



Cotton made in Africa

Design Manual

2023



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Initiative

Cotton made in Africa (CmiA) and **Cotton made in Africa Organic (CmiA Organic)** are standards for sustainable cotton from Sub-Saharan Africa. Since 2005, CmiA and CmiA Organic have been promoting environmental protection and social progress in the African cotton sector by assisting small-scale farmers and ginnery workers in improving their living and labour conditions.

Following the principle of help for self-help, Cotton made in Africa represents an innovative approach that combines the goals of development co-operation with sustainable trade. To put this approach into practice, international textile companies and brands have formed an alliance to purchase sustainable CmiA or CmiA Organic cotton and integrate it into their textile value chains.





Principles

Our work is based on the three sustainability pillars, which also form the foundation of the CmiA standards:



People

CmiA supports small-scale farmers and promotes dignified employment conditions, gender equality, and respect for the rights of children.



Planet

CmiA is for the protection of soil, water, biodiversity, the environment, and the climate; it categorically prohibits genetically modified organisms, and it reduces the negative effects of crop protection.



Prosperity

CmiA makes it easier to access high-quality equipment and supplies, increases productivity and fibre quality, and advocates for improved living conditions.



Design Manual

As a partner of our initiative, you can communicate your involvement through the Cotton made in Africa (CmiA) brand.

To ensure that CmiA’s image is consistent and recognisable, we have created this design manual for your convenience. It establishes the most important application rules for CmiA logos in corporate and product communications and describes how to properly implement the other components of our corporate design.

Please note that the provided contents cannot be altered. If you have any questions, please feel free to get in touch with our → brand contact.





Applications Rules

You can choose from a variety of logos for corporate and product communications.

For products, the decisive factor is which implementation system your company selected when procuring CmiA cotton.

The distinction is made between:

- Mass Balance (MB)
- Hard Identity Preserved (HIP)
- CmiA Organic

Learn more on our → website.

Any questions about which implementation system or type of cotton your company is using should be resolved internally.



Main CmiA Trademark

For use in non-corporate and non-product-related communications, e.g. at trade fairs or in corporate media, email signatures, or corporate communications soliciting a partnership with CmiA.



Mass Balance (MB) "Supporting" Product Logo

For use in product communications. At the spinning mill level, CmiA cotton may be blended with cotton of other origins. A quantity check is carried out to ensure that there is a balance between purchased CmiA cotton and yarns sold as CmiA.



Hard Identity Preserved (HIP) "Inside" Product Logo

For use in product communications. CmiA cotton can be traced back the entire way from the final product to the spinning mill and ultimately to the ginnery. It may not be mixed with other cotton at any stage of production.



CmiA Organic Trademark and Product Logo

For use in non-corporate and non-product-related communications as well as in product communications. The CmiA Organic standard is based on criteria for environmentally friendly agriculture that have already been established in internationally recognised guidelines. If these criteria are met, Cotton made in Africa conducts additional inspections at the field level.



Colour Scheme

The CmiA colour scheme is inspired by Africa’s diverse, colourful landscape and culture and by the colours of the cotton plant.





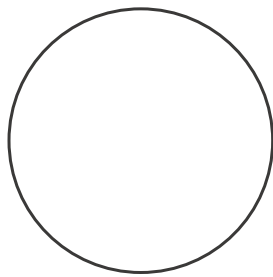
Colour

Cloud White, **Soil Black**, and **Cotton Beige** are primarily and frequently used and can fill a full-screen background. Text is mainly rendered in **Soil Black**.

All other colours serve a specific purpose: **African Red** is the trademark colour and serves as a unique identifier. **Organic Green** is reserved for communications related to CmiA Organic, and **Carbon Blue** for communications related to the CmiA Carbon Neutral initiative. **Dust Gray** is used for grayscale.

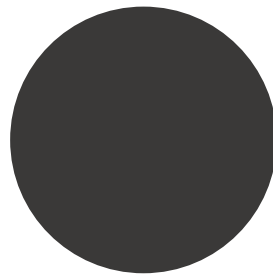
All colour values mentioned here are defined in the Pantone Formula Guide Coated colour chart in the category of Coated FOGRA 39 (ISO 12647-2-2004).

Cloud White



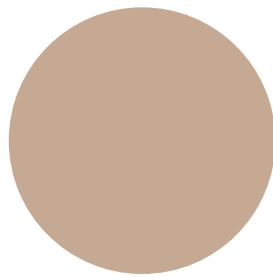
HEX: #FFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0

Soil Black



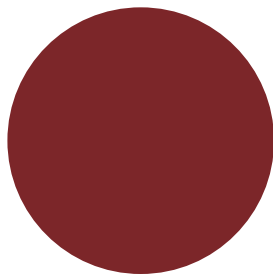
HEX: #3A3938
RGB: 58 57 56
CMYK: 0 0 0 100
Pantone: Black 7 C

Cotton Beige



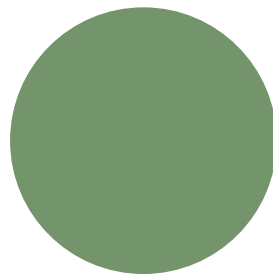
HEX: #C6A992
RGB: 198 169 146
CMYK: 15 30 35 5
Pantone: 480 C

African Red



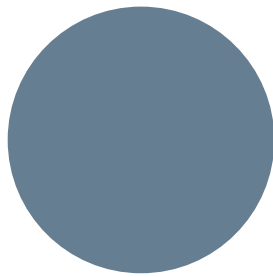
HEX: #7C2629
RGB: 124 38 41
CMYK: 30 100 90 40
Pantone: 1815 C

Organic Green



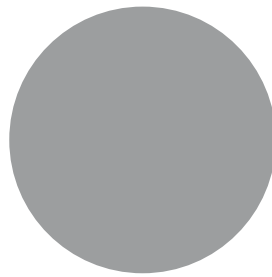
HEX: #74956C
RGB: 116 149 108
CMYK: 60 25 70 10
Pantone: 2263 C

