



SUSTAINABLE FIBRE ALLIANCE

Creating A Sustainable Supply Chain

The SFA x ICCAW Cashmere Standard logos

VISUAL BRAND GUIDELINES

LOGO OPTIONS

1.



2.



Brands and Retailers choosing to use a logo have two options.

1. Brands can either use a combined logo.

or

2. Use the individual SFA and ICCAW logos. Both (or neither) logos must be used.

CORRECT USE OF LOGOS



The SFA Cashmere Standard and ICCAW logos must be from the original design files.

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.

These will also be available on the SFA website to relevant members.

CORRECT USE OF LOGOS



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

These logos can be used on different sides of a swing tag, or adjacent to each other.

CORRECT USE OF LOGOS



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.

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



15mm

CORRECT USE OF LOGOS



ICCAW

GREEN

c:88 m:66 y:32 k:15



ICCAW

GREY

(80% BLACK)



ICCAW

BLACK



ICCAW

WHITE

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

No other colours are permitted.

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



15mm

COMBINED LOGO



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.

To ensure clarity and readability, the combined logo should not be less than 15mm or 0.59 inches in height.



THE SFA x ICCAW CERTIFIED CASHMERE LOGO CHECKLIST

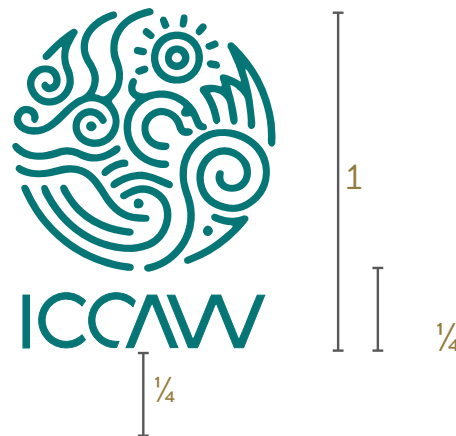
The SFA Cashmere Standard Logo Checklist

A valid certification code (found on TC)	
Obtained the correct version of the logos from the SFA	
Size (minimum 15mm each)	
Colour (SFA black, white, grey or navy and ICCAW - black, white, grey or green)	
Accompanied text has been agreed by the SFA	
The SFA Member Organisations 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.	

PLACEMENT

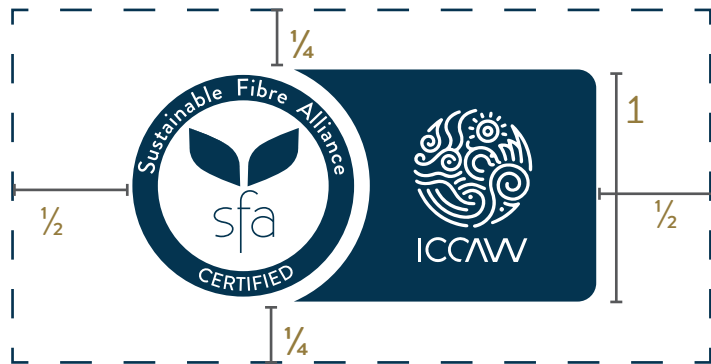


The logos must not be printed directly onto a busy background.



A white or black border a $\frac{1}{4}$ of the diameter of the logo must be placed beneath the logo. This can be solid white or white with degrees of transparency to achieve maximum effect.

PLACEMENT



CASHMERE CERTIFIED BY
SFA x ICCAW

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 'Certified by SFA x ICCAW'. Text statements must also be submitted to the SFA for prior approval.

LOGO SPECIFICATIONS



Colour SFA Cashmere Standard Logo Specifications

Navy on white background.

Sustainable Fibre Alliance Certified in white typeface in navy background.



Incorrect Use

Make background a non-high contrast colour.

LOGO SPECIFICATIONS



White SFA Cashmere Standard Logo Specifications.

White 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 Cashmere Standard Logo Specifications

White or transparent typeface on black centre background

Black leaves on white or transparent centre background.

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

LOGO SPECIFICATIONS



Colour ICCAW Logo Specifications

Green on white background.

ICCAW in green typeface.



Incorrect Use

Make background a non-high contrast colour.

LOGO SPECIFICATIONS



White ICCAW Logo Specifications.

White on transparent background.

White typeface on transparent background.

Incorrect Use

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

LOGO SPECIFICATIONS



Black ICCAW Logo Specifications

Black logo and typeface on white or transparent background

UNACCEPTABLE USE OF THE SFA CERTIFIED AND ICCAW LOGOS



The SFA Certified and ICCAW Logos must never be altered from its original form.

This includes recolouring all or part of the logos 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 logos and/or its text.

UNACCEPTABLE USE OF THE SFA CERTIFIED X ICCAW LOGO



The SFA Certified X ICCAW 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



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

If members require a qualifying word or statement to improve consumer understanding and increase awareness of the benefits of the SFA's work, preferred placement of the statement is directly below both logos or to the right of the SFA Certified logo.



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



PLACEMENT OF QUALIFYING STATEMENTS



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

If members require a qualifying word or statement to improve consumer understanding and increase awareness of the benefits of the SFA's and ICCAW work, preferred placement of the statement 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,



sustainablefibre.org



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



[@sustaincashmere](https://twitter.com/sustaincashmere)

