

British Wool Licensee Scheme Guidelines



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British Wool Licensee Scheme

This toolkit has been produced to provide guidance on how and where to use the British Wool Licensee Scheme logos.

Please follow this guidance when using any of the logos on print or digital artwork.



Licensee Product Logos

These logos can only be used by brands on product ranges approved by British Wool.



'Union Flag' Licensee Product Logos

The 'Union Flag' logo has been designed for the international market to give the logo a truly British look and feel. UK licensees can also use these logo variations if they feel it is appropriate.

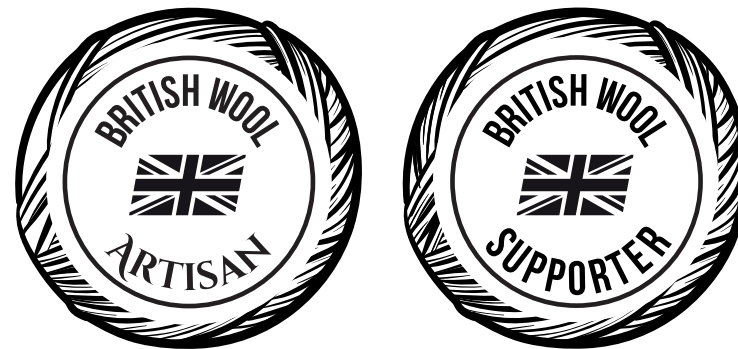
These logos can only be used by brands on product ranges approved by British Wool.



Supply Chain Logo

This logo can only be used by companies in the middle of the supply chain (yam spinners, cloth manufacturers etc.) on ranges approved by British Wool.

It may not be passed on to brand owners or anyone else in the supply chain.



Artisan Logo

This logo can only be used by British Wool approved artisan and craft based manufacturers.

Supporter Logo

This logo can only be used by British Wool approved supporters.

Both logos should never be passed on to other manufacturers or suppliers.

Licensee Product Logo Criteria

Licensee Product Logos

These logos can only be used by approved brands on certified products.

In print – on the certified product, or product page in a leaflet

These Logos should never be passed on to other companies.

Any artwork produced with these logos must be approved by British Wool’s marketing team – marketing@britishwool.org.uk

Product: Carpets



100% British wool

Criteria

80/20 wool carpet.

Wool content to be 100% British wool.

Purchased through the British Wool scheme.



British wool Blend

Criteria

80/20 wool carpet.

Wool content to be at least 50% British wool.

Purchased through the British Wool scheme.

Product: Knitting Yarn



100% British wool

Criteria

100% of the fibre content is British wool.

Purchased through the British Wool scheme.



British wool Blend

Criteria

At least 50% of the fibre content is British wool.

Purchased through the British Wool scheme.

Licensee Product Logos

These logos can only be used by approved brands on certified products.

In print – on the certified product, or product page in a leaflet

Online – on the certified product page, on the brand owners website.

These Logos can never be passed on to other companies.

Any artwork produced with these logos must be approved by British Wool’s marketing team – marketing@britishwool.org.uk

Product: Bedding



100% British wool

Criteria

100% of the filling is British wool.

Purchased through the British Wool scheme.



British wool Blend

Criteria

At least 50% of the filling is British wool.

Purchased through the British Wool scheme.

Product: Mattresses



British wool Rich

Criteria

British wool content to be at least 900g/m², per sleep side.

Purchased through the British Wool scheme.



British wool Blend

Criteria

British wool content to be at least 400g/m², per sleep side.

Purchased through the British Wool scheme.

Licensee Product Logos

These logos can only be used by approved brands on certified products.

In print – on the certified product, or product page in a leaflet

Online - on the certified product page, on the brand owners website.

These Logos can never be passed on to other companies.

Any artwork produced with these logos must be approved by British Wool’s marketing team – marketing@britishwool.org.uk

Product: Apparel Cloth / Knitwear



100% British wool

Criteria

100% British wool content.
Purchased through the British Wool scheme.



