MEMBER OF

• U.S. COTTON TRUST PROTOCOL •

MEMBER TOOLKIT • BRAND GUIDELINES •

2022

v1.2

contents

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The U.S. Cotton Trust Protocol is **setting a new standard** in sustainably grown cotton, for people and the planet.

We're committed to providing natural cotton fibers that are **sustainable** and **traceable**.
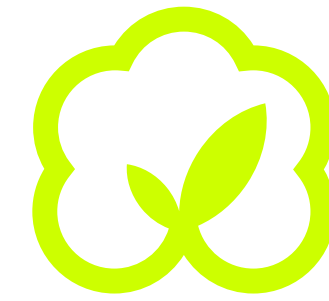
This toolkit is for our **members**.

background

Use this toolkit for all audiences

Our origin story

Launched in 2020, the Trust Protocol underpins and verifies U.S. cotton's sustainability progress.

The Trust Protocol is grounded in science-based measurements that track six key metrics—land use, soil carbon, water management, soil loss, greenhouse gas emissions and energy efficiency. This data is shared directly with our farmers who can use this information to make adjustments in the field in order to improve their environmental footprint.

The program is also the world's first sustainable cotton fiber to offer article-level supply chain transparency. Utilizing blockchain technology, a map is created that provides the authenticated origin of U.S. Cotton, along with the names and locations of the Trust Protocol mill and manufacturer members involved in all parts of the process into the delivered finished products.

We provide 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.

This toolkit is designed to give you tools to tell your sustainability story.

Our B2B mark

We launched the U.S. Cotton Trust Protocol with this logo mark and worked to grow a membership base of growers, mills, manufacturers, brands and retailers. The Trust Protocol still uses this logo for our **B2B and corporate comms**, but our members should use the branding outlined in this document.

Contact us (see page 30) for more information.

We launched in 2020 to underpin and verify U.S. cotton's sustainability progress.

Our B2B mark is only used (by us) in business communications.

U.S. COTTON TRUST PROTOCOL®

Brand elements

all the pieces you'll need

the stamps

Verification stamps

When you see the Trust Protocol verification stamp, you can feel confident knowing that the cotton comes from a program with social and environmental integrity.

There are two stamps. Use this page for guidance on which to use. See the following pages for how to use them properly.

MEMBER OF · U.S. COTTON TRUST PROTOCOL

Program-level

When/who should use this one?

Brands and Retailers

Use to signal membership on website/E-Comm, brick & mortar, social channels, press releases, consumer-facing CSR annual reports.

Growers, Mills, Manufacturers

Use for communications when mentioning membership in the Trust Protocol.

SUSTAINABLY GROWN · U.S. COTTON TRUST PROTOCOL

Product-level

When/who should use this one?

Brands and Retailers

Use on consumer goods (and marketing products) made with Protocol Cotton, with product-level messaging.
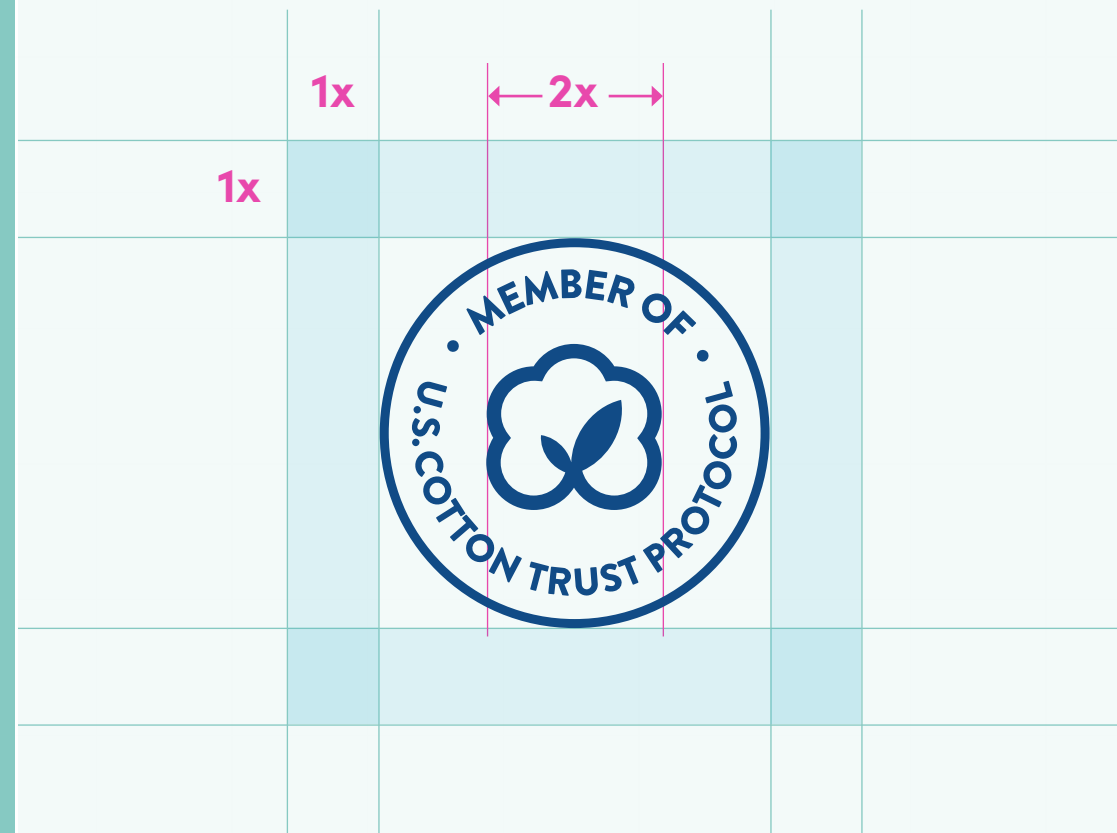
Program-level

Product-level

the stamps

Usage notes

Clear space

To ensure integrity and visibility of our stamps, they should be kept clear of competing text and graphics. This area is defined by "x" = half the width of the boll.

Minimum size

Print – 1" diameter
Digital – 72px diameter

72px or 1"

Color priority

Use Protocol neon, Protocol blue, or white. Ensure there is sufficient contrast for legibility.

See page 13 for co-branding color guidance.

Image overlays

When using the stamp with campaign imagery, it may overlay the product as long as there is sufficient contrast for readability.
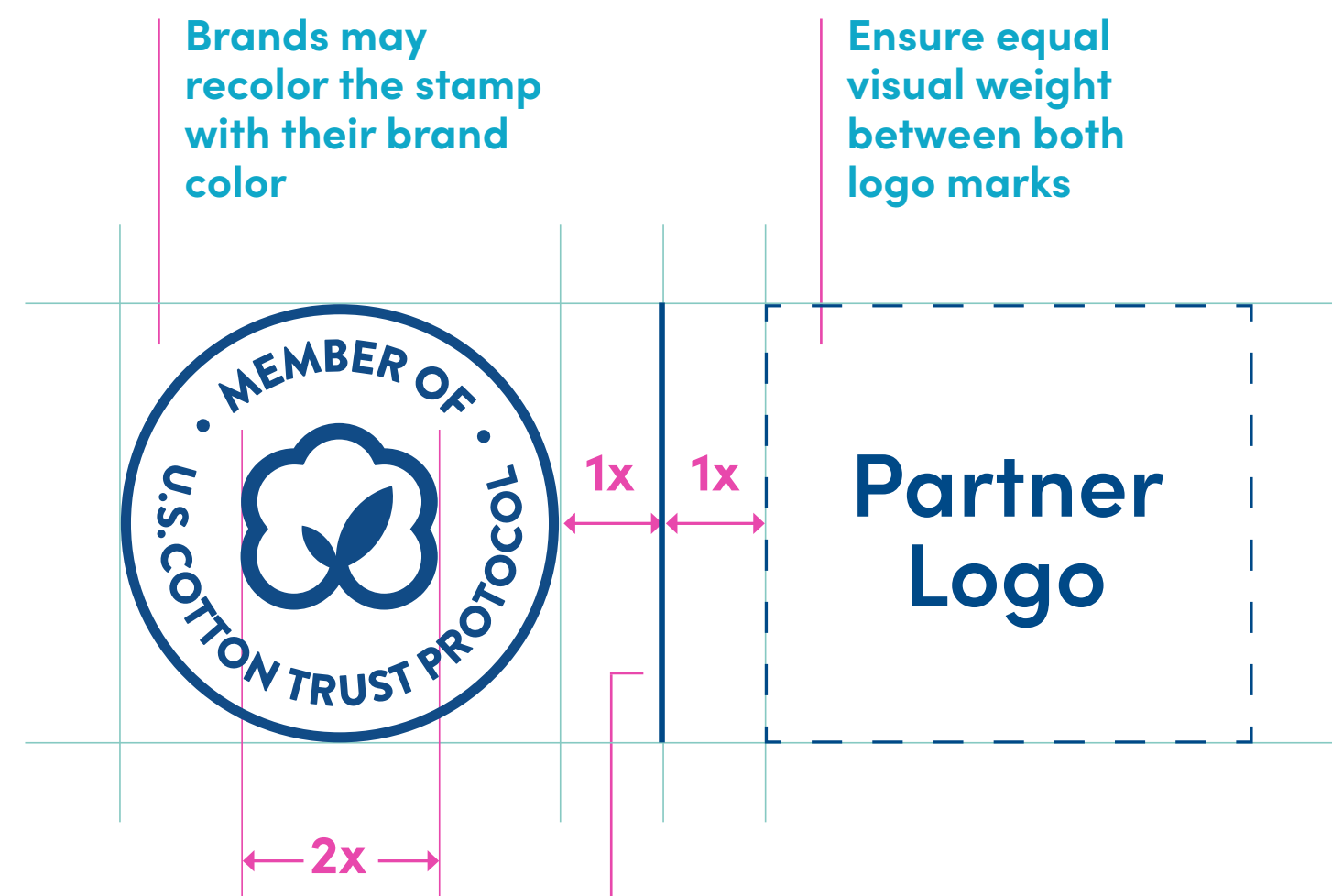
Working together

We're proud to partner with growers, mills, manufacturers, brands and retailers – as an integral part of their sustainability stories.

