



HARRIS TWEED AUTHORITY

INTRODUCTION

This document contains important information relating to the use of Harris Tweed® cloth and the intellectual property owned by the Harris Tweed Authority (HTA). Please read it carefully and if you have any questions, please do not hesitate to contact HTA staff by **emailing enquiries@harristweed.org**.

The document is in three parts:

- Part 1 - Labels Policy (pages 2 - 9)
- Part 2 - Brand Use Rules (pages 10 - 13)
- Part 3 - Harris Tweed® Brand Information (pages 14 - 19)

- Appendix 1 - Visuals of Harris Tweed Authority Woven Labels & Swing Tags
- Appendix 2 - Examples of permitted use of Accessory Label (Small Items) and Seam Labels
- Appendix 3 - Harris Tweed Authority Labels Table
- Appendix 4 - Use of 'Harris Tweed®' Checklist



PART 1 - LABELS POLICY

1. Introduction

- a) The iconic Orb symbol which is so recognised and associated with the Harris Tweed® industry is a registered Certification Mark. Certification Marks are similar to Trademarks in that the person or organisation that registered and was awarded the mark owns it and intends to protect their intellectual property (IP).
The Orb Certification Mark is the IP of the Harris Tweed Authority (HTA) and must not be copied or infringed in any way.
- b) **The HTA will pursue individuals and businesses who infringe its IP rights.**
- c) **THE FOLLOWING INFORMATION IS IMPORTANT.** There are strict rules relating to the use of the Harris Tweed Authority's woven labels and swing tags. It is important that you read the following rules carefully and please contact the HTA office by telephone (01851 702269) or email (enquiries@harristweed.org) if you need clarification.
- d) There are five woven labels in the label collection (See Appendix One). You must use the style of label most proportionate in size to the product onto which it is to be used and in accordance with the rules set out on pages four to eight of this document.

2. Woven Certification Mark Labels and Swing Tags

- a) When you purchase Harris Tweed® cloth, your supplier (mill, weaver or retailer) must provide you with an allocation of woven Certification Mark labels and/ or swing tags.
If you are not offered or are denied an allocation of labels or swing tags you should question this and question the authenticity of the cloth you are purchasing. The number of labels you will receive is based on the volume of cloth you purchase and what you intend to use the cloth for.
- b) Labels are woven using polyester yarns and ultrasonically cut to give a soft edge and high-quality handle **and are copyright protected.** There are 5 styles of woven label. Please see Appendix One.
- c) There are two styles of swing tags. Both have been produced using a high-quality card that is consistent with the colour and luster of the woven labels. They also contain a short paragraph outlining the core definition of Harris Tweed® and a security hologram. **Swing tags are also copyright protected.** Please see Appendix One.

- d) Please ensure you agree/negotiate your woven label and swing tag requirements with your supplier of Harris Tweed® at the point of ordering. Please note, the HTA will not interfere or influence the agreed allocation.
- e) Your supplier of Harris Tweed® cloth may apply an additional charge for woven labels and swing tags. Please ascertain this at the point of ordering. Again, the HTA will not interfere or influence this
- f) Please note that there are strict rules relating to the use of HTA labels (refer to pages four to eight)
- g) Please note that the HTA cannot sell you an additional allocation of Garment/Large OR General Purpose Labels or exchange those which you have already been provided with by the supplier of the Harris Tweed® cloth.**
- h) Please note that items made up as pairs, i.e. footwear and gloves, the small accessory label or seam label only may be used. A label may be used on each shoe or glove. All Harris Tweed® woven labels must be sewn onto products. They must not be glued.
- i) The HTA may *at its discretion sell an additional allocation of Accessory and Seam labels. **To do so, the following list of conditions must apply:**

