THE SUSTAINABILITY PLEDGE
TRACK IT, TRACE IT, WEAR IT!

BRAND GUIDELINES
THE LOGOTYPE
The Sustainability Pledge was created in an effort to enhance the traceability and transparency of the garment sector value chains.

The symbol draws from this idea of “leaving a trace” and “taking responsibility”, using a feature of the human body everyone can immediately link these abstract ideas to – fingerprints. A line begins at the end of each swirl of the fingerprint, connecting it to others.

Similarly, making the symbol into a roundel is a means to evoke a host of associations and meanings – the world, circularity, connection.
THE SUSTAINABILITY PLEDGE
Track it, Trace it, Wear it!

Name:

Roundel:

Tagline: TRACK IT, TRACE IT, WEAR IT!

Motto: United for greater traceability, transparency and circularity in the garment and footwear sector
THE LOGOTYPE

The logotype’s main purpose is to provide an immediately recognisable key visual element. In order to prevent an incorrect use of the logo, which may affect its communicative effectiveness, please always refer to the guidelines in this section.

PLACEMENT
The logo should preferably be placed in the top-left corner. However, adjustments are possible when necessary.

COLOUR
The logo should always appear as shown (see colour section for more details), to safeguard its recognisability.
THE SUSTAINABILITY PLEDGE LOGOTYPE USAGE POLICY

GENERAL INFORMATION
The intended purpose of The Sustainability Pledge logo is to signal that an entity has committed to implementing the UNECE policy recommendations, standards, guidelines and tools to advance traceability and transparency of sustainable and circular value chains in the garment and footwear industry. The Sustainability Pledge logo should only be used by the entities joining The Sustainability Pledge and should not be used to suggest general endorsement of any activities separate from The Sustainability Pledge. UNECE may cancel, modify, or change the terms of this policy without notice to the logo user. The use of The Sustainability Pledge logo implies acceptance of, and agreement with, the terms of this policy.

REQUIREMENTS
Each entity wishing to use The Sustainability Pledge logo has to comply with the following requirements:
1. Submit an official commitment to The Sustainability Pledge.
2. Receive an email from the UNECE secretariat with a confirmation allowing the entity to use The Sustainability Pledge logo.

USAGE OF THE LOGO
The logo can only be used to demonstrate the entity’s officially declared commitment to The Sustainability Pledge. Using The Sustainability Pledge logo will be subject to the conditions included in the following sections.

CONDITIONS OF USE
The use of the logo is under the sole responsibility of the authorized entity, in compliance with the rules and conditions set out within this document. UN/CEFACT, UNECE and the UN in general shall be held harmless for any misuse of the logo by entities outside of the UN. Logos may not be used in an ambiguous way, such as:
- Mischaracterizing the relationship between the entity and UN/CEFACT, UNECE or the UN in general; the use of the logo is intended to underline the commitment of the entity to using The Sustainability Pledge toolbox and so should not lend towards an interpretation of endorsement, approval, sponsorship, or certification by UN/CEFACT, UNECE or the UN.
- Discrediting or tarnishing the reputation and goodwill of UN/CEFACT, UNECE and the UN in general.
- Infringing upon, diluting, depreciating the value or impairing the rights of UN/CEFACT and UNECE.
- Using in any manner that is false or misleading.
- Using in connection with any pornography, illegal activities, or other materials that are defamatory, libellous, obscene, or otherwise objectionable.
- Using in any manner that violates the trademarks, copyright, or any other intellectual property rights of others.
- Using in any manner that violates any laws, regulations, or other public policy.
- The name, emblem or trademarks of UNECE, UN, or any of its subsidiaries, and/or affiliates, or any abbreviation thereof shall not be used in connection to the logo including in any publication or public document unless pre-approved by the UNECE secretariat.

COMPLIANCE AND TERMINATION
Any entity, if requested by the UNECE secretariat, shall provide samples of any materials that include The Sustainability Pledge logo for purposes of determining compliance with this policy. Any use of “The Sustainability Pledge” word marks and/or logos not in compliance with this policy is not authorized. If the user logo violates the rules in this policy, the user logo must cease and desist from all use of any “The Sustainability Pledge” word marks and/or logos, regardless of the uses otherwise allowed in this policy. In addition, the UNECE secretariat can request at any time that the entity discontinue the use of The Sustainability Pledge logo without prejudice. The entity will have one week to remove all uses of the logo from its websites and other dematerialized supports and three months to discontinue the use of the logo from all physical (paper) uses of the logo.

