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Gold to be proud of: The Alliance for Responsible Mining reveals evolved brand identity for Fairmined Gold

Following the launch of the revised Fairmined standard in December last year, the Alliance for Responsible Mining (ARM) is proud to announce the unveiling of the evolved Fairmined brand identity and logo.

Celebrating the organizations 10th anniversary in promoting responsible Artisanal and Small-scale Mining, the Alliance for Responsible Mining now unveils a revised brand identity for the Fairmined initiative, symbolized by the introduction of an evolved logo. The logo celebrates a new horizon in mining, and the positive transformation that happens in certified Artisanal and Small-scale Mining communities. It demonstrates the pride of the miners in their work and the pride of those involved in the Fairmined initiative.

“To mark our initiative’s progression, and to better align with our vision and values, we felt it was the perfect opportunity to renovate the Fairmined brand. To us, this logo represents the brighter future that the Fairmined initiative brings to the certified communities”, says Kenneth Porter, Fairmined Business Development Officer for the Alliance for Responsible Mining.



The Fairmined label is the customer’s assurance that the gold comes from empowered responsible mining communities that meet world leading standards. Fairmined transforms mining into an active force for good, ensuring social development and environmental protection. Most recently the Fairmined Standard was revised and some innovative updates made to the Fairmined business model to serve new markets and provide greater benefits to responsible artisanal miners in the Fairmined System. Since its birth in 2004, the Fairmined initiative has steadily grown and sights are set high for the future.

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

For more information on the Fairmined initiatives go to www.fairmined.org or contact Kenneth Porter at kennethporter@communitymining.org.



For more information, interviews and photos please contact:

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Notes to editors:

About the Alliance for Responsible Mining

The Alliance for Responsible Mining (ARM) is an independent, global-scale, pioneering initiative established in 2004 to enhance equity and wellbeing in artisanal and small-scale mining (ASM) communities. ARM is committed to social justice and environmental responsibility as the values driving the transformation of ASM. **ARM's vision** is for ASM to become a formalized, organized and profitable activity that uses efficient technologies and is socially and environmentally responsible. **ARM's work** is focused on four strategic areas: Standard Setting, Producer Support, Fairmined Market Development and Advocacy and Communications.

About Fairmined

Fairmined is an assurance label that certifies gold from empowered responsible mining communities. It is backed by a rigorous 3rd party certification and audit system that ensures that small entrepreneurial mining communities meet world leading standards for responsible practices. Fairmined transforms mining into an active force for good, ensuring social development and environmental protection providing everyone with a source of gold they can be proud of.

The Fairmined Standard was developed with ARMs network for responsible mining and includes five types of requirements: traceability, social development, economic development, environmental protection and labor conditions. Certified miners receive a guaranteed Fairmined Minimum Price and a premium payment, which is invested in community projects and in improving mining operations.

Currently, three mines in Peru and Colombia are certified in the Fairmined system, with over 30 other mining organizations working towards certification in Latin America. Furthermore, ARM partners with UNIDO, GEF, FFEM and AGC to begin the certification process for ASM communities in Senegal, Burkina Faso and Mali; and in 2012 the organization began the expansion of its efforts into Mongolia.