



betterTM
cotton

Supplier and
Manufacturer
Member
Claims Toolkit

Version 1.0 – 2022



Table of Contents

Introduction	3
Ready-to-use claims	4
Logo use	5
Ready-to-use materials	7
Creating your material	8
Example stand-up banner	9
Example poster	10
Example landscape banner	11
Using Illustrator	12



Introduction

As a Better Cotton Supplier and Manufacturer Member, we recognise that you may wish to promote your membership to your customers and let them know that they can source Better Cotton through you. This short toolkit provides you with the tools and information you need to create materials and communicate well, whether you wish to communicate via your website or create print materials that can be tailored to your needs.

This document serves as high level guidance for the production of communications and marketing materials. It does not replace the comprehensive guidelines in the form of the [Better Cotton Claims Framework V3.0](#), which all Better Cotton Members are contractually obliged to follow.

Who Is This Toolkit For?

This toolkit is aimed at Better Cotton Supplier and Manufacturer Members. Note that if you're unclear as to whether your company holds a Better Cotton Membership, you can check on the ['find members'](#) page of our website or contact helpdesk@bettercotton.org. Non-member Better Cotton Platform users, or other non-member supply chain actors, do not have permission to use the Better Cotton Logo or access the materials in this toolkit.

Misleading Claims

Legislation around green claims is rapidly evolving. Fast. It's important that the messages you use to promote your Better Cotton membership don't confuse your customers, potentially resulting in misleading or entirely inaccurate claims being made to consumers. Not only can misleading claims result in large fines, they also undermine the credibility of Better Cotton and could, in time, affect our ability to deliver our mission.

Chain of Custody

Due to the Chain of Custody model we use (Mass Balance Administration), we are unable to verify that Better Cotton is present in an end product, or anywhere in the supply chain after gin level. This is why you will hear us talking about cotton 'sourced as' Better Cotton, as opposed to the cotton a Member uses. This is not only true of end products, but of any product in the supply chain.

- 🚫 Claims cannot be made that suggest Better Cotton is physically traceable.
- 🚫 Logos or claims of content can never be applied to any products in the supply chain.
- 🚫 Country of origin claims are not allowed in marketing and communications to your customers.

On-Product Claims

As a Better Cotton Supplier and Manufacturer member, you are able to use the 'Better Cotton Member' logo, except not on products (including end products or cotton products within the supply chain; see pages 5-6 for logo use guidelines). A Better Cotton On-Product Mark does exist, however, this was created with the intention of allowing eligible Retailer and Brand Members to communicate their commitment to and investment in Better Cotton, directly to consumers of end products.

It is always the responsibility of the member using the on-product mark to design and gain approval for the mark from Better Cotton. This is not the responsibility of the Supplier and Manufacturer Member.

You may receive requests from your customers to print a Better Cotton On-Product Mark. If you are unsure if your customer is a Better Cotton Retailer and Brand Member with permission to use the mark, please ask us.

EXCEPTION:

If you are a Supplier and Manufacturer Member who has retail activities (direct to consumer) representing no more than 25% of your textile business turnover, you may be eligible to use the on-product mark on this product.

Please contact claims@bettercotton.org for more information.

Approvals And Monitoring

If you are a Better Cotton Supplier and Manufacturer Member, you can use the claims defined in this Claims Framework without approval, providing you follow the guidance on misleading claims, select from the ready-to-use claims and don't edit the logo.

Better Cotton may monitor members' claims in their communications about their commitment and involvement with Better Cotton.

Ready-to-use claims

To make communicating about Better Cotton easier, we've created some ready-to-use statements that you can select from or combine. You can use these on any channel you wish, taking the 'misleading claims' rules into account (previous page).

All claims can be used in conjunction with 'Better Cotton Member' Logo, provided that this is not edited in any way (see pages 5-6).

Claims can be translated into the language in which you communicate.

TIP: Remember that Better Cotton claims exist to enable you to demonstrate your commitment to the initiative and allow your customers (who are also Better Cotton members), to be aware that they can source Better Cotton through you. Better Cotton claims are not about the content of the products you sell.