For any question or clarification, please email sustainabilitypledge@un.org
COLOUR ALTERNATIVES

In case the coloured version cannot be used, The Sustainability Pledge logo should appear in black. If the logo is placed against a dark background, however, it should appear in white in order to preserve its visibility.
THE LOGOTYPE

In order to preserve the visual autonomy of the logo, it is necessary to leave a certain amount of clear space around it. The minimum amount of clear space is equal to 25% of the logo’s height above and below, and 10% of its width to the right and left, as shown here.
THE SUSTAINABILITY PLEDGE

Track it, Trace it, Wear it!

United for greater traceability, transparency and circularity in the garment and footwear sector

THE LOGOTYPE

OPTIONS

The full version of The Sustainability Pledge logo should constitute the roundel, the name (The Sustainability Pledge) and tagline (TRACK IT, TRACE IT, WEAR IT!) as standard. A tagline-free version is available, however, should the chosen format be too small for the standard version to be legible. The roundel can also appear alone where needed, but it should never be used as an alternative for the full logo.

Please refer to the guidelines shown to the right.
THELOGOTYPE

When used in tandem, the UNECE logo and The Sustainability Pledge logo should be horizontally aligned.

Whether the full version or the tagline-free version of the logo is used, the space between the two logos should be equal to the “The” in The Sustainability Pledge logo.

Please refer to the guidelines shown to the right.
THE SUSTAINABILITY PLEDGE

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THE LOGOTYPE

SUGGESTED SIZES

Here are some suggested sizes for using The Sustainability Pledge logo on some of the more common paper formats. In instances where a non-standard format is used, the suggested course of action is to scale proportionally from the closest standard size.
MINIMUM SIZE

To preserve its recognisability and legibility, The Sustainability Pledge logo should never be printed smaller than the following minimum sizes:
- 28mm for the full logo.
- 25mm for the tagline-free logo.
- 6mm for the roundel.
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THE LOGOTYPE

THE LOGOTYPE DON'TS

In order to minimise the risk of misuse, we compiled a list of common examples of incorrect use of the logo that we should all strive to avoid. Although we endeavoured be as thorough as possible, this list does not exhaust all possibilities, so please be careful.
- Do not stretch the logo in either direction.
- Do not alter the proportional relations between the elements.
- Do not alter the relative position of the elements in any way.
- Do not tilt or rotate the logo.
- Do not rotate the roundel around itself.
- Do not add drop shadows.
- Do not extrude or bevel the logo.
THE LOGOTYPE

-DON'TS

- Do not outline the logo, nor any of its elements.
- Do not put the logo in an outline box. When using the logo against a full-coloured box, make sure it is in one of the specified colours.
- All the elements composing the logo should be in the same colour.
- Do not use colours that are not specifically allowed for the logo.
- Do not alter the fonts of the logo’s text elements.
THE SUSTAINABILITY PLEDGE

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THE LOGOTYPE

LOGO AGAINST A BACKGROUND IMAGE

When The Sustainability Pledge logo is used against a background image, steps need to be taken in order to ensure and preserve its legibility.
Should the image interfere with the logo’s legibility, please consider cropping the image, changing the logo’s placement, applying a gradient between the two, darkening or lightening the image.
Should all these methods fail, please consider changing the image.
THE LOGOTYPE

LOGO AGAINST A BACKGROUND IMAGE - DON'TS

Here are some examples where The Sustainability Pledge logo’s legibility is negatively affected by the background image.
THE LOGOTYPE

When used alone, the roundel can be rendered in the entirety of The Sustainability Pledge Colours.
When The Sustainability Pledge’s logo is used in association with a brand or institution’s logo, the two should be horizontally aligned. There should be an element of separation between them (e.g. a vertical line), with an amount of clear space equal to the “The” in The Sustainability Pledge logo on either side. Please refer to the guidelines shown to the right.
COLOURS
THE SUSTAINABILITY PLEDGE

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THE SUSTAINABILITY PLEDGE
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COLOURS

PRIMARY PALETTE

The Sustainability Pledge Blue

The Sustainability Pledge Gold

UNECE Blue

THE PALETTE

The Sustainability pledge’s primary palette is composed of three colours. SDG number 17 (Partnerships for the Goals) was the source of inspiration for the main colour, The Sustainability Pledge Blue, which can also be found in the logo. SDG 12 (Responsible Consumption and Production) and the UNECE logo, functioned as sources of inspiration for the two secondary colours, The Sustainability Pledge Gold and UNECE Blue, respectively.