Carbon Blue

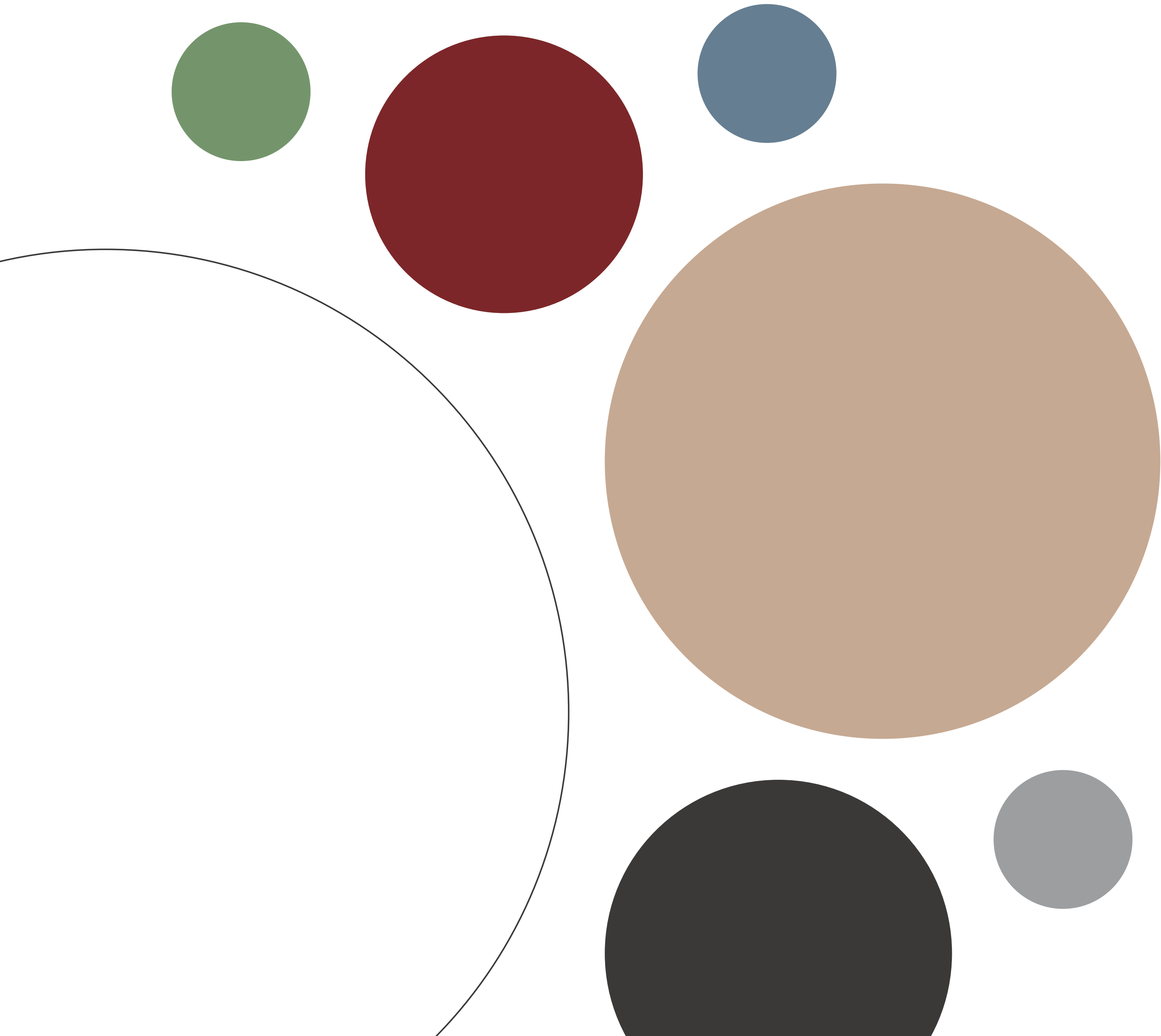


HEX: #667E91
RGB: 102 126 145
CMYK: 50 25 10 35
Pantone: 2165 C

Dust Gray



HEX: #97999B
RGB: 151 153 155
CMYK: 20 14 12 40
Pantone: Cool Gray 7 C



Weighting

This diagram represents the frequency and flatness with which the colours can be used individually and together.



Typography

Cotton made in Africa stands for clear messages and well-defined positions – just like the typography used to communicate them.





House Font

The house font is Gotham in light- and boldface. Headlines and tags are boldfaced, and body text is lightfaced.

A licence is required in order to use the Gotham font. Please feel free to direct any questions on this issue to our → brand contact.

Anatomy

Gotham Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 æ ß ½ , ; : ! ? % & / — ()

Gotham Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 æ ß ½ , ; : ! ? % & / — ()

Sample Text

Cotton made in Africa

Sub-Saharan Africa is the world’s **third-largest cotton exporter**, with around 3.7 million small-scale farmers growing cotton there. Some 35 million people in the region directly or indirectly make their living from cotton. Growing and selling the raw material often account for more than half of a small-scale farmer’s income. Cotton therefore plays a key role in fighting poverty and makes an **important contribution** to food security in many African countries south of the Sahara.

The Cotton made in Africa initiative, founded in 2005, is determined to **sustainably improve** the living conditions of cotton farmers in Sub-Saharan Africa. Its approach is based **not** on donations but on the principle of help for self-help through trade.



Web Applications / Fallback Option

In the event that Gotham cannot be used (e.g. in web applications), the fallback font is Montserrat, in light- and boldface. Type-setting is similar to the house font.

The Montserrat font does not require a licence and is available from [→ Google Fonts](#).

Anatomy

Montserrat Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 æ ß ½ , ; : ! ? % & / — ()

Montserrat Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 æ ß ½ , ; : ! ? % & / — ()

Sample Text

Cotton made in Africa

Sub-Saharan Africa is the world's **third-largest cotton exporter**, with around 3.7 million small-scale farmers growing cotton there. Some 35 million people in the region directly or indirectly make their living from cotton. Growing and selling the raw material often account for more than half of a small-scale farmer's income. Cotton therefore plays a key role in fighting poverty and makes an **important contribution** to food security in many African countries south of the Sahara.

The Cotton made in Africa initiative, founded in 2005, is determined to **sustainably improve** the living conditions of cotton farmers in Sub-Saharan Africa. Its approach is based **not** on donations but on the principle of help for self-help through trade.



Pictures

Cotton made in Africa’s world stretches beyond cotton to encompass people, cultures, and places as well. The photographs take the viewer on an emotional journey full of authentic insights into the places in which we work.





Pictures

CmiA’s picture collection can be used to complement other design elements in order to communicate your engagement with **positivity** and **authenticity** in a **natural, vivid**, and **cheerful** way.

Feel free to contact us about our picture collection at any time. Any related questions can be directed to our → brand contact.



Drawings

Our drawings add a graphic dimension to the Cotton made in Africa brand, making complex connections easier to understand while enhancing the visual appeal.

