



U.S. COTTON
TRUST PROTOCOL™
Trust in a smarter cotton future

Brand Guidelines

v 2.0 | January 2021

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THE LOGO

Our **primary logo** features our logomark, wordmark and tagline.

The **logo without tagline** is especially useful when reproduced at small sizes or where the tagline text is used prominently elsewhere in a layout.

The **logomark** can be used on its own as a supporting graphic element and as a profile image for social channels.

The **consumer logo** is for consumer-facing collateral only. This can be used by retailers for hangtags and in-store signage.

Primary logo



U.S. COTTON
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Logo without tagline



Logomark



Consumer Logo



LOGO VERSIONS

The **black logo** can be used in instances where color logos are unavailable, such as B&W print collateral or hang tags.

The **white logo** can be used on a solid color background, such as blue, or on photography. Ensure any background image or texture provides enough contrast for readability.

Black logos



White logos



LOGO CLEAR SPACE & SIZING

We must always make sure our logo is easy to see and legible. This page shows the clear space we want to keep around it and its minimum sizes.

The minimum clear space is defined as x. The 'x' height changes proportionally according to the size of the logo but it is always determined by the height of the 'L' as shown here.

Clear space



Clear space = "X" height on all four sides

Minimum size for reproduction



Print - 0.5"
Digital - 60px



Print - 0.5"
Digital - 60px



Print - 0.5"
Digital - 60px

LOGO DO-NOT'S

Always use our logo according to the principles within these guidelines. Here are some basic errors to avoid.

Please note that the following examples apply to all our logos and should be avoided at all times.



Don't distort or alter any of the elements



Don't change the relationship



Don't alter proportions



Don't skew



Don't use on a background with insufficient contrast



Only use the logo in approved colors

CO-BRANDING

When the primary logo or secondary logo is used in partnership with logos from other organizations, the Trust Protocol clear space (2x) should be used between the logos (see page 5). Use a vertical black hairline to separate.

Each logo should have equal visual weight.

Sample



In a period of ever greater supply chain scrutiny and a growing demand for transparency and traceability, **The U.S. Cotton Trust Protocol** sets a new standard for more sustainably grown cotton. It brings quantifiable and verifiable goals and measurement to sustainable cotton production and drives continuous improvement in key sustainability metrics.

The Trust Protocol underpins and verifies U.S. cotton's sustainability progress through sophisticated data collection and independent third-party verification. Choosing Trust Protocol cotton will give brands and retailers the critical assurances they need that the cotton fiber element of their supply chain is more sustainably grown with lower environmental and social risk. Brands and retailers will gain access to U.S. cotton with sustainability credentials proven via Field to Market, measured via the Field Calculator and verified with Control Union Certifications.

The Trust Protocol is a complement to existing sustainability programs. It is designed from the ground up to fit the unique cotton mass-growing environment of the United States.



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Aligned through the center

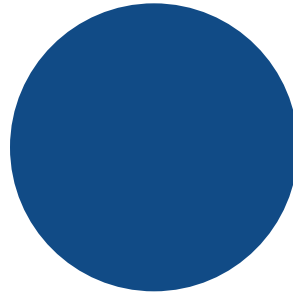
COLOR

Color creates instantaneous impressions that are, to a large degree, universally understood on a subliminal and emotional level. Consistent use of color will help reinforce the Trust Protocol brand.

Our palette consists of two primary colors and eight secondary colors, designed to provide variety and consistency across print and digital materials.

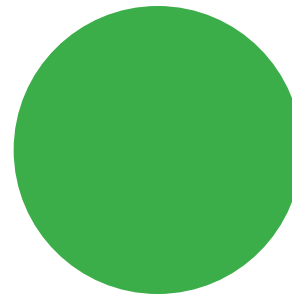
Whenever possible it is preferred that Pantone colors be used in printing. If Pantone color matching is not an available option, then colors may be converted to process.

Primary palette



PMS 301 C

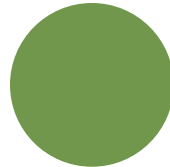
CMYK: 100, 79, 20, 5
RGB: 0, 73, 135
#004987



PMS 361 C

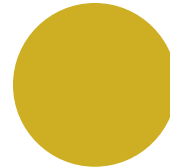
CMYK: 76, 4, 100, 0
RGB: 59, 174, 73
#3BAE49