To help visually reinforce participation in the U.S. Cotton Trust Protocol, we invite our members to apply their brand color to our stamps for use in digital and print assets.

Do not use more than one brand color in the verification stamp or QR code.

co-branding

Partner logo lockups

Brands may recolor the stamp with their brand color

Ensure equal visual weight between both logo marks

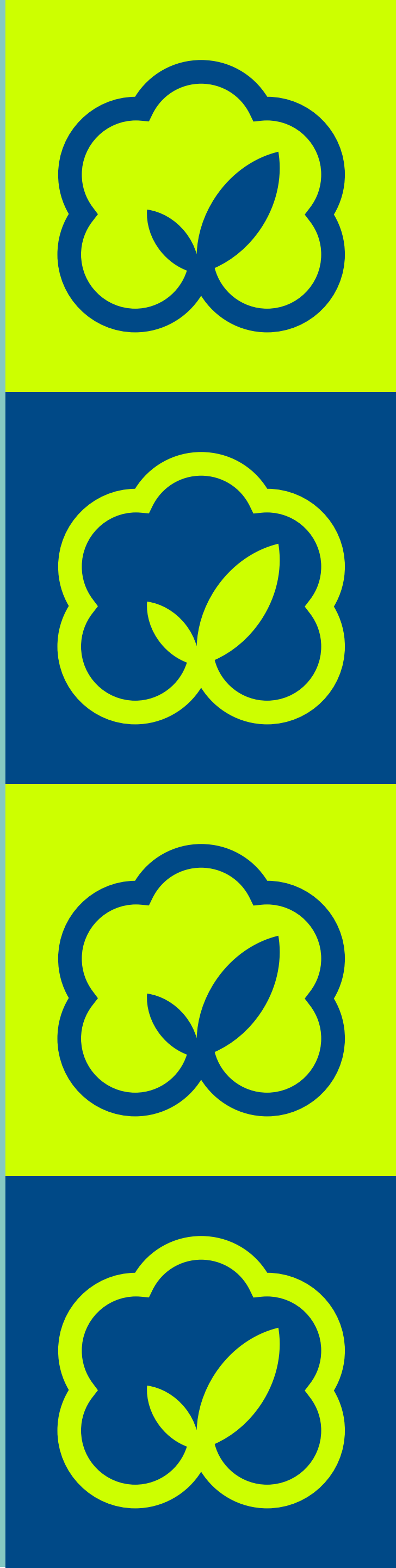1x 1x

2x

Partner Logo

Use a thin divider line between logos, with 1x (or half the boll width) spacing on either side

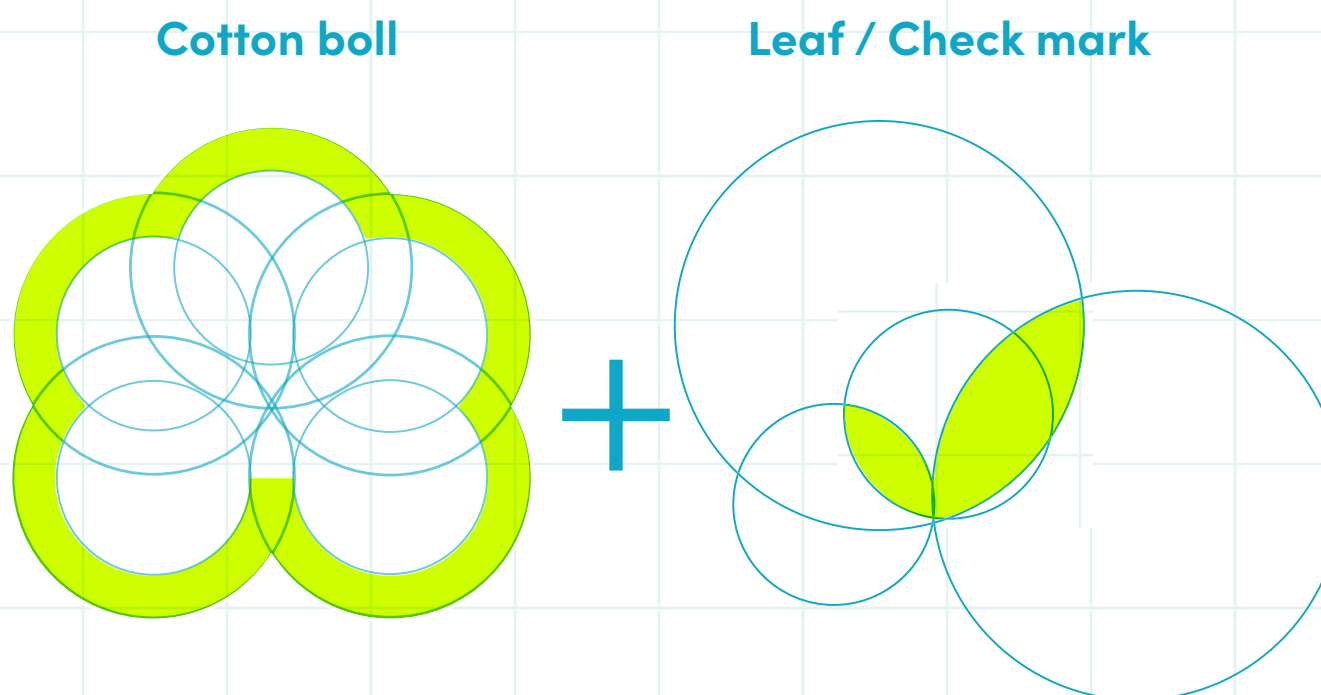Do not use more than one brand color in the verification stamp

The boll can be used as a graphic device for campaigns.
Overlay it onto cropped product shots to
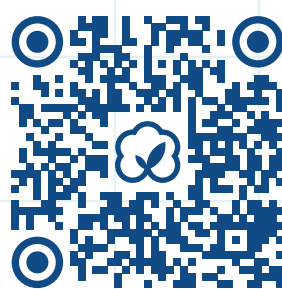communicate the details of the cotton.

the boll

The boll mark

At the center of our stamp is a cotton boll – designed to be simple, bold and recognizable at any scale. The central leaf pulls double-duty as a check mark – another symbol of verification.

While not used as a primary mark, the boll mark can be used as a graphic device in campaign materials. Optimal color usage is Protocol neon, Protocol blue, or white.

Cotton boll   **Leaf / Check mark**

+

Notice the boll in the center of our QR codes

**Follow the story
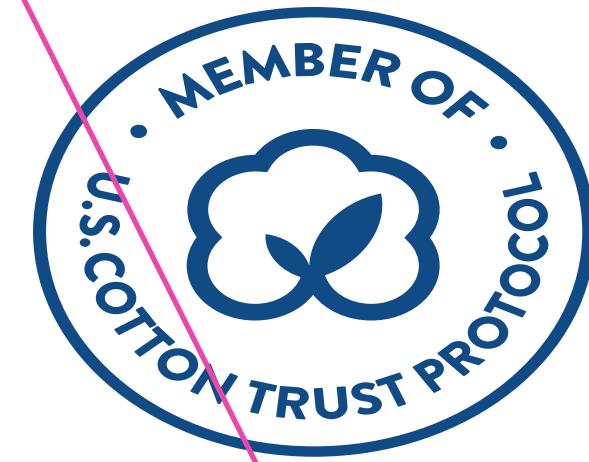of U.S. cotton
from farms to fabric**

jcrew 3h

Send Message

Don'ts

In order to build a strong, consistent and successful brand, it's important to use our marks consistently and correctly.

Please do not add or change anything about the stamps or the boll.

A   Please **don't stretch** the stamp.

B   Please **don't rotate** the stamp.

C   Please **don't add a drop shadow** to the stamp.

D   Please **don't outline** the stamp.

E   Please **don't use more than one color** in the stamp.

F   Please **ensure sufficient contrast** with the stamp.

G   Please **don't rearrange** any logo elements.

H   Please **don't crop** the stamp incorrectly. See page 12 for more information.

Our palette

A bright + modern neon green sets us apart from other cotton brands. Neutrals like greens, blues and browns evoke a feeling of nature and sustainability. And a pop of magenta inspired by the young cotton blossom adds a bold accent color.

