

# CLEAN CLOTHES CAMPAIGN

## REPORT TEMPLATES STYLEGUIDE

# PT. 1

## FRONT PAGE/TITLE

There are different tools available to create the memo in: Canva, Google Docs, Libre Office and Word. These programs have different levels usability and therefore adjustments can differ per chosen tool. For the same reason this style guide is not exhaustive but should be use as a guidance to approach the style as well as possible with the chosen tool.

### COLOR SCHEME

<b>RED</b>	#D40E16	212/14/22	<b>(CCC red)</b>
<b>BLACK</b>	#00000	0/0/0	
<b>WHITE</b>	#ffffff	255/255/255	

### FONT

**Headline:** Roboto Bold, about 30 pt, White on black Background  
**Subline:** Roboto normal, 30 pt, CCC red

**Line Spacing:** 1,0

**Footer text:** Roboto normal, 10 pt, BLACK  
aligned bottom right, ranged right

### STYLE ELEMENTS

**Stitches:** used as image element (google docs) or shape line 1,5 pt pale grey (about 30%), aligned left

**Image:** should be at least 1/3 and maximum 1/2 of the page, fullframed alternative element if image not available: red scissor aligned left on the stitches. This is also an image element.

**Stripe:** red shape on the lower edge of the image  
height: about 6 mm

**Logo:** Logo Position on the lower left side, ranged right with the Head



between 99 to 148,5 mm

about 6mm

**We want to break free**  
Lorem Ipsum Lorem  
Lorem Ipsum

stitches end  
with subline

**Clean  
Clothes  
Campaign**

A Report released by Clean Clothes Campaign  
September 2018



**We want to break free**  
Lorem Ipsum Lorem  
Lorem Ipsum

**Clean  
Clothes  
Campaign**

A Report released by Clean Clothes Campaign  
September 2018

## FONT

### QUOTE OR IMAGE TEXT:

**Quote:** Roboto italic, 14 pt, white on CCC red background  
Subline: Roboto bold, 10 pt, black

**Caption:** Roboto normal, 14 pt, white on CCC red background

Line Spacing: 1,0

### CONTENT TEXT:

**Headline:** Roboto bold capital letter (caps), 18 pt, CCC red

**Copy text:** Roboto normal 10 pt, black

Line Spacing: 1,15

### CONTENT QUOTES:

**Quote:** Roboto normal 14 pt, CCC red

**Subline:** Roboto bold, 10 pt, black

Line Spacing: 1,15


### Frame element:

The grey line above and below quote can be created by a low line in a row: \_\_\_\_\_

## STYLE ELEMENTS

**Stitches:** used as image element (google docs) or shape line 1,5 pt  
pale CCC red aligned left  
**height:** about full page with space on the upper and lower margin  
stitches are placed in every content page on the same position

**Image:** aligned left, about half width of page, outline: 1 pt black  
quote or caprion is placed right next to it



*"Suddenly a big cloud of smoke started filling the floor. The supervisor switched off the power and then there was a complete blackout."*

Survivor Mehmood, 58 years old, machine operator who worked at Ali Enterprises for years.

### FIGHTING FOR JUSTICE IN THE TEXTILE INDUSTRY'S GLOBAL SUPPLY CHAINS

As soon as Muhammad Jabir heard about the fire at the Ali Enterprises factory on 11 September 2012 in Karachi, he rushed there to look for his son, a machine operator. He was too late. His son, along with almost 260 others, was dead. After the first months of grieving, he worked with others to found the Ali Enterprises Factory Fire Affectees Association (AEFFAA), supported by the Pakistani National Trade Union Federation. Within a year, more than 200 survivors and relatives of deceased workers started speaking out for their rights, for adequate compensation, and for long-term structural changes in the global supply chains of the textile industry.

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*"On the day of the fire, I escaped by jumping from the mezzanine floor. It was about 30-40 feet high. I fell in the bushes. Other people were jumping from the same window."*

Survivor Shahzad Ali had worked at Ali Enterprises for 4 years. His entire leg was fractured in the fall.

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Like the Ali Enterprises factory fire, a similar incident in the Tazreen textile factory in Bangladesh (November 2012) killed over 100 workers. The collapse of the Rana Plaza complex building in Dhaka, Bangladesh (April 2013) buried more than 1,100 workers. These incidents were particularly drastic examples of the inhumane working conditions in the global textile industry. These man-made disasters brought into sharp relief the fact that goods produced for consumption in the global north come at a price – a price many workers in the global south pay with their health and sometimes their lives. Ali Enterprises, Tazreen and Rana Plaza attracted worldwide attention and prompted calls for safer workplaces in the global textile industry.

Even more importantly: survivors and relatives started actively seeking for justice and accountability. The struggle of the affectees and their allies is testament to the need for proper legal remedies, both in the production states as well as in the countries from where the goods are ordered. In Pakistan, lawyers represented victims in the ongoing criminal proceedings against the factory owners and along with affectees brought a public interest litigation petition demanding proper investigation into the responsibility borne by the relevant state authorities and private actors. The search for

2

## SPECIAL ELEMENTS

### ENUMERATIONS:

**Headline:** Roboto bold, 14 to 30 pt, white on CCC red background

**enumeration:** bullet points black or CCC red  
Roboto bold 14 pt, black

**Line Spacing:** 1,15

### FOOTNOTES:

Roboto normal , 7 (for saving space if necessary) to 10 pt, black  
line spacing: 1,0

## LAST PAGE

### CONTACT:

Roboto normal , 10 pt, black  
line spacing: 1,15

could be placed in the middle of the page, ranged left

## RECOMMENDATIONS

- **Governments and companies need to improve access to remedies for victims of AI**
- **Enterprises and other human rights violations.**
- **Companies and social auditors should make all social auditing reports public.**
- **Governments should adopt laws requiring companies to do human rights due diligence.**
- **Governments should make companies liable for human rights violations in their supply chain.**
- **Governments should make auditors liable, to ensure that there are consequences when an**
- **audit fails to identify risks and/or violations.**

### RECOMMENDATIONS FOR FURTHER READING:

Terwindt, Carolijn/ Sheldon Leader, Anil Yilmaz-Vastardis and Jane Wright, Supply Chain Liability: Pushing the Boundaries of the Common Law?, Journal of European Tort Law, Volume 8, Issue 3. Jahr 2018

Terwindt, Carolijn/ Miriam Saage-Maaß, Liability of Social Auditors in the Textile Industry in: Friedrich-Ebert-Stiftung (ed.) "Global Policy and Development", Berlin, December 2016.

Saage-Maaß, Miriam / Philipp Wesche, Holding companies liable for human rights abuses related to foreign subsidiaries and suppliers before German civil courts: Lessons from Jabir and others v Kik, in: Human Rights Law Review, 2015

Prentice, Rebecca, Workers' Right to Compensation after Garment Factory Disasters: Making Rights a Reality, University of Sussex, February 2018,

<http://sro.sussex.ac.uk/74288/1/Compensation%20Report%20Prentice%20FINAL%202018.pdf>.  
Clean Clothes Campaign/Centre for Research on Multinational Corporations SOMO, Fatal Fashion. Analysis of recent factory fires in Pakistan and Bangladesh: a call to protect and respect garment workers' lives, March 2013, <https://cleanclothes.org/resources/publications/fatal-fashion.pdf/view>.

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