



**member brand
communication
guide & policy**

***say it
proudly
& say it
loudly***

As Fair Wear member you have a lot of communication benefits to tell the world about the good work your member company is doing to improve working conditions for the people who you're your clothes.

Introduction

Research shows that 65%-74% of consumers talk about sustainability and 63% -79% of consumers' purchasing decisions are influenced by sustainability¹. The more brands communicate about their sustainability work, the more consumers will keep sustainability top of mind and demand it. This creates a positive feedback loop for transparency and sustainability. As a Fair Wear member, you are in a good position to tell the world about the work your brand is doing to improve working conditions for the people who make your clothes. So say it proudly and say it loudly!

We work with many types of companies that sell a wide range of products, and we understand that there is no 'one-size-fits-all' solution for our members' communication needs. Here, we share the various communication and marketing benefits of Fair Wear membership, along with our guidelines for using these. These guidelines ensure that our member brands are transparent and honest in their claims. This safeguards the credibility of Fair Wear and benefits everyone.

We hope these communication guidelines prove helpful. If you have any questions or suggestions for new ideas, you can get in touch with our communication staff at communications@fairwear.org. We strive to answer all emails in a timely manner.

¹ 'Sustainable brand index' B2C report, 2020. This is an independent study that covers more than 1,400 brands and 58,000 stakeholder interviews across Europe. The report is a brand study on sustainability in the business-to-consumer market, measuring the perception of brands on sustainability across industries and countries.

Fair Wear communication benefits: a visual guide

This is a visual guide that shows how you can use the Fair Wear logo to your benefit, and what we advise you to do. A more in-depth list of all the rules is included in the other sections of this document.

Meet the Fair Wear logo



Meet the Fair Wear Member logos



They feature your brandname, and a link to the website

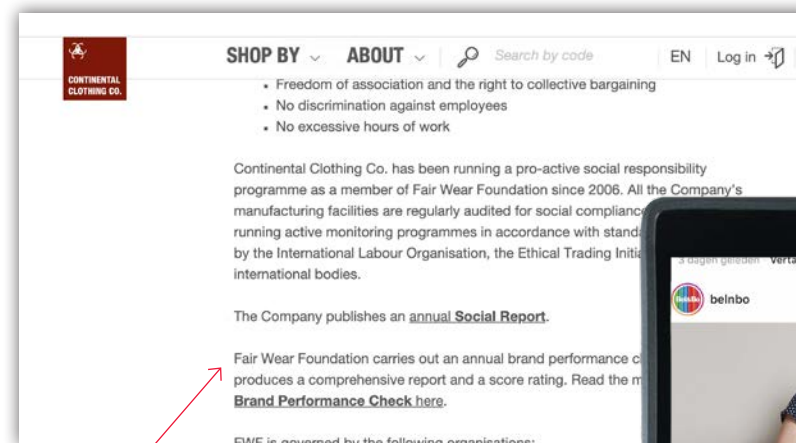
To keep the text legible, the minimum width of the member logo is 25 mm

You can fit the logo to your own brand colour

(but just the shapes, not the letters of the logo!)

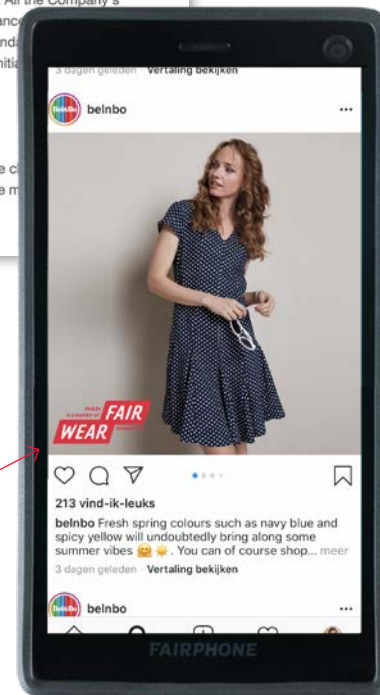


Say 'is a member of Fair Wear', not just 'Fair Wear'



