



## Mission Statement

Cotton LEADS™  
is a program that is committed to  
responsibly-produced cotton.



This document has been created  
for partners to advance the mission  
of Cotton LEADS™ with visual  
consistency and a high level of  
quality.

When the brand is displayed  
correctly, we create awareness  
and actually start to accelerate  
the growth and strength of  
our message.

# Logo & Logotype

## Logo Mark

The single icon was inspired from the shape of a single cotton seed. Within that seed are bands of color that represent the rows of a field and the importance of spreading the Cotton LEADS™ message.

Also, those six bands of color signify the five core principles of the program and the central or core circular shape represents Cotton LEADS™ itself.

## Logotype

The Avenir font was chosen for its modern feel and versatility.

**LEADS** is bold and oblique to show forward movement.



# Logo & Logotype Clear Space

## Logo & Logotype Clear Space

To assure the brand properly stands out, clear space has been established to keep the mark free of any text or graphic elements.

Clear space is measured by the larger capital letter height in the logotype as illustrated on this page. The minimum clear space is 1X on all sides of all layouts.



# Logo & Logotype

## Approved Layouts: Color

### Logo & Logotype

On this page are the four approved layouts for Cotton LEADS™ color logo.

Logotype words should be all caps and always have the TM superscript in the accepted layouts provided.



The complete logo and logotype.



Logotype only.



Horizontal logotype option.



Logomark only.

# Logo & Logotype

## Approved Layouts: Black and White

### Logo & Logotype

On this page are the approved layouts for Cotton LEADS™ black and white logo variations.

These black and white layouts should have a limited use. Use the full color version where possible.

Logotype words should be all caps and always have the TM superscript in the accepted layouts provided.



Black boxes are not part of layouts.

# Logo & Logotype

## Incorrect Layouts and Use

### Logo Use

These examples show layouts that do not adhere to guidelines for configuration, color and clear space.



Do not rotate the logo layouts.



Do not employ graphic effects such as a bevel, emboss, outer glow, or drop shadow.



Do not skew or distort the logo layouts.



Do not place the logo on a "busy" background that diminishes visibility.



Do not place the logo in a confined border, as when attempting to recreate a patch or label.



Do not reconfigure the logo elements, or use either one without the other.

# Logo & Logotype

## Approved Usage Guidelines

### Guidelines

The Cotton LEADS™ trademark can only be used by Partners approved by the Cotton LEADS™ Operating Committee and who have executed a Trademark Licensing Agreement.

The Cotton LEADS™ trademark can only be used on approved Partner and Founder business-to-business marketing materials and activities (e.g. websites, brochures, presentations, conference materials, etc.)

The Cotton LEADS™ trademark should NOT be used on:

- any product (e.g. hangtags, packaging)
- any consumer facing materials

### Logo Ownership

Cotton LEADS™ is a joint program initiated by Cotton Incorporated, in conjunction with its affiliates Cotton Australia, National Cotton Council, and Cotton Council International, to promote awareness among retailers, brands, and manufacturers of responsible cotton production practices.

When using the trademark, the following ownership language should be used: CottonLEADS™ is a registered trademark.

Materials bearing the Mark, including use of the Mark on Licensee's website, must be submitted to Cotton Incorporated for approval prior to production or publication of materials. Furthermore, Licensee agrees that any modification to the approved materials must be submitted to Cotton Incorporated prior to using the Mark in production.



# Specified Colors

## Primary Colors

Used throughout the world, the Pantone Matching System® gives graphic designers, printers and others the ability to replicate colors on press with great accuracy.

Some papers are coated to achieve a matte, glossy, or satin finish while other papers are uncoated.

Pantone color selections can be optimized for each paper type. This page shows our Pantone recommendations for coated paper as well as CMYK builds and sRGB colors for optimal screen viewing.