PANTONE

Most printers operate using the Pantone Matching system (PMS), therefore Pantone values should be the preferred reference for printing.

CMYK

CYMK values should be used in the event that Pantone inks are unavailable, as they provide the most accurate approximation.

RGB

RGB values are most suitable for screen-based applications.

HEX

Hex values should be used when defining colours online.
In instances that require a combination of full-coloured and toned-down versions of the main palette, please refer to the guidelines to the right for the lighter colours. Earlier specified instructions regarding the use of Pantone, CMYK, RGB, and Hex values still apply.
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COLOURS

SECONDARY PALETTE

ADDITIONAL COLOURS

In addition to the main palette, a number of secondary colours have been selected for use in relation to The Sustainability Pledge. They are derived from SDGs 5 (Gender Equality), 6 (Clean Water and Sanitation), 8 (Decent Work and Economic Growth), 9 (Industry, Innovation and Infrastructure), 10 (Reduced Inequalities), 13 (Climate Action), 14 (Life Below Water), 15 (Life on Land).

As with the main palette, toned-down versions of the colours are also made available for instances where a combination of fuller and softer tones is required.
TYPOGRAPHY
### TYPOGRAPHY

<table>
<thead>
<tr>
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<th>Font Family</th>
<th>Sample</th>
</tr>
</thead>
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</tr>
<tr>
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<td>Public Sans</td>
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</tr>
<tr>
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<tr>
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<tr>
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<td>Public Sans</td>
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</table>

**PUBLIC SANS TYPEFACE**

Public Sans is The Sustainability Pledge's chief font, to be used for all printed and digital communication (except specified cases). It should be employed for both headline and body copy texts. Public Sans is a strong, neutral typeface for interfaces, text, and headings.
**THE SUSTAINABILITY PLEDGE**  
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United for greater traceability, transparency and circularity in the garment and footwear sector

**TYPOGRAPHY**

<table>
<thead>
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</tbody>
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**BARLOW CONDENSED TYPEFACE**

When the need arises (particularly big titles; for emphasis; in the event a narrower script is needed…) it is possible to use Barlow Condensed.

Barlow is a slightly rounded, low-contrast, grotesk type family. Drawing from the visual style of the California public, Barlow shares qualities with the state’s car plates, highway signs, busses, and trains.
## TYPOGRAPHY

<table>
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### ARIAL TYPEFACE

Usage of Arial and Arial Narrow should be limited to instances in which both Public Sans and Barlow Condensed happen to be unavailable.
THE SUSTAINABILITY PLEDGE
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United for greater traceability, transparency and circularity in the garment and footwear sector

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When choosing the colours for a text, it is important to take the background colours into account. To the effect of achieving optimal legibility, an ideal tactic would be maximizing the contrast between the text and the background. It is possible to test background/text combinations for accessibility on https://webaim.org/resources/contrastchecker/ While this system can be used to provide a rough estimate for printed texts as well, it is important to note that printed colours are often different from how they appear on the screen. Some examples of successful colour combinations with black, white, and The Sustainability Pledge Blue texts are available on the right.
APPLICATIONS

PATTERNS

Fingerprints represent our effort at traceability, the responsibility all of us who undertake the Pledge are willing to claim with regards to our processes and products, and ultimately our endeavour towards sustainability. An effort, however, that is only possible because many realities come together, and that is where the idea of our “network of fingerprints” comes from. They may connect in different ways, forming different patterns, but what matters is that they are willing to make the effort – together.
APPLICATIONS

ROLL-UP

A sample 2m roll-up is made available to the right, shown next to a person's silhouette for scale. The roll-up presents The Sustainability Pledge logo and motto, a possible pattern combination, and the logos of partner institutions.
APPLICATIONS