Primary Colors

Protocol Blue ■ and **Protocol Neon** ■ are our primary brand colors.

Secondary Colors

■ ■ ■ ■ ■ ■ ■ ■

These colors provide the flexibility needed when using design elements such as type, graphics or photography.

Highlight pink ■ should be used sparingly, for accents.

color

Protocol neon
CMYK: 25 0 100 0
RGB: 205 255 0
Hex: #cdff00

Highlight pink
CMYK: 9 83 0 0
RGB: 232 72 272
Hex: #cdff00

Dark green
CMYK: 88 42 87 46
RGB: 11 76 48
Hex: #0b4c30

Dark brown
CMYK: 68 55 70 52
RGB: 58 64 53
Hex: #3a4035

Medium blue
CMYK: 76 14 15 0
RGB: 15 167 200
Hex: #0fa7c8

Medium green
CMYK: 65 36 85 20
RGB: 91 116 68
Hex: #5b7444

Medium brown
CMYK: 37 38 81 8
RGB: 160 140 77
Hex: #a08c4d

Protocol blue
CMYK: 100 79 20 5
RGB: 0 73 135
Hex: #004987

Light blue
CMYK: 47 3 27 0
RGB: 134 201 194
Hex: #86c9c2

Light green
CMYK: 45 22 85 2
RGB: 150 165 83
Hex: #96a553

Light brown
CMYK: 16 15 46 0
RGB: 205 255 0
Hex: #cdff00

Our fonts

Two typefaces have been selected to provide a uniform and recognizable look for the U.S. Cotton Trust Protocol: Cotford Display and Sofia Pro.

Cotford Display is available from Monotype and should be used in headlines.

Sofia Pro is available from Adobe and is best suited in body copy and other applications.

Headlines

Cotford Display

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body

Sofia Pro

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FROM FARMS TO FIBER →

Use Cotford Display Regular for headlines

Use Sofia Pro for circular text

Use Sofia Pro for body copy

Made from sustainably grown cotton

The U.S. Cotton Trust Protocol is a program which works with family farms committed to improving their environmental footprint by minimizing water usage, improving soil diversity and reducing greenhouse-gas emissions.

graphic devices

Our visual system

Our visual identity is so much more than our verification stamps. We have several graphic devices that combine to build our brand.

Stamp cropping

The stamps may be used as a graphic device, cropped in half (vertically or horizontally), as long as the full name of the Trust Protocol is visible elsewhere.

Check mark

The check-mark leaf from our boll mark can also be used on its own, sparingly.
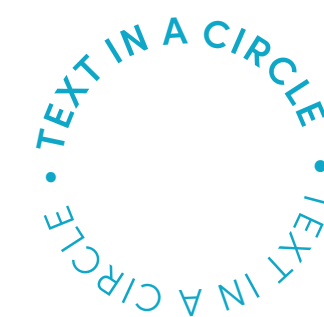
Grid lines

We use thin lines and a grid system inspired by the technology that underlines our data-powered work.
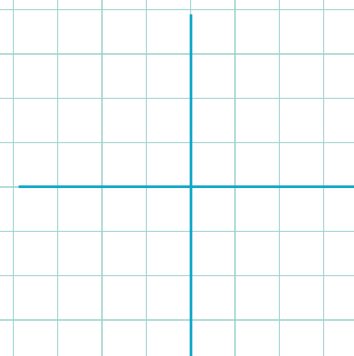
Circular text

The Trust Protocol tracks cotton from dirt to shirt. Our 'text in a circle' type treatment nods to this cycle, and provides a fun way to highlight information.

TEXT IN A CIRCLE · TEXT IN A CIRCLE ·

Boll shape

The shape of the boll in our mark can be used as a cropping device for imagery and artwork.

LY GROWN · UST PROTOCOL
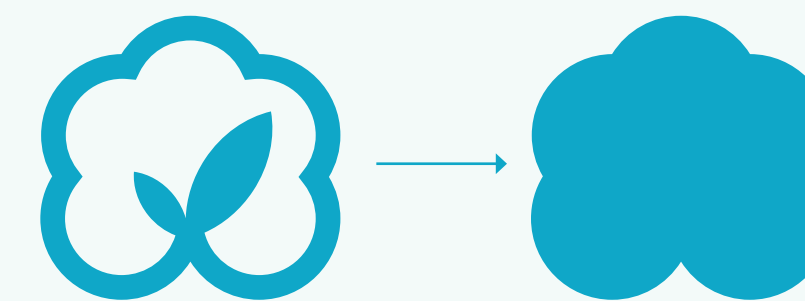
The U.S. Cotton Trust Protocol is committed to providing natural cotton fibers that are sustainable and traceable.

SUSTAINAB · U.S. COTTON TR

FROM FARMS TO FIBER

iconography

Data-powered

Created to represent our innovative farming techniques, our icons show modern simplicity with lines and shapes. They are provided here – with accompanying messaging – for our members to use in materials that promote Trust Protocol participation. See page 30 to download.

Six key Metrics

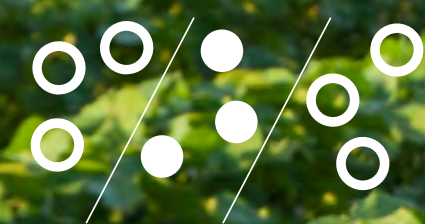The Trust Protocol is grounded in science-based measurements.

Land use

Soil carbon

Water management

Soil loss

Greenhouse gas emissions

Energy efficiency

Land use

Land is a finite resource. Farmers have to protect it for future generations, while maintaining productivity.

Soil carbon

A key indicator of soil health, supporting water infiltration, crop productivity, and nutrient holding.

Water management

Optimizing every last drop, growers track and map water needs throughout the fields.

Soil loss

It takes 500 years to create 1 inch of topsoil. If not properly cared for, soil can be washed away by rain or blown away by wind.

Greenhouse gas emissions

Sustainable growing practices decrease emissions and fertilizer use while increasing biodiversity.

Energy efficiency

Energy use is monitored throughout the crop production cycle to continuously improve.

