



Regenerative Cotton Standard®

Design Manual

2024



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Regenerative Cotton Standard®

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Introduction

Developed by the Aid by Trade Foundation (AbTF), the **Regenerative Cotton Standard**® (RCS) is a voluntary standard for cotton grown by small-scale farmers through regenerative cultivation methods. RCS aims to improve the overall resilience and productivity of small-scale farming while generating benefits for agricultural soils, rural communities, the biosphere, and the quality of life of livestock. To achieve these goals, RCS's scope encompasses the entire production system rather than only cotton.

The Aid by Trade Foundation has ultimate responsibility for the Regenerative Cotton Standard®. As AbTF's registered trading company, ATAKORA Fördergesellschaft GmbH markets the rights to the Regenerative Cotton Standard®. It is also charged with monitoring the sales, distribution, and movements through the supply chain of verified cotton.





Design Manual

As a partner of our initiative, you can use the brand of the Regenerative Cotton Standard to publicise your involvement with it.

To ensure that RCS’s image is presented in a consistent and recognisable manner, we have created this design manual for you to follow. It establishes the most important rules to apply when using RCS logos in corporate and product communications and describes how to properly implement other elements of our corporate design.

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





RCS Trademark/Branding

- 7 Colours
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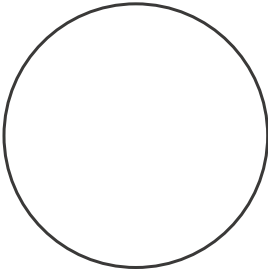
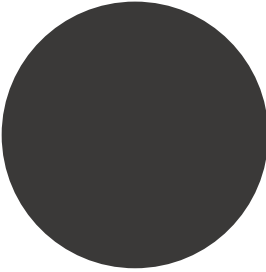
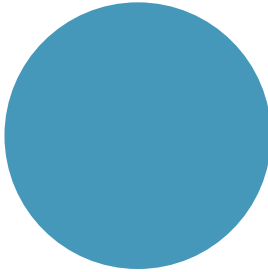
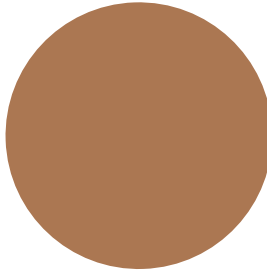
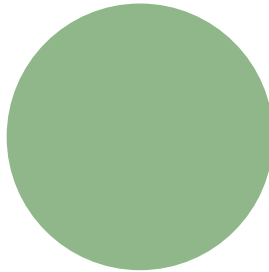


