# social fingerprint™

**SAI Guidelines for
Corporate Communication
and Graphic Standards**

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## SAI's Social Fingerprint™

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All brands benefit from clear and consistent use of their brand name and the logos and key words that are used with them. Social Fingerprint™ is SAI's trademark for an exciting new program.

Consistent and proper use of the Social Fingerprint™ name and logo helps our brand maintain credibility, a consistent visual presence, and effective communiation of the integrity of what our brand represents. It is important that you follow the simple rules in this guide to help us achieve that goal.

This guide is broken into three main sections to help understand the brand and how to use its name and markings.

1. The name "Social Fingerprint™". Here you will learn the correct way to use the name when writing or speaking about the brand.
2. The "Social Fingerprint™" logo and tagline. In this section, you'll l learn about the right and wrong ways to use the logo and tagline.
3. This is our FAQ section. Here we will attempt to answer many of the questions you may have about the Social Fingerprint™ brand.

Thank you for your help and attention. We appreciate it.

# The name:
# Social Fingerprint™

This section addresses the proper uses of the name when writing about it or speaking about it. There are a few uses and we want to make sure you are clear on the details.

**Use of name: text only**

When appearing in text only, the name "Social Fingerprint™" must always be followed by the ™ symbol. Social Fingerprint™ is a trademarked brand name and to maintain this status, the ™ symbol must always appear as a superscript mark after the last "t" of the word Fingerprint.

Example: Social Fingerprint™

The name and its uses:

Social Fingerprint™ can be used ONLY to describe the following:

| | |
|---|---|
| **Social Fingerprint™** | as in the score a user of the Social Fingerprint™ Program receives. |
| **The Social Fingerprint™ Program** | please note that the "P' in "Program" must use an initial cap as it refers the name "Social Fingerprint™" |
| **The Social Fingerprint™ Training Center** | please note that the "T " and "C"' in "Training Center" must use initial caps as they refer to the name "Social Fingerprint™" |
| **The Social Fingerprint™ Company Rating System** | please note that the "C, R and S" from "Company Rating System" must use  initial caps as they formally refer to the name "Social Fingerprint™" |
| **The Social Fingerprint™ Supply Chain Management Rating System** | please note that the initial "S, C, M, R and S" from "Supply Chain Management Rating System" must use initial caps as they formally refer to the name "Social Fingerprint™" |

# Name, logo and use of color

Here we show the proper ways to use the logo or logo in combination with our tagline,

"touch the world. feel the difference".

There is also information about the Social Fingerprint™ brand colors, and how and when to use them. You'll see that there are a variety of logos you can use. Some of them are dictated by the medium they are appearing in. Some are better to use when you need a small logo. This section will help make that clear.

## Name in combination with logo

When using the name, "Social Fingerprint™" in combination with the logo or in combination with the logo and tagline, the following rules must be followed to help build brand recognition.

**Master logo**
Our master logo is a two color logo that uses our signature font as well as our graphic fingerprint "swirl" element.

The font we use is called Chalet London. We only use it in lower case when it is inside our logo. The name, set in the font Chalet London, always appears with the swirl element

PMS 300    PMS 639

The pantone colors that comprise the master logo are:
1.  Pantone 300. This is a darker blue used for the word "social".
2.  Pantone 639. This is a lighter blue used for the word "fingerprint™" and for the "swirl".

**Incorrect Use**

These are the only colors, fonts and graphic elements to be used in conjunction with the name "Social Fingerprint™" when it is expressed in two colors.
In instances where a two color logo can be used, and whenever space and legibility allows, please use the logo version that includes our tagline. If the tagline can be 8 point type or larger, then please use the logo that includes the tagline. The same Pantone colors always apply. Please also note the placement of the tagline under the logo. Also notice that the tagline is executed in all lower case letters – this is intentional.

## Our Master logo with tagline

In instances where a two color logo can be used, and whenever space and legibility allows, please use the logo version that includes our tagline. If the tagline can be 8 point type or larger, then please use the logo that includes the tagline. The same Pantone colors always apply. Please also note the placement of the tagline under the logo. Also notice that the tagline is executed in all lower case letters – this is intentional.

**Incorrect Use**

social fingerprint™

touch the world. feel the difference

social fingerprint™

touch the world. feel the difference.

Use the version of the logo that includes the tagline. Do not attempt to set the type for the tagline and place the tagline in position below the Master logo.

## Other Logo versions

### Black and White

*Please note that the rules that apply to the placement and style of the tagline in the two color version also apply here.*

There are times when there will be a need to use variations of this formula to accommodate different media and publishing requirements. The following are the guidelines for these situations.

When the medium requires a black & white only logo, the following logo is to be used:

social fingerprint™

When the medium requires a black & white only logo, and the tagline can appear at 8 point type or larger, the following logo is to be used:

social fingerprint™

touch the world. feel the difference.

## Logo reversed out of a field of color

There are times where either legibility or media and publishing requirements will call for our logo to be reversed or knocked out of a field of color (one or more color printing jobs), or out of a field of black (black & white printing jobs).

In those instances, the following logos will be used:

**KNOCKING OUT OF BLACK**



**Incorrect Use**



The logo may be reversed out of Pantone 639, Pantone 300 or black.