photography

When it comes to cotton – whether on the farms or in the fabric – we care about the smallest details. We extend that notion to our photographic style. Details, macro shots, compelling cropping, dynamic compositions and depth-of-field. Real viewpoints captured through photography. Shots of farm landscapes, process, people, and the beautiful cotton plant like it's never been seen before.
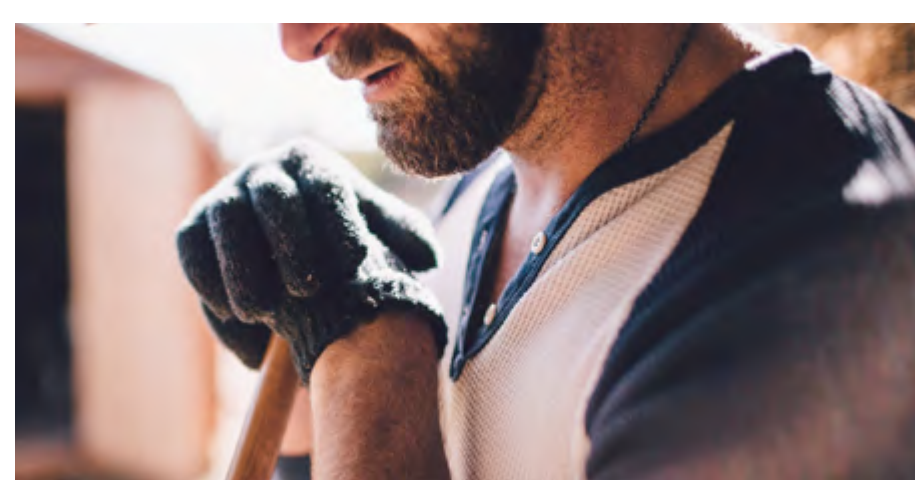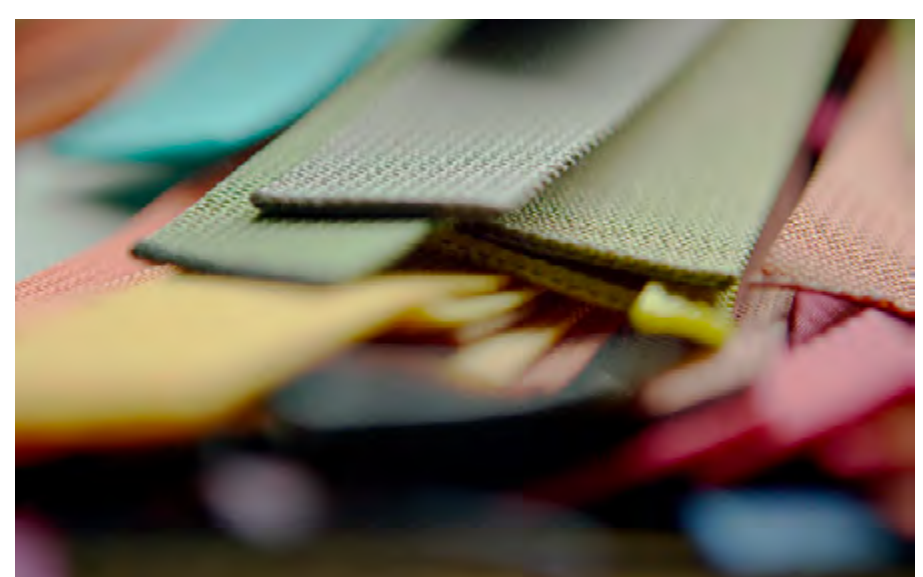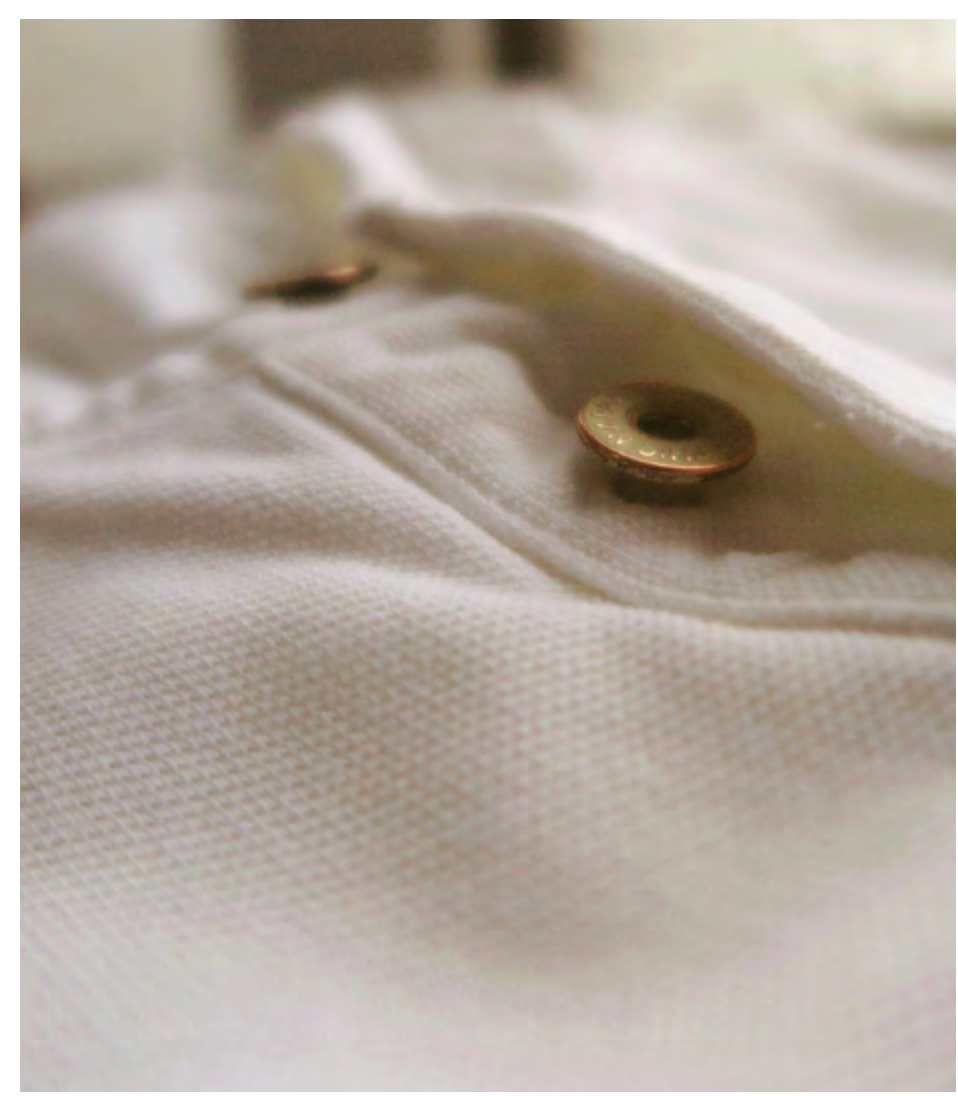
A quick scan away

Consumers will want to learn more about the Trust Protocol right when they see the stamp in stores.

Our standard QR code is branded with the U.S. Cotton Trust Protocol boll mark in the center. The code will direct to our consumer landing page where we highlight the sustainable, fair, traceable, and natural qualities of the Trust Protocol.

Need a custom code so you can track and measure your own engagement? Work with us:

Contact
TrustProtocolComms@hkstrategies.com

QR codes

Recommended minimum size is 0.8" (or 2cm)

Brands can use their brand colors for QR codes (one color only)
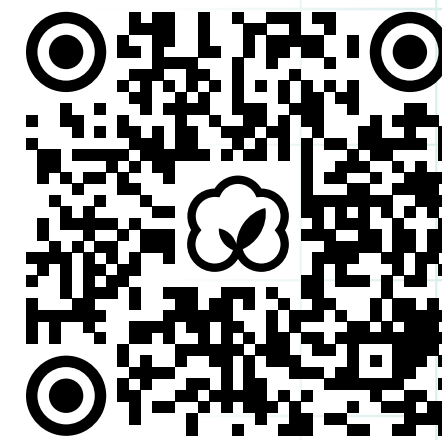
Tracking and Analytics available

Boll mark in the center of the design

This product contains Protocol Cotton from farmers committed to improving their environmental footprint, including water usage, soil diversity and greenhouse gas emissions.

FOLLOW THE STORY FROM FARMS TO FIBER

Tone
of voice
and messaging

tone of voice

Our tone of voice sets the standard for how we speak to our audience.

When we communicate in a consistent way, we build our community and their trust — A protocol we're quite familiar with.

Our voice should be smart, authentic, and impactful in order to show our integrity and inspire trust from our audience, no matter where they are on their journey to sustainability.

GUIDING PRINCIPLES

Smart

We are informed.

We provide factual information that educates our audience and explains our role in verifying natural and traceable cotton grown in the U.S.

Authentic

We are real.

We invite our audience to join our movement in a natural and conversational way. Using simple, relatable terminology that everybody can understand, we take a humble approach in explaining this topic.

Impactful

We are fair and inspiring.

We encourage our audience to make a difference with us by showing the impact the Trust Protocol is making.

Trustworthy

We are honest and transparent.

We want to make our audience feel confident in the information we provide throughout our continuous journey to improve.

Claims framework

Trust Protocol Claims are available to all members.

Whether you need to communicate your participation in the Trust Protocol, your commitment to the program's mission and vision, or find guidance on what to print on consumer–facing product tags, we've got you covered.

Download our Claims Framework here.

