



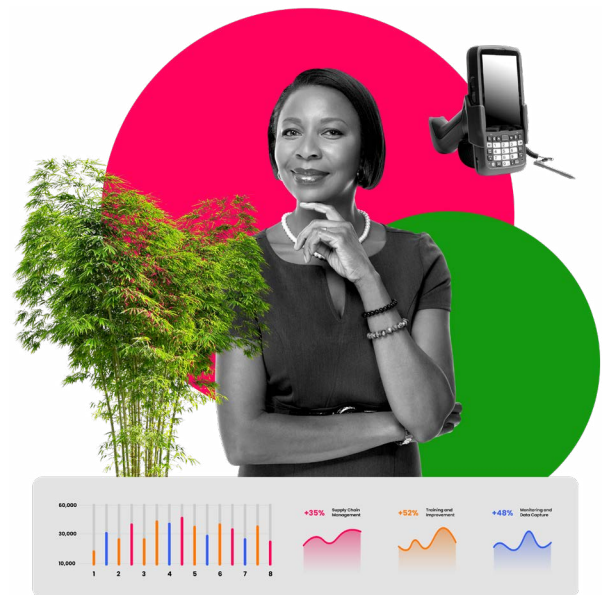
Ambassador Toolkit



Introduction

Welcome to your Sedex Ambassador toolkit. This toolkit is designed for Sedex members and will help you describe who Sedex is and promote your Sedex membership. Sedex membership is a recognisable identity and is a starting point for all of our other communications and materials, to convey who we are, what we do and how we add value.

Whether you are creating an annual review or a presentation or responding to government legislation, it's important to present the best version of Sedex and your membership in a streamlined way.



Describing your Sedex membership

How to describe Sedex

"Sedex is a global technology company that specialises in data, insights and professional services to empower supply chain sustainability. Sedex provides practical tools, services and a community network to help companies improve their responsible and sustainable business practices and source responsibly."

"Using Sedex enables companies to work together to better manage their social and environmental performance, and protect people working in the supply chain. Sedex has over 75,000 members in 180 countries, across 35 industry sectors, including food, agriculture, financial services, clothing and apparel, packaging and chemicals."

How to describe being a Sedex Member

"As a Sedex member we are committed to being a responsible business, sourcing responsibly, and improving ethical standards and working conditions within the supply chain."

If you are a Buyer Member you can state

"We are a Sedex member and committed to sourcing responsibly and having an ethical and sustainable supply chain. Using Sedex tools and services helps our business work with our suppliers to ensure they are upholding safe, ethical and sustainable business practices, helping us to protect the working conditions for people working in our supply chain."

"As a Sedex member, we are able to map our supply chain, identify higher risk suppliers and request them to have a social ethical audit. We can then work with our suppliers to improve their business practices to create safe working conditions in regions that we source."

If you are a Supplier Member you can state

"We are a Sedex member and committed to being a responsible and sustainable business. Using Sedex tools and services helps our company improve our responsible business practices."

Sedex member logo

How to use the Sedex Member Logo

The Sedex Member logo represents your membership with Sedex. Please use the Sedex Member logo on company website, presentations, promotional materials, stationary and annual reports. The Sedex Member logo can not be used on products, services or packaging.

Positive version



Negative version



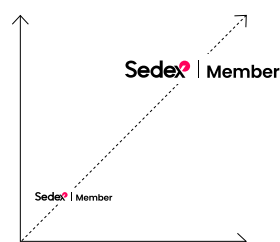
Do not modify the logo

Do not modify the logo in any way, such as changing the design, colour, rotating, embellishing or placing the logo on busy backgrounds.



Maintaining proportions

To resize, hold "Shift" to maintain the proportions while scaling up or down.