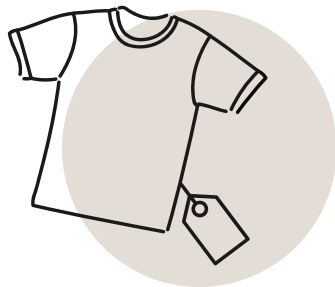
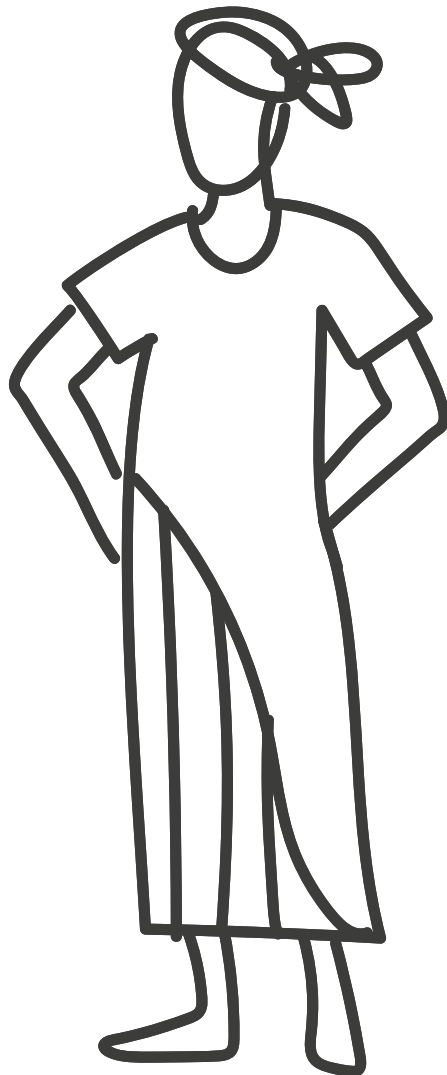
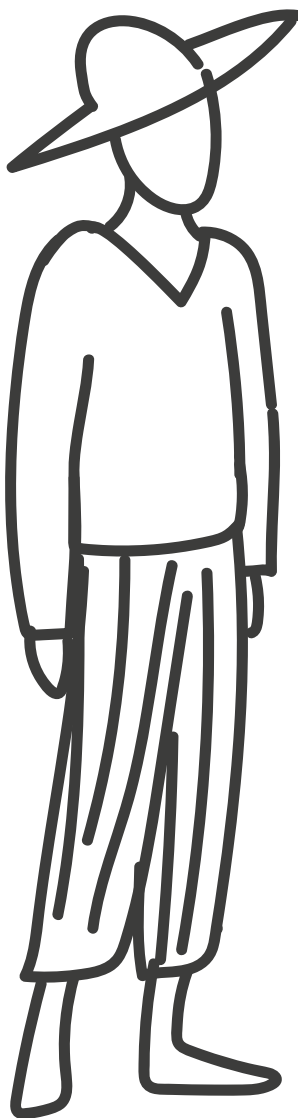




Drawings

CmiA uses hand-sketched drawings to visualise complex issues in a simplified way. They also serve to enrich the overall presentation by adding a visual component.

Please note that the shapes of the drawings **cannot** be altered. A pool of drawings in a variety of subject areas is available for your use. Colours may be chosen from the CmiA colour scheme. Please feel free to direct any questions to our → brand contact.





Dos & Don'ts

Dos

- ✓ The CmiA trademark (in all its formats) can only be used in corporate communications to promote a given organisation's partnership with the CmiA initiative.
- ✓ CmiA logos can be used in the predetermined formats and colours. More details are provided in each chapter.
- ✓ Product communications must always include a logo along with the URL (www.cottonmadeinafrica.org) as well as a short explanation about CmiA.
- ✓ In case of mass balance communication must always include a logo along with the URL (www.cottonmadeinafrica.org/en/-massbalance/) as well as a short explanation about CmiA.
- ✓ CmiA logos must be clearly legible and sufficiently contrasted (using logo variations if necessary).

Don'ts

- ✗ The logo font cannot be changed.
- ✗ CmiA logos cannot be narrower than 15 millimetres.
- ✗ CmiA logos cannot be placed on a busy or excessively colourful background.
- ✗ CmiA cannot be smaller than any adjacent labels or logos.
- ✗ When represented in a row with other labels or logos, CmiA logos cannot be trimmed.

Non-compliance with these guidelines initiates a clearly structured disciplinary mechanism. In the case of a severe infringement through misleading communications products, the offending partner can be suspended or expelled from the CmiA network. CmiA retains the right to prohibit the use of the CmiA logo or name in any marketing or branding activities. Additional information is provided in our → communications guidelines. For access to the logo files, please apply to our → brand contact.



Trademarks

All CmiA partners with a licensing or partnership agreement may use our trademark in corporate-level communications about CmiA.

This includes all communications activities related to an organisation’s general relationship with the Cotton made in Africa initiative, its direct involvement with the initiative, and a partnership with the initiative, for example in press releases, in social-media publications, or on websites.





Picture mark



Word mark

COTTON
MADE IN
AFRICA

The **CmiA trademark** reveals what is close to our hearts: employing help for self-help through trade to enable small-scale farmers in Africa to improve their living and working conditions and to promote the protection of our environment.



Main Logo

The **main logo** is our primary trademark. It is used in non-corporate and non-product-related communications, e.g. at trade fairs or in corporate media, email signatures, or corporate communications soliciting a partnership with CmiA.

Please note that our trademarks cannot be altered in terms of formatting. Please refer any questions on how to use the trademarks to our → brand contact.

Alternative Trademarks

In exceptional cases, if the main logo cannot be used, alternative trademarks are available.

Eligible exceptions include limited space or a minimum size for legibility. If the picture mark is used, the trade name must be sufficiently represented in the corresponding document.

Main Logo



Long Logo





Colours & Variants

The trademarks can be used in different colours.

As a **main colour**, African Red is primarily used.

In special cases, **alternative colours** are available. The versions in Soil Black or Dust Gray can be used in monochrome reproductions. The negative version in Cloud White is used on filled-in or illustrated backgrounds.

