

Annexe 2.1: Our Logos

All rules in this section are applicable to the logo use of all logo types in all circumstances.

Use of the Better Cotton Member Logo and URL falls into the category of Basic Claims when used via any channel, excluding on or associated with products. (For use of the Better Cotton On-Product Logo on or associated with products, see section 5 'On-Product Mark'.

When used in marketing and communications collateral as a Basic Claim (excluding business cards and e-mail signature use), the standard Better Cotton logo must be used.

[Downloads here](#)



Annexe 2.1.1 Better Cotton Member Logo

[Downloads here](#)



BetterCotton.org/MassBalance

Annexe 2.1.2 Better Cotton On-Product Logo

When used on or associated with a product, the 'Better Cotton On-Product Logo' logo must be used. A version of this logo is available in French. The translation of the logo into other languages must first be approved by Better Cotton.

To check eligibility to use the On-Product Logo and request a logo please send a request to claims@bettercotton.org

Annexe 2.2: Clearspace

For maximum impact, our logos should always be prominent and legible.

The clearspace gives our logos enough room to make this impact, and not be compromised by other design elements.

The bowl of the big “b” in our logo is used to define the clearspace zone. No text, imagery or graphic element should enter this space.

This is the minimum clearspace. Wherever possible, leave more.



When used as an On-Product Mark and therefore in conjunction with supporting claims, the clearspace minimum requirement is reduced, as per this illustration. No text, imagery or graphic element should enter this space. This rule only applies to On-Product Mark supporting text claims.



Annexe 2.3: Misuse

Our logo must always be used consistently and correctly to provide maximum impact.

Here are eight illustrations of incorrect ways to apply our logo.

To minimise incorrect logo use, always use the master logo artworks supplied, and never try to recreate our logos yourself.



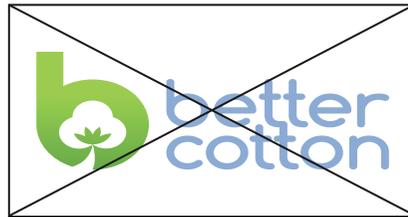
Front

Back



Reconfiguration

Never reconfigure our logo.



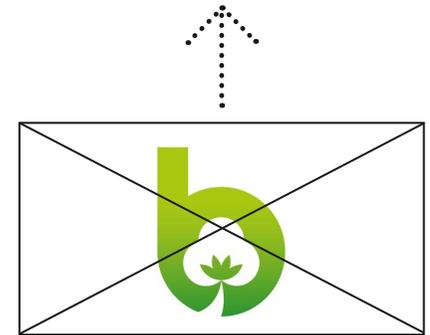
Non-proportional scaling

Never stretch or distort our logo in any way.



Outlines

Never put a stroke or outline on our logo.



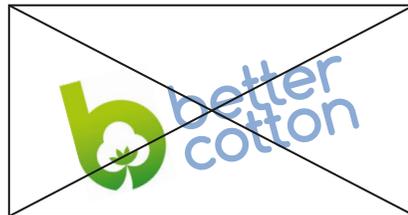
'b' portion of the logo

Never use the 'b' iconic portion of the logo on its own, unless the complete logo also appears somewhere else on the same document / product. See page above for examples.



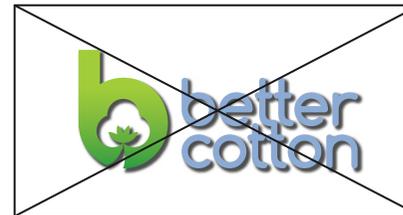
Colours

Never change the colours on our logo.



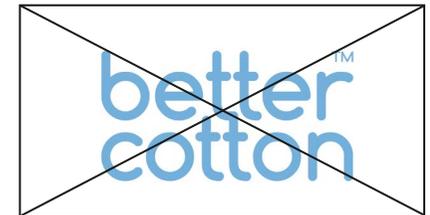
Rotation

Never rotate our logo.



Drop Shadows

Never apply an obvious drop shadow to our logo.



Better Cotton type portion of the logo

Never use the Better Cotton type portion of the logo on its own.

Annexe 2.4: Colours, Sizing and Backgrounds

Annexe 2.4.1 Colours

The Better Cotton logo can be used in black, white or full colour.

Annexe 2.4.2 Colour Priorities

The preference is always for the full colour logo to be used where this does not compromise the design aesthetic.

When used alongside the whiteout or black version of other logos, the corresponding colour of Better Cotton logo should be used.



Annexe 2.4.3 Sizing

The minimum sizing for print is 17mm width. For digital use, when used on the same packaging or document as the logos of other sustainability standards or identity cottons, the logo should be scaled correspondingly.



Minimum Size = 17mm width

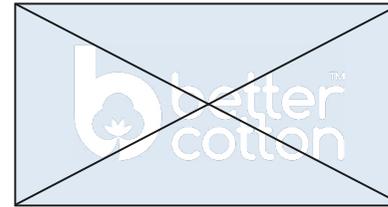
Annexe 2.4: Colours, Sizing and Backgrounds

Annexe 2.4.4 Backgrounds

For legibility purposes, our logo should always be used on high contrast backgrounds and never on patterned backgrounds.

The examples on the left hand side show backgrounds that offer poor contrast for the selected logo. These should be avoided in favour of backgrounds that offer higher contrast such as the adjacent examples.

Never use the full colour logo on a photographic background.



Annexe 2.5: Boxed with Text

For OPM use, members are free to create their own artworks using the guidance in this document, but may wish to use a ready formatted artwork.

Boxed logo and text may be used in on any colour background, however, the inside of the tab must remain white or in line with the background rules within this document.

Request logo and check eligibility by emailing claims@bettercotton.org.





Better Cotton exists to help cotton communities survive and thrive, while protecting and restoring the environment

For claims enquiries, contact claims@bettercotton.org.