

## STOP THE TRAFFIK CHARTER

### Our purpose:

STOP THE TRAFFIK exists to end the buying and selling of people. We are a global movement of activists from all sectors of society who passionately give our time and energy, uniting to build resilient communities and disrupt and prevent human trafficking and its harm and abuse to human beings. We campaign for a traffik-free world!

We seek to prevent trafficking by engaging in:

- **Community transformation**

We shine a light on the crime of human trafficking. We equip people to understand what trafficking is, how it affects them and what they can do about it. We empower individuals to take action to prevent trafficking in their communities. We raise awareness to ensure that vulnerable people are protected against the abusive and deceptive behaviour of traffickers.

- **Global campaigning**

We inform consumers about how trafficking impacts the supply chains of businesses world-wide. We equip and empower consumers to change their buying habits, campaign for change. We advocate for business to take action to prevent the harm and abuse associated with human trafficking.

- **Gathering and sharing knowledge**

We gather and analyse information from individuals and stakeholders around the world on how and where trafficking is taking place. We share this knowledge generously in order to enable effective prevention of human trafficking.

### Our values:

#### **Transparency**

We are public and transparent about our work and our relationships with others. We welcome dialogue with organisations and individuals who hold contrary points of view.

#### **Generosity**

We give away our resources and knowledge to empower and equip others.

#### **Integrity**

We always act with integrity whether it is handling information, data or through our interactions with diverse stakeholders. We act responsibly to ensure no harm is caused through STOP THE TRAFFIK activity.

# STOP THE TRAFFIK

PEOPLE SHOULDN'T BE BOUGHT & SOLD

## **Inclusivity**

We are inclusive and will not discriminate on the grounds of race, religion, gender, sexuality, nation of origin, age or disability.

## **Collaboration**

We actively seek to collaborate and work in partnership with organisations and stakeholders working to prevent human trafficking.

## **Human Dignity**

We believe in the inherent value and dignity of every human life. We believe no man, woman or child should be trafficked and exploited. STOP THE TRAFFIK recognise that when a person is trafficked it is a violation of their human rights as laid out in The Universal Declaration of Human Rights.

### **As a member of STOP THE TRAFFIK my commitment is:**

1. To work to further the purpose of STOP THE TRAFFIK as outlined by this Charter
2. To follow the brand guidelines when I use the brand
3. To follow the fundraising agreement when I fundraise
4. To give all data I collect to STOP THE TRAFFIK, the registered legal owner
5. To plan, stay safe and legal when I take action
6. To work with other members whenever possible as greater impact can be achieved when we work together

**In agreement with this Charter, I commit to be a member of STOP THE TRAFFIK**





# FUNDRAISING AGREEMENT

Please sign the following agreement before fundraising for STOP THE TRAFFIK . Join STOP THE TRAFFIK to [sign online](#).

I agree to:

1. That all fundraising activity will follow our purpose and our values as set out in the [STOP THE TRAFFIK Charter](#).
2. Not to do anything that brings STOP THE TRAFFIK's name into disrepute.
3. Send all funds raised to STOP THE TRAFFIK no later than 28 days after receipt.
4. Make or ask for all cheques to be payable to STOP THE TRAFFIK.
5. Not carry out house to house collections to raise funds.
6. Not collect money in any public place without gaining a collector licence from the local authority or on any private property without gaining permission from the owner (including shops, pubs etc.).
7. Have two people present when any monies collected are being counted.
8. Abide at all times by the countries data protection legislation and regulations for the country that I am fundraising in.
9. Abide at all times by the national fundraising Codes of Practise for the country that I am fundraising in.
10. Not hold STOP THE TRAFFIK responsible for any costs, claims, loss or liability.
11. Stop fundraising if STOP THE TRAFFIK terminate my right to do so at any time.

I agree to the STOP THE TRAFFIK Guide to Fundraising as set out in this document



We wish we didn't have to, but any use we deem unacceptable or in violation of our agreement will result in the appropriate action.