Colour Values

 **African Red**

HEX: #7C2629 **Pantone:** 1815 C

RGB: 124 38 41 **CMYK:** 30 100 90 40

 **Cloud White**

HEX: #FFFFFF **CMYK:** 0 0 0 0

RGB: 255 255 255

 **Dust Gray**

HEX: #97999B **Pantone:** Cool Gray 7 C

RGB: 151 153 155 **CMYK:** 20 14 12 40

 **Soil Black**

HEX: #3A3938 **Pantone:** Black 7 C

RGB: 58 57 56 **CMYK:** 0 0 0 100

Main Colours



Alternative Colours



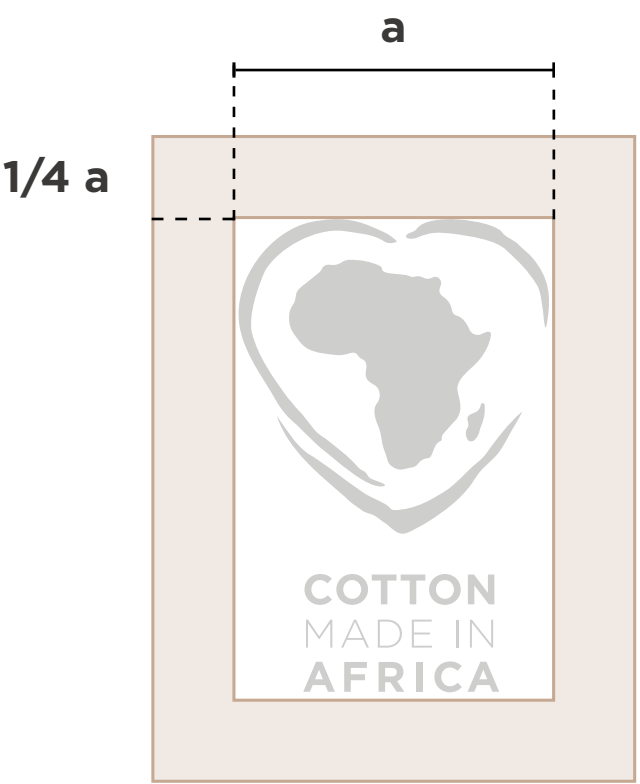


Trademark Margins

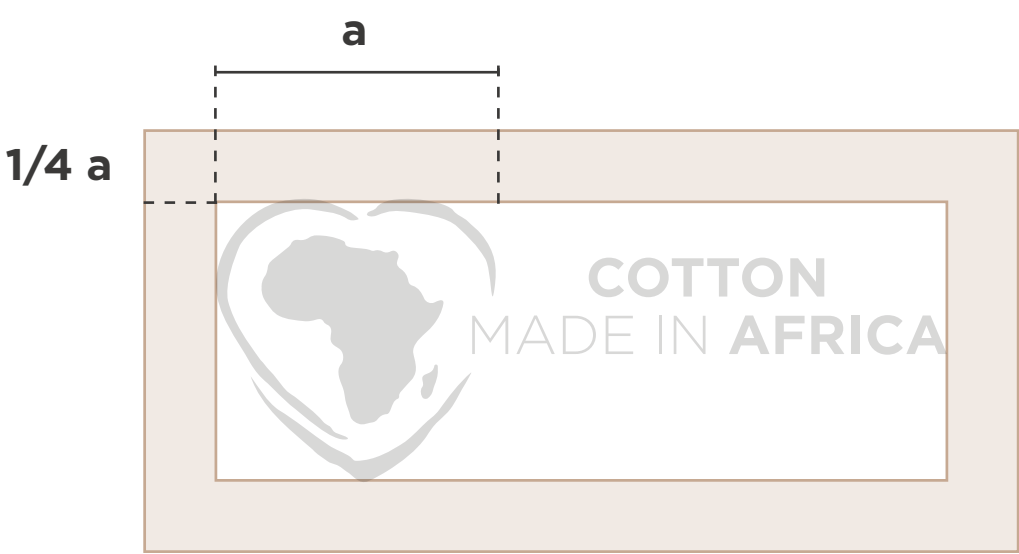
For the trademarks to have their intended impact, a minimum margin must be maintained on all four sides.

The margin amounts to one quarter of the picture mark’s total width (a).

Margin Definition



Margin Definition



Minimum Trademark Size

To ensure legibility, minimum sizes have been set for the logos.

The main logo must be at least **15 millimetres in length**.
The long logo must be at least **20 millimetres in width**.

Please note that the proportions of the logos cannot be altered;
the logos may only be scaled in their original proportions.

Minimum Size Definition



Minimum Size Definition





Usage Rules

Product Communications

Product-related communications include all communications activities concerning CmiA in the context of a product. Examples include web labels and hangtags. Product communications must always include a logo along with the URL → www.cottonmadeinafrica.org as well as a short explanation about CmiA. Exceptions include a web label, for example. For further details, please see our → [communications guidelines](#).

Product Labelling

The deciding factor for product labels is whether your company has decided on CmiA or CmiA Organic. Another distinction is made between the two implementation models: **Hard Identity Preserved (HIP)** and **Mass Balance (MB)**.

Learn more about these models on our → [website](#) or in the → [CmiA Chain of Custody Guidelines](#). Questions about which CmiA implementation system your company is using should be resolved internally.

Product Labelling

You can order ready-made labels for your products from our partner, **Nilorn Germany GmbH** (info@de.nilorn.com).

All product communications (e.g. hangtags, web labels, textile labels, or printed labels) can also be individually designed with unique artwork, provided that the art is compatible with Cotton made in Africa's corporate identity.



Mass Balance (MB)

“Supporting the Initiative Cotton made in Africa” Product Logo

To be used in product communications. Read below to learn more about our “Supporting the Initiative Cotton made in Africa” labelling.





Product-specific
label



Supporting
THE INITIATIVE

Picture mark



Word mark



COTTON
MADE IN
AFRICA



At the spinning mill level, CmiA cotton may be blended with cotton of other origins. A quantity check is carried out to ensure that there is a balance between purchased CmiA cotton and yarns sold as CmiA.



Colours & Variants

CmiA product logos can be used in a variety of colours.

Ideally, the product logos are in the **main colour** of African Red against a light-coloured background.

In special cases, **alternative colours** are available. For example, the version in Dust Gray can be used in monochrome reproductions. The negative version in Cloud White is used on filled-in or illustrated backgrounds.