British wool Blend

Criteria

At least 50% British wool content.
Purchased through the British Wool scheme.

Product: Interiors Cloth / Accessories



100% British wool

Criteria

100% British wool content.
Purchased through the British Wool scheme.



British wool Blend

Criteria

At least 50% British wool content.
Purchased through the British Wool scheme.

Licensee Product Logo Usage

Colour Palette – Primary and Secondary Colours

The Licensee Product Logos should only be reproduced in the colour combinations shown opposite. These should always be adhered to and not altered in any way.

When reproducing colours, it is essential that the correct colour breakdowns are used to maintain consistency.

IMPORTANT

The gold and silver colour simulations should never be recreated. Please always use supplied master artwork files.

Primary Palette

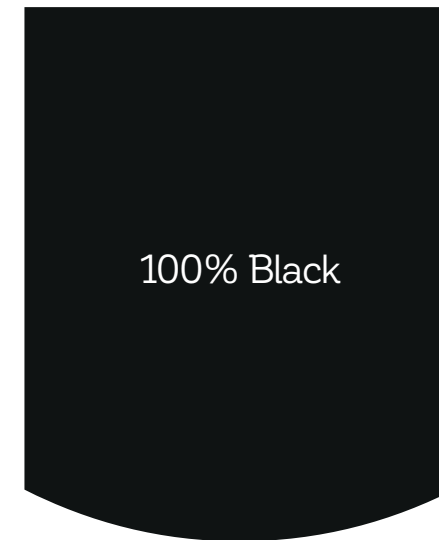


C: 100 / M: 68 / Y: 0 / K: 54
R: 24 / G: 50 / B: 94



C: 0 / M: 90 / Y: 86 / K: 0
R: 199 / G: 54 / B: 45

Secondary Palette



C: 0 / M: 0 / Y: 0 / K: 100
R: 29 / G: 29 / B: 27

Licensee Product Logos

Usage

In instances when the 'Standard' Licensee logos are used on a dark background, a white keyline should be used for contrast.

When producing print or digital artwork it is vital that only the master artwork files are used.

No Keyline

To be used when appearing on a white or light coloured background or image.



Keyline

To be used when appearing on a dark coloured background or image.



Licensee Product Logos

Usage

The Licensee Product logos should always have a clear area around them for clarity and to aid brand recognition.

When producing print or digital artwork it is vital that only the master artwork files are used.

Print production

These logos have been designed to reproduce at a minimum height of 15mm high.

Online production

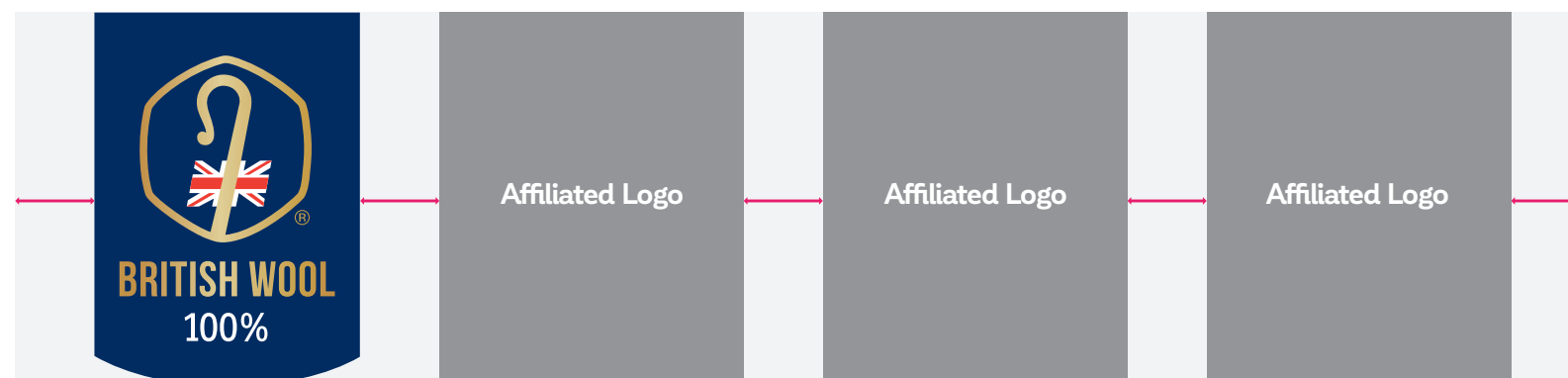
These logos have been designed to reproduce at a minimum width of 100 pixels.