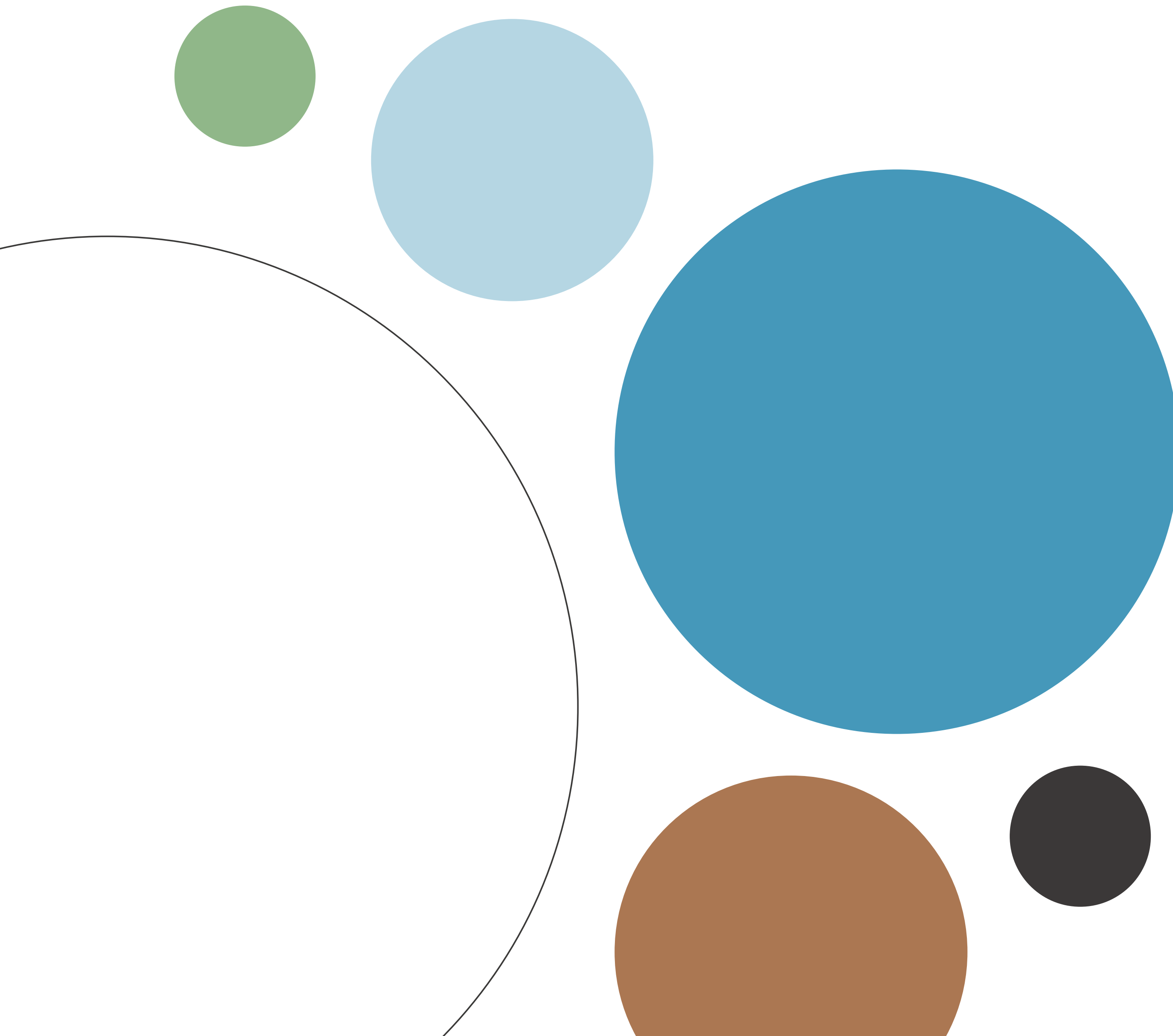
Colours and Colour Values

Regenerative Blue and **Soil Beige** form the base colour palette and may be used to fully fill backgrounds. Text should normally be rendered in **Soil Black**.

Tags may also be rendered in **Ground Green**.

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

Cloud White	Soil Black	Regenerative Blue	Soil Beige	Ground Green
				
HEX: #FFFFFF RGB: 255 255 255 CMYK: 0 0 0 0	HEX: #3A3938 RGB: 58 57 56 CMYK: 0 0 0 100 Pantone: Black 7 C	HEX: #4597ba RGB: 62 157 206 CMYK: 70 20 5 5 Pantone: 2389 C	HEX: #ab7954 RGB: 171 121 84 CMYK: 25 50 65 20 Pantone: 728 C	HEX: #91b88a RGB: 145 184 138 CMYK: 50 12 55 0



Weighting

This diagram shows how frequently the colours can be used individually and together as well as how much area each can cover.

Typography

The Regenerative Cotton Standard believes in offering messages that are clear and positions that are well defined—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 , ; : ! ? % & / — ()

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

Regenerative Cotton Standard®

Developed by the Aid by Trade Foundation (AbTF), the Regenerative Cotton Standard® (RCS) is a voluntary standard for cotton grown by small-scale farmers through **regenerative cultivation** methods.



Fallback Option, Web Font

In the event that Gotham cannot be used (e.g. in web applications), the fallback font is Montserrat, in light- and boldface. The rules for typesetting are the same as for 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 w , ; : ! ? % & / — ()

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

Regenerative Cotton Standard®

Developed by the Aid by Trade Foundation (AbTF), the Regenerative Cotton Standard® (RCS) is a voluntary standard for cotton grown by small-scale farmers through **regenerative cultivation** methods.



Pictures

RCS’s picture collection can be used to complement other design elements in order to communicate your engagement in a **natural**, **vivid**, **authentic**, and **approachable** way.

Contact us about our picture collection at any time!
Please feel free to direct any questions on this issue to our
→ brand contact.





Dos and Don'ts

Dos

- ✓ RCS logos can be used in the specified formats and colours. More details are provided in the relevant chapters.
- ✓ Product communications must always include a logo along with the URL (www.regenerative-cotton.org) as well as a short explanation about RCS.
- ✓ RCS logos must be clearly legible and sufficiently contrasted (using variations if necessary).

Don'ts

- ✗ The font used in the logo may not be changed.
- ✗ RCS logos may not be narrower than 15 millimetres in width.
- ✗ RCS logos may not be placed on a busy or excessively colourful background.
- ✗ RCS logos may not be smaller than any adjacent labels or logos.
- ✗ When displayed in a series alongside other labels or logos, RCS logos may not be trimmed.