Program-level

Product-level
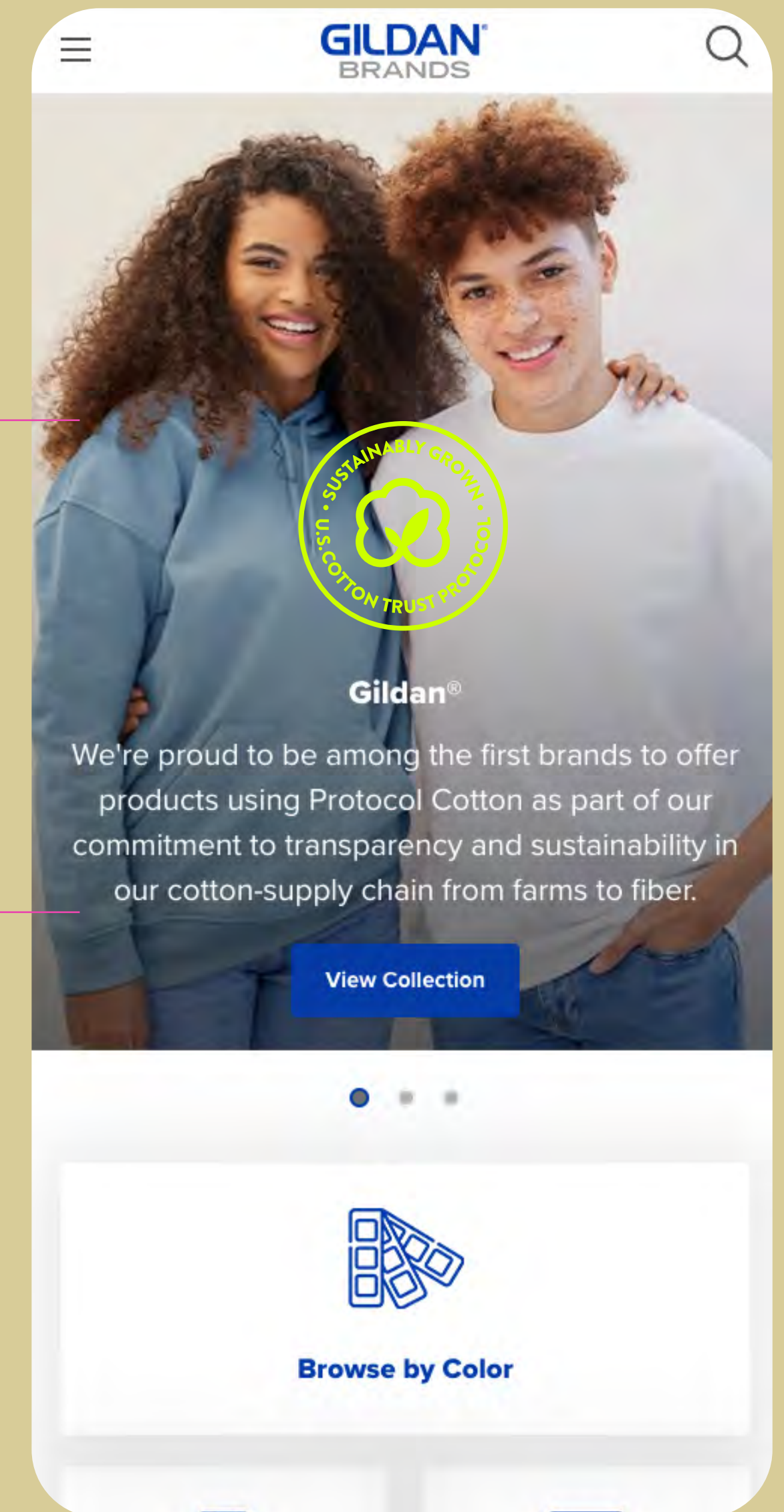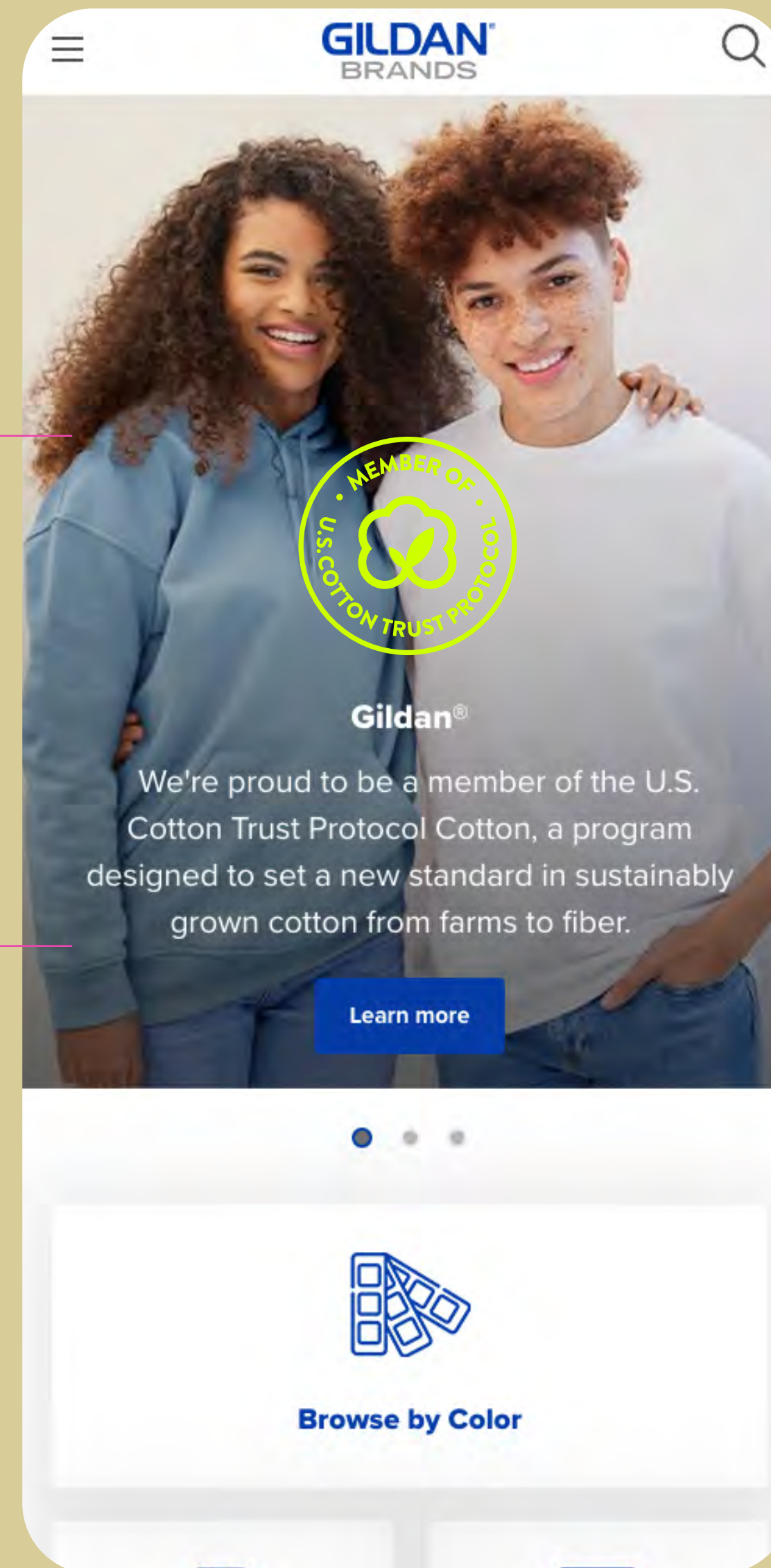
Applying the brand

The Trust Protocol provides branded materials for use in-store and online.

See page 12 for guidance on co-branding or adding your own logo.

Hi-res layered assets are available for download (See page 30).

E-comm usage

Marketing

Our verification stamp and messaging can be used on partner websites to promote products that contain Protocol Cotton.

See What's New At Our Stores **Details**

Log In   Sign Up   Find Stores & Services
                     📍 United States

SHOP   DISCOVER   SECONDHAND   Levi's®   🔍 What are you looking for?

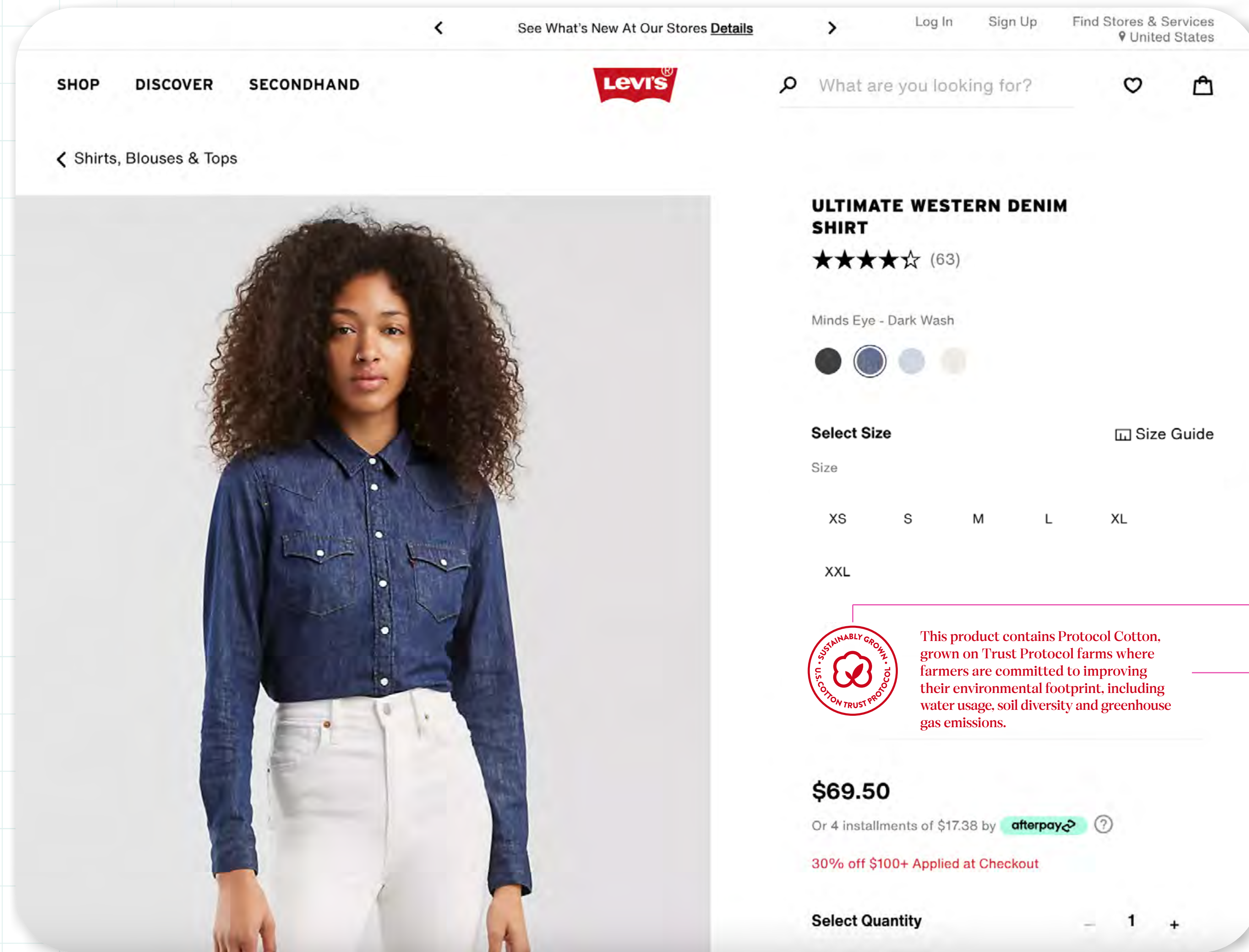‹ Shirts, Blouses & Tops

ULTIMATE WESTERN DENIM SHIRT

★★★★☆ (63)

Minds Eye - Dark Wash

Select Size   🔲 Size Guide

Size

XS   S   M   L   XL

XXL

This product contains Protocol Cotton, grown on Trust Protocol farms where farmers are committed to improving their environmental footprint, including water usage, soil diversity and greenhouse gas emissions.