Clear Space

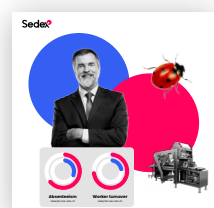
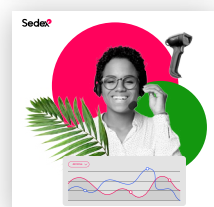
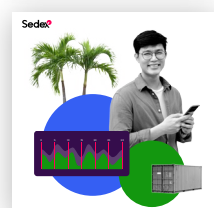
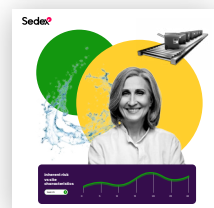
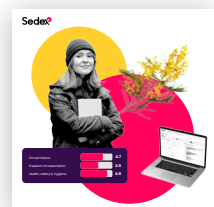
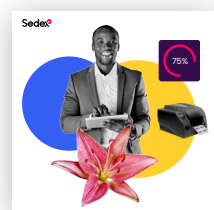
To preserve the integrity of the Sedex Member logo, always maintain a clear space around the logo.



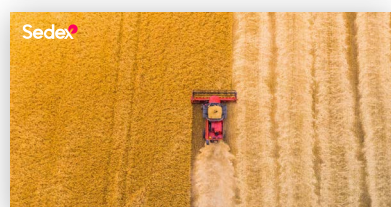
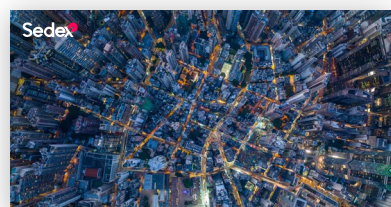
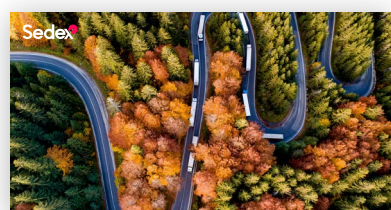
Sedex image library

To help ensure a consistent look across communications, use the Sedex image library images below whenever possible. We have also provided six social cards to show you are a Sedex member.

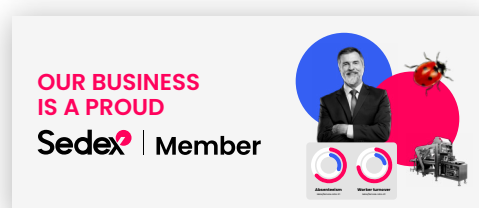
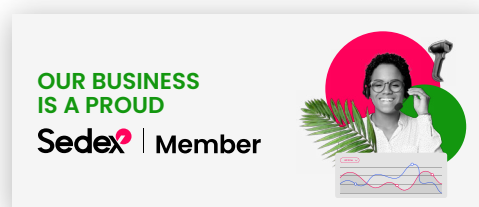
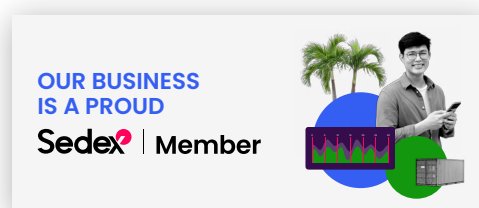
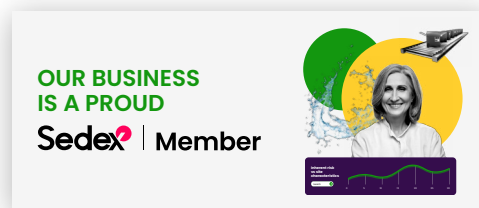
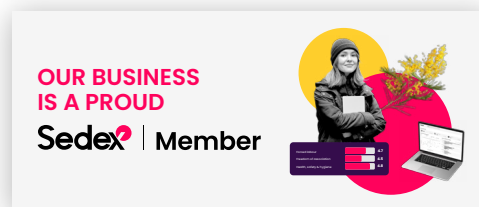
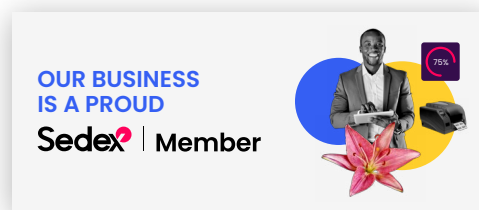
Collages



Aerial Photography



Social Cards



Promote your Sedex membership on social media

Using social media is a great way to promote your membership with Sedex, wherever you are in the world. We encourage you to connect with us to stay up to date with our latest news and industry updates.