Secondary palette



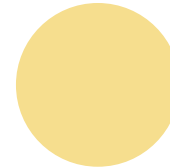
PMS 7490

CMYK: 29, 0, 58, 43
RGB: 103, 146, 61
#67923d



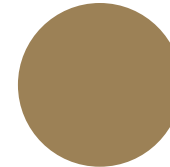
PMS 7752

CMYK: 0, 16, 81, 16
RGB: 215, 181, 40
#d7b528



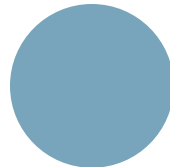
PMS 1205

CMYK: 0, 10, 43, 2
RGB: 249, 224, 142
#f9e38e



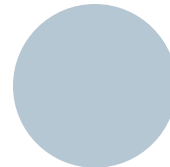
PMS 874

CMYK: 0, 17, 45, 39
RGB: 156, 129, 86
#9c8156



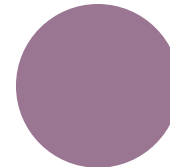
PMS 7695

CMYK: 32, 14, 0, 25
RGB: 130, 165, 192
#82a5c0



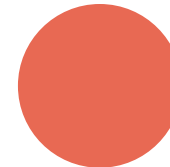
PMS 5445

CMYK: 12, 4, 0, 21
RGB: 177, 192, 201
#b1c0c9



PMS 5145

CMYK: 0, 24, 8, 37
RGB: 161, 122, 148
#a17a94



PMS 7416

CMYK: 0, 55, 64, 7
RGB: 237, 106, 86
#ed6a56

TYPOGRAPHY

Primary Typeface

Gotham can be used in various weights to fulfill a wide selection of needs such as headlines, body copy, captions, etc.

Gotham Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789!@#\$\$%

The quick brown fox jumps over the lazy dog

Gotham Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789!@#\$\$%

The quick brown fox jumps over the lazy dog

Gotham Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn Oo

PpQqRrSsTtUuVvWwXxYyZz

0123456789!@#\$\$%

The quick brown fox jumps over the lazy dog

Cross-Platform Font

Arial is the approved typeface when Gotham is unavailable. Instances may include web, Microsoft Word and PowerPoint.

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789!@#\$\$%

The quick brown fox jumps over the lazy dog

Arial Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789!@#\$\$%

The quick brown fox jumps over the lazy dog

AUDIENCE OVERVIEW

The Trust Protocol targets three audiences.

The graphic devices we use will range according to who we are targeting.



Grower/
Manufacturer



Brand/
Retailer



Consumer

Grower

The grower audience responds well to images of farmland and family.



Brand/Retailer

The brand/retailer audience knows the industry, but is indirectly related and potentially more fashion savvy (i.e. a buyer at an international clothing brand).



Consumer

The consumer audience is made up of retail shoppers from around the world. They care about sustainability and where their clothes come from.

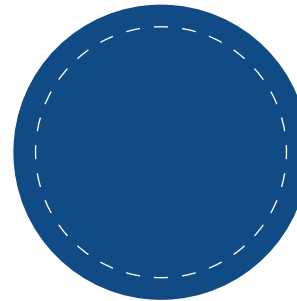


GRAPHIC DEVICES

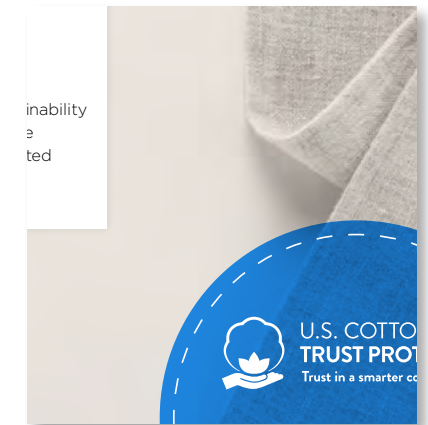
Stitching

A stitch element may be created with a dashed line. This is inspired by the stitching of finished materials, and is a nod to the sustainability and tracking that is woven through the cotton supply chain.

Use it sparingly - works best bordering the edge of a shape for emphasis. No drop shadow when atop a flat shape. For a line width of 1pt, set dash length to 10pt.



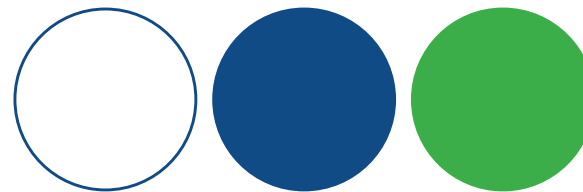
Examples in use



Circles

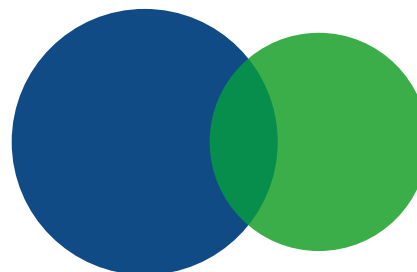
We take inspiration from the cotton boll itself. Circles also speak to sustainability in the supply chain. Solid circles and outlines are used across all of our materials.

