



trustea's Communication and Branding Guidelines

Table of Contents

1. Background.....	2
2. Objective.....	2
3. Scope	2
4. Abbreviation for 'trustea Sustainable Tea Foundation'	2
5. trustea's boilerplate.....	3
6. Font of the text pertaining to trustea	3
7. Who are authorised to use the trustea logo?.....	3
8. Requirements for using trustea brand/ logo.....	3
8.1 Placement of the logo.....	4
8.2 Background of the logo	4
8.3 Colour of the logo.....	5
8.4 File formats of the logo.....	5
8.5 Placements of trustea logo in Word file format.....	5
8.6 Approval process for the use of trustea logo	6
9. Process for developing communication materials.....	7
10. Social media guidelines	7
11. Mention of trustea over stakeholder's website	8
12. Queries on communications	8

1. Background

The *trustea* program's mandate is to promote and facilitate the sustainable transformation of the Indian tea industry, based on globally accepted sustainability principles by managing and implementing the *trustea* code. The program focuses on soil conservation and management, water management, fertilizer management, crop protection, food safety, health, safety and welfare of the workers, working conditions and labor rights, biodiversity and environmental management, waste, and pollution management. The Code has clear social and environmental objectives including protection and preservation of the environment, developing and imparting training and education programs, which will have a beneficial impact on the social, environmental and sustainability issues of the Indian tea industry, and social welfare and improvement of livelihood of workers and small growers. For further information on *trustea* program, please visit www.trustea.org

2. Objective

This document will serve as a guide for all communication materials concerning *trustea*, and will ensure:

- Consistency in all external communications
- Standard format/ template used across all communication materials

This document is designed to protect the value and integrity of the *trustea* logo/ brand by ensuring accuracy and consistency in its usage.

3. Scope

The document applies to all communication materials developed by *trustea* or its partners on behalf of *trustea*, including:

- Reports
- Newsletters
- Brochures
- Pamphlets
- Banners, standees, event backdrops, mailers, etc.
- Press releases
- Contracts and annexures
- Program statements
- *trustea* Website
- Social media posts
- Advertisements in print/ TV/ Social Media

Further, this document also applies to any business or organisation wishing to use *trustea* logo. In most cases, use of the logo is bound by a signed written agreement with *trustea*, since only authorised licensees can use the logo on marketing/ communication materials.

4. Abbreviation for '*trustea* Sustainable Tea Foundation'

While mentioning for the first time in a document, *trustea* should be written (in full) as '*trustea* Sustainable Tea Foundation'

trustea is always written with small 't' and in italics.

5. *trustea*'s boilerplate

The following boilerplate (standard text for *trustea*) for *trustea* should be used to introduce *trustea* in all the communication materials including websites, reports etc.

“*trustea* is an Indian sustainability code and verification system for the tea sector that endeavours bringing sustainability to environment, welfare to communities, quality and health safety to consumers”

6. Font of the text pertaining to *trustea*

Gotham font should be used in all the documents pertaining to *trustea*. In case Gotham font is unavailable, Arial font may be used.

7. Who are authorised to use the *trustea* logo?

- The *trustea* logo may be used by Commercial Partners (CPs), Implementation Partners (IPs), *trustea* verification certificate (VC) holders, provided they have the proper written arrangements and permissions. Any unauthorised use of the logo is strictly prohibited. *trustea* reserves the right to take legal action against any party that uses the *trustea* logo without prior permission.
- The Verification Certificate (VC) holders can use *trustea* logo for the below noted purposes only:
 - Depiction on wholesale tea packs/bags of verified tea in addition to the *trustea* tagline on the side panels of the wholesale packet.
 - Official stationery items used to promote marketing relationships
 - At the entrance to verified tea garden/factory
- The logo is not authorised for usage on packaging for retail sale.
- The *trustea* logo, may however be used by media professionals and publishers for illustrative purposes. Organizations and individuals, who wish to promote their association with *trustea*, may use the logo provided they have the proper written arrangements and permissions.
- Publications and websites which use the logo, must place it in the vicinity of the article or mention the *trustea* program alongside the *trustea* logo.
- In cases, where the logo is used to promote relationship/ collaboration with *trustea*, the logo must be accompanied by an approved statement mentioning the nature of relationship with *trustea*. The qualifying statement must not, in any way be used to misconstrue an endorsement or a verification by *trustea*. Following is an example of the qualifying statement on the nature of relationship with *trustea*:

‘xx% of the tea used by <partner brand> is sustainably sourced from *trustea*’.