Show off your membership on your website

And on your social media
(#fairwear #wearfair)

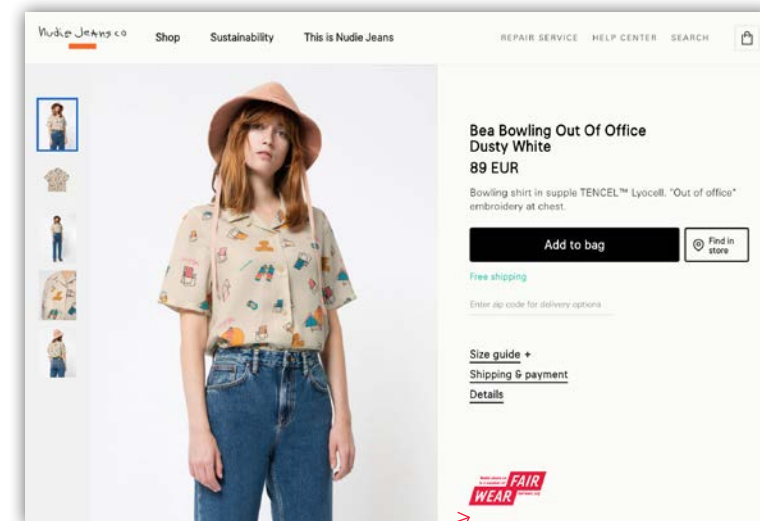




**Put the logo
on your products!**
(we have templates to help)



**Feature the logo
on your packaging**



Place the logo next to products in your shop



Use a QR code to direct consumers to your Fair Wear brand page

(Minimum width for QRcode is 15 mm)

If you want to show your leader status, you can use the leader banner



Remember, focus on your sustainability efforts. We cannot claim that any garment is 100% fair



Tell the Fair Wear story to lead the world towards the new normal

Fair Wear is a movement for change. Our goal is to push the garment industry towards the new normal: a world where fashion is fair for the people who make our clothes.

We've joined forces with brands and other industry influencers to support garment workers in realising their rights to safe, dignified, properly paid employment. Together we are reshaping the industry.

With our brands we are uncovering new solutions and driving step by step improvements that will make fashion fairer for everyone. Our brands take responsibility for labour conditions in the garment factories they work with. They're aware of the risks and work hard to limit them, by changing the way they do business. The solutions they work towards are good for business, good for people and good for our industry. Join us at the fore front of changing how clothes are made.

Fair Wear member companies represent over 130 brands based in Europe; member products are sold in over 20,000 retail outlets in more than 80 countries around the world.

Communication & marketing benefits

The Fair Wear logo is a forward-leaning logo, with white letters on two slanted red rectangles. The words 'wear' and 'fair' are arranged in such a way that it doesn't matter which word you read first. It can read as 'wear fair' and 'fair wear'. We're happy to share our logo with members so we can together showcase Fair Wear and your sustainability work.

Here are a few points to keep in mind:

- › The official Fair Wear logo is red;
- › Members can adapt the Fair Wear logo when using it. You may adjust the colour of the slanted shape to match your own corporate branding;
- › We ask members to acknowledge their Fair Wear membership on their brand websites. At a minimum, this means posting: '[BRAND NAME] is a member of Fair Wear'; and
 - › Fair Wear prefers members to use the logo in conjunction with the text 'Brand X is a member of Fair Wear' when using it on their website or in a catalogue (such as in the 'About' section).
- › Fair Wear provides members a customised member logo which includes the text 'Brand X is a member of Fair Wear'. It is preferable to use this logo in all your communication and marketing opportunities.
- › Depending on your performance check result, you can also communicate about your Fair Wear membership through on-garment communication. This includes:
 - › Use on products (printed on a garment or hangtag, stitched on the label);
 - › Use on the box/packaging of the product; and
 - › Use next to an image of a garment on website, social media, online shop, or print material.

