

British Wool Brand Guidelines



British Wool Logo

The new British Wool logo has been designed to be impactful and easy to use. It works as a label device and should always hang from the top of the page where possible. (See Marketing Communications Examples).

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



British Wool Logo Specifications

The proportions of the British Wool logo have been carefully considered for ease of reproduction and legibility.

Never try to recreate the British Wool logo without referring to these specifications.

British Wool Logo Minimum Size

The British Wool logo has been designed to reproduce at a minimum width of 15 mm.

When used on screen the minimum width of the logo should be no smaller than 100 pixels wide.

There is no maximum reproduction size of the logo.



15mm



British Wool Logo Clear Area

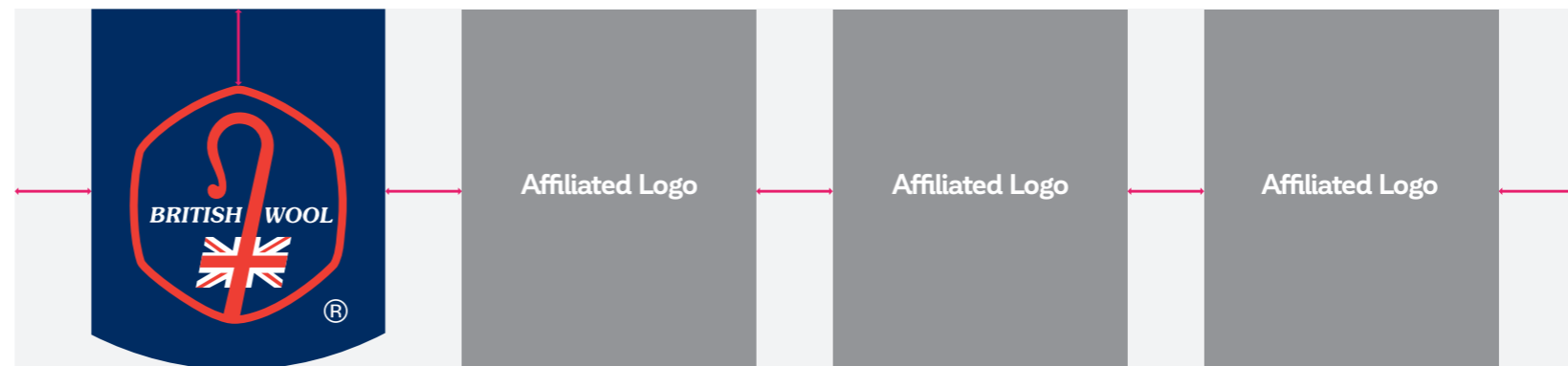
The British Wool logo should always have a clear area around it for clarity and to aid brand recognition.

The clear area has been calculated using the height from the top of the logo to the top of the Hexagon shape.



British Wool Affiliated Logo Spacing

Our logo should be consistent in size and spacing with any other third party logos used. The spacing should be equal for each logo. Our logo should not be bigger or smaller. Our logo should not be separated as if to look like it's being highlighted.



British Wool Logo Colour Combinations

The British Wool logo should only appear in the colour combinations shown opposite. These should always be adhered to and not altered in any way.



Incorrect British Wool Logo Examples

Opposite are examples of how the logo should not be re-created.



X



X



X



X

www.britishwool.org.uk

