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by Maria Doulton

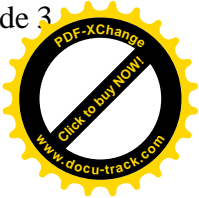
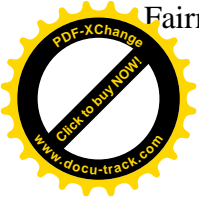
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fair





Fairmined gold looks to the future with a new logo celebrating a new horizon in ethical mining
By Ase Anderson in London

The Alliance for Responsible Mining has unveiled a new brand identity and logo for Fairmined gold, which aims to
out a clear message about its core values.

The new logo celebrates a new horizon in mining by focussing on the positive changes that take place in certified
communities and the pride that miners have in their work.

Featuring an un-hewn gold nugget underneath two horizons, with the word 'Fairmined' written at the bottom, the
be instantly recognisable to consumers looking for certified products. There is also an optional description - 'From
Responsible Mining Communities' - that can be used to add further clarity to the message.

The rebranding follows the revision of the Fairmined standard at the end of last year, which resulted in the business
being updated to serve new markets and provide greater benefits to responsible artisanal miners in the Fairmined
"To mark our initiative's progression and better align with our vision and values we felt it was the perfect opportunity
to renovate the Fairmined brand," says Kenneth Porter, Fairmined Business Development Officer for the Alliance of
Responsible Mining.

Fairmined jewellery is currently on sale in stores in the United States, Canada, Great Britain, Spain, Japan and Denmark
and also available via online retailers worldwide. The logo is the customer's assurance that the gold comes from
responsible mining communities that meet world-leading standards.

Porter adds: "We are hoping the new logo can effectively communicate the messages and values of Fairmined in a
appealing manner, excelling in its purpose as an assurance label for gold that everyone can be proud of while help
achieve our goals and allowing us to spread the benefits of Fairmined to more mining communities around the globe."

- Fairmined gold looks to the future with a new logo celebrating a new horizon in ethical mining

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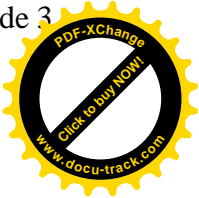
The new Fairmined logo sends a direct message about its core values, celebrating a new horizon in mining by focussing on the positive changes that take place in certified mining communities.



Jewellery made from Fairmined gold is currently on sale in stores in the United States, Canada, Great Britain, Spain, Japan and Denmark and also available via online retailers worldwide.



Founded in 2004, the Alliance for Responsible Mining is globally recognised as the pioneer of responsible artisanal and small-scale mining.



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