- › We have created two customised member logos which you can adapt according to our guidelines.
- › Leader brands have the option of adding a 'Leader' banner to their (on-garment) communication and other marketing opportunities. See section '[On garment communication](#)' for further explanation.
- › Resellers of Fair Wear member brands can only communicate about Fair Wear membership if they explicitly name the company or brand. For example, 'We sell products made by [BRAND NAME], a member of Fair Wear. www.fairwear.org.' See the section '[Communication by resellers](#)' for more information.
- › It is important that in-store or trade fair communication does not imply that products or brands are '100% fair' or are 'certified' by Fair Wear.

BRAND PAGE

All Fair Wear members have a 'brand page' on the Fair Wear website. This page gives you the opportunity to showcase your social sustainability efforts, results, and impact as a Fair Wear member. This helps consumers and other audiences to have a better understanding of your sustainability work and make sustainable purchasing decisions.

To ensure that our website reflects your current brands, we ask you to update the brand-specific information on your brand page(s). You can do this through the Member Hub (under 'Edit Company'). You can add marketing photos of your collections and other interesting information. The summary of your latest Brand Performance Check and a link to both this and your social report are visible on your brand page and will be managed by Fair Wear.

We are constantly working on fine-tuning the brand pages to showcase your efforts and results in an eye-catching user-friendly way.

MEMBER HUB

This is the go-to place for your Fair Wear membership needs. Here you can find all of the resources that will help you fulfil your membership requirements, as well as a community section (forum), member directory, and the latest Fair Wear updates and events calendar. You can use these tools to connect with other members who are tackling similar topics as you or sourcing from the same countries. Everything on the Member Hub is secure and only visible to other member brands. Your brand liaison will set up an account for you.

All Fair Wear marketing and communication material (logos, brochures, visual elements and messaging examples) are available through the Member Hub. You can use all the Fair Wear branding building blocks for your own business purposes. On request, Fair Wear can provide basic designs and content for communication material free of charge. Members are responsible for the costs and logistics of publications, printing, and distribution, along with any additional modifications, like Fair-Wear-approved translations of resources.

For new members

We are proud to have you as our member, just as we hope you are proud to become a member. We'd like to promote your new membership. You can contact us (communications@fairwear.org) to set up joint communication on this.

- › Within two weeks of signing the Code of Labour Practices (CoLP), please publish something about your Fair Wear membership on your website. At a minimum, this means posting: '[BRAND NAME] is a member of Fair Wear.'
- › For members with multiple brands covered by Fair Wear membership, the statement must be included on each brand's website.
- › The member and all brands covered by membership must be included on the 'brand' page at www.fairwear.org. Members are responsible for maintaining their brand page and this must include all marketing identities they produce, whether or not they are separate business units.
- › On-garment communication related to Fair Wear membership is not allowed during the first year of membership.
- › No communication related to Fair Wear membership is allowed next to products in catalogues or webshops during this time.

How to use the communication benefits

- › All Fair Wear members can use the communication benefits except for members in the ‘Suspended’ Brand Performance Check category².
- › If a Brand Performance Check places a member in the ‘Needs improvement’ category, there is a **one-year grace period** until the next Brand Performance Check, in which the member may retain the on-garment communications benefits. During this one-year grace period, members can still use the on-garment material that is already in place.
- › If the member brand is rated ‘Needs Improvement’ a second time, the brand will fall into the ‘Suspended’ category. Suspended members lose all communication benefits.
- › Suspended members lose all communication benefits (aside from any pre-approved communication about ‘Suspended’ status). If the member regains the ‘Good’ or ‘Leader’ category during the next Brand Performance Check, the member regains all communication and marketing benefits.
- › Members can only be in the ‘Suspended’ category for one year at most. If they fail to move up after one year, their membership will be terminated. You can find more information in the [Fair Wear procedure for terminating membership](#).
- › Upon termination of membership, brands lose all communication benefits (except for any pre-approved communication about this termination of membership). On the Fair Wear website, the company will be listed on a dedicated page for former members.
- › As a Fair Wear member, you are responsible for ensuring that all communication by resellers is in line with our communication policies.