POSTER
Sample posters are made available to the right, showing The Sustainability Pledge logo and motto, possible pattern combinations, and the logos of partner institutions.
THE SUSTAINABILITY PLEDGE
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APPLICATIONS

TAGS
Sample paper/carton tags displaying The Sustainability Pledge logo are shown to the right. Below the logo, a QR code empowers the consumer to trace all the companies that contributed to the creation of the garment.
THE SUSTAINABILITY PLEDGE

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APPLICATIONS

TAGS

A sample eco-leather tag displaying the Sustainability Pledge logo is shown to the right. To the side of the logo, a QR code empowers the consumer to trace all the companies that contributed to the creation of the garment.
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APPLICATIONS

THE SUSTAINABILITY PLEDGE

Track it, Trace it, Wear it!

PILOTING THE APPROACH
WITH BLOCKCHAIN AND DNA TRACING TECHNOLOGY

The garment and footwear industry

TOOLBOX

POLICY

Recommendation n°46
Enhancing traceability and transparency of sustainable value chains in the garment and footwear sector
February 2021

CALL TO ACTION

Call to Action for Traceability, Transparency, Sustainability and Circularity of Value Chains in the Garment and Footwear Sector
March 2021

PILOT

Policy Brief
Harnessing the potential of blockchain technology for due diligence and sustainability in cotton value chains
Policy brief, April 2021

STANDARD

Business Requirements Specification, Part 1
BRS for Traceability and Transparency in the Textile and Leather Sector, Part 1 - High-Level Process and Data Model
February 2021

Business Requirements Specification, Part 2
BRS for Traceability and Transparency in the Textile and Leather Sector, Part 2 - Use Cases and CCBDA Data Structures
February 2021

Use Cases and CCBDA Data Structure
Draft Recommendation on Code Lists and Identifiers for the Textile and Leather Sector
April 2021

Business Process Analysis, Leather
Business Process Analysis for Sustainability and Circularity in the Leather Value Chain

Business Process Analysis, Textiles
Business Process Analysis for Sustainability and Circularity in Textile Value Chains

POWERPOINT

Here are some examples of how to use The Sustainability Pledge logo in a presentation.
APPLICATIONS

Here you can find sample still frames, showing how to properly incorporate The Sustainability Pledge logo in videos.
THE SUSTAINABILITY PLEDGE

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APPLICATIONS

BUSINESS CARD

Here is a sample business card
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APPLICATIONS

Ref. no. ABC/DEF/2021/123

01 July 2021

PROJECT MANAGER
RATT DE LA SAN

01 July 2021

THE SUSTAINABILITY PLEDGE
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Pitches and Ideas, 151 Geneva 10, Switzerland
+41 22 917 73 11 - https://www.sustainabilitypledge.org

HEAD PAPER

Here is an example of
headed paper
APPLICATIONS
THE SUSTAINABILITY PLEDGE

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APPLICATIONS

FACE MASK

Here are some examples of face masks
APPLICATIONS

Here are some suggestions for using The Sustainability Pledge logo in screenings.
APPLICATIONS

SOCIAL MEDIA POSTS
Here are some examples of social media posts.
APPLICATIONS

WEBSITE BANNERS

Here are some examples of website banner options
COMMUNICATION ADVICE

Social media

To share news of your entity’s participation in The Sustainability Pledge, share the social media cards and materials distributed through The Sustainability Pledge mailchimp account and available online at www.thesustainabilitypledge.org.

On social media, tag @UNECE and use the hashtag #TheSustainabilityPledge.

Online

Website banners are also available for insertion in your website, and can be requested from the UNECE team by emailing sustainabilitypledge@un.org.

Suggested texts

On your commitment:

*insert entity name* have made our commitment to The Sustainability Pledge from UNECE, to improve sustainable and ethical practices in the garment and footwear sector and support the transition to a less wasteful and more circular economy.

Summary of The Sustainability Pledge

The Sustainability Pledge is a series of policy recommendations, guidelines and standards that enable industry actors to authenticate their sustainability claims. Companies, governments and other organisations can commit to implementing these UNECE-brokered solutions and declare their actions by signing up to The Sustainability Pledge.
For questions and requests regarding The Sustainability Pledge brand components, please contact UNECE using the email address: sustainabilitypledge@un.org