Verification stamp may be recolored to your brand color.

Product-level messaging.

$69.50

Or 4 installments of $17.38 by **afterpay**⚡ ⓘ

30% off $100+ Applied at Checkout

Select Quantity   − 1 +

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Hang tags

Inspired by the Trust Protocol's commitment to transparency, the hang tags are designed with two layers and a revealing die–cut.
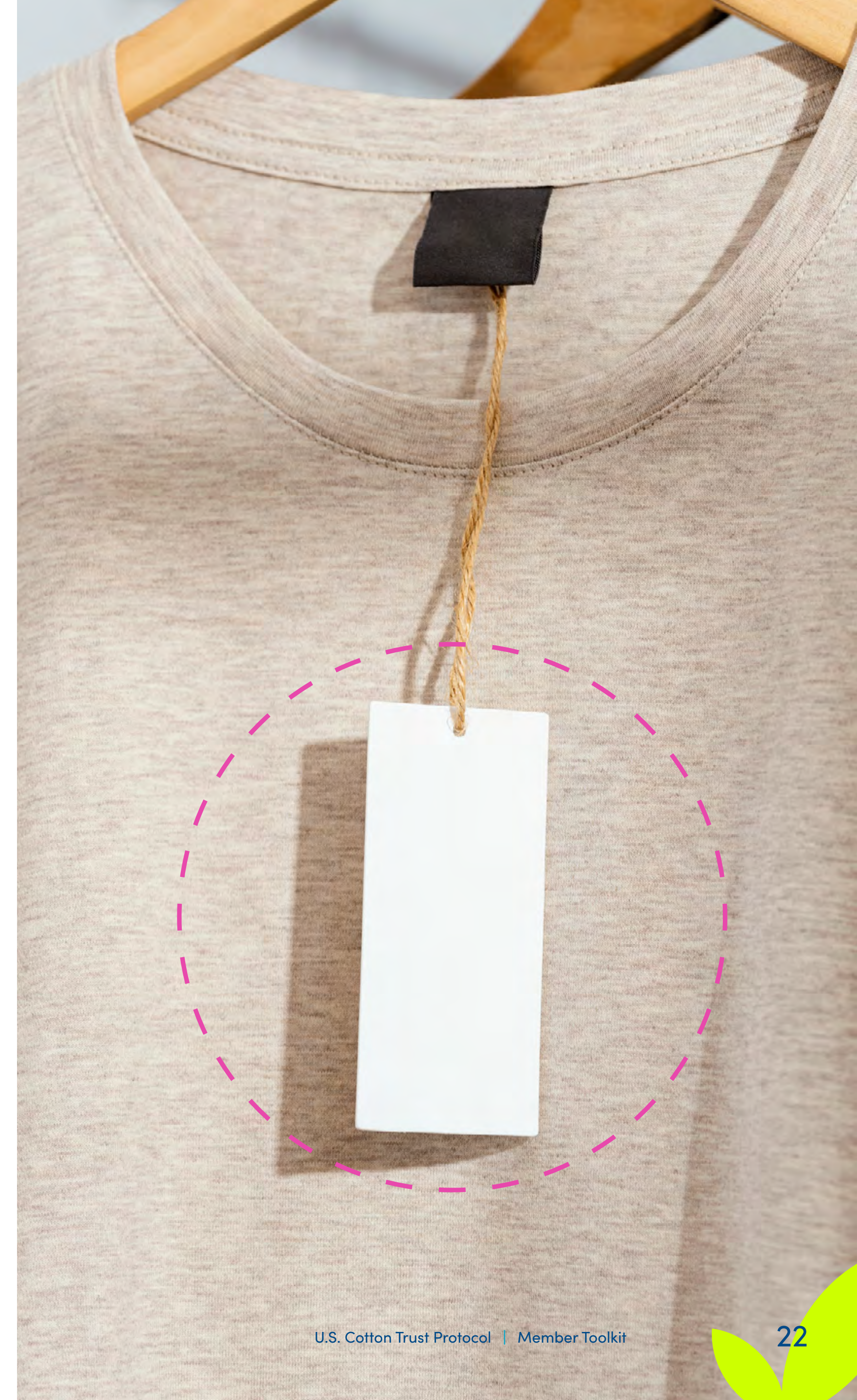
Made from sustainably grown cotton.

FOLLOW THE STORY FROM FARMS TO FIBER

Traceable • Natural • Sustainable • Traceable • Natural • Sustainable

Launched in 2020, the U.S. Cotton Trust Protocol is designed to set a new standard in more sustainably grown cotton, ensuring it contributes to the protection and preservation of the planet, using the most sustainable and responsible techniques.

Product–level headline

QR code links to our website

Call to action

Boll mark, visible behind the top tag layer, creates our verification stamp

Brand pillars encircle the boll

Program–level messaging

SUSTAINABLY GROWN • U.S.COTTON TRUST PROTOCOL

Alternate style printed on natural card stock with embossed ink.

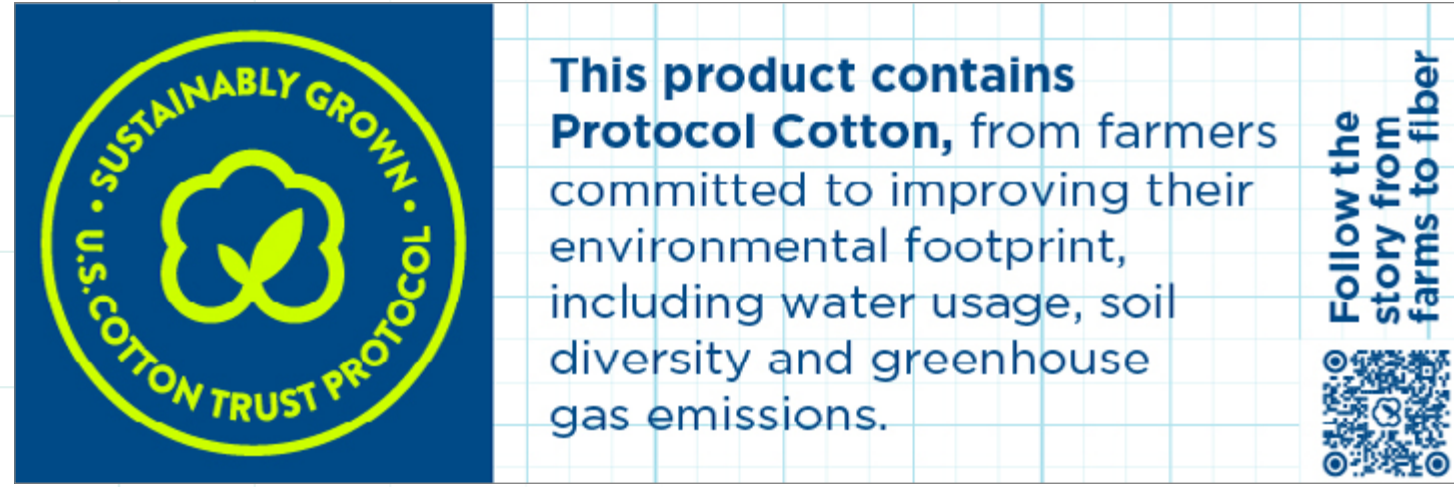SUSTAINABLY GROWN • U.S. COTTON TRUST PROTOCOL

