

# appellando Style Guide - User Guideline

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This style guide serves as a user guideline describing the rules of using the appellando brand name, logo and certain claims in the right size, colour and application. It also explains its communication to the public or rightsholders by appellando user, supporter, participants and service partner such as OGMs, investigators and remediators.

## 1 Introduction

appellando is a global alliance for harmonized and effective grievance mechanisms in supply chains. As a multi-stakeholder partnership, it organizes solutions to better protect human rights and the environment in supply chains of its alliance partners.

### appellando's MISSION

It is our mission to ensure that every worker and rightsholder can find access to help and effective remedy through trusted channels. It is unique in its remit to bundle company owned grievance mechanisms by expanding across supply chains, commodity sectors and geographies.

Our appellando Alliance aims to acknowledge the UN Guiding Principles on Business and Human Rights (UNGPs), the ILO Declaration on Fundamental Principles and Rights at Work and the OECD Guidelines for Multinational Enterprises on Responsible Business Conduct in connection with the UN Sustainable Development Goals (SDGs). We follow a collaborative approach to harmonize standards for technical interoperability, efficient monitoring, effective investigations and concerted, sustained remediation efforts that are applicable in local and global supply chains, across businesses, commodities, industries, sectors, and geographies.

### appellando's VISION

A strong alliance, strong help - Final buyers and suppliers partner with successful systems and solutions in a multi-stakeholder collaborative alliance to offer effective help.

### appellando's VALUES

The "appellando Declaration" comprises eight (self-)commitments that represent our basic principles. In this way, we want to work together to protect human rights and the environment throughout the supply chain for globally harmonized complaints procedures and remedial measures at the private sector level.

## 2 Purpose

The appellando brand name / logo and/or mark in general are intended to be used by companies to demonstrate their collaboration with and engagement for the appellando Alliance and its values (signee of the appellando Declaration <https://www.appellando.org/declaration/>).

In addition to this, it is used in communication towards rights holders - such as workers or the neighbourhood of a company - to demonstrate that the company offers a helpline that works according to the standards of the appellando Alliance.

### appellando statements

Care must always be taken to ensure that the use of the appellando brand / logo or supporter / user mark is not used in any misleading context.

The appellando statements are certain phrases that describe the benefits and features of the appellando Alliance and the appellando grievance mechanism services. They should be used verbatim and not modified or paraphrased. They should not be used as slogans or headlines.

Admissible appellando statements are:

- "appellando is an alliance for grievance mechanisms in supply chains."
- "appellando partners/supporters/employers promote effective social dialogue and resolving issues and complaints amicably."
- "appellando partners offer independent analysis of cases and escalation to international buyers in case of non-resolution."
- "appellando partners connect to the backup group of international buyers, the alliance of buyers and customers of the employer to complain about."

## 3 appellando brand name

The appellando brand name shall always be written in lowercase letters, with no spaces or hyphens between the letters. Make sure to use a lower case initial letter, also at the beginning of a sentence.

The appellando brand name should always be used as an adjective, not as a noun.

**Example:**

*<< company name >> is an appellando partner" or*

*<<OGM>> is a appellando grievance mechanism helpline*

It should only be used as a standalone noun, such as "appellando", when it refers to the "appellando GmbH". The name appellando is always used without being preceded by the definite article "the".

## 4 appellando logo with claim

The appellando logo with claim must be used in every external application as a version with the corresponding claim "Alliance for Grievance Mechanisms in Supply Chains". Deviations from this are only possible in justified exceptional cases. This requires prior agreement and written consent from appellando GmbH.

### Logo design



Figure 1: appellando logo with claim coloured – English / **Spanish**

The logo may only be used in conjunction with the appellando member name (legal entity) or with the respective registered company locations.

From the time appellando assigns identification numbers to its participants for unique identification, this identification number must always be stated when using the appellando logo / appellando claim.

## Colours

The appellando logo must always be displayed in the colours specified in this mini style guide:

	<b>Pantone color model</b>	<b>CMYK color model</b>
<b>blue</b>	Pantone 285 C	C: 90 M: 50 Y: 0 K: 0
<b>green</b>	Pantone 375 C	C: 50 M: 0 Y: 100 K: 0

A black and white version of the logo can be used alternatively, but not a grayscale version.



Figure 2: appellando logo in English with claim black / white

## Size

The appellando logo should always have a minimum height of 1 cm (28.3465 pt) in print, without spaces, and no less than half the size of the associated OGM brand image. The rest area should be half the diameter of the circle shown in the logo. It should not be placed too close to the edge of the page, text or other graphics.