Colour Values

 African Red

HEX: #7C2629 **Pantone:** 1815 C

RGB: 124 38 41 **CMYK:** 30 100 90 40

 Cloud White

HEX: #FFFFFF **CMYK:** 0 0 0 0

RGB: 255 255 255

 Dust Gray

HEX: #97999B **Pantone:** Cool Gray 7 C

RGB: 151 153 155 **CMYK:** 20 14 12 40

 Soil Black

HEX: #3A3938 **Pantone:** Black 7 C

RGB: 58 57 56 **CMYK:** 0 0 0 100

Main Product Logo



Alternative Product Logos



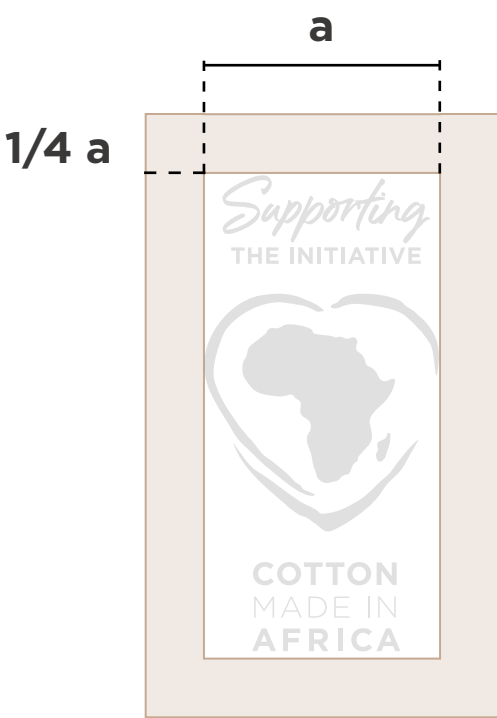


Product Logo Margins

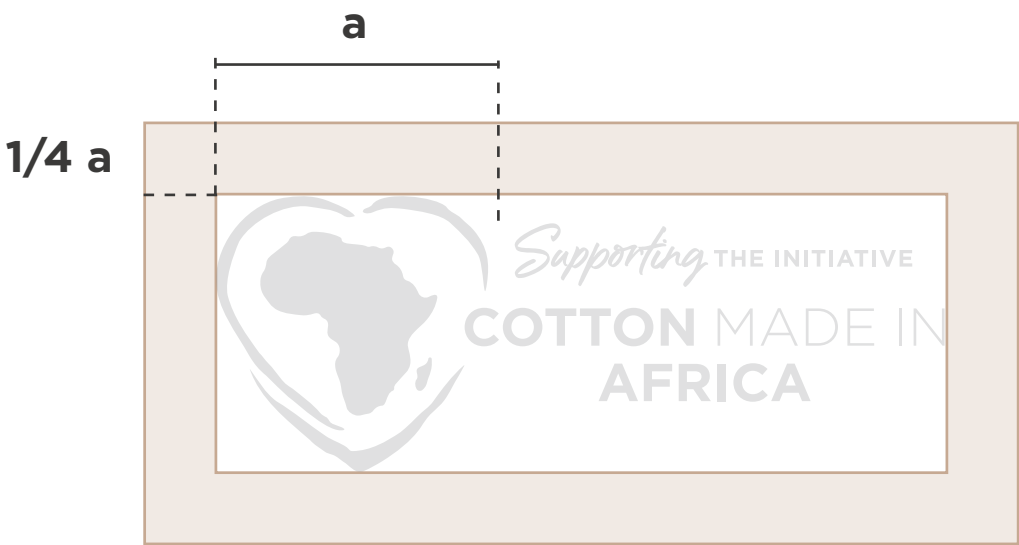
For the trademarks to have their intended impact, a minimum margin must be maintained on all four sides.

The margin amounts to **one quarter of the picture mark’s total width (a)**.

Main Product Logo



Long Product Logo



Minimum Product Logo Size

To ensure legibility, minimum sizes have been set for the product logos.

The main product logo must be at least **20 millimetres in length**.
The long product logo must be at least **35 millimetres in width**.

Please note that the proportions of the logos **cannot** be altered; the logos may only be scaled in their original proportions.

Main Product Logo



20 mm

Long Product Logo



35 mm

Hard Identity Preserved (HIP)

“Inside” Product Logo

To be used in product communications. Read below to learn more about our “Inside” labelling.





Picture mark



Word mark

**COTTON
MADE IN
AFRICA**

Product-specific
label

Inside



CmiA cotton can be traced the entire way from the final product to the spinning mill and ultimately to the ginnery. It may not be mixed with other cotton at any stage of production.



Colours & Variants

CmiA product logos can be used in a variety of colours.

Ideally, the product logos are in the **main colour** of African Red against a light-coloured background.

In special cases, **alternative colours** are available. For example, the version in Dust Gray can be used in monochrome reproductions. The negative version in Cloud White is used on filled-in or illustrated backgrounds.