The clear area has been calculated using the height from the bottom of the text to the bottom of the logo. (See example above).

British Wool Affiliated Logo Spacing

The Licensee Product logos should be consistent in size and spacing with any other third party logos used. The spacing should be equal for each logo. Licensee Product logos should not be smaller.



'Union Flag' Licensee Product Logos

Usage

These logos should always have a clear area around them for clarity and to aid brand recognition.

When producing print or digital artwork it is vital that only the master artwork files are used.

Print production

These logos have been designed to reproduce at a minimum height of 25mm high.

Online production

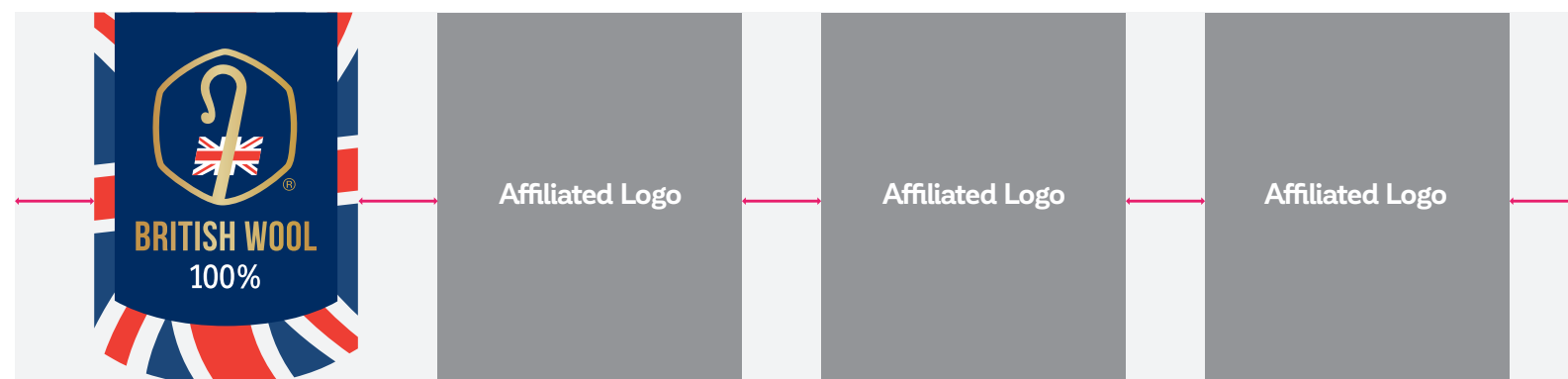
These logos have been designed to reproduce at a minimum width of 100 pixels.



The clear area has been calculated using the height from the bottom of the text to the bottom of the logo. (See example above).

British Wool Affiliated Logo Spacing

The Licensee Product logos should be consistent in size and spacing with any other third party logos used. The spacing should be equal for each logo. Licensee Product logos should not be smaller.



Licensee Product Logo Usage Restricted Print Use Version

Licensee Product Logos

Restricted Print Use Version

A simplified set of Licensee Product Logos have been created for special circumstances in print.

These logos should only be used in print when it isn't possible to use the full colour logos due to production limitations.

These logos are not approved for digital use.



Supply Chain Logo Usage

Supply Chain Logo

This logo can only be used by companies in the middle of the supply chain (yarn spinners, cloth manufacturers etc.) on ranges approved by British Wool.

In print – to label certified raw material and product samples, or its designated page in a printed leaflet.