² During the yearly Brand Performance Check, members are placed in a performance category, i.e. Leader, Good, Needs Improvement or Suspended. During this check, Fair Wear evaluates the progress its members are making and examines how management systems support the implementation of Fair Wear’s Code of Labour Practices.

ON GARMENT COMMUNICATION

- › All members in the performance categories Good and Leader can use on-garment communication.
- › It is not allowed to use the official Fair Wear logo for on garment communication, only the customised Fair Wear member logos.
- › Fair Wear provides members two customised Fair Wear logos on the Member Hub.
- › By adding a QR code, you create more transparency for your consumers by enabling them to instantly find your sustainability efforts on the Fair Wear website.
- › Members can adapt the Fair Wear logo when using it. You may adjust the colour of the slanted shape to match your own corporate branding, but not the font style.


























The two
customised
logos



COMMUNICATION BY RESELLERS

- › Resellers of Fair Wear member brands can only communicate about Fair Wear membership if they explicitly name the company or brand. For example, ‘We sell products made by [BRAND NAME], a member of Fair Wear.’;
- › Resellers of Fair Wear member brands can use Fair Wear logo when they provide general information about Fair Wear in the ‘About’ section of a website or wherever they explain their different labels and initiatives;
- › Under no circumstances may third parties (retailers, resellers or customers, etc.) add on-garment communication about Fair Wear themselves without mentioning the member brand;
- › Members are responsible for ensuring that retailers or resellers are using the logo correctly and in line with Fair Wear’s guidelines;
- › Fair Wear does not supply communication materials directly to resellers.

TYPE OF MARKETING	LOGOS YOU CAN USE	CATEGORIES	COMMENTS
Brands website(s)	  → including the text 'member of'	Leader Good Needs Improvement First year members	Leaders have the option to add the leader banner: 
Face to face marketing (in store communication, shopping bag, trade fairs, presentations, (sales)meetings, print publications, print advertising, networking)	   → including the text 'member of'	Leader Good Needs Improvement First year members	Leaders have the option to add the leader banner: 
Online marketing (social media, webinars, video, blogs, online publications, email, online advertising)	   → including the text 'member of'	Leader Good Needs Improvement First year members	Leaders have the option to add the leader banner: 
ON GARMENT COMMUNICATION			
Online webshop	 	Leader Good	Leaders have the option to add the leader banner: 
Hangtag	 	Leader Good	Leaders have the option to add the leader banner: 
Label	 	Leader Good	Leaders have the option to add the leader banner: 
On-packaging promo	 	Leader Good	Leaders have the option to add the leader banner: 

Logo dos & don'ts

In this chapter we will show the absolute no-go's for the Fair Wear logo.

What not to do with the logo shape and colours. All of these dos and don'ts apply for the official logo [and the Fair Wear Member logo](#).

When doubting if something is within the guidelines or not, please contact Fair Wear's communication team.



Don't stretch or squeeze the logo; keep the proportions intact.



Don't change the colour of the letters in the standard logo; use only white



When recolouring the logo to match your label or packaging, use white or transparent letters.



If placed on a photographic or coloured background, make sure that the logo has enough contrast with the background.



Don't use altered versions of the logo.



Don't use the letters without the slanted rectangles, or on another shape. This is not the logo. The standalone letters can be used on e.g. covers, with permission, if the logo is used elsewhere.



Don't use drop shadows or outer glows.



Don't use the logo too small. To represent Fair Wear, the minimum width of the logo is 20 mm. In some cases, like the page numbers in this publication, a smaller logo is okay as long as the logo is bigger elsewhere in the same edition.

Contact

The Fair Wear identity is developed by buro RuSt. For further questions, to check if a design fits the identity, more materials or new projects, please contact buro RuSt.

buro RuSt

info@burorust.nl

+31 6 2813 4410

The identity is implemented by Fair Wear's communication team. For the basic materials and questions, please contact Fair Wear's communication team.