Colour Values

 **African Red**

HEX: #7C2629 **Pantone:** 1815 C
RGB: 124 38 41 **CMYK:** 30 100 90 40

 **Cloud White**

HEX: #FFFFFF **CMYK:** 0 0 0 0
RGB: 255 255 255

 **Dust Gray**

HEX: #97999B **Pantone:** Cool Gray 7 C
RGB: 151 153 155 **CMYK:** 20 14 12 40

 **Soil Black**

HEX: #3A3938 **Pantone:** Black 7 C
RGB: 58 57 56 **CMYK:** 0 0 0 100

Main Product Logo



Alternative Product Logos

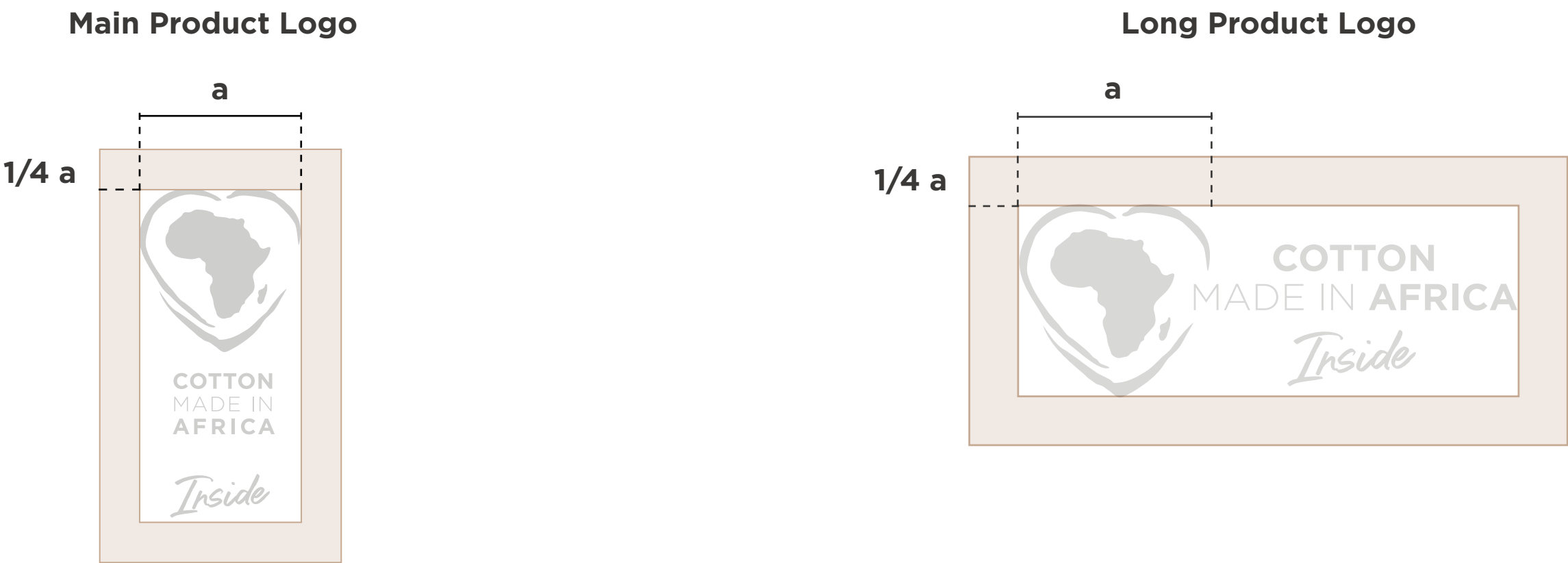




Product Logo Margins

For the trademarks to have their intended impact, a minimum margin must be maintained on all four sides.

The margin amounts to **one quarter of the picture mark’s total width (a).**



Minimum Product Logo Size

To ensure legibility, minimum sizes have been set for the product logos.

The main product logo must be at least **20 millimetres in length.**
The long product logo must be at least **35 millimetres in width.**

Please note that the proportions of the logos **cannot** be altered; the logos may only be scaled in their original proportions.

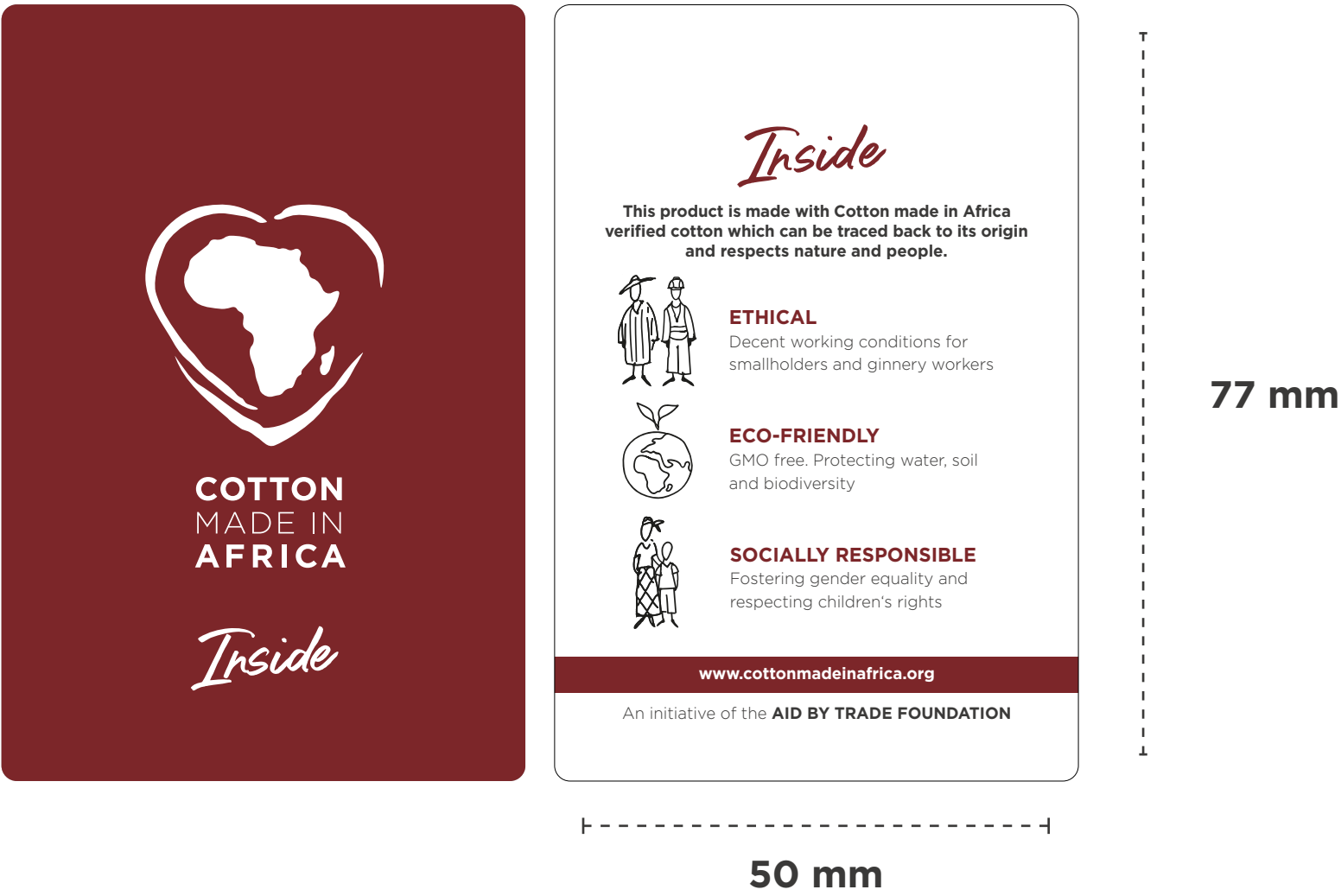




Sample Uses

If you use a hangtag and decide to produce it yourself, the following text can be reproduced on the back of the label.

Hangtag Inside



Hangtag Inside + Carbon Neutral



Woven Label Inside



CmiA Organic

Trademark and Product Logo

To be used in product communications. Read below to learn more about our “Organic” labelling.





Picture mark

Word mark

Product-specific
label



The CmiA Organic standard is based on criteria for environmentally friendly agriculture that have already been established in internationally recognised guidelines. If these criteria are met, CmiA conducts additional inspections at the field level.



Colours & Variants

CmiA product logos can be used in a variety of colours.

As a rule, the **main product logos** are white against a green background in Cloud White and Organic Green, respectively.

In special cases, **alternative colours** are available. For example, the version in Dust Gray can be used in monochrome reproductions.