**PMS 7737c**  
CMYK 64 15 100 1  
sRGB 107 165 57

**PMS 2299c**  
CMYK 42 0 100 0  
sRGB 164 210 51

**PMS 7730c**  
CMYK 75 21 78 5  
sRGB 75 149 96

**PMS 2241c**  
CMYK 69 19 47 1  
sRGB 88 162 145

**PMS 2232c**  
CMYK 58 16 29 0  
sRGB 113 176 180

**PMS 629c**  
CMYK 34 0 9 0  
sRGB 163 220 230

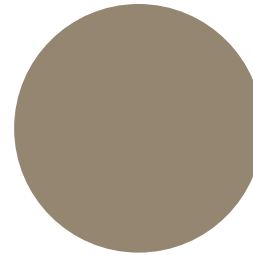


# Specified Colors

## Secondary Colors

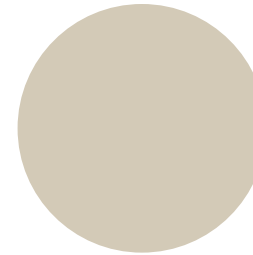
The six primary colors (on previous page) should be used in the majority of a design or page layout. These colors are the building blocks of Cotton LEADS™. They also work harmoniously with the secondary colors to make a defining palette.

The secondary colors provide the flexibility needed when using (and coloring) design elements such as type, graphics, artwork or photography. In addition, they help ensure consistency; use of these complementary colors in place of others will help establish a distinct and readily recognized look for Cotton LEADS™.



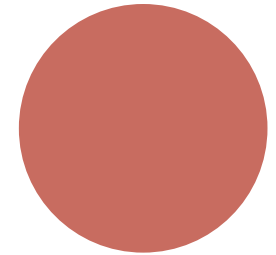
PMS 7531c  
earth

CMYK 0 10 27 50  
sRGB 148 134 113



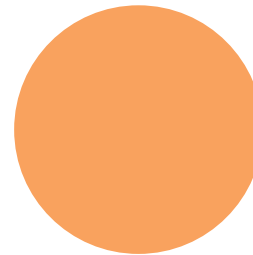
PMS 7535c  
clay

CMYK 0 3 15 20  
sRGB 211 202 183



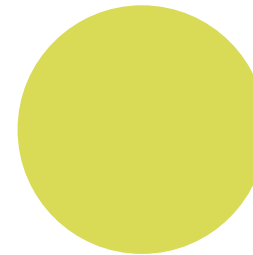
PMS 7607c  
blush

CMYK 18 68 60 3  
sRGB 200 108 96



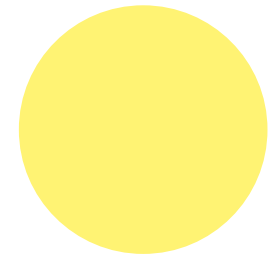
PMS 157c  
sun

CMYK 0 43 70 0  
sRGB 249 162 94



PMS 584c  
green citrus

CMYK 12 0 79 6  
sRGB 217 218 85



PMS 3935c  
yellow glow

CMYK 1 0 68 0  
sRGB 255 243 115

# Approved Fonts

## Approved Fonts

Two corporate typefaces or fonts have been selected to provide a uniform and recognizable look for Cotton LEADS™ communications: Avenir and MemphisT.

The primary font - Avenir - should be used in headlines and body copy.

The secondary typeface - Memphis - is best suited for information callouts and in graph displays. Thin, bold, italic and other variations are all acceptable for use.

### Body Copy Font:

Avenir Light  
*Avenir Light Oblique*  
Avenir Book  
**Avenir Roman**  
*Avenir Book Oblique*  
*Avenir Oblique*  
Avenir Medium  
*Avenir Medium Oblique*  
**Avenir Black**  
***Avenir Black Oblique***  
**Avenir Heavy**

Rules:  
Smallest font size 7pt

### Headline/Graphic Font:

Memphis T Extra Light  
Memphis T Light  
**Memphis T Medium**  
**Memphis T Bold**

Rules:  
Smallest font size 7pt

# Approved Usage in Copy

## Headline Copy

When used in headlines, Cotton should always be uppercase. LEADS should always be uppercase, italicized, and bolded followed by a superscript(TM). Where possible, stylized version (horizontal logotype option) should be used in Avenir font.

## Body Copy

When used in body copy, Cotton should always be Title Cased and LEADS should always be uppercase followed by a superscript(TM).

Example of Headline Copy:

COTTON **LEADS**<sup>TM</sup>

**COTTONLEADS**<sup>TM</sup>

Example of Body Copy:

Cotton **LEADS**<sup>TM</sup>

COTTON  
LEADS™ 