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.
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.
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.
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.
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.
<table>
<thead>
<tr>
<th><strong>The SFA Cashmere Standard Logo Checklist</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>A valid certification code (found on TC)</td>
</tr>
<tr>
<td>Obtained the correct version of the logos from the SFA</td>
</tr>
<tr>
<td>Size (minimum 15mm each)</td>
</tr>
<tr>
<td>Colour (SFA black, white, grey or navy and ICCAW - black, white, grey or green)</td>
</tr>
<tr>
<td>Accompanied text has been agreed by the SFA</td>
</tr>
<tr>
<td>The SFA Member Organisations brand or logo is present</td>
</tr>
<tr>
<td>The brand or retailer has checked the labelling laws of the country(ies) of sale to ensure they are meeting all legal requirements.</td>
</tr>
</tbody>
</table>
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.
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.
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.
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.
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.
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.
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.