8. Requirements for using *trustea* brand/ logo

The *trustea* Logo may be used for internal or external communications pertaining to *trustea*. Use of this logo is restricted to communications issued by *trustea* itself, and in cases where the logo is used to promote a relationship or collaboration with *trustea*, the logo must be accompanied by an approved statement mentioning the nature of relationship with *trustea*.



The following coloured logo (in its original form) should be used where ever possible.



In case it is difficult to use the colored logo, either of the following logos (black and white) might be used.



8.1 Placement of the logo

- The *trustea* logo should be placed in such a way that it does not compete with existing text, graphics or images, or any other certification marks. The *trustea* logo should be positioned to maximize visibility and recognition.
- Towards ensuring high visual impact of the *trustea* logo, a space around the logo corresponding to the height of 't' must be maintained across all four sides of the logo. No other elements should appear in this space



8.2 Background of the logo

Background colours and patterns should not appear through the *trustea* logo. The *trustea* logo must be set on a white interior background, with a white outline around the edge to ensure it stands out from the background. The *trustea* logo should be set within a white or neutral box with an approved qualifying statement. The text should be at least 50 percent of the size of the logo and appear within the box.



8.3 Colour of the logo

The specified colour for the *trustea* logo needs to be maintained. The pantone shade for the *trustea original* logo (i.e. coloured) is 7496 EC and 383 EC or the equivalent RGB or CMYK values, as specified below. For details on colour of other logo (black and white), *trustea* communication team may be contacted.



For Print (CMYK)

C 50
M 06
Y 99
B 42

For Screen & Web
(RGB)

R 88
G 123
B 38



For Print (CMYK)

C 35
M 00
Y 100
B 20

For Screen & Web
(RGB)

R 146
G 175
B 43

8.4 File formats of the logo

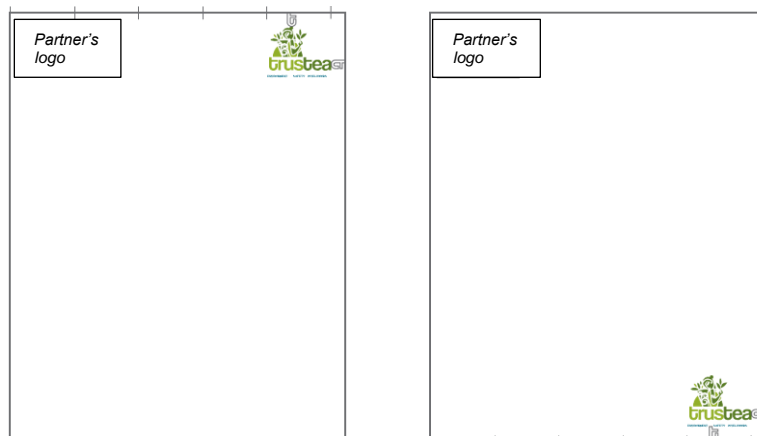
The following file formats should be used for *trustea* logo.

- EPS – Optimum format for printing purposes
- JPG – Most favourable for websites and low-resolution applications although does not retain transparency
- GIF – Best used in word documents and retains transparency

8.5 Placements of *trustea* logo in Word file format

The horizontal space will be divided into 5 segments. The *trustea* logo will occupy a 1:5 area, and may be placed at the top right or bottom right corners of the layout.