**KNOCKING OUT OF A COLOR** — PANTON 639C



**KNOCKING OUT OF A COLOR** — PANTON 300C



Please note: Whenever possible, knock out of Pantone 639. Now that you know the simple rules about using our name and logo, we'd like to let you know more about the brand. We've prepared this list of FAQ's that should help answer any questions you may have. If you have more questions, feel free to contact JoLeen Ong at 212-684-1414 ext. 243 for more information. Again, thanks for your time and attention.

# Social Fingerprint™ Frequently Asked Questions

There is a lot of excitement about SAI's new Social Fingerprint™ Program. There are also a lot of questions. Read these FAQ's so you will know what the excitement is about. Better yet, if someone asks you about it, you'll know what to say.

## Q: What Is Social Fingerprint™?

A: We believe that every company has a Social Fingerprint™. It's a unique mark they leave on the world showing everybody how they do business. So we've created a program to help companies measure and improve social performance – in their company and in their supply chain. By participating in this program they can learn what their "Social Fingerprint™" is. Then begin to improve it immediately.

Remember how 'carbon footprint" was used to describe a company's impact on the environment? Social Fingerprint™ is the term we trademarked to capture a company's social impact

## Q: What Are Some Of The Components Of The Social Fingerprint™ Program?

A: The Social Fingerprint™ Program is made up of ratings, classroom training, online training and toolkits designed to help companies understand and measure their social impact now, and then learn how to improve it.

The program includes the Social Fingerprint™ Company Rating System, the Social Fingerprint™ Supply Chain Management Rating System, plus all of the components needed to help companies build capacity immediately.

## Q: What If I Have An Existing Way To Measure Social Compliance In My Company And In My Suppliers?

A: Companies can pick and choose from the Social Fingerprint™ Program components to enhance their existing corporate code of conduct program, or they can use the program to evaluate their own social performance or that of their suppliers. Because the Social Fingerprint™ Program focuses on processes, it can work with any credible industry or corporate code.

## Q: Why Is SAI Doing This?

A: This represents a great step forward for SAI. It lets us leverage our experience with the SA8000 labor standard. We saw a tremendous need for effective programs to help companies. Our goal was to create something that did that and met three critical criteria. It had to be credible, pragmatic and cost-effective.

## Q: How Does This Relate To SA8000?

A: SA8000 remains SAI's flagship product. The SA8000 certification program plays a critical role in global labor standards. We believe that SA8000 is as vital as ever, especially as companies seek ways to reduce audit duplication and seek equivalency between codes.

The Social Fingerprint™ Program complements SA8000. Social Fingerprint™ takes the management systems concept and breaks it into component processes.  It allows companies to take more targeted steps towards improvement. It creates a path to improvement and breaks the journey into smaller steps. This is true whether they are following any corporate or industry code. It is each company's decision whether it wants to apply for SA8000 certification.

## Q: Does The Online Training Replace SAI's Classroom Training?

A: Absolutely not. SAI will continue to offer dozens of classroom trainings each year. You will come to the Social Fingerptint™ Training Center to register for all classes – classroom or online.

Classroom seminars are a fantastic learning experience and there is no substitute for them. However, we see that companies need ongoing training and support to drive change. The only practical way to do this is to reinforce classroom training with e-learning.

We are also starting to offer "blended learning" courses that combine classroom training with e-learning. In addition, e-learning is a way for us to reach a wider audience. It allows people to learn at their own pace and reduce their travel costs.

## Q: How Does It Work?

A: It all starts with SAI's new online hub – the Social Fingerprint™ Training Center. Learners can go here to supplement their in person training with online courses, toolkits and training.

The first course, "Social Fingerprint™: Getting Started in Your Company", is already available and features a cornerstone of the program – The Social Fingerprint™ Company Rating System. This rating system enables a company to assess its Social Fingerprint™, by examining its internal social performance in nine key processes. The course also allows companies to take a self-assessment online. Once the self-assessment is completed, the course calculates an average score across these 9 key categories and gives the company its "Social Fingerprint™" on a scale of 1 – 5.

**The course also contains 90 tips for immediate improvement.**
The 9 categories being measured are:
•       Management Systems
•       Internal Social Compliance Team
•       Worker Involvement & Communication
•       Complaint Management & Resolution
•       Level and Type of Non-conformances
•       Progress on Corrective Actions
•       External Verification and Stakeholder Engagement
•       Training & Capacity Building
•       Management of Suppliers & Contractors

## Q: How Does This Help Companies And Supply Chains Improve?

A: Our Social Fingerprint™ program allows companies to see where they are now. But more exciting, it defines a clear path to improvement and breaks the journey into small steps.

Companies can use the Social Fingerprint™ program in many different ways. It can be used to create a baseline rating as well as help identify specific areas for improvement. The training and tools can be used to improve performance in any of the 9 categories regardless of whether or not a company has gone through the full initial rating.

## Q: Are There Reporting Capabilities Included?

A: Yes. The Social Fingerprint™ Training Center even allows SAI to provide sophisticated reporting on one company or groups of companies. It also lets them analyze their progress as they go.

## Q: How Can I Learn More?

A: Go to www.sa-intl.org and look for the new Social Fingerprint™ section which provides more detail on the program. There is information there specifically for auditors, brands, retailers, suppliers and government and private organizations. The website also links to the Social Fingerprint™ Training Center.