Claims type 1 Membership/commitment statements;

Option 1: We (or name company) are/is a proud member of Better Cotton.

Option 2: We (or name of company) partner/s with Better Cotton to improve cotton farming globally.

Option 3: We (or name of company) are/is committed to improving cotton farming practices globally with Better Cotton.

Claims type 2 Better Cotton mission and further definitions

Option 1: Better Cotton's mission is to help cotton communities survive and thrive, while protecting and restoring the environment.

Option 2: Better Cotton trains farmers to use water efficiently, care for soil health and natural habitats, reduce use of the most harmful chemicals and respect workers' rights and wellbeing.

Option 3: Better Cotton trains farmers to care for the environment and respect workers' rights and wellbeing.

Claims type 3 Percentage declaration, target and progress

Note that Better Cotton does not issue these claims, but expects Members to only publish claims that reflect their actual sourcing plans and activities.

Option 1: We (or name of company) are/is committed to sourcing X% (or X MT) of our cotton as Better Cotton by 20XX.

Option 2: We (or name of company) are/is committed to sourcing X% (or X MT) of our cotton as more sustainable cotton by 20XX.' For us (or name of company), 'more sustainable cotton' includes (list standards covered here: e.g. Better Cotton, recycled cotton, organic cotton or Fairtrade cotton).

Option 3: Last year (or specific year to match sourced volume), we sourced XXX metric tonnes of cotton as Better Cotton.

Option 3: Last year (or specific year to match sourced volume), we sourced X% of our cotton as Better Cotton.

Claims type 4 Call to action

Option 1: Ask us about how you can source your cotton more sustainably.

Option 2: If you're interested in supporting Better Cotton, let us know.






Logo use

As a Better Cotton Supplier and Manufacturer member, you are able to use the 'Better Cotton Member' logo provided that this is not edited in any way. The Better Cotton Member logo must only be used to promote your membership of Better Cotton and not the content of the products you sell.







Channels:

The Better Cotton Member Logo may be used on:

-  Print materials
-  Websites
-  Business cards
-  E-mail signatures
-  Social media

The Better Cotton Member Logo must not be used on:

-  Fabric bolts
-  Yarns
-  Product samples
-  Any communication about a product

Colours

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

Colour priorities

Our 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.



Logo use

Misuse

Our logo must be used consistently and correctly for 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.



Reconfiguration
Never reconfigure our logo.



Colours
Never change the colours on our logo.



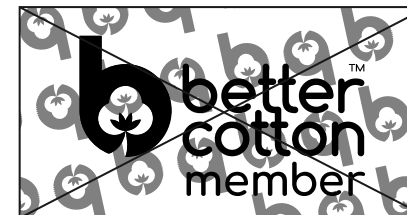
Better Cotton type portion of the logo
Never use the Better Cotton type portion of the logo on its own.



Non-proportional scaling
Never stretch or distort our logo in any way.



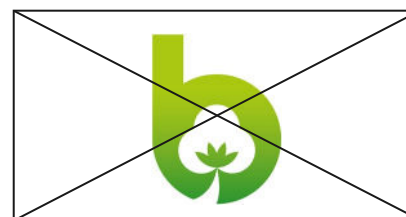
Drop Shadows
Never apply an obvious drop shadow to our logo.



Complex pattern background
Never use the logo over a complex background that inhibits legibility.



Rotation
Never rotate our logo.



'b' portion of the logo
Never use the 'b' iconic portion of the logo on its own.



Complex image background
Never use the logo over a complex photo background that inhibits legibility.

Ready-to-use materials

In addition to the claims available in this toolkit, we've created some ready-to-use materials which you can assemble and print in different paper sizes for use as stand-up banners, as well as landscape and portrait posters. The materials will help enable you advertise your Better Cotton membership at tradeshows and events. The files are all designed by you in simple Illustrator files. You can select from a range of pre-selected images and pair them with different claims (in a variety of languages), adding your own logo.