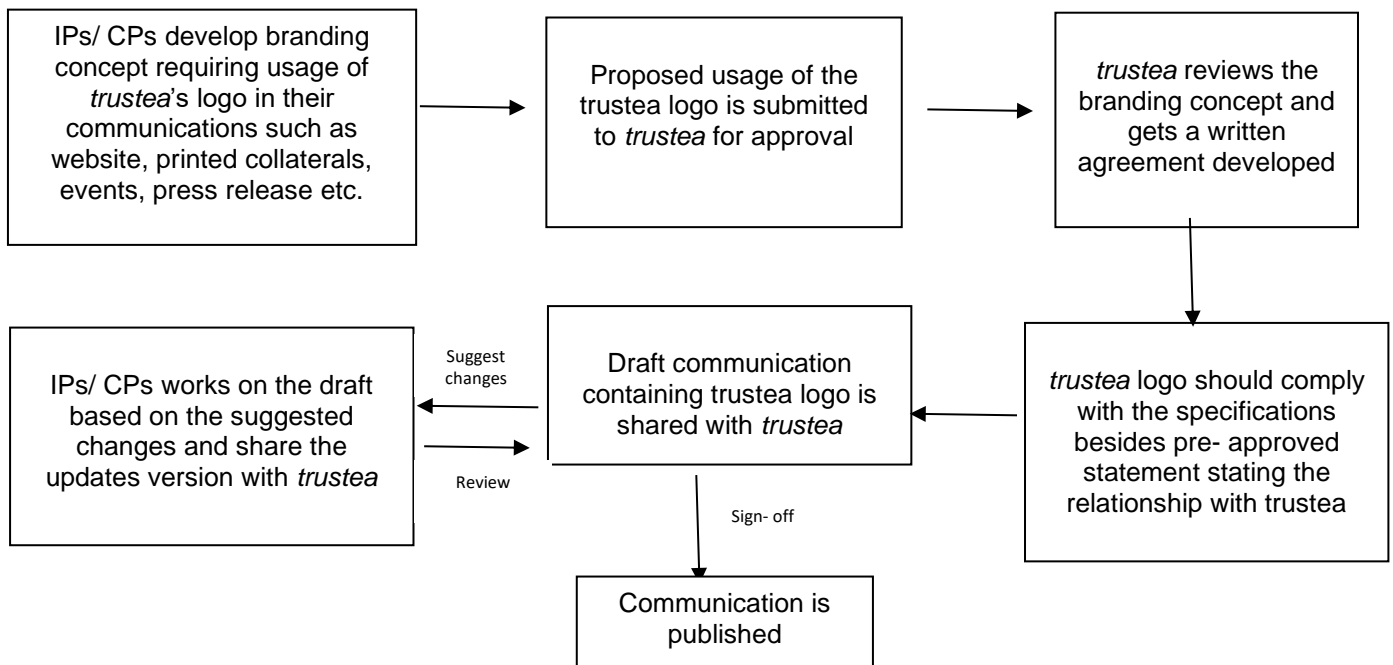
If the logo is placed on the top right/ bottom corner, the area above/ below and to the right of the logo must maintain a space corresponding to the height of the 't' as appearing in the *trustea* logo, as illustrated below:



8.6 Approval process for the use of *trustea* logo

For usage of *trustea*'s logo, the approval process depicted below should be followed by IPs/ CPs:

- (a) IPs/ CPs may develop branding concept requiring usage of *trustea*'s logo in their communications such as website, printed collaterals, events, press release etc.
- (b) Subsequently, the IPs/ CPs are expected to email the draft plan having the proposed usage of *trustea* logo for approval to comms@trustea.org. Any usage of the *trustea* logo requires written pre-approval over email.
- (c) *trustea* reviews the branding concept and gets a written agreement developed. In case some elements/ information are missing or incorrect, the IPs/ CPs is notified by *trustea* through e-mail.
- (d) Draft communication containing *trustea* logo is shared by IPs/ CPs with *trustea* for reviewing.
- (e) *trustea* makes every effort to review and respond to submission latest by three working days.
- (f) Once the promotional piece is in compliance with all of the elements required by the rules and guidelines, *trustea* sends formal approval to the IPs/ CPs with a copy of the approved usage of the logo.
- (g) The IPs/ CPs must retain a copy of the documented approval as it may be requested by *trustea* in the future.

