



**SUSTAINABLE FIBRE ALLIANCE**

*Creating A Sustainable Supply Chain*

SFA Certified Logo

**VISUAL BRAND GUIDELINES**

# CORRECT USE OF LOGOS



The SFA Certified logo must be from the original design files.

The SFA Certified logo must not be permanently printed or affixed to any reusable packaging (e.g. shoeboxes and hangers).



SFA NAVY  
c:99 m:76 y:41 k:40



GREY  
(80% BLACK)



BLACK



WHITE

Wherever possible the navy logo should be used, however guidelines have been provided for navy, black, white and grey.

No other colours are permitted.

# SFA CASHMERE STANDARD LOGO CHECKLIST

## SFA Cashmere Standard Logo Checklist

Obtain high quality version of the SFA Certified logo from the SFA

Size (minimum 15mm)

Colour (black, white, grey or navy)

There is clear space around the logo – where possible, a half of the diameter of the logo.

Accompanied text has been agreed by the SFA.

The SFA Member Organisation's brand or logo is present

The brand or retailer has checked the labelling laws of the country(ies) of sale to ensure they are meeting all legal requirements.



THE SFA will distribute SFA Cashmere Standard logos (in EPS and PNG format) to SFA members who have taken part in the SFA Chain of Custody.

# SIZE



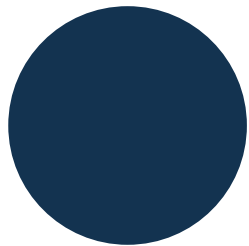
15mm

To ensure clarity and readability, the SFA Cashmere Standard logo should not be less than 15mm or 0.59 inches in diameter.

# COLOUR

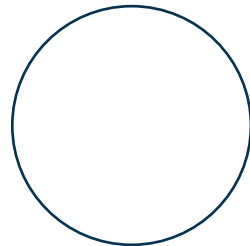


The preferred version of the SFA Certified Logo is navy on a white background and a white typeface on a navy background.



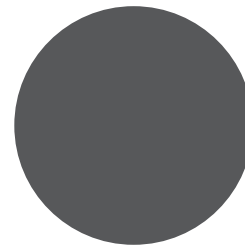
NAVY

C: 99    R: 19  
M: 76    G: 51  
Y: 41    B: 80  
K: 40



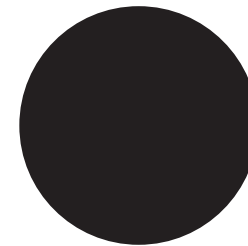
WHITE

C: 0    R: 255  
M: 0    G: 255  
Y: 0    B: 255  
K: 0



GREY

C: 0    R: 209  
M: 0    G: 211  
Y: 0    B: 212  
K: 20



GREY

C: 0    R: 35  
M: 0    G: 31  
Y: 0    B: 32  
K: 100

# PLACEMENT



A transparent centre must not be used when used directly onto a busy background.



A border a  $\frac{1}{4}$  of the diameter of the logo must be placed around the logo when used on a very busy background. This can be solid white or white with degrees of transparency to achieve maximum effect.



# PLACEMENT



## SFA Certified Cashmere

Where possible the area of isolation around the logo should never be less than half of the diameter of the logo.

For materials where the logo cannot be reproduced legibly (such as a small sewn in label), a text statement may be used instead, such as 'SFA Certified cashmere'. Text statements must also be submitted to the SFA for prior approval via the 'Claim Approval Form'.

# LOGO SPECIFICATIONS



## Colour SFA Certified Logo Specifications

Navy on white background.

Sustainable Fibre Alliance Certified in white typeface on navy background.



## Incorrect Use

Make background a non-high contrast colour.



## White SFA Certified Logo Specifications.

White leaves on transparent background.

Transparent typeface on white background.



## Incorrect Use

To fill the background centre and/ or typeface with a colour.

# LOGO SPECIFICATIONS



## Black SFA Certified Logo Specifications

Black leaves on white or transparent centre background.

White or transparent typeface on black background.

Both elements (centre background and typeface) must be white or transparent.



## Incorrect Use

Make background a non-high contrast colour.

# UNACCEPTABLE USE OF THE SFA CERTIFIED LOGO



The SFA Certified Logo must never be altered from its original form.

This includes recolouring all or part of the logo and/or its text, altering the font or case of the logo and/or its text and skewing, stretching, squashing or otherwise distorting all or part of the logo and/or its text.

# PLACEMENT OF QUALIFYING STATEMENTS



The preferred placement of claims and qualifying statements to improve consumer understanding and increase awareness of the benefits of the SFA's work, is directly below or to the right of the logo.

Pales me ina, o imum inemusci igili senam intienihilin sessede psenter ibendie muspiem ovidem aucivis. Martus serem, C. Do,



Pales me ina, o imum inemusci igili senam intienihilin sessede psenter ibendie muspiem ovidem aucivis. Martus serem, C. Do, iacessul videm sena, estrit; niam suppliq uasdac re istr



[sustainablefibre.org](https://sustainablefibre.org)



[@sfacashmere](https://www.instagram.com/sfacashmere)



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