

Artwork approval guide:

For certified and licensed operators (producers /traders/third parties)

Bulk packaging or promotional materials (e.g. website, brochure, sacks, drums, etc).

Contact the brand team [HERE](#) to get the FAIRTRADE Mark Use Guidelines and more information.

Manufacturing a **finished** product for a customer (licensee) who is the brand owner.

With artwork approval delegation from the licensee.

Upload the artwork on the interactive web platform- Fairtrade Connect For questions, contact our license team [HERE](#).

Without artwork approval delegation.

Brand owner is responsible for registering the product and obtaining artwork approval from the local Fairtrade organisation* based in their country of registration.

List of countries with local Fairtrade organisations:
Australia, Austria, Belgium, Canada, Denmark, Finland (with Estonia, Latvia and Lithuania), France, Germany, Ireland, Italy, Japan, Luxembourg, the Netherlands, New Zealand, Norway, Portugal, Spain, Sweden, Switzerland, United Kingdom, United States.

Click [here](#) for more information.

If there is no local Fairtrade organisation in your country, then the license is issued by Fairtrade International.



Artwork approval process:

For certified operators (producers / traders/ third parties)

1

Submit enquiry form

- Submit an enquiry form to our brand team at Fairtrade International [HERE](#).
- If you are already aware of the process and have the correct FAIRTRADE Marks, please upload the artwork in the enquiry form and go to Step 3.

2

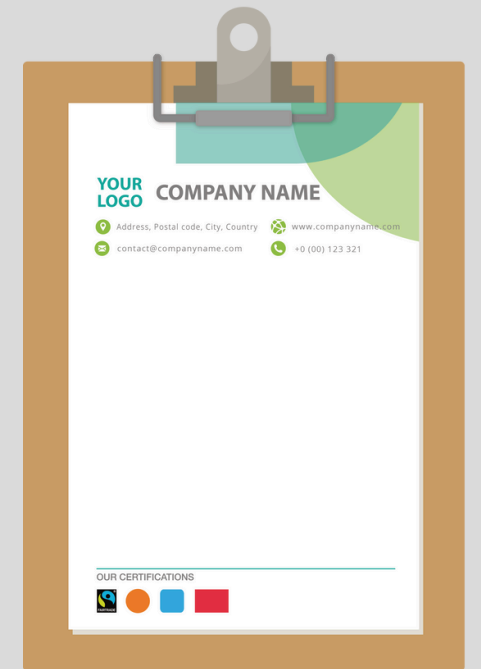
Artwork preparation

- Prepare the artwork following the provided guidelines and send it for review (e.g. a draft of a transportation label or catalogue page).
- Use the correct FAIRTRADE Marks (always use the colour version, unless there are printing restrictions; otherwise, use a special black and white version).

3

Artwork approval

- Congratulations, if you followed the FAIRTRADE Mark Use Guidelines, your artwork will be successfully approved!
- Printing or publishing of the material containing the FAIRTRADE Marks is allowed only after an official approval document* has been issued by Fairtrade International.
- *Traders are additionally asked to countersign the document.



If you want to use the FAIRTRADE Mark on finished products, contact Fairtrade International's licensing team. For more information, see next page.

Artwork approval process:

For licensees selling finished products and promotional material



- Submit an enquiry form to our licensing team at Fairtrade International [HERE](#).
 - Please note that at this stage, there's no need to submit product packaging artwork—this will only be required later in the process.
 - Once we've reviewed your application, our licensing team will reach out to you directly.
- After the product is approved, we will prepare the license contract.
 - Lastly, Once the license contract is countersigned, we will provide you with further information that will support you in the artwork approval process.
- Our team will set up an account for you as a new licensee on the interactive web platform Fairtrade Connect and provide you with log-in details, a user guide, and other relevant information.
 - The artwork is uploaded, reviewed, and approved on Fairtrade Connect.
 - Please note that printing or publishing of the product artworks containing the FAIRTRADE Mark is allowed only after the artworks have been approved on the Fairtrade Connect platform.