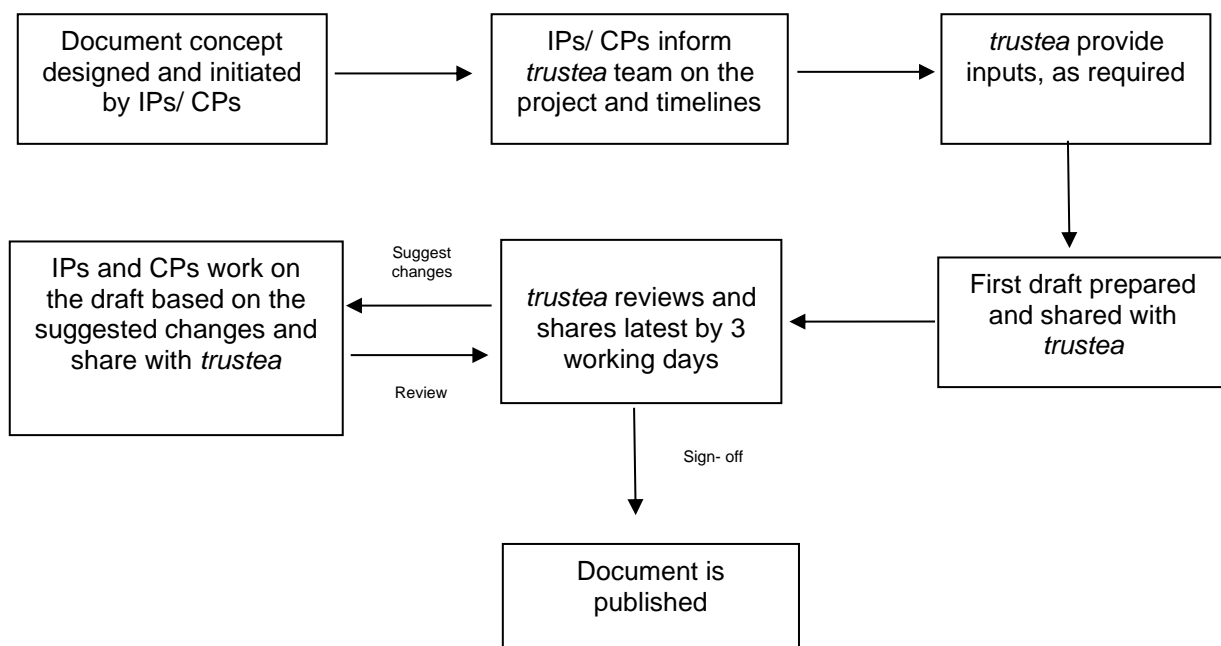


Note: An entity interested in using trustea's logo must fill and email the form provided at 'Annexure A' to comms@trustea.org and akumari@trustea.org. The entity must adhere to trustea's Communication and Branding Guidelines. Approvals are for one-time use only; subsequent use of the logo will need to be requested on a new form.

9. Process for developing communication materials

While developing external communication materials pertaining to *trustea*, IPs/ CPs should work in collaboration with *trustea*. The process depicted below should be followed for developing a communication material.

- (a) IPs/ CPs may develop and initiate design concept.
- (b) Subsequently, the IPs/ CPs are expected to email the concept design with the timelines to comms@trustea.org.
- (c) *trustea* reviews the branding concept and gets the written agreement developed. If any required elements are missing or incorrect, the IPs/ CPs is notified by *trustea* via e-mail.
- (d) Draft communication is shared by IPs/ CPs with *trustea* for reviewing.
- (e) *trustea* makes every effort to review and respond to submission latest by three working days.
- (f) The IPs/ CPs edit as necessary and send the revised material for another review.
- (g) Once the promotional piece is in compliance with all of the elements required by the rules and guidelines, *trustea* sends formal approval to the IPs/ CPs with a copy of the approved usage of the logo. The IPs/ CPs must retain a copy of the documented approval as it may be requested by *trustea* in the future.



10. Social media guidelines

While posting content related to *trustea* program over social media platforms such as LinkedIn and Twitter, the following handles of *trustea* may be referred:



LinkedIn: @trustea Sustainable Tea Foundation

Twitter: @TrusteaF

The following guidelines may be referred to, while tagging *trustea* on social media platforms:

- Nature of relationship with *trustea* should be declared.
- Confidential content should never be posted.
- Laws and regulations should be complied with particularly those governing intellectual property rights, including copyrights and trademarks.
- Any defamatory, offensive or derogatory content should be avoided.
- Any misleading content should be corrected/ removed as quickly as possible

11. Mention of *trustea* over stakeholder's website

While posting content related to *trustea* program over stakeholder's website, The following guidelines may be referred to:

- Nature of relationship with *trustea* should be declared.
- Confidential content should never be shared.
- Laws and regulations should be complied with particularly those governing intellectual property rights, including copyrights and trademarks.
- The page should be hyperlinked to *trustea's* webpage.

12. Queries on communications

Any communications pertaining to *trustea* may be directed to comms@trustea.org



'Annexure A'

Form for requesting *trustea*'s logo usage

An entity interested in using *trustea*'s logo must fill and email this form to comms@trustea.org and akumari@trustea.org. The entity must adhere to *trustea*'s Communication and Branding Guidelines. Approvals are for one-time use only; subsequent use of the logo will need to be requested on a new form.

Organisation's Name: _____

Organisation's address: _____

Email Id: _____

Contact number: _____

Format of the logo required: _____

Mention the nature of relationship with *trustea*:

Explain in detail why a logo is being requested (how it will be used):

Date of request: _____