Non-compliance with these guidelines sets a clearly structured disciplinary mechanism in motion. In the case of a severe infringement through misleading and unauthorised promotional materials, the offending partner can be suspended or expelled from the RCS network. RCS reserves the right to prohibit the use of the RCS logo or name in any marketing or branding activities. Additional information is provided in our → communications guidelines. For access to the logo files, please get in touch with our → brand contact.



Corporate Communications

15 Trademarks



Trademarks

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

This encompasses all communications activities related to an organisation's general relationship with the Regenerative Cotton Standard initiative, for example in press releases, in social-media publications, or on websites; such relationships include any direct involvement or partnership with the initiative.





Picture
Mark



Word Mark



**REGENERATIVE
COTTON**
STANDARD



Main Logo

The **main logo** is our primary trademark. It is used in all corporate and product communication.

Please note that our trademarks **may not** be altered. 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.

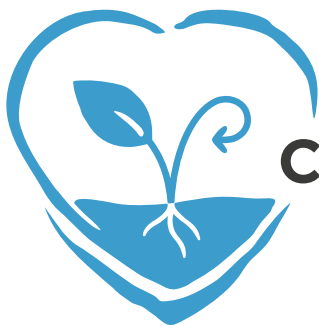
Eligible exceptions include where there is limited space or where it is the only way to ensure it is in a size that maintains legibility. If only the picture mark is used, the trade name must be adequately represented in the corresponding document.

Main Logo



**REGENERATIVE
COTTON**
STANDARD

Long Logo



**REGENERATIVE
COTTON** STANDARD



Colours and Variants

The trademarks can be used in different colours.

The **main colour** is Regenerative Blue, which is the default colour.

In special cases, **alternative colours** are available. There are versions in Soil Black or Dust Gray, which can be used in monochrome reproductions.