Colour Values

 Organic Green

HEX: #74956C **Pantone:** 2263 C
RGB: 116 149 108 **CMYK:** 60 25 70 10

 Cloud White

HEX: #FFFFFF **CMYK:** 0 0 0 0
RGB: 255 255 255

 Dust Gray

HEX: #97999B **Pantone:** Cool Gray 7 C
RGB: 151 153 155 **CMYK:** 20 14 12 40

 Soil Black

HEX: #3A3938 **Pantone:** Black 7 C
RGB: 58 57 56 **CMYK:** 0 0 0 100

Main Product Logo



Alternative Product Logos





Product Logo Margins

For the trademarks to have their intended impact, a minimum margin must be maintained on all four sides.

The margin amounts to **one quarter of the picture mark’s total width (a)**.

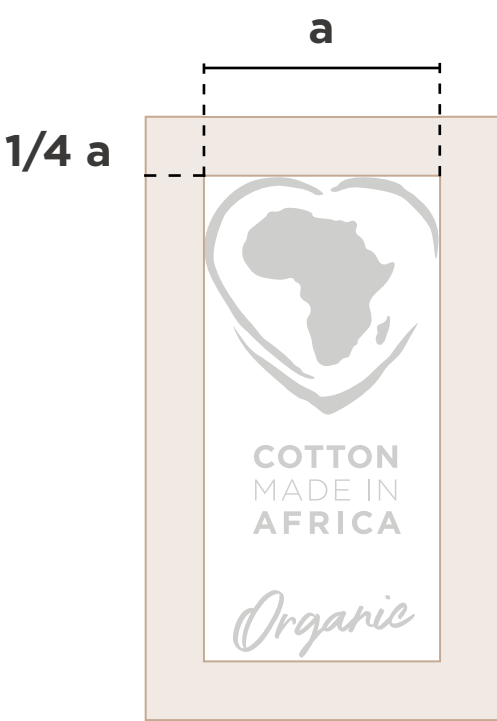
Minimum Product Logo Size

To ensure legibility, minimum sizes have been set for the product logos.

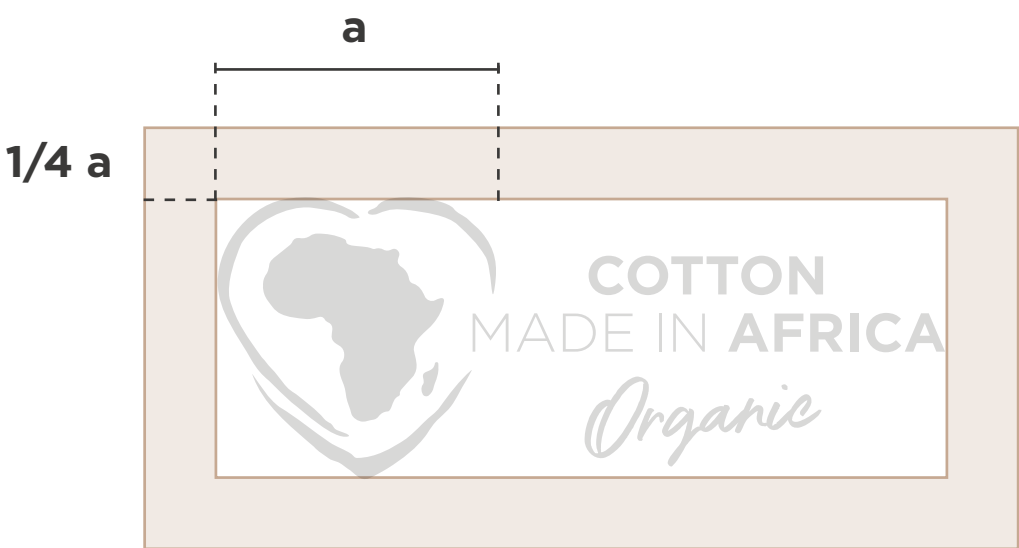
The main product logo must be at least **20 millimetres in length**.
The long product logo must be at least **35 millimetres in width**.

Please note that the proportions of the logos **cannot** be altered; the logos may only be scaled in their original proportions.

Main Product Logo



Long Product Logo



Main Product Logo



Long Product Logo



Sample Uses

If you use a hangtag and decide to produce it yourself, the following text can be reproduced on the back of the label.
Simply discuss your requests and requirements with us.

Hangtags Organic



Woven Label Organic



CmiA Carbon Neutral Initiative

Cotton grown under the CmiA Carbon Neutral initiative takes measures to steadily reduce the greenhouse gas emissions caused by cotton cultivation and ginning while also compensating for residual emissions that cannot be avoided. Learn more on our → website.





The **CmiA Carbon Neutral process** is special in that the greenhouse gases being emitted during cotton production are not only compensated for but also continually reduced, for example through modern technology.

This was the deciding factor in the **partnership** with **atmosfair**, a non-profit organisation that has many years of experience in the sector and enjoys international recognition and credibility.



Overview of Badge Versions

The Carbon Neutral badge declares that a product is made from cotton grown in a climate-neutral manner. It is used exclusively in relevant product communications.

In special cases, **alternative versions** of the badge are available.

On a light-coloured background, sharply defined versions in Carbon Blue, Soil Black, and Dust Gray are used. The latter are useful for monochrome reproductions, for example. The negative version in Cloud White is used on filled-in backgrounds.

Colour Values

● **Carbon Blue**

HEX: #667E91 **Pantone:** 2165 C
RGB: 102 126 145 **CMYK:** 50 25 10 35

○ **Cloud White**

HEX: #FFFFFF **CMYK:** 0 0 0 0
RGB: 255 255 255

● **Dust Gray**

HEX: #97999B **Pantone:** Cool Gray 7 C
RGB: 151 153 155 **CMYK:** 20 14 12 40

● **Soil Black**

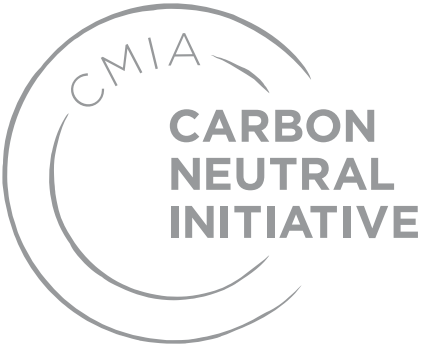
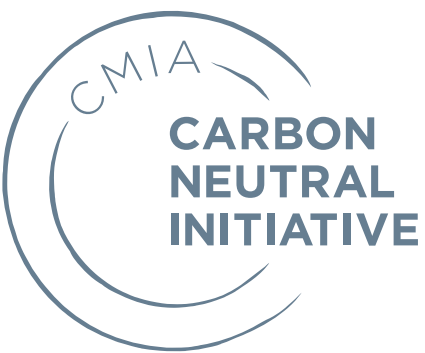
HEX: #3A3938 **Pantone:** Black 7 C
RGB: 58 57 56 **CMYK:** 0 0 0 100

Main Badge



The dark background of the main badge is only for illustrative purposes. In practice, the main badge is used without a background colour.

