



Ethical Trading Group

Brand & Style Guide

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ETG Brand: Corporate mission statement

Our Vision

Advance ethical and fair trade products for the benefit of our local communities and to support the development of communities both locally and around the world

Our Mission

To provide ethically sourced and produced products to the Australian Market

Our Values

- ✓ Taking care of our people;
- ✓ Being good neighbours; and
- ✓ Fostering ethical business relationships

Ethical Trading Group Logo

The Ethical Trading Group Logo is the most immediate representation of our company, our people and our brand to the market and world. It is a valuable corporate asset that must be used consistently in the proper, approved form. There are two versions of the Ethical Trading Group logo 1) Green Leaf and 2) Green Standard.

Green Leaf

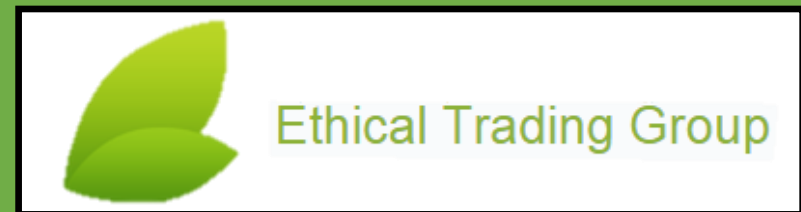
The Green Leaf logo should be used as an introduction of the Ethical Trading Group brand on a communication, not as a signature to close a communication.



Green Standard

The Green Standard logo should be used for three main purposes:

1. To close a piece (i.e. back of a brochure)
2. When there isn't a top or bottom edge from which to hang the Green Leaf;
3. By third parties, under license only



Which Logo do I use?

1. Is the communication coming from Ethical Trading Group?

No. Use the Standard Green Standard

Yes. Move onto the next question

2. Will the logo be acting as an introduction of the brand, rather than a sign off? (Is this the first or only instance of the logo?)

No. Use the Green Standard

Yes. Move onto the next question

3. Is there an edge from which the Green Leaf could hang or bleed?

No. use the Green Standard.

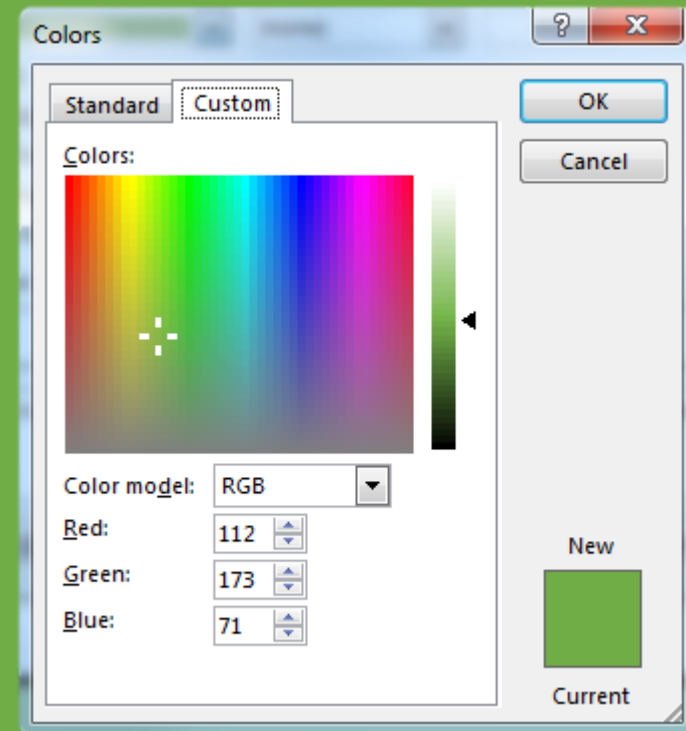
Yes. Use the Green Leaf

Visual Identity

Colour

The corporate colour system reflects a rich, dynamic, multi-dimensional Ethical Trading Group. Ethical Trading Group strong brand relies heavily on the two-shaded green company. This strongly retains an environmentally sustainable presence as well as a socially responsible organisation who cares about fair trade principles and ethical business practices.

RGB Code:



Imagery

The brand imagery creation involves a system that allows for the combination of aspirational, conceptual imagery and lifestyle photography that is authentic and meaningful.

Imagery should be respectful, non-controversial, complies with all applicable laws and regulations including anti-discrimination, privacy, etc.

Examples of our images include:



Typography

As with our logo, consistent use of our corporate typefaces reinforces our brand identity.

Primary typeface (Arial)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

=-)(*^%\$#@!`

Corporate Templates

Collateral Overview

Collateral templates can be found in the Assessment Resources of OpenSpace2.

