



SUSTAINABLE FIBRE ALLIANCE

Creating A Sustainable Supply Chain

SFA Certified Logo

Use of Logo Procedure

Document Reference: SCS-006-02.0-EN

INTRODUCTION

The purpose of this procedure is to establish the rules and permissions relating to the use of the 'SFA Certified' and 'SFA Accredited' logos.

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

The logo can be used on letterheads, email signatures and websites only where quantifiable evidence of permission granted by the SFA can be provided.

CORRECT USE OF LOGOS



The 'SFA Accredited' logo can only be used by Conformity Assessment Bodies that have been approved by the SFA as compliant with the requirements of SCS-015-01.0-EN 'Approval Procedure and Requirements for Conformity Assessment Bodies' and have been issued with a Certificate of Accreditation.



The 'SFA Certified' logo can only be used by clients that are compliant with the relevant elements of the Sustainable Cashmere Standard and have been issued with a Certificate of Compliance or a Scope Certificate.



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 Client's brand or logo is present



The SFA will distribute SFA Cashmere Standard logos (in EPS and PNG format) to clients that have successfully demonstrated compliance with the requirements of the relevant elements of the Sustainable Cashmere Standard.

SIZE



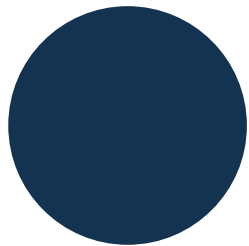
15mm

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

COLOUR

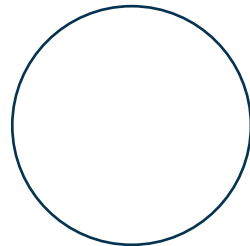


The preferred version of the SFA Certified Logo is navy on a white background and a white typeface on a navy background.



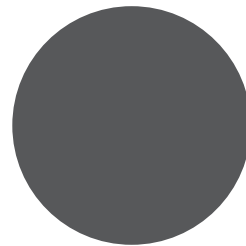
NAVY

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



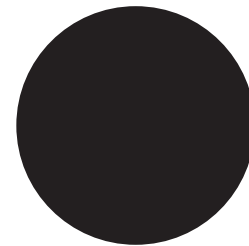
WHITE

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

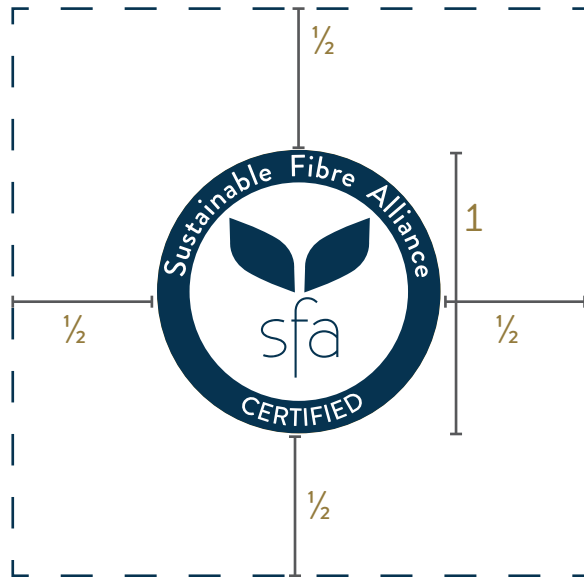


A transparent centre must not be used when used directly onto a busy background.



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 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 muspi-
em 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



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