Alternative Badges

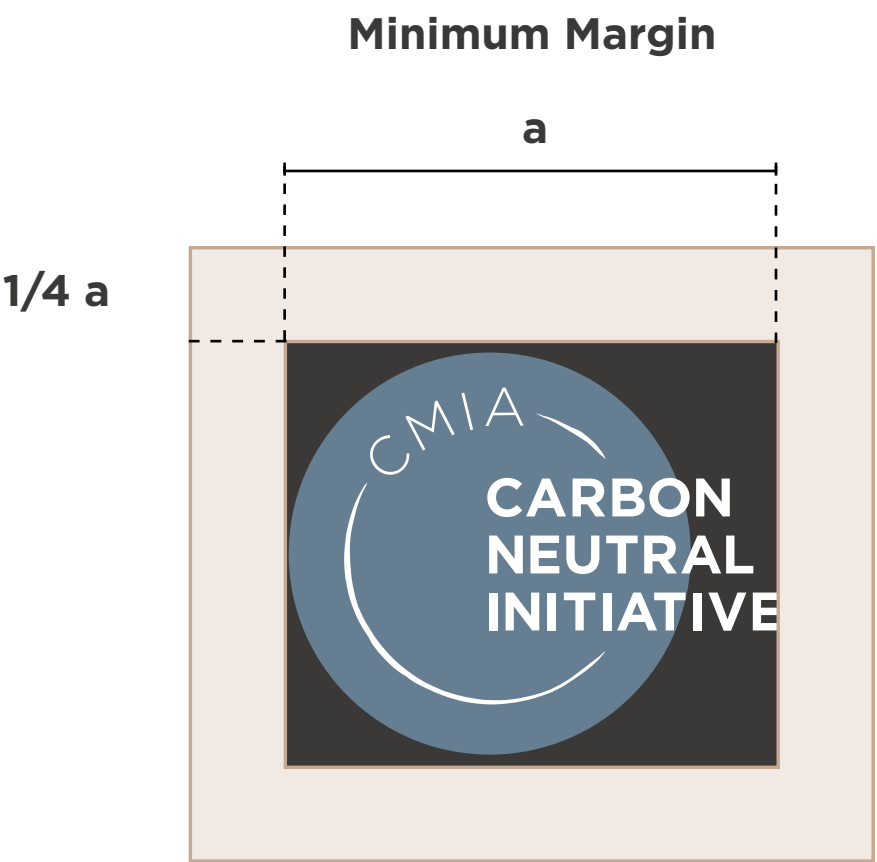




Badge Margins

For the badges to have their intended impact, a minimum margin must be maintained on all four sides.

The margin amounts to **one quarter of the diameter of the circle (a)**.



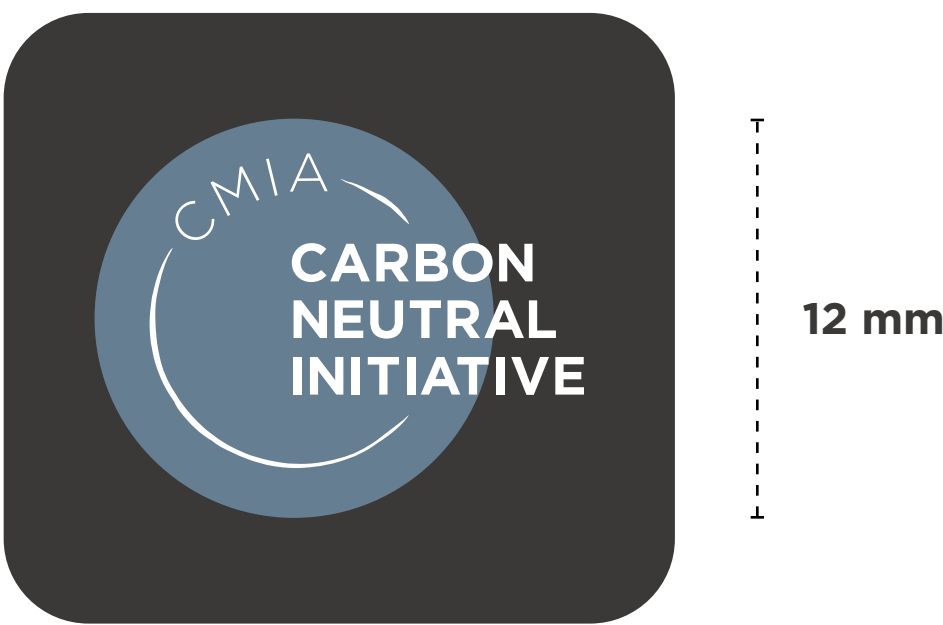
Minimum Badge Size

To ensure legibility, minimum sizes have been set for the badges.

The Carbon Neutral badge must be at least **12 millimetres in length**.

Please note that the proportions of the logos **cannot** be altered; the logos may only be scaled in their original proportions.

Minimum Size Definition





Contact

ATAKORA Fördergesellschaft GmbH

Isabelle Großkopf

Project Manager Digital & Brand Marketing

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The **Aid by Trade Foundation (AbTF)** authorises **ATAKORA Fördergesellschaft GmbH (ATAKORA)** to market and administer the rights of the Cotton made in Africa standards and the integration of verified cotton into the supply chain.

Aid by Trade Foundation

The Aid by Trade Foundation (AbTF) was founded in 2005 by the Hamburg-based entrepreneur Prof. Dr Michael Otto.

The goal of this independently operating foundation is to provide help for self-help through trade in order to ensure the preservation of essential resources and to secure the future for following generations.

As the umbrella organisation of Cotton made in Africa (CmiA), AbTF is working to achieve its primary objectives through the CmiA initiative. The trading partners from the demand alliance provide the demand for cotton produced according to the CmiA standards, paying a volume-based licensing fee to the foundation that is then reinvested in the project regions. The CmiA label allows consumers to recognise the products and make informed purchasing decisions, with each purchase representing a valuable contribution to environmental protection and to support for small-scale farmers and their families in Africa.

Learn more about AbTF on our → [AbTF website](#).