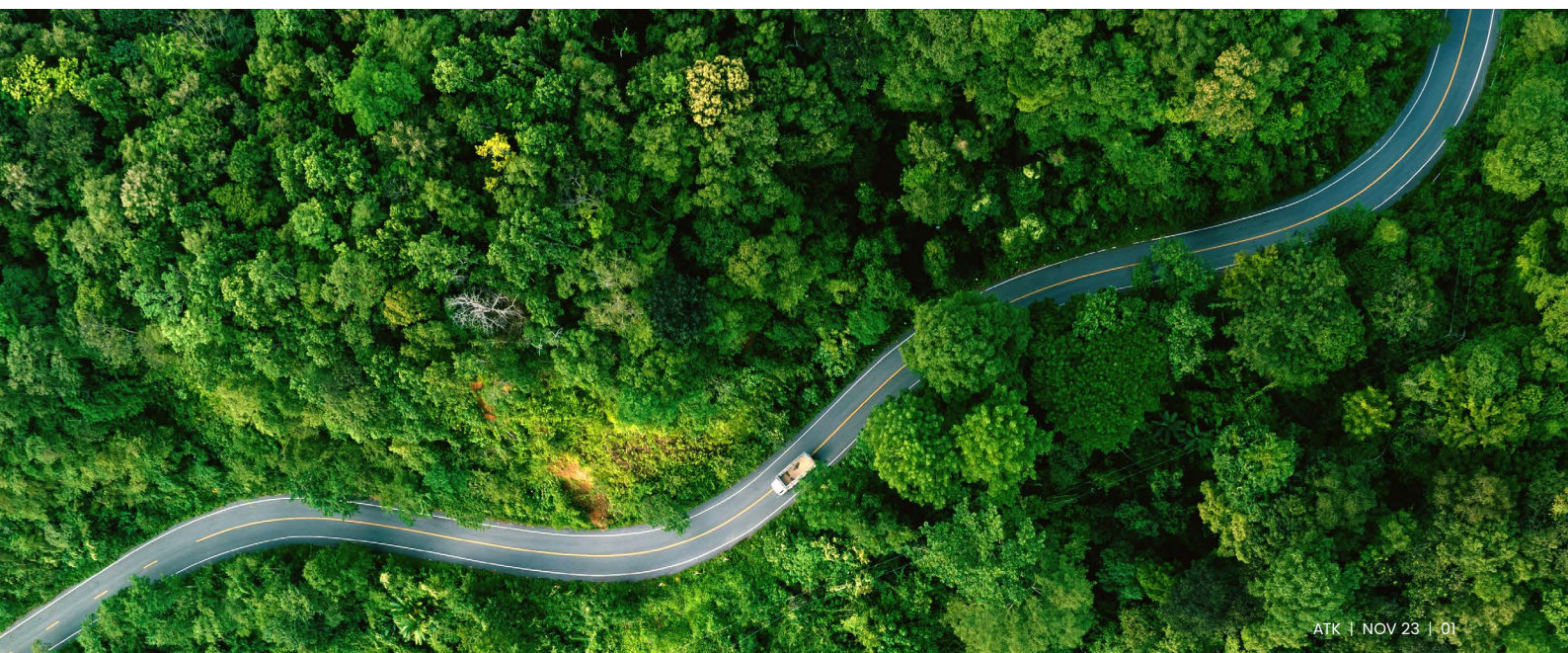


Have you got a media enquiry?

For all media enquiries please contact:

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Olivia.Thomson@sedex.com

If you have questions, please contact us at:
communications@sedexglobal.com



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