Images may be cropped in a circle.



Color transparency

To add sophistication to our circles, we use transparency effects. These can be done with "hard light" or "overlay" settings in Adobe software.



FABRIC STYLE

A modern approach using layers of texture and ecological materials to express the beauty and nature of cotton and cotton growing.

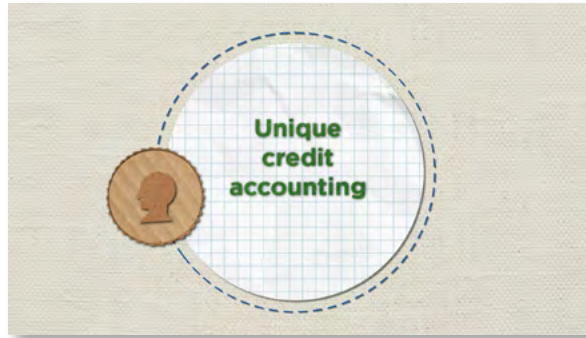
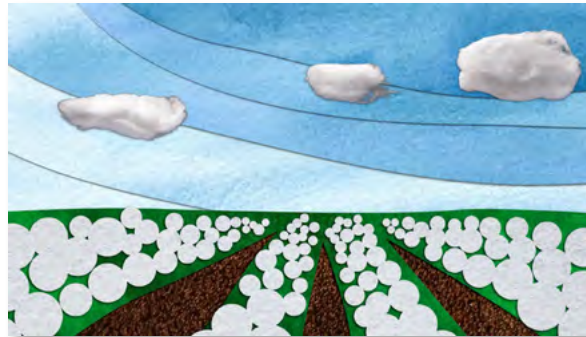
Using these raw materials as design/collage elements reminds the viewer that the cotton they wear started from a seed in the soil.

This style can be applied to designs targeting our brand/retailers and grower audiences.

Animations

Our animations use the fabric collage style with subtle stop-motion animation effects.

Animations



Infographics

The fabric collage style can be used across infographics and other designs, as shown here.

Infographics



PHOTOGRAPHY

The U.S. Cotton Trust Protocol photographic style is simple and contemporary. The shots are natural and inspiring, not overly-staged or contrived. Image choices should always reflect our messaging and be appropriate for the audience (see page 10).

People (Audiences: Mainly Brand/Retail, Consumer)



Cotton Flower/Fields (Audiences: Mainly Grower/Manufacturer)



Products/Fabric/Retail (Audiences: Manufacturer, Brand/Retail, Consumer)



Equipment/Machinery/Technology (Audiences: Grower/Manufacturer)



Note

We do not use images that focus primarily on heavy machinery like tractors. If showing equipment, the image must convey “high-tech” or “precision” themes, or highlight a moment in the manufacturing process.

PRINCIPLES OF COTTON IMAGERY

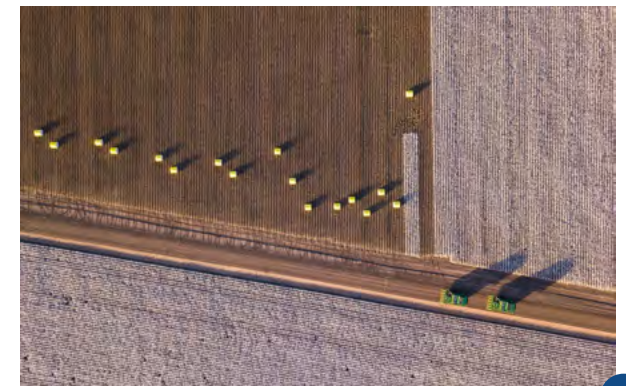
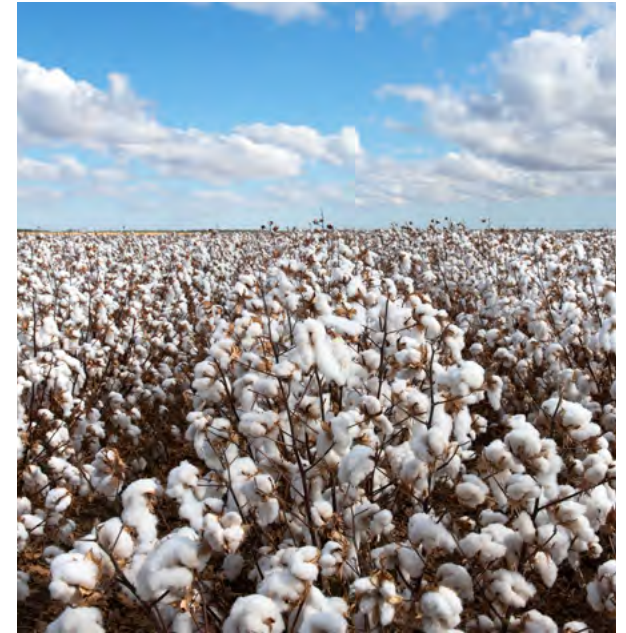
Always ensure that the image being used is actual U.S. cotton. There should be no polyester or primarily polyester fabric for clothing images.