Main Colours



REGENERATIVE
COTTON
STANDARD

Alternative Colours



REGENERATIVE
COTTON
STANDARD



REGENERATIVE
COTTON
STANDARD



REGENERATIVE
COTTON
STANDARD



Colour Values

● Regenerative Blue

HEX: #4597ba Pantone: 2389 C
RGB: 62 157 206 CMYK: 70 20 5 5

○ 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



REGENERATIVE
COTTON STANDARD



REGENERATIVE
COTTON STANDARD



REGENERATIVE
COTTON STANDARD



REGENERATIVE
COTTON STANDARD



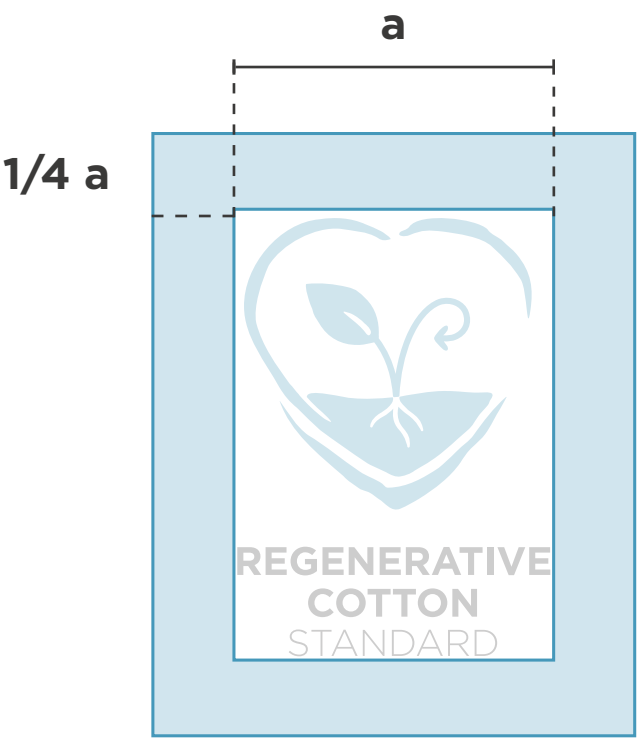


Trademark Buffers

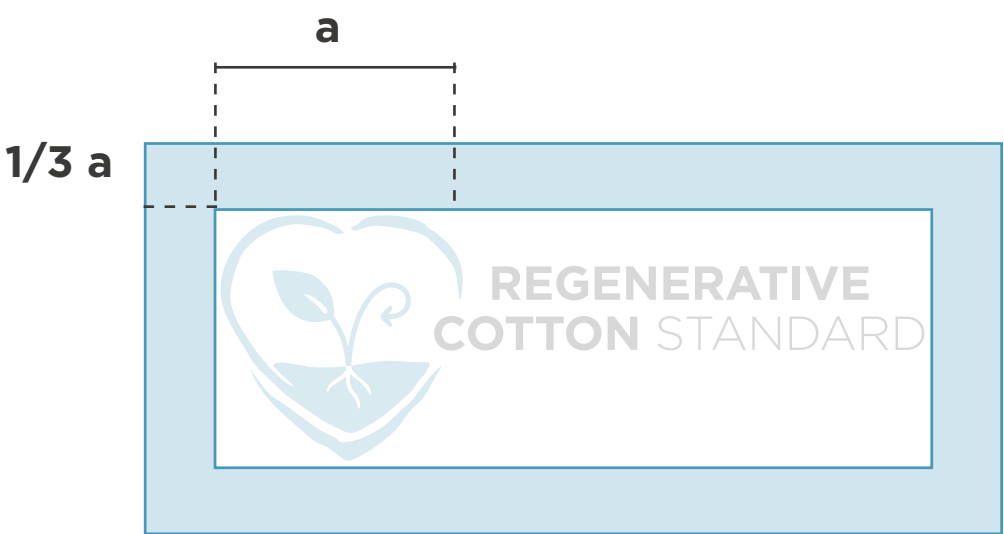
For the trademarks to have their intended impact, a minimum buffer area must be maintained on all four sides.

The clear space amounts to one quarter or one third of the picture mark’s total width (a).

Required Buffers



Required Buffers



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 **may not** be altered; the logos may only be scaled proportionally.

Minimum Size Measurement



REGENERATIVE
COTTON
STANDARD

15 mm

Minimum Size Measurement



REGENERATIVE
COTTON STANDARD

20 mm



Product Communications

21 RCS Labelling

24 Example of Use



Usage Rules

Product Communications

Product-related communications include all communications that refer to RCS in connection with a product; examples include web labels and hangtags. Product communications must always include a logo along with the URL (www.regenerative-cotton.org) as well as a short explanation about RCS; exceptions may include web labels, for instance. Please use the short explanations about RCS provided in our communications guidelines.

Product Labelling

You can order ready-made, woven labels for your products from our partner, **Nilörn Germany GmbH** (info@de.nilorn.com). All product communications (e.g. hangtags, web labels, textile labels, or printed labels) can also be customised with unique artwork, provided that the art is compatible with RCS's corporate identity.

RCS Labelling

To be used in product communications.

Picture
Mark

Word Mark



**REGENERATIVE
COTTON**
STANDARD



Colours and Variants

The trademarks can be used in different colours.

The **main colour** is Regenerative Blue, which is the default colour.

In special cases, **alternative colours** are available. There are versions in Soil Black or Dust Gray, which can be used in monochrome reproductions.

Main Colours



REGENERATIVE
COTTON
STANDARD

Alternative Colours



REGENERATIVE
COTTON
STANDARD



REGENERATIVE
COTTON
STANDARD



REGENERATIVE
COTTON
STANDARD



Colour Values

● Regenerative Blue

HEX: #4597ba Pantone: 2389 C

RGB: 62 157 206 CMYK: 70 20 5 5

○ Cloud White

HEX: #FFFFFF CMYK: 0 0 0 0

RGB: 255 255 255

● Dust Gray

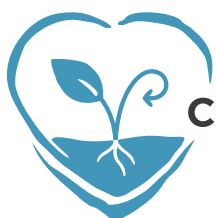
HEX: #97999B Pantone: Cool Gray 7 C

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



REGENERATIVE
COTTON STANDARD



REGENERATIVE
COTTON STANDARD



REGENERATIVE
COTTON STANDARD



REGENERATIVE
COTTON STANDARD



Examples of Use

Create your own hangtags for effective product communication.

Woven labels can be ordered from the RCS-recommended label producer Nilörn:
Nilörn Germany GmbH, Itterpark 7, 40724 Hilden,
Germany, +49 210 390 81 60,
info@de.nilorn.com.





Contact

ATAKORA Fördergesellschaft GmbH

Sarah Lux
Project Manager Digital & Brand Marketing

+49 (0) 40 25 76 755 0
marketing@abt-foundation.org

Gurlittstrasse 14
20099 Hamburg

The **Aid by Trade Foundation (AbTF)** authorises **ATAKORA Fördergesellschaft GmbH (ATAKORA)** to market and administer licences for the Regenerative Cotton Standard and to manage the integration of verified cotton into supply chains.

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 prospects of future generations.

Developed by the Aid by Trade Foundation (AbTF), the Regenerative Cotton Standard® (RCS) is a voluntary standard for cotton grown by small-scale farmers through regenerative cultivation methods. RCS aims to improve the overall resilience and productivity of small-scale farming while generating benefits for agricultural soils, rural communities, the biosphere, and the quality of life of livestock. To achieve these goals, RCS's scope encompasses the entire production system rather than only cotton.

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