TIP: If you're unable to access Illustrator, you can send the files straight to your printer, who should be able to do this for you.

Available Text Options

Text options for the ready-to-use materials are available within the Illustrator file. You can select from English, Portuguese, Turkish and Chinese (Mandarin).

Option 1:

Ask us about how you can source your cotton more sustainably.

Option 2:

Better Cotton trains farmers to use water efficiently, care for soil health and natural habitats, reduce use of the most harmful chemicals and respect workers' rights and wellbeing.

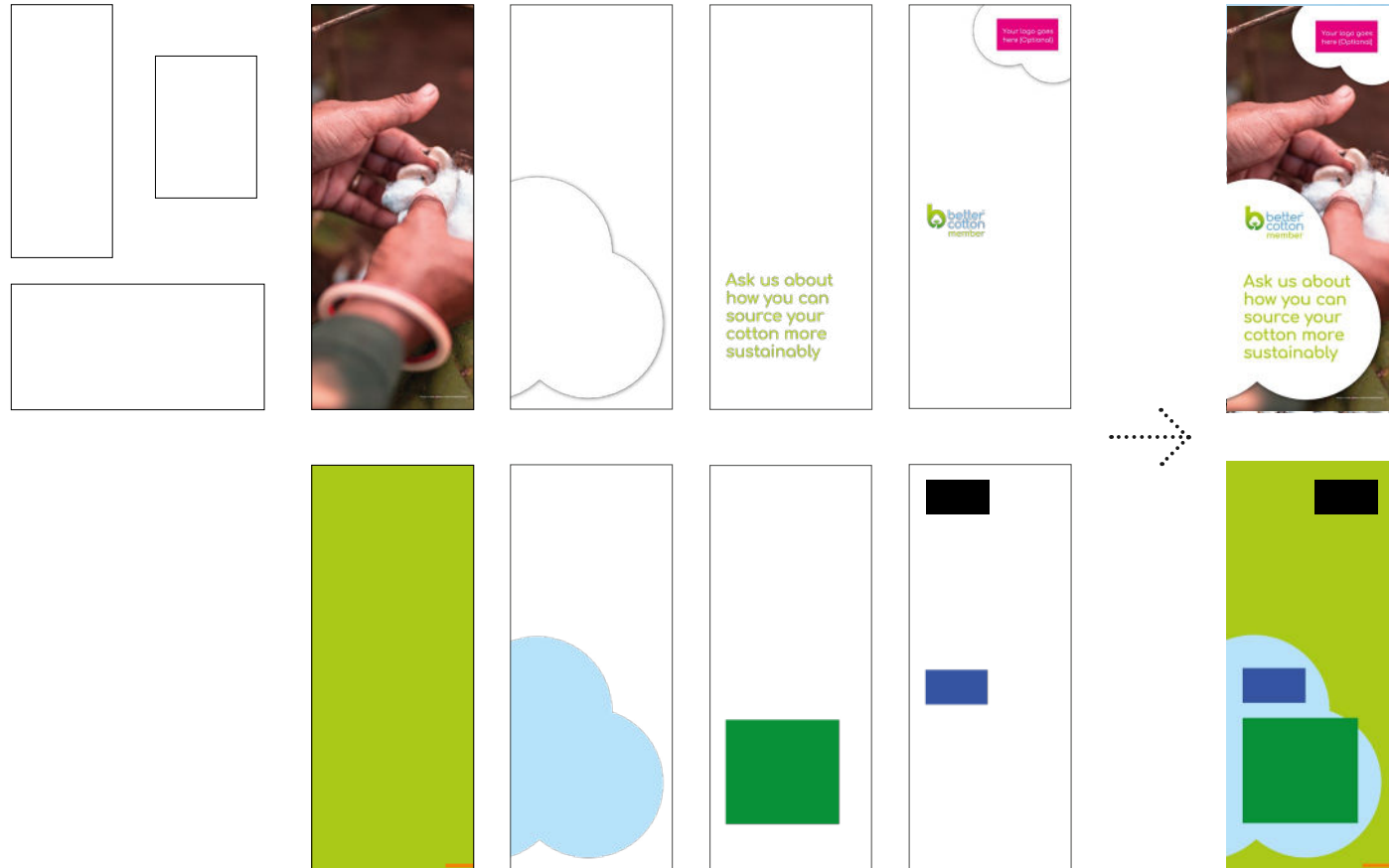
Option 3

Better Cotton's mission is to help cotton communities survive and thrive, while protecting and restoring the environment.