The logo shall not be distorted, rotated, cropped, or altered in any way.

## Carrier of information

- a) The appellando logo with claim is intended to be used on
  - Business communications
  - Binder of email signatures

- Company webpages
- Marketing material (flyer, display, design of exhibition stands)
- Others

It is not permitted to use the appellando logo with claim on products or product packaging, including transport packaging or reusable trade items

## Languages

The appellando logo with claim as well as the partner / supporter mark are available in English and Spanish. Additional languages will be provided by appellando as soon as there is demand for it.

## 5 Communication by appellando member groups

### Operational Grievance Mechanisms helplines

Partnering OGMs (Operational Grievance Mechanisms (helplines)) shall use the appellando brand in its communication to different audiences, as follows:

- **To the public:** The OGM should state that it is an appellando partner and that it operates the appellando grievance mechanism and helpline in accordance with their own and the appellando rules and procedures. It should also mention the appellando claims that are relevant to the public, such as the promotion of effective social dialogue and the independent analysis of cases.
- **To the companies** that want to join the OGM: The OGM should explain that joining OGM will fulfil the obligation of an appellando system participant (e.g. farmer or packing house) to link up with an appellando partner OGM. It should also emphasize that the OGM is recognized by appellando and refer to the published rules of procedure of OGM and appellando.
- **To rightsholders such as workers or third persons** that might use the helpline service: The OGM shall demonstrate that the helpline
  - is a trusted helpline, partnering with appellando, the alliance for grievance mechanisms for supply chains.
  - It should also inform the workers that the employer displaying this helpline has agreed to follow an effective social dialogue and agrees to resolve

issues and complaints amicably with the complainant, and in case there is no resolution accepted by the complainant,

- connects to the backup group of international buyers, the alliance of buyers and customers of the employer. It should also mention the appellando claims that are relevant to the workers, such as the independent analysis of cases and the escalation to international buyers in case of non-resolution.

The OGM should always display the appellando logo and the appellando brand name in its communication such as posters and flyers, following the rules of size, colour, and placement. When using the appellando claims, they must be verbatim and attributed to appellando.

## Investigators & Remediators

The regulations for OGMs are also to be applied in the same way by investigators and remediators

## Supporter and Partner

### appellando supporter / partner mark

The component is a mark with extra text and is ready to use. Mark and text come in English and Spanish and can be applied on:

appellando supporter user webpages (connected to the appellando website)

in marketing material or e.g. as part of the communication on an exhibition stand



Figure 3: appellando supporter and partner mark with additional text – English



Figure 4: appellando supporter and partner mark with additional text - Spanish

Please contact appellando to obtain a printable logo or in case of any doubt.

## 6 Additional terms of use

### General

1. appellando is owner of the appellando supporter / partner mark
2. Companies that have signed the appellando Declaration may use the supporter / partner mark and undertake to fully apply the 8 commitments of the appellando Declaration in all business areas of their company
3. The appellando supporter / partner may in particular use the appellando mark in an appropriate form for its advertising presence but not on individual products / product items
4. The right for use is revocable, non-transferable and non-exclusive
5. The appellando supporter / partner is obliged to use the appellando supporter / partner mark only in accordance with the appellando Compendium and must avoid any misleading use of the logo.
6. appellando is entitled to change the design catalogue unilaterally and shall inform alle supporter / partner immediately, if possible in advance of any changes.
7. appellando is entitled to request a supporter / partner to provide evidence of the way in which the appellando supporter / user mark is used.
8. If the appellando supporter / partner violates the rules of use or the appellando Declaration, in particular by using the appellando supporter / partner mark without authorization, disparages it, violates the design rules or uses it in an anti-competitive manner, appellando may terminate the supporter /partner use of the mark subject to further measures with immediate effect.



## Violation of use

If the appellando brand name, appellando logo or appellando supporter / partner mark is not used in accordance with the requirements of this style guide and the General Terms and Conditions, appellando GmbH is entitled to issue a written reminder with a request for use in accordance with the guidelines, including the expected corrective measures. In the event of unlawful use of the appellando trademark and/or logo, these must be removed immediately.

If a company continues to use the trademark and/or logo unlawfully or improperly after a written warning, in the event of subsequent infringements or if an amicable solution is not possible, the business partner shall be obliged to pay a contractual penalty in the amount of € 1,000.-. This contractual penalty is not subject to judicial mitigation.

In addition, appellando GmbH is entitled to immediately exclude the partner from the appellando Alliance and inform all other Alliance partners accordingly. If necessary, legal action will be taken to protect the appellando brand.