1. The HTA must be satisfied that the applicant will use the labels in accordance with the HTA's Brand Rules. This requires signing a declaration that you will do so. To request a declaration form, please contact the HTA (enquiries@harristweed.org). Please ensure you understand the Brand Rules, in particular the requirement to use a permanent 'maker's identification' on the product (see section 4 below) and adherence with rules relating to the minimum quantities of Harris Tweed® permitted per product bearing a woven label.
2. The HTA must have sight of a detailed receipt evidencing your purchase of Harris Tweed® cloth from a Harris Tweed® Mill, Mill Shop or Independent Producer. Your receipt must state clearly the number of metres of Harris Tweed® purchased and whether it is double or single width (a credit or debit card receipt is not acceptable).
3. Accessory, seam labels and swing tags may be sold where you are able to evidence a minimum purchase of 5 metres of double width cloth or 10 metres of single width cloth. Lengths of less than half a metre are not accepted.
4. Labels/swing tags will not be sold in relation to craft packs, 'scraps' or suchlike.
5. The purchase of Harris Tweed® cloth, for which you are applying for labels/swing tags, must have been within 12 months of your application.
6. Evidence of purchases can be sent in to the HTA by email at enquiries@harristweed.org. Payment can be taken by card over the phone and labels must be paid for prior to their postage/collection.
7. Please note that selling Harris Tweed Authority woven labels or swing tags is **strictly** forbidden.
8. This document is available to download from the Harris Tweed Authority's website (www.harristweed.org)

** In circumstances whereby the HTA is not satisfied the applicant will adhere with the Labels Policy or Brand Use Rules, staff may refuse to sell additional labels.*

THE GARMENT/LARGE ITEM LABEL

HOW TO USE IT:

As a guide, an excess of 1 metre of double width Harris Tweed® cloth should be used in the manufacture of any item using this label.

Harris Tweed® cloth must account for greater than 50% of the external surface area of the product (except for clothing, the outer of which must be made entirely from Harris Tweed® cloth.)

EXAMPLES OF USE:

- ✓ Garments and larger items.
- ✓ Clothing (the outer of which is made entirely from Harris Tweed® cloth)
- ✓ Furniture
- ✓ Curtains, window blinds etc.
- ✓ Cushions

ALLOCATION:

- 2 Labels per D/W metre
- 1 Label per S/W metre

WHERE TO GET IT:

From your supplier of Harris Tweed® cloth



THE GENERAL PURPOSE LABEL

HOW TO USE IT:

This label may only be used on products using greater than 600cm² (e.g. 20cm x 30cm or a sheet of A4 paper) of Harris Tweed[®] cloth.

Harris Tweed[®] cloth must account for greater than 50% of the external surface area of the product.

EXAMPLES OF USE:

- ✓ Items of clothing incorporating greater than 600cm² of Harris Tweed[®]
- ✓ Large bags/rucksacks
- ✓ Blankets

ALLOCATION:

- 6 Labels per D/W metre
- 3 Labels per S/W metre

WHERE TO GET IT:

From your supplier of Harris Tweed[®] cloth



THE LARGE ACCESSORY LABEL

HOW TO USE IT:

This label may only be used on products using greater than 300cm² (e.g. 15cmx20cm or an A5 piece of paper) of Harris Tweed® cloth.

Harris Tweed® cloth must account for greater than 50% of the external surface area of the product.

EXAMPLES OF USE:

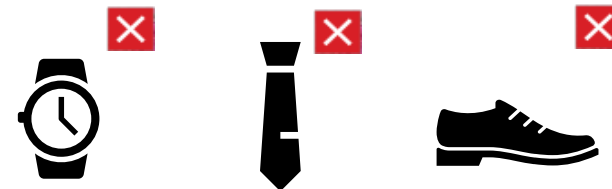
- ✓ Bags
- ✓ Hats
- ✓ Tech/electronic accessories

ALLOCATION:

- 30 Labels per D/W metre
- 15 Labels per S/W metre

WHERE TO GET IT:

Additional supply available from the HTA on receipt of evidence (see Labels Policy)



THE SMALL ACCESSORY LABEL & SEAM LABEL

HOW TO USE IT:

This label may primarily be used on small items and items on which Harris Tweed® does not comprise 50% of the external face of the product. As a guide, there should be at least three times the surface area of Harris Tweed® to label.