Creating your material

There is a separate artwork file for each format size. Within each file, there are multiple background images from which to choose, along with pre-loaded statements in 4 languages. The artwork files are made up of several layers which are combined to create a final artwork.

1. Select your format and paper size (stand-up banner, poster or landscape banner).
2. Choose your background image from the pre-loaded options. Image captions are also pre-assigned to each image option.
3. Select your language and preferred statement from the pre-loaded options.
4. OPTIONAL - Insert your own logo in the designated space or delete the placeholder.



Example stand-up banner

The stand-up banner

Layout to final printed product.



Example poster

Poster

Posters can range from A4 to A2, as the relative proportions remain the same.



Example landscape banner

Landscape banner

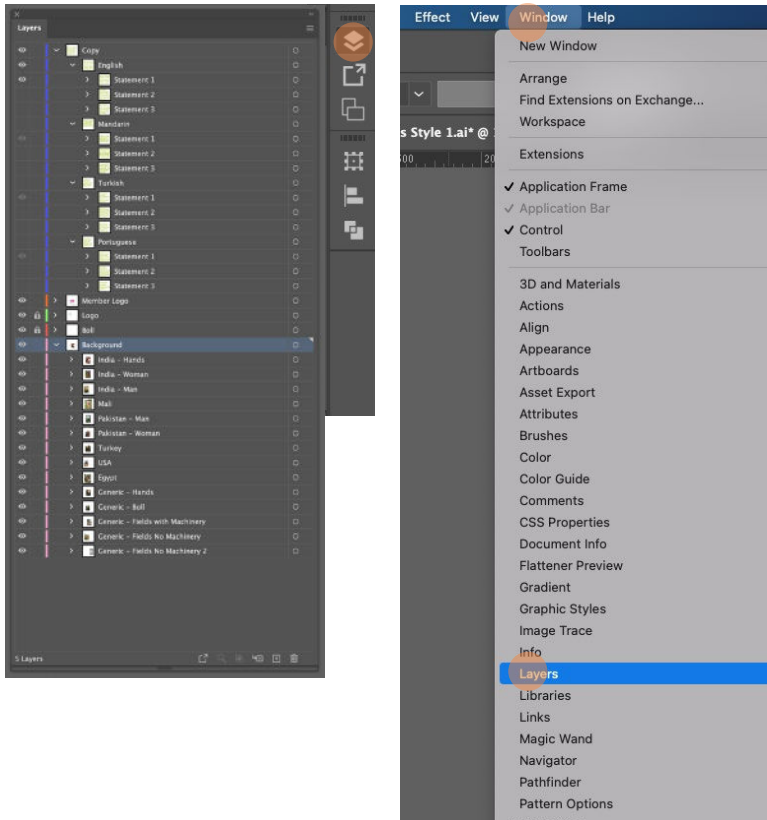
This provides the only landscape option.



Using Illustrator

Step 1:
Open the Illustrator file.

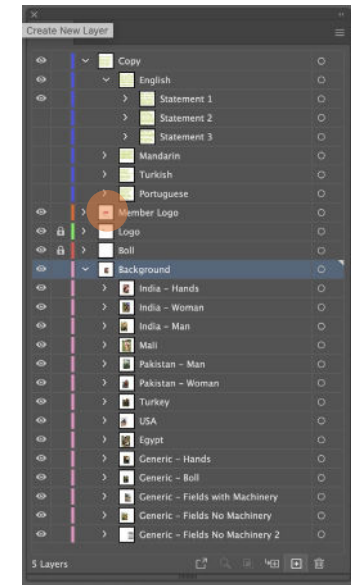
Step 2:
Click the layers window. It looks like this on your side bar. If you can't see it, go to Window>Layers. You should now see all layers in the file.



