



## Brand guidelines policy

For supporters, campaigners and companies who wish to reproduce the Traidcraft logo, photography or case studies on promotional materials.

### The Traidcraft logo

The logotype must always be reproduced from master artwork only. Traidcraft is written in a specially created font and it must not be redrawn or modified in any way.

In particular, the logo should:

- Be resized in ratio
- Use the correct colours
- Follow the minimum logo size (horizontal arrangement – 30mm, centred arrangement – 19mm)

You are allowed to reproduce the Traidcraft logo, in accordance with the rules stated in this guide, without formal permission.

However, permission must be obtained if you are producing any promotional material that is to be circulated to or viewed by more than 500 people.

Examples of such materials include:

- Guides, posters and leaflets
- Any commercial material
- Shop signs

To obtain permission and have your artwork approved, please contact the Communications Department on 0191 497 6462 or email [media@traidcraft.co.uk](mailto:media@traidcraft.co.uk). Please provide the draft artwork, together with information about its proposed use.

### Producer stories and photographs

Traidcraft supplies pre-formatted producer stories with photographs and quotes. Should you wish to reproduce any producer information, you must follow the guidelines below:

1. Producer stories and photographs are not for commercial use.
2. Photographs must include the original photo credit and attributing copyright to Traidcraft.
3. Producer quotes must appear as in the original and must not be changed in any way.
4. You must not materially alter the original case study, although you can edit it if required.

If you wish to use producer stories and photographs for commercial use, please contact the Communications Department on 0191 497 6462 or email [media@traidcraft.co.uk](mailto:media@traidcraft.co.uk).