hang tags

Hang tag guidelines

When printing custom hang tags, or adding Trust Protocol messaging to existing tags, please follow this guidance. Elements are listed based on priority and dependent on available space.
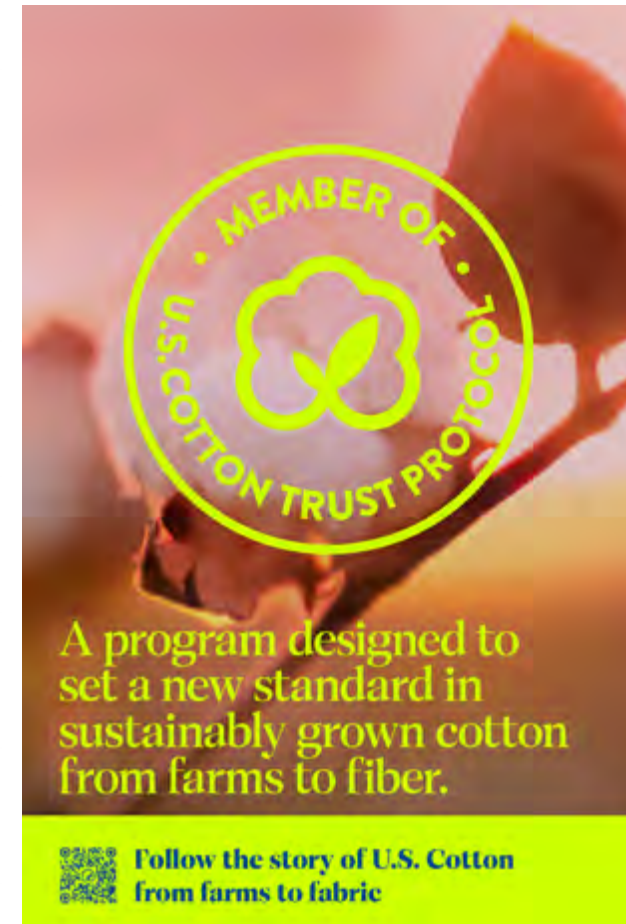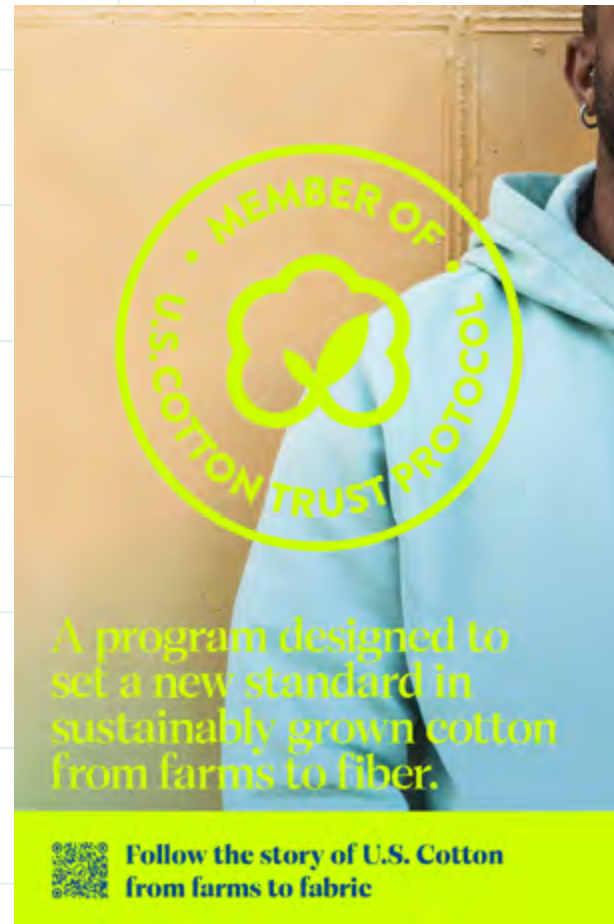

SUSTAINABLY GROWN · U.S. COTTON TRUST PROTOCOL

Made from sustainably grown cotton

SUSTAINABLE • NATURAL • TRACEABLE

This product contains Protocol Cotton, from farmers committed to improving their environmental footprint, including water usage, soil diversity and greenhouse gas emissions.

Follow the story from farms to fiber

Verification stamp 3

Product-level headline 5

Brand pillars 6

Product level messaging 1

Call to action 4

QR code 2

hang tags

labels

This product contains **Protocol Cotton,** from farmers committed to improving their environmental footprint, including water usage, soil diversity and greenhouse gas emissions.

Follow the story from farms to fiber

This product contains **Protocol Cotton,** from farmers committed to improving their environmental footprint, including water usage, soil diversity and greenhouse gas emissions.

Follow the story from farms to fiber

These labels have been designed for use on packaging. Editable files are available for customization.

See page 30 to download.

Our verification stamp and product-level messaging may also be printed directly onto packaging.

At J.Crew, we're proud to be among the first brands to offer products using Protocol Cotton as part of our commitment to transparency and sustainability in our cotton-supply chain from farms to fiber.

posters

Proud to be a member of the U.S. Cotton Trust Protocol as part of our commitment to sustainability.

MEMBER OF U.S. COTTON TRUST PROTOCOL

Follow the story of U.S. Cotton from farms to fabric

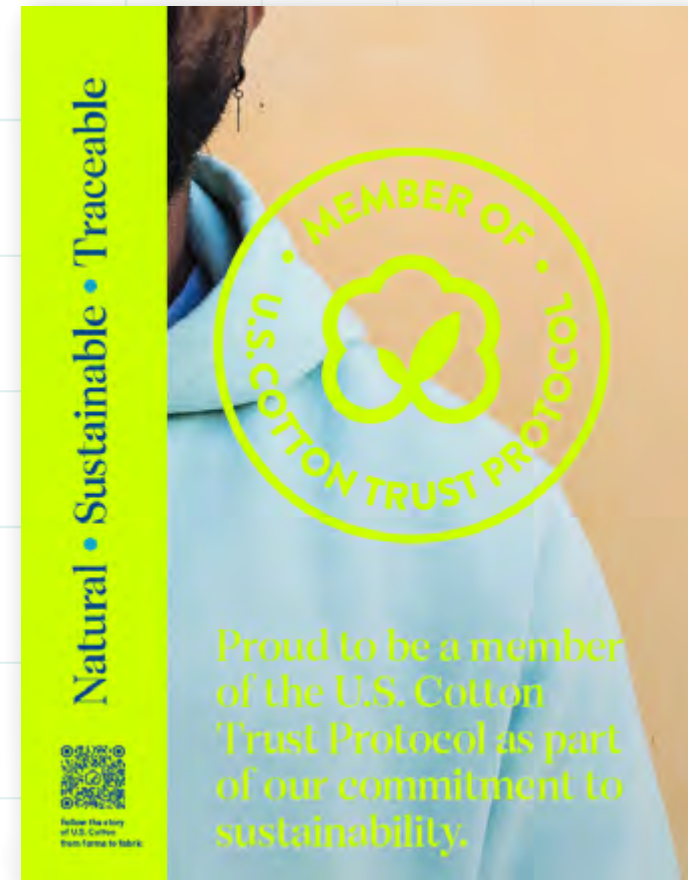A program designed to set a new standard in sustainably grown cotton from farms to fiber.

A1: 841x1189mm / 24x36"

These posters have been designed for use in retail stores. Editable files are available for customization or co-branding.

See page 30 to download.

Standard-sized posters may be reformatted to fit custom-sized banner stands

A4: 210x297mm / 8.5x11"

These signs have been designed for use in-store, for shelving or rack displays , with program-level messaging. Editable files are available for customization or co-branding.

signs
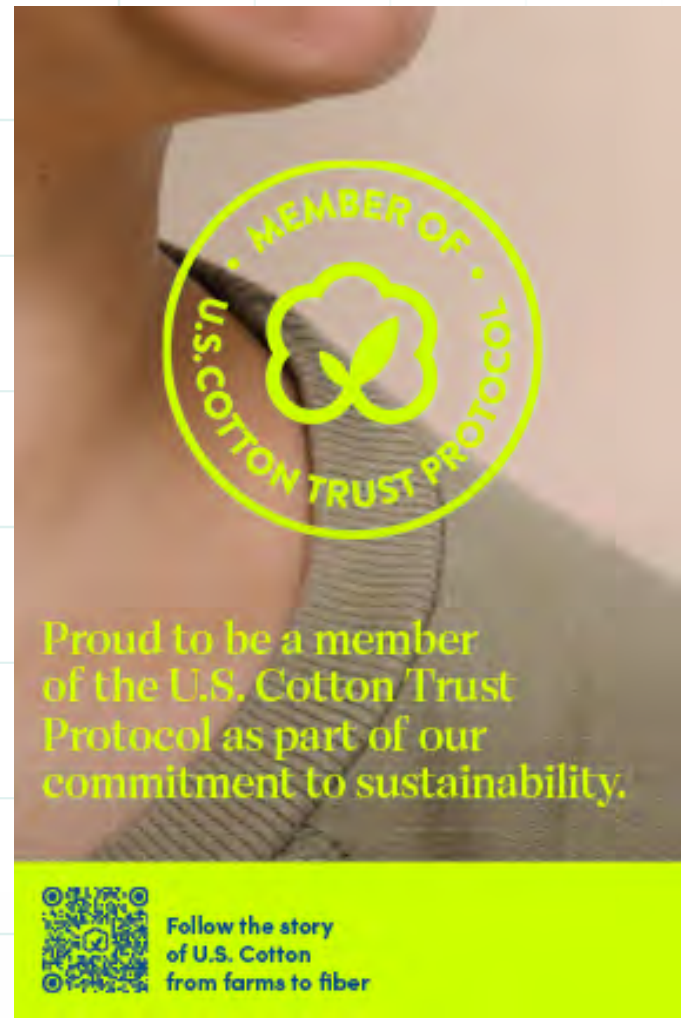
palm cards

A6: 105x105mm / 4x6"

These palm cards have been designed for use in retail stores. Editable files are available for customization or co-branding.