If the image is of the actual cotton plant, the boll of the cotton flower should be either full and lush, or a beautiful image of the flower blooming or a seed about to bloom.

When using images of the cotton field, the field should be lush and healthy-looking. No images should be of stringy cotton, nor should the focus be primarily on heavy machinery in the field.

Always consider your audience when selecting images. A brand/retailer/consumer audience is likely to respond to photos of cotton garments, while a grower/manufacturer will likely respond to imagery of cotton fields (**see page 10**).

Be sure to check usage rights and consider regional restrictions for all photography.

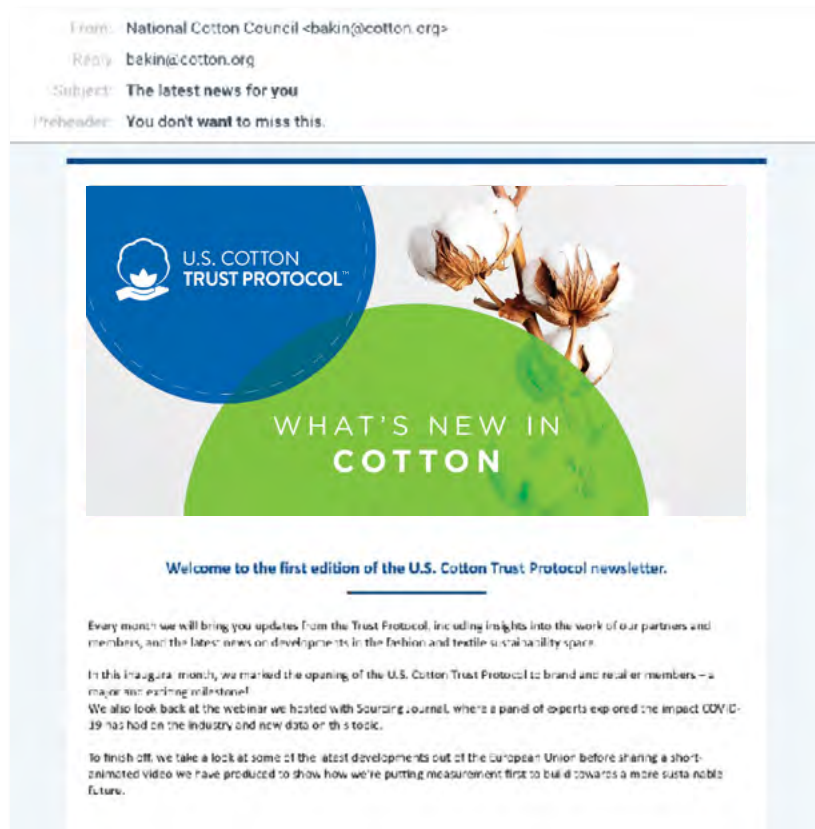


EMAIL COMMUNICATIONS

Email templates should be designed at a maximum width of 600-800px wide. The height of the email can vary based on the amount of content.

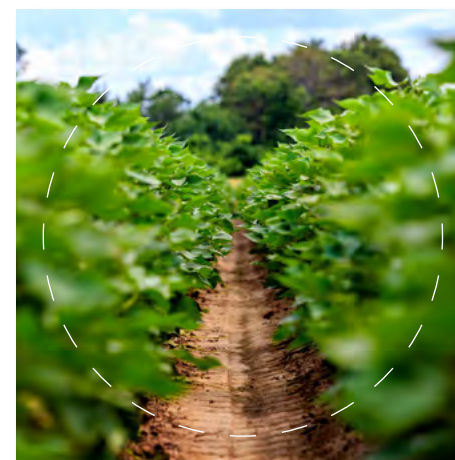
To maximize deliverability, an CRM tool such as Constant Contact or MailChimp should be used.

When designing HTML emails, use bold imagery where possible. Limit lengthy blocks of text, and drive traffic to longer pieces of content on our website instead.



SOCIAL MEDIA

Use beautiful imagery or video in most cases. We have created templates for when we need to share text. Make sure to highlight one headline that the viewer is able to digest while scrolling. UGC content may be re-posted with/without our graphic devices.



TRUST IN A
SMARTER
COTTON
FUTURE.

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