Step 3:
All the layers are set in the correct order and their position should not be moved. You can toggle sub-layers on and off within the main content layers to create the desired final artwork. To do this, click on the eye symbol shown here. Within each file, there will be a choice of background images and statement options (in 4 different languages).



Step 4:
If you are adding your own logo to the artwork, this should be added within the 'Member Logo' layer. Ensure when you paste in your logo (or link to it) that it is added as the top layer within the 'Member Logo' layer group. This will make it visible above the background boll shape. If you do not want to include your logo, ensure that you toggle the visibility of the 'Member Logo' layer off.



Using Illustrator

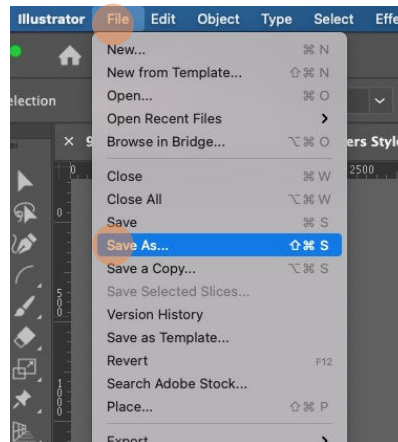
Step 5:

Ensure that there is at least one layer selected per layer group (excluding 'Member Logo' if not using). Your artwork should be displaying a background image, boll, statement, Better Cotton logo and, if relevant, your own logo.



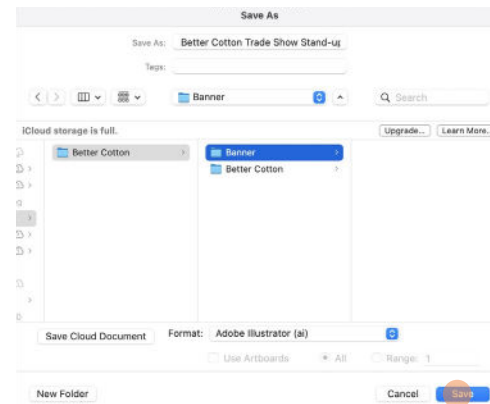
Step 6:

Once you are happy with your banner, you will need to export it for print. To do that you will need to go to File>Save As.