Digitally – on the certified raw material and product samples page on the website.

This logo should never be passed on to other companies.

Any artwork produced with these logos must first be approved by British Wool's marketing team – marketing@britishwool.org.uk



Supply Chain Logo

Usage

This logo should only be used in the colours shown opposite.

When producing print or digital artwork it is vital that only the master artwork files are used.

Black

To be used when appearing on a white or light coloured background or image.



White key line

To be used when appearing on a dark coloured background or image.



Supply Chain Logo

Usage

This logo should always have a clear area around it for clarity and to aid brand recognition.

When producing print or digital artwork it is vital that only the master artwork files are used.



The clear area has been calculated using the height of the 'Approved Raw Material' text. (See example above).



These logos have been designed to reproduce at a minimum height of 25mm.

Artisan and Supporter Logos Usage

Artisan and Supporter Logos

Applications would be considered on a case-by-case basis to individuals, companies and organisations that use and promote British wool that has not been sold through a British Wool auction.



Artisan



Supporter

Artisan and Supporter Logos

Usage

These logos should only be used in the colours shown opposite.

When producing print or digital artwork it is vital that only the master artwork files are used.

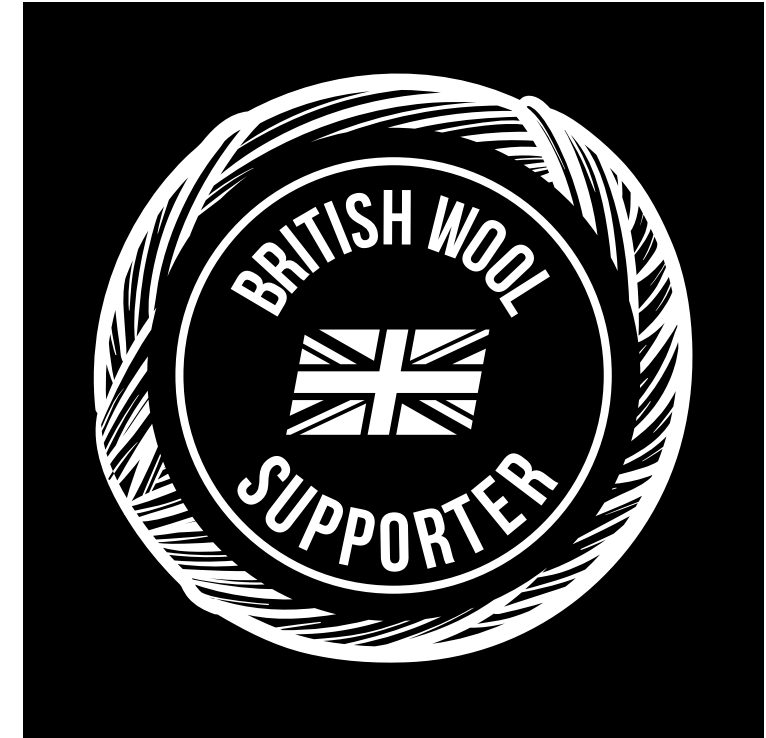
Black

To be used when appearing on a white or light coloured background or image.



White Out

To be used when appearing on a dark coloured background or image.



Artisan and Supporter Logos

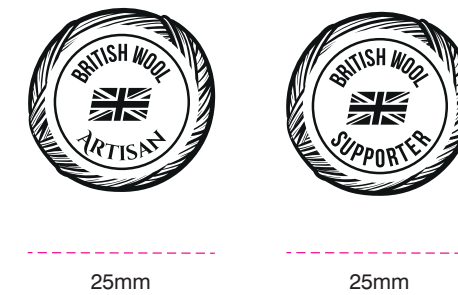
Usage

These logos should always have a clear area around them for clarity and to aid brand recognition.

When producing print or digital artwork it is vital that only the master artwork files are used.



The clear area has been calculated using the distance from the inside edge of the wool ball to the top of the Union Jack. (See example).



These logos have been designed to reproduce at a minimum width of 25mm wide.

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