Additionally, please note it is prohibited to use this style of label on NON Harris Tweed® products where Harris Tweed® cloth is used as a design enhancement e.g. A patch, a pocket, applique etc. The use of the label in this way is potentially misleading to consumers that the product in question is wholly manufactured from Harris Tweed®. (See adjacent photograph)

EXAMPLES OF USE:

A non-exhaustive list of products which typically may use the Accessory Label -Small Item is attached at Appendix Two.

ALLOCATION

SMALL ACCESSORY:

- 30 Labels per D/W metre
- 15 Labels per S/W metre

SEAM:

- 40 Labels per D/W metre
- 20 Labels per S/W metre

WHERE TO GET IT:

Additional supply available from the HTA on receipt of evidence (see Labels Policy)



Harris Tweed® Cloth

HTA woven Label

THE SWING TAG

HOW TO USE IT:

There are two types of Harris Tweed Authority Swing Tags: Double Layer and Single Layer. In all cases, the swing tag may only be used if the product contains greater than 50% Harris Tweed® cloth on the external surface

EXAMPLES OF USE:

Items containing greater than 50% Harris Tweed® cloth

ALLOCATION:

- 40 Labels per D/W metre
- 20 Labels per S/W metre

WHERE TO GET IT:

Additional supply available from the HTA on receipt of evidence (see Labels Policy)



NOTE TO MILLS, PRODUCERS & RETAILERS

A maximum of 2 seam or small accessory labels may be passed to your customer in relation to craft packs/off-cuts where the total surface area of Harris Tweed® cloth is no greater than 100 sq cms. Swing Tags cannot be sold in relation to craft packs. The HTA will not issue or sell additional labels or swing tags in relation to craft packs or off cuts. See Page 3.

Allocation for Packs of off-cuts:

- 4 Labels per 200 sq cm
- 6 Labels per 300 sq cm etc.

3. Maker's Identification Mark

It is the role of the Harris Tweed Authority to take necessary measures to protect the Harris Tweed® industry, the Harris Tweed® brand and many of the jobs the industry generates in our island economy. It is the HTA's responsibility to ensure the Harris Tweed® brand remains globally recognised as a high quality, luxury Scottish textile brand. This requires that all users of Harris Tweed® cloth - mills, weavers, manufacturers, makers and retailers place a level of pride and quality in the design, cut, sewing and marketing of all Harris Tweed® goods entering the wholesale or retail supply chain. Pricing of Harris Tweed® items should reflect the workmanship and craft that has gone into both making the cloth and the finished product.



- a) **All makers of Harris Tweed® products who choose to purchase additional stocks of woven labels from the HTA must apply a personal, permanent mark on their Harris Tweed® products which will identify the maker, manufacturer or originators of the product.** These marks can be attached to the product in the form of a personalised label, embroidered mark, stamp, permanent (i.e. non-removable) tag or similar. It is important to the HTA that the end customer is able, post purchase, to identify the maker or source of the item.
- b) You are not permitted to include the Harris Tweed® Orb Certification Mark in the design of your Makers Identification. A company name, logo or mark should be clearly visible either internally or externally on the product. Please see examples above. The HTA will hold on file details of each makers mark and direct any customer enquiries relating to that product back to the maker.

Harris Tweed



PART 2 – BRAND USE RULES

1. Introduction

As the custodian of the Harris Tweed® brand, the Harris Tweed Authority (the ‘HTA’) must ensure that the brand is used appropriately to preserve its integrity for generations to come. The brand is protected by the Harris Tweed Act of 1993 (the ‘Act 1993’) and a portfolio of registered marks across the globe.

We are delighted that you wish to consider use of the brand and wish to emphasise that any such use must be in a manner compliant with the Brand Use Rules.

The objectives of the Brand Use Rules are:

- ✓ To preserve the integrity of the Harris Tweed® brand
- ✓ To ensure that products which are not Harris Tweed® are not promoted or associated with the Harris Tweed® brand
- ✓ To prevent use which takes unfair advantage of, or is detrimental to, the goodwill which exists in the brand.