window clings

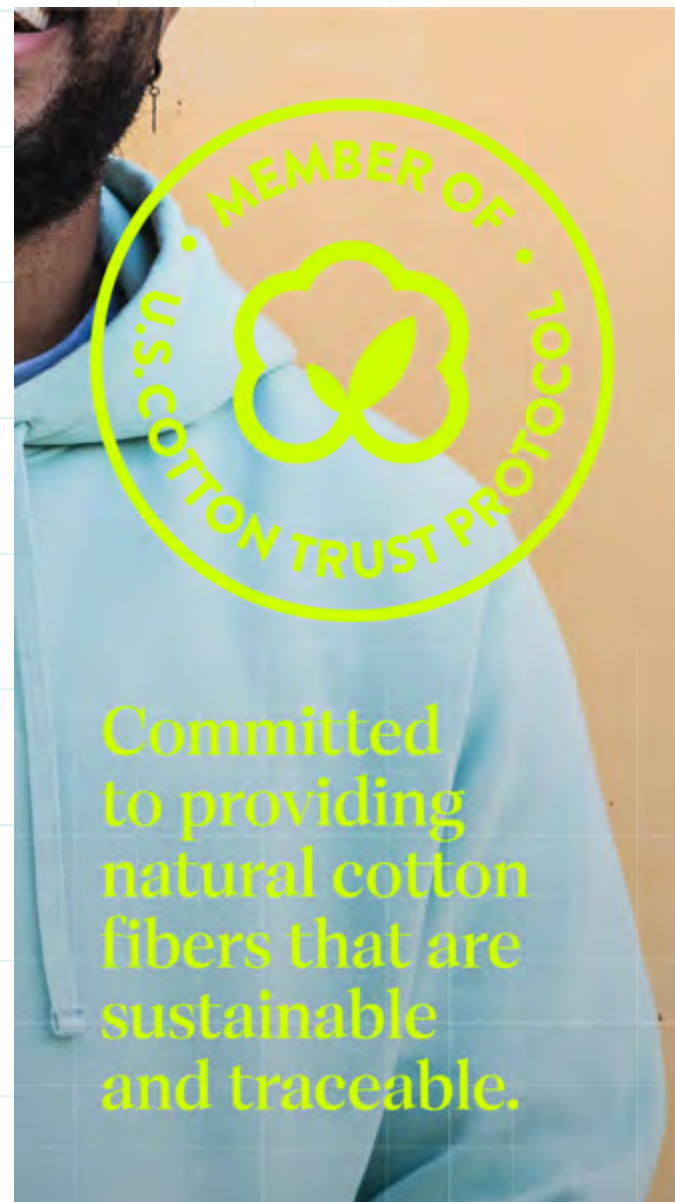The Program-level verification stamp may be used as a window cling for retail stores.

The optimal color choice is Protocol neon, but it may be displayed in Protocol blue or white if necessary.
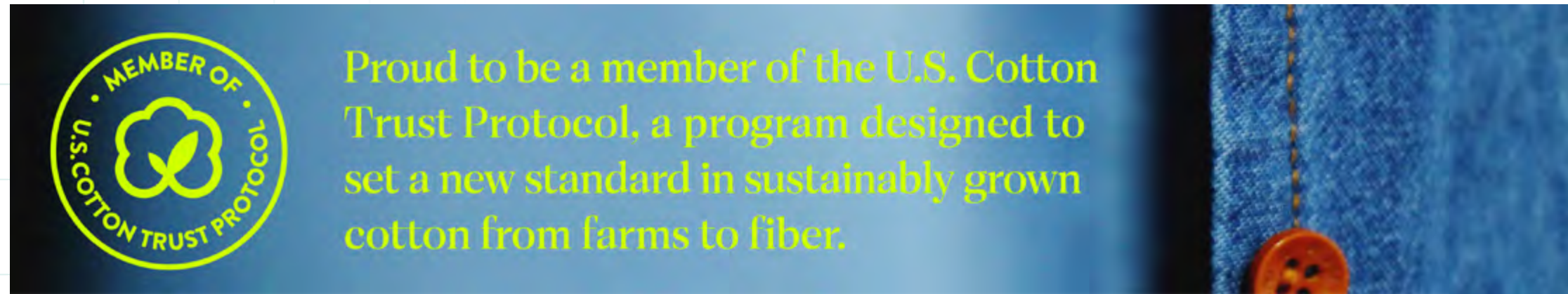
digital screens

1920x1080px

1080x1920px

These screens have been designed for use in retail digital displays, using program-level messaging. Editable files are available for customization.
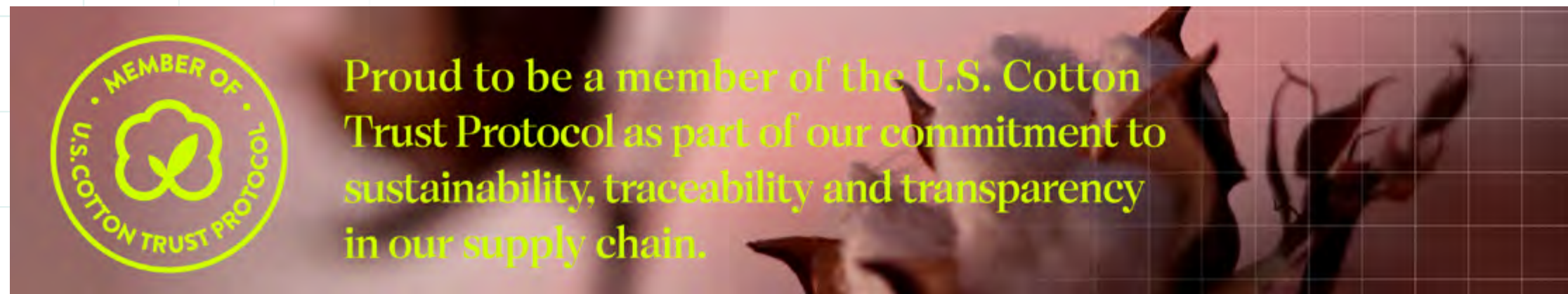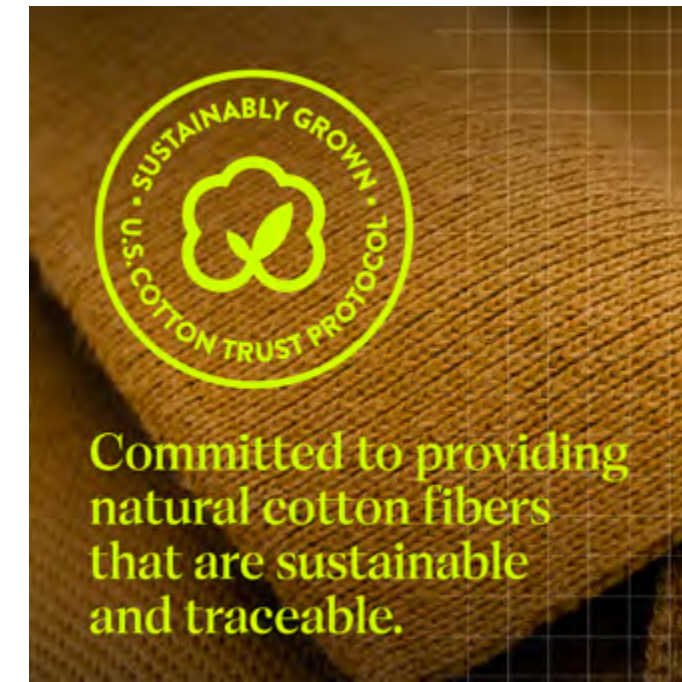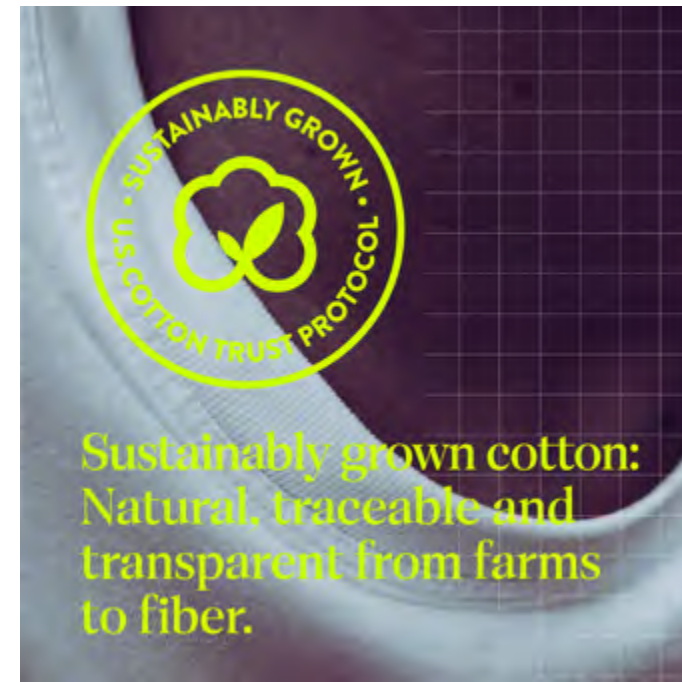
digital banners

1900x350px

1080x1080px

1900x350px

Our verification stamp and messaging can be used on partner websites to promote participation in the Trust Protocol; or products or collections that contain Protocol Cotton.

See page 18 for guidance on claims messaging.

See page 30 to download editable templates.

1200x1500px

Thank you

For more information please contact **TrustProtocolComms@hkstrategies.com**

Please submit any new designs **via email** for approval.

Download Trust Protocol assets here