



Brand toolkit

For Affiliate Audit Companies



Introduction



Welcome to your Sedex brand toolkit. This toolkit is designed for Sedex Affiliate Audit Companies and will help you describe who Sedex is and promote your Affiliate Audit Company (AAC) account with Sedex. Being part of the Sedex community is a recognisable identity and is a starting point for all of our other communications and materials that convey who we are, what we do and how we add value.

Whether you are creating a report, presentation or responding to an enquiry, it's important to present the best version of Sedex and your Sedex account in a streamlined way.



Describing your Sedex Affiliate Audit Company account



How to describe Sedex:

"Sedex is one of the world's leading ethical trade service providers, working to improve working conditions in global supply chains. Sedex provides practical tools, services and a community network to help companies improve their responsible and sustainable business practices and source responsibly. "

"Sedex offers leading products and services that enable members and affiliate audit companies to bring together different kinds of data, methodologies, standards and certifications. Sedex has over 55,000 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 Affiliate Audit Company:

"[insert name of company]" is an Affiliate Audit Company (AAC) of Sedex. Sedex is home to one of the world's leading collaborative platforms for buyers and suppliers to store, share and report on ethical and social audit information quickly and easily."

"Sedex helps more than 60,000 members in over 180 countries to work together to better manage their social and environmental performance, and implement measures to protect people, the environment and their business. Being granted an AAC account indicates [insert name of company]'s commitment to correctly use SMETA, the Sedex social audit methodology, and to conduct audits with quality and integrity."

Sedex AAC logo



How to use the Sedex AAC logo

The Sedex AAC logo represents that you are a Sedex AAC. Please use the Sedex AAC logo on your company website, presentations, promotional materials, stationary and annual reports. The Sedex AAC logo can not be used on products, services or packaging.



Sedex logo

Please do not use the Sedex old logo

Old logo

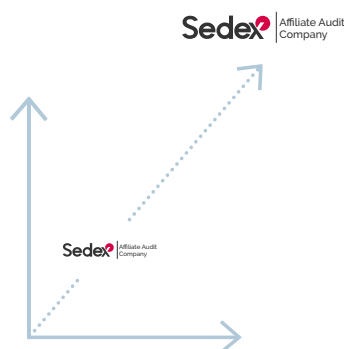


New logo



Maintaining shape and proportions

Please do not alter, rotate, embellish or recreate the Sedex AAC logo. To resize, hold "Shift" to maintain the proportions while scaling up or down.



Colour

Please do not modify the logo in any way, such as changing the design, colour or place the logo on any other colour background than white.



Clear space

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



Gallery



To help ensure a consistent look and quality across communications, use the Sedex image library whenever possible.



[Previous](#)

[Next](#)

Promote your Sedex AAC account 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.



@SedexCSR



@SedexCSR



Sedex



Sedex



Have you got a media enquiry?

For all media enquiries please contact:

Jessica McGoverne

Director of Corporate Affairs

jessica.mcgoverne@sedexglobal.com

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

Sedex

