, which assists in the social, environmental and economic development of their communities. Ecological gold carries an additional Fairtrade Premium of 5 % of the applicable LBMA fixing on top of the Fairtrade Premium to recognise the additional costs involved in maintaining these environmental controls.

Fairtrade Stamp An identification mark representative of the FAIRTRADE Mark is

compulsory on all Fairtrade Gold and related Precious Metal products big enough to bear it. It can be referred to, in the first instance, as the 'Fairtrade Stamp' and thereafter, as the 'Stamp'. It must never be referred to as a hallmark.

Hallmark (EN), Punze (DE) or poinçon (FR) An official mark or series of marks struck on items made of precious metals – platinum, gold and silver and in some nations, palladium.

License agreement The legal contract between a **licensing body** and a licensee, which includes setting out the conditions for using the FAIRTRADE Marks.

Licensee A company that has signed a license agreement (contract) with a National Fairtrade Organization or Fairtrade International (in countries with no NFO) and is therefore licensed to apply the corresponding FAIRTRADE Mark to products covered by the agreement.

Licensing body The National Fairtrade Organizations (NFO) that have formal agreements in place with Fairtrade International to sublicense the FAIRTRADE Marks in their country or region. Fairtrade International is itself a licensing body for countries where there are no NFOs present.

Miner Any person involved in artisanal and small-scale mining.

National Fairtrade Organizations (NFO) Full member of Fairtrade International. The NFO is responsible for licensing, marketing, business development and awareness raising in a defined geographical area. An NFO has the right to sublicense the FAIRTRADE Marks to licensees and third parties in its area.

Packaging All materials normally supplied as part of the product and includes (among others) all containers, wrappers, labels and transit packaging that carries a FAIRTRADE Mark.

Pantone Matching System® Colour system used by the printing industry to classify colours.

PDF Portable Document Format, Fairtrade's preferred format for submitted artwork.

Post-purchase packaging Used when jewellery is displayed without packaging and only placed inside upon purchase.

Precious metal A rare, naturally occurring metallic chemical element of high economic value, which is not radioactive. The best known precious metals are gold, silver and platinum.

Pre-sale packaging Used for jewellery sold and displayed already packaged.

FAIRTRADE GOLD AND PRECIOUS METALS

20 APPENDIX – TRADEMARK AND COPYRIGHT INFORMATION

TRADEMARK INFORMATION

The FAIRTRADE Mark is an exclusive property licensed by Fairtrade International and is internationally registered as a trademark and/or as a certification mark.

The FAIRTRADE Marks are trademarks owned and licensed by Fairtrade International.

National trademark information may be requested from your local National Fairtrade Organization.

COPYRIGHT INFORMATION

All intellectual property rights in the content of these guidelines are owned or controlled for these purposes by Fairtrade International. All materials contained in these guidelines may not be reproduced, distributed and modified without the prior express written permission of Fairtrade International or in the case of third party materials, the respective owner of that content. All rights reserved.

LICENSEE'S RESPONSIBILITIES

The licensee must ensure: the rules within these guidelines are followed and artwork is approved by the licensing body (NFO or Fairtrade International) as part of their license agreement; any design agencies or third parties (such as a retailer) creating artwork on their behalf comply with these guidelines; and claims on pack and/or promo materials related to Fairtrade can be substantiated.

The licensee must ensure that relevant national labelling and packaging laws are upheld.

OBTAINING APPROVAL

Prior to printing or public distribution of any promotional material or packaging bearing the FAIRTRADE Gold Mark and use of the word Fairtrade, artwork (preferably in PDF format) must be submitted to your licensing body and a written approval must be obtained.

Before going live with your website, submit a sample product page or a link to the unpublished website page to your licensing body or your FMO, for written approval.

USAGE OF TERMS

The following terms are used throughout the guidelines:

must – is an absolute
You are required to follow this instruction.

should – is best practice
We strongly recommend this guideline is followed.

may/can – is a suggestion and, therefore, optional.

Fairtrade - always as one word, capital F, in reference to Fairtrade certification and system.

FAIRTRADE GOLD AND PRECIOUS METALS

21 CONTACT

CREDITS

PHOTOGRAPHY

Cover image: CRED Jewellery
www.credjewellery.com

Page 13: Eduardo Martino (3),
Greg Valerio (1), April Doubleday (2)

Pages 12, 14, 15: CRED Jewellery

DESIGN

Britta Frühling
www.fruhling.co.uk
Fairtrade International

DISCLAIMER

The photos on page 13 are illustrative and do not represent currently certified Fairtrade artisanal miners.

All artwork in these guidelines depicts the FAIRTRADE Gold Mark with an ® symbol, signifying that the Mark is registered as a certification mark or as a trademark.

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