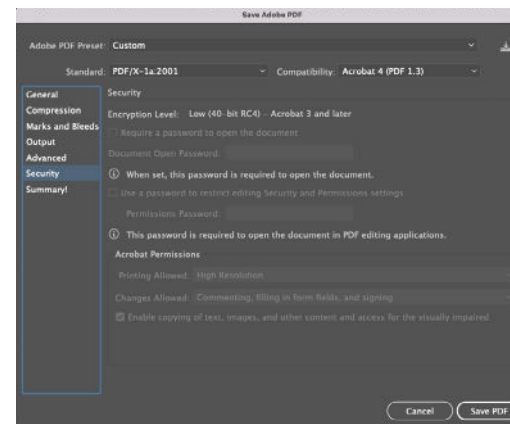
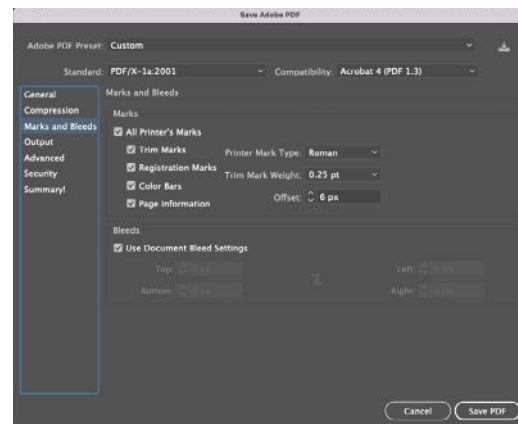
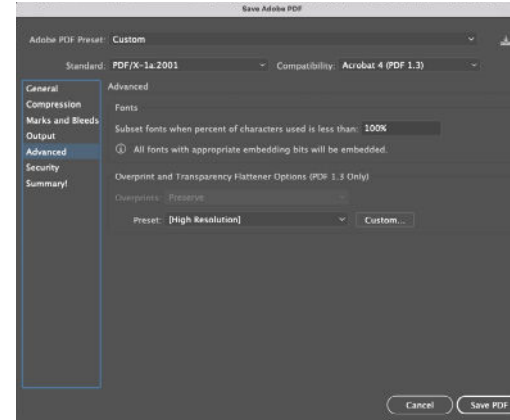
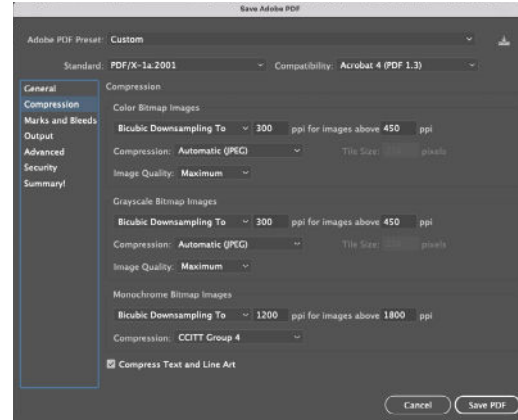
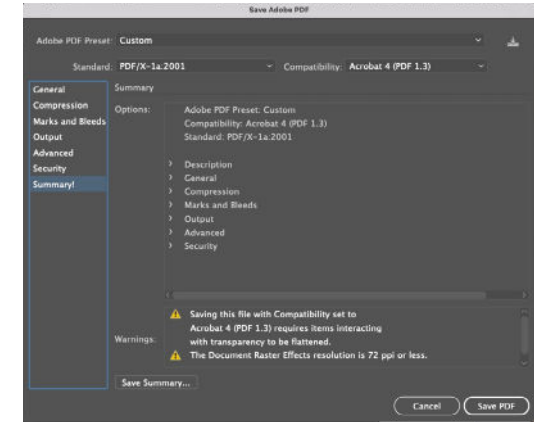
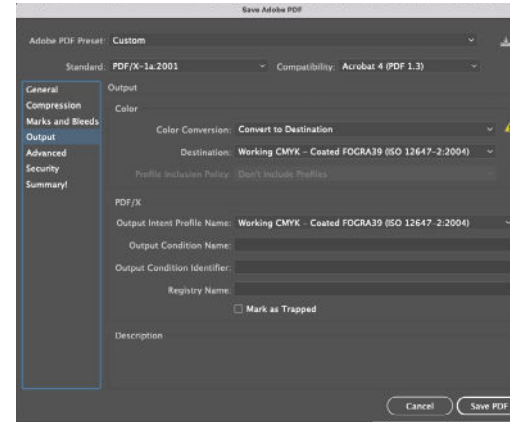
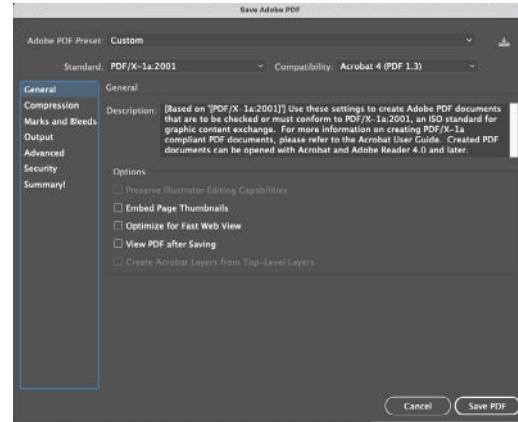
Step 7:

Select where you want to save your file and how you want to name the file.



Using Illustrator

Step 8:
Set your file up ready for print. To do this, make sure the boxes match those in the images.





Please direct your questions
about this document to:
helpdesk@bettercotton.org