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# STOP THE TRAFFIK USING THE BRAND

## Activist / Organisation

Thank you for joining the global STOP THE TRAFFIK movement.

As a member of STOP THE TRAFFIK as either an individual or an organisation you can use the following STOP THE TRAFFIK logos to identify yourself or yourselves as part of the movement.

All you need to do is sign the STOP THE TRAFFIK charter (you do this when you join at [www.stopthetraffik.org](http://www.stopthetraffik.org)) and the Using the Brand Agreement at the end of this document, and off you go!

## Logo's

These are logos you can use:

### STANDARD LOGO



### FUNDRAISING LOGO



## USING THE LOGO

When possible please place the logo in the bottom right hand corner with equal margins around it.

We are very fond of our logo so please look after it- don't distort, stretch, condense, re-colour, box, over-lay or change it in any way.



## Colours

These are the colours we use:

### PRIMARY



CMYK: 0/0/0/0  
HEX: #FFFFFF  
RGB: 255/255/255



CMYK: 1/19/100/0  
HEX: #FFCC00  
RGB: 255/204/0



CMYK: 0/0/0/100  
HEX: #000000  
RGB: 0/0/0

### SECONDARY



CMYK: 70/41/36/6  
HEX: #577E8D  
RGB: 87/126/41



CMYK: 0/49/100/0  
HEX: #F7931D  
RGB: 247/148/30



CMYK: 55/45/45/10  
HEX: #777777  
RGB: 119/119/119

### PARTNERSHIP



CMYK: 0/99/98/0  
HEX: #ED1D24  
RGB: 237/29/36



CMYK: 22/100/95/15  
HEX: #AD1A28  
RGB: 173/26/40

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# Writing about STOP THE TRAFFIK

When referring to STOP THE TRAFFIK in writing there are a few simple things to remember; we always try and remember them too and if we don't we get told off.

## **1. The K**

We want to STOP THE TRAFFIK not the TRAFFIC, the K is part of our trademark and also helps distinguish our cause as people trafficking rather than bus/car/plan traffic.

## **2. We like uppercase**

We always write STOP THE TRAFFIK in UPPERCASE in every circumstance; not in sentence case i.e. 'Stop the Traffik' or in all lowercase i.e. 'stop the traffik'.

## **3. We don't like acronyms**

When referring to STOP THE TRAFFIK we always use our full name rather than shortening to STT; this applies in writing and when speaking about STOP THE TRAFFIK. Its consistent and helps people recognise us.



# USING THE BRAND AGREEMENT

Please sign the following agreement before using the STOP THE TRAFFIK brand.

I agree to:

1. Use the logo to clearly identify my relationship with STOP THE TRAFFIK as an Activist or Organisation member of the global movement.
2. Use the logo for the benefit of STOP THE TRAFFIK
3. Clearly show the relationship with STOP THE TRAFFIK as appropriate i.e. Fundraising for STOP THE TRAFFIK
4. Communicate that awareness raising and/or fundraising is in support of STOP THE TRAFFIK
5. Use the logo as it is given and not modify it i.e. change the colour, stretch it, condense it, rotate it or distort it in any way
6. Not use the logo for personal or commercial gain
7. Not use the logo to advertise or sell products or services
8. Not use the logo on any merchandise that will be sold or exchanged as a reward/incentive
9. Not use the logo to imply myself or anyone else is employed by or represents the 'organisation' of STOP THE TRAFFIK
10. Not use the logo in any way that could bring STOP THE TRAFFIK into disrepute

I acknowledge that STOP THE TRAFFIK owns all rights, title and interest in and to the STOP THE TRAFFIK Trademarks, and I shall not register or attempt to register any STOP THE TRAFFIK Trademarks in your or any other name.

**I agree to the STOP THE TRAFFIK Using the Brand Agreement as set out in this document**



We wish we didn't have to, but any use we deem unacceptable or in violation of our agreement will result in the appropriate action.

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