E-Mail Signature

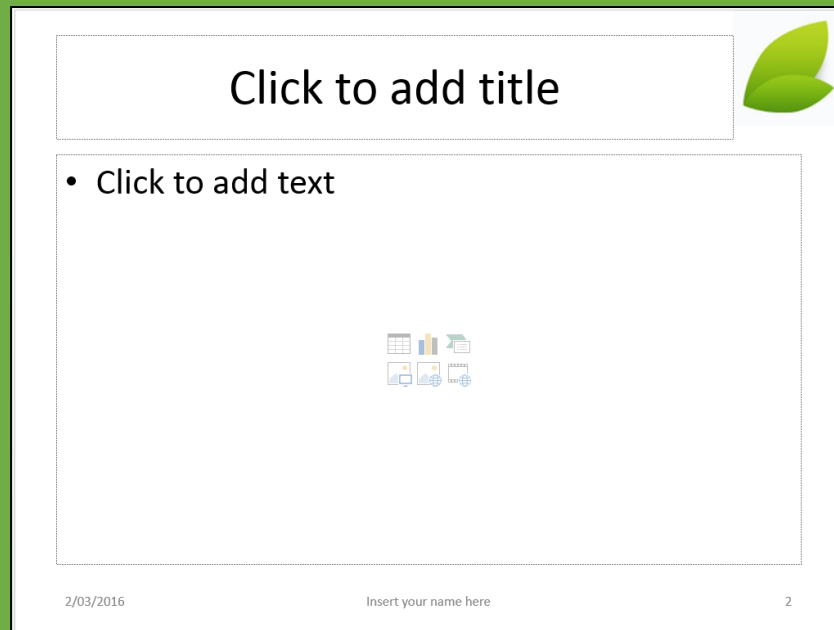
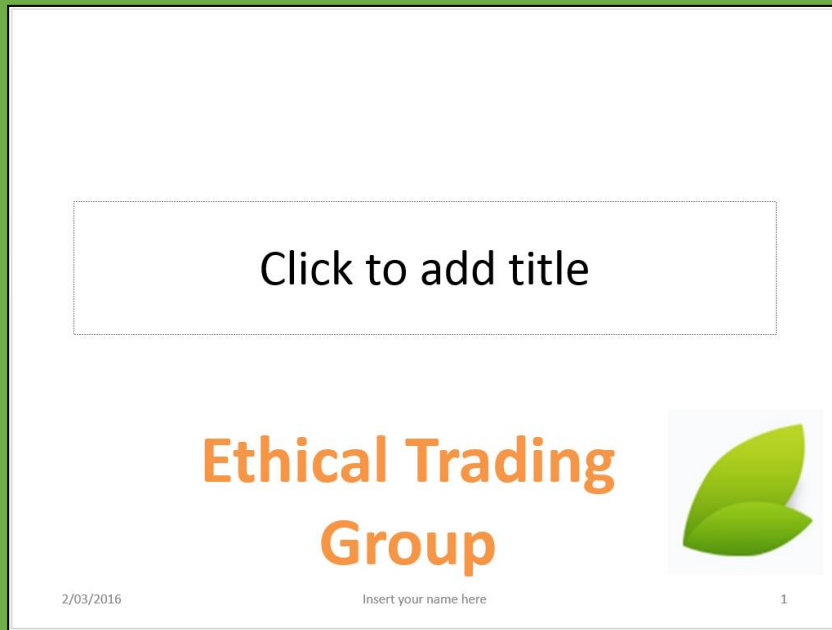
Corporate email signatures are automatically generated for your staff account. No staff member is permitted to alter, change or in any way modify the corporate email signature.

Example Email Signature:



Presentation template

The Corporate Presentation Template can be found in the Assessment Resources of OpenSpace2.



Legal guidelines

Company Name

When using the company name, please follow the guidelines below:

Primary Use (for use in all building signage and marketing communications)

Ethical Trading Group

Secondary Use (for all legal references)

Ethical Trading Group Limited

Incorrect Use (for use in all building signage and marketing communications)

Ethical Trading

Ethical TG

ETG

Ethical Limited

And any other variation from the Primary or Secondary use

Copyright notice & attribution

Please include a copyright notice and an attribution statement, which may appear in small, but still legible, print, when using any Ethical Trading Group logo in any published materials.

The format for Ethical Trading Group’s copyright notice is as follows:

© [Year of Publication] Ethical Trading Group Limited. All rights reserved.

The format for the attribution statement should be:

List of Ethical Trading Group’s marks used, beginning with “Ethical Trading Group” and “the Ethical Trading Group logo,” if used, followed by any other marks (in alphabetical order) “are either registered trademarks or trademarks of Ethical Trading Group Limited in Australia and/or other countries.”

For example:

Ethical Trading Group, the Ethical Trading Group logo, are either registered trademarks or trademarks of Ethical Trading Group Limited in Australia and and/or other countries.

The attribution statement typically is included with other legal lines, such as the copyright notice, at the end of a document or on the copyright page of a book or manual.

Editorial voice

The editorial voice is honest, visionary, smart, and caring — editorial analogues to our brand personality attributes: genuine, innovative, exceptional, and involved. The editorial voice seeks to foster an emotional connection between customers and the Ethical Trading Group brand. Therefore, it must contain life and compel a reaction. We expect a certain level of intelligence from our audience, avoiding lowest-common-denominator communication. Visuals and type should not compete, but support each other. We are direct and confident, bold yet not boastful. In display type, the voice should speak peer to peer and focus on real-world value rather than technical features. We speak conversationally. We express a passion for ethical and sustainable business practices as well as fair trade principles and through this understanding communities benefit. We have a strong voice that understands customer needs, leads changes, and commands trust.

Ethical Trading Group and Editorial Differentiation

As our primary marketing communications vehicle, the Ethical Trading Group website plays an oversized role in differentiating the Ethical Trading Group brand from its competitors. Web copy similarly plays an oversized role in differentiation. Follow these guidelines in writing copy and using the Ethical Trading Group voice on our website:

Web content that differentiates the our brand will appear primarily as headlines, subheads, product overview paragraphs, and to a lesser extent navigational elements such as buttons and calls to action. This is where the Ethical Trading Group editorial voice is strongest and where we're most likely to spark an emotional connection with the brand.

Differentiation in content decreases relative to the depth (position) of the content in the site. For example, content on a product home page, the uppermost page in the product area, should clearly differentiate Ethical Trading Group from its competitors through the brand voice. Feature descriptions, on the other hand, appearing at the deepest levels of the site, are objective, factual, and concise, and contain very little of the brand voice. At this level, the feature set differentiates Ethical Trading Group (specifically, the product); the text itself does not.

For more information

All of the assets detailed in this document are available for download from the Staff Marketing Hub.

All use of Ethical Trading Group assets must be sent for approval to brandapproval@ethicaltradinggroup.com.au

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