

**WE  
ARE  
FAIRTRADE**

# **Fairtrade Month Campaign**

**Retailer Toolkit**



# In this toolkit you'll find

1. The campaign

2. Campaign identity

3. Make the campaign your own

Celebrate with us this Fairtrade Month! Use this guide to plan your in-store promotions, social media, website and newsletter communications.



# The Campaign

Fairtrade Month





# Fairtrade Month

Fairtrade Month is a month-long campaign dedicated to building awareness of Fairtrade's mission, products, and partners by hosting events, featuring promotions, and celebrating community engagement.

Taking place during the whole month of October, Fairtrade Month is a celebration of the sustainable commitments made by our business partners, the advocacy of grassroots groups, and the dedication of American shoppers to shop their values.

Together, we celebrate the fair trade movement and build upon the momentum we have gained throughout the years in a continuing effort to make fair pay for producers a reality.



# Hashtags

Main hashtag

**#WeAreFairtrade**

Supporting hashtags

**#Fairtrade**

**#FairtradeMonth**

Tag us on

**Facebook** and  
**Instagram**,

so we can reshare your  
content.

**@FairtradeMarkUS**

# Campaign identity

## Logo and colors



# Campaign logo

The campaign logo can be used in all communications.

There are four color variations.

Two (blue and pink) are dark colors designed for light backgrounds.

Two (teal and white) are light colors designed for dark backgrounds.

High contrast ensures legibility, so everyone can see your beautiful designs.

The logo should not be modified in any way.

**[Download the logo here](#)**

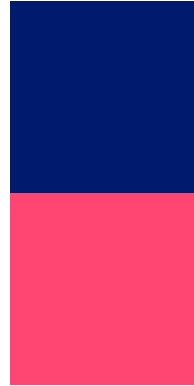


# Color

If you're using the logos, you might want to match it with the color palette for that extra zip.

Pink and blue are the primary campaign colors.

Teal and white are the secondary colors.



## Blue

Hex: #001B6E

RGB: 0, 27, 110

CMYK: 100, 75, 0, 57

## Pink

Hex: #FF4571

RGB: 255, 69, 113

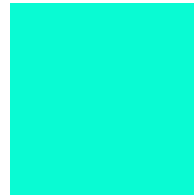
CMYK: 0, 73, 56, 0

## White

Hex: #FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0



## Teal

Hex: #09FBD3

RGB: 9, 251, 211

CMYK: 96, 0, 16, 2





# Make the campaign your own

Connecting consumers to farmers



# Point of purchase (POP) for your store



## 1 Small Poster

This can be used in a window, display fixture or in an entranceway to highlight that you are supporting Fairtrade. (11x17 inches)



## 2 End Cap Poster

We suggest you use this above a key end cap display where you can highlight all of your key Fairtrade promotional offers; this will drive attention, foot traffic and sales! (23x35 inches)



## 3 Shelf Wobblers

Use these eye-catching materials around your store to highlight Fairtrade products in –aisle and any special promotion prices on offer. (3.5x3.5 inches)

Sign up, and we'll send you these free (supplies limited)

# Campaign planning

Use this template to plan your content through Fairtrade Month

## Week 1 (Oct 1 – 7)

Tell your audiences **why** you are a part of Fairtrade

Educate your shoppers on the history of exploitation and inequality in trade.

Explain that Fairtrade works to rebalance trade by offering an alternative system centered in farmer partnership, rigorous standards and our unique pricing mechanism - [Fairtrade Minimum Price & Fairtrade Premium](#)

## Week 2 (Oct 8 – 14)

Tell your audiences **how** you are a part of Fairtrade

Show your customers the fine selection of Fairtrade products you carry in-store. They're involvement is as simple as making fairer buying choices.

Looking for more Fairtrade products to carry? [Check out the Fairtrade Product Finder.](#)

## Week 3 (Oct 15 – 21)

Encourage your shoppers to join the movement

Set up contests for your customers to share photos of Fairtrade products they find in your store. Tell them to look for the Fairtrade Mark!



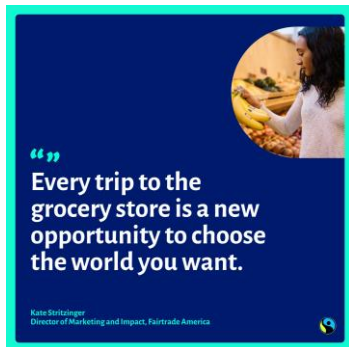
## Week 4 (Oct 22 – 28)

Let's be honest, Halloween is fast approaching. You gotta sell that candy.

You could always encourage shoppers to have an ethical Halloween with [Tony's](#) or [Divine chocolate](#)

# Ready-to-use Instagram graphics

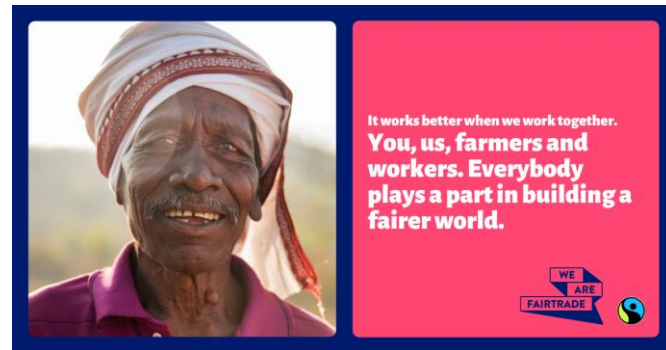
Click image below to download





# Ready-to-use Facebook graphics

Click image below to download





# Certified products to feature

[Click to view other products we certify](#)

## Kicking Horse Coffee



**Ben & Jerry's**

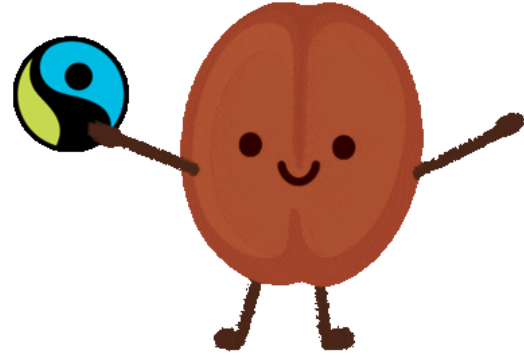


**Equal Exchange**

# Giphys to use on Instagram

There are dozens of great giphys to complement your stories on Instagram. Simply start creating a story. When editing your story, search under giphy for “Fairtrade”.

Add one (or twelve) and finish your story. Spread the love!



# Inspiration for your communication

- Fairtrade is a global movement where shoppers and companies prioritize people and the environment through trade.
- Choosing Fairtrade is like shopping locally. It is a powerful way to prioritize the people behind your food. Simply look for The Mark.
- Fairtrade brings together all of the people – the farmers, traders, brands, retailers and shoppers – to create a more equitable world through trade.

[Find more content for your social media, website and newsletters here.](#)

# Ready to go?

Do you have any questions?

Please contact:



**Pete Tantisunthorn,**  
Manager of Marketing & Campaigns  
[ptantisunthorn@fairtradeamerica.org](mailto:ptantisunthorn@fairtradeamerica.org)