Fair Wear communications team

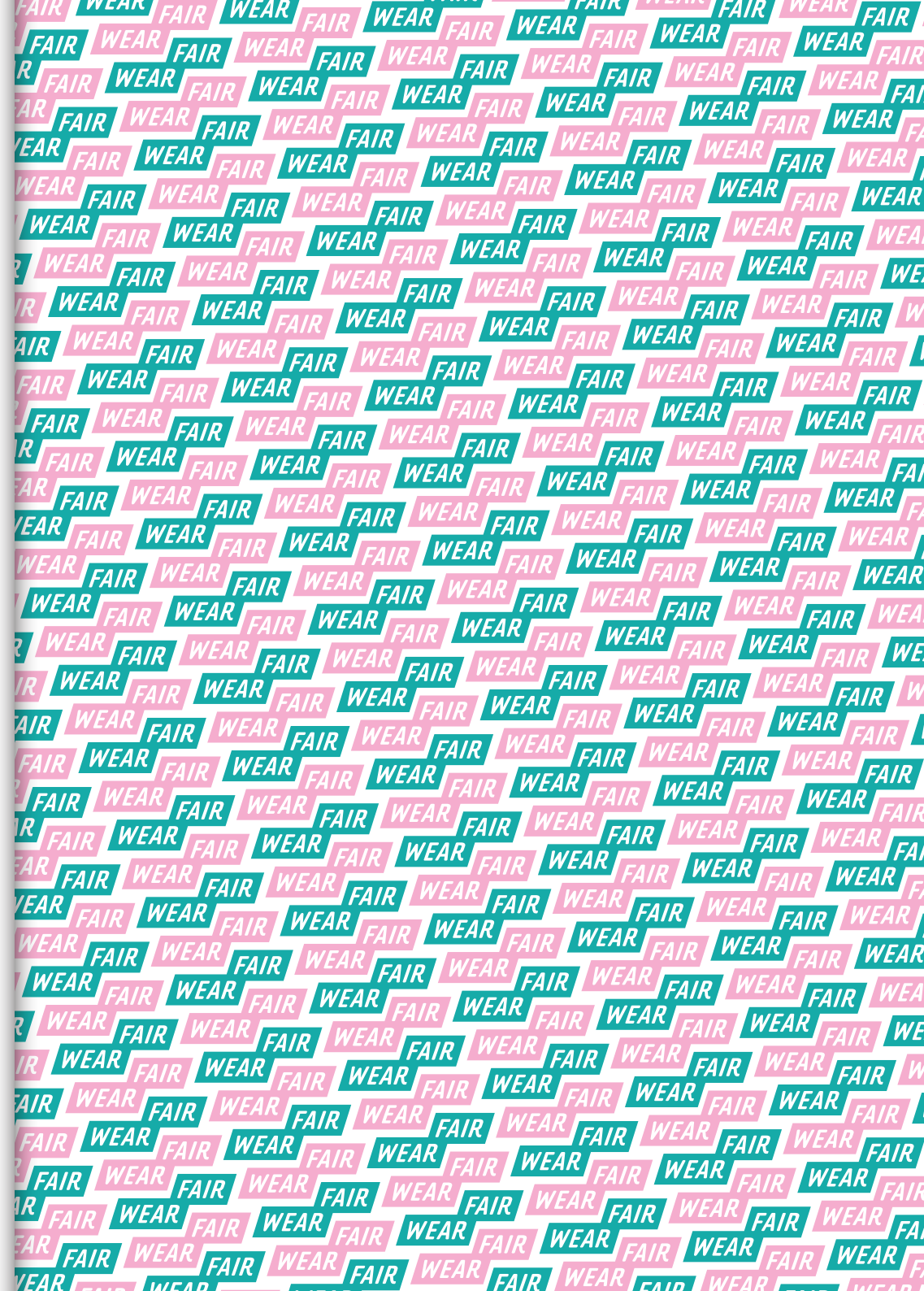
communications@fairwear.org

+31 20 408 4255

DOWNLOADS

All the Fair Wear identity materials are stored on a server.

Please go to the [Fair Wear identity library](#) to download logos, fonts, graphics, templates etc.





FAIR

fairwear.org

WEAR