Any use of the Harris Tweed® brand which does not comply with the Brand Use Rules is not permitted and the HTA reserves its rights to take appropriate action to prevent that.

2. The Harris Tweed® Brand

Cloth cannot be Harris Tweed®, or called Harris Tweed®, if it does not meet the legal definition set out in the Act 1993. The definition provides that Harris Tweed® may only be certified as such if it has been handwoven by the islanders at their homes in the Outer Hebrides, finished in the Outer Hebrides, and made from pure virgin wool dyed and spun in the Outer Hebrides .

2. The Harris Tweed® Brand (continued)

The key elements of the brand are:

- a) the Harris Tweed® name
- b) the Orb Device: 
- c) a combination of both with Harris Tweed® presented in a stylised form in scroll script:



The Harris Tweed® name must always be used correctly and differentiated in text from any accompanying words by using a method such as CAPITAL LETTERS, ‘inverted commas’, *italics* or followed by the registered trademark symbol (®).

Harris Tweed® is a noun and may not be used as an adjective except in relation to describing Harris Tweed® cloth. **For more information, see Appendix Four: Use of ‘Harris Tweed®’ Checklist**

If permitted to use the Harris Tweed® Orb Certification Mark, it must always be represented without any alteration.

3. Labels and Swing Tags

Harris Tweed® labels and swing tags are copyright protected. The label design incorporates the key elements of the brand and can only be used as prescribed in our Label Policy (please see part 1 of this document). Woven labels and swing tags issued by the HTA may only be used on products containing Harris Tweed®. **YOU MAY NOT COPY, CHANGE OR MANUFACTURE REPLICA WOVEN LABELS OR SWING TAGS, OR DESIGN YOUR OWN LABELS OR SWING TAGS USING THE ORB CERTIFICATION MARK AND/OR WORDING.**

The Harris Tweed® mill (or Producer) from which the Harris Tweed® cloth is originally purchased will provide an appropriate allocation of labels relative to the quantity of cloth purchased. Manufacturers of products purchasing cloth from agents, merchants or third parties must negotiate with their supplier of cloth the allocation of labels they will receive. **YOU MAY NOT MANUFACTURE YOUR OWN ADDITIONAL LABELS.**

- a) The HTA Woven Label used on any product must be in overall proportion to the size of the product and quantity of Harris Tweed® cloth used on or in it. It is important that the consumer is not misled into believing the product is entirely made of Harris Tweed® or is a product of or from the Harris Tweed® industry, when that is not the case, because of the prominence or positioning of the label.
- b) When positioned on the product exterior, the label must only be placed on the Harris Tweed® element/content of the product. As an exception, the HTA woven label can be stitched onto a backing of leather or such quality material for strengthening purposes, with only a minimal border visible.

- c) It is prohibited to use the label on NON Harris Tweed® products where Harris Tweed® cloth is used as a design enhancement e.g. A patch, a pocket, applique etc. The use of the label in this way is potentially misleading to consumers that the product in question is wholly manufactured from Harris Tweed®

4. Naming and Describing Products Containing Harris Tweed®

- a) A product may be described as a ‘Harris Tweed® X’ (e.g. a ‘Harris Tweed® jacket’ or a Harris Tweed® bag) if it is manufactured using more than 50% Harris Tweed® (excluding buttons, trimmings and linings) on the exterior surface.
- b) Businesses may not use the Harris Tweed® name or Orb Certification Mark in connection with promotion of the business itself unless that business **exclusively** markets and sells Harris Tweed® (“a Harris Tweed® Business”). A Harris Tweed® Business must not direct customers to or otherwise promote any other business which sells other products, unless it is made clear that customers are being directed to a different business which is not selling Harris Tweed® products.
- c) No use of the Harris Tweed® name or Orb may be used which suggests that a business is connected with or endorsed by the HTA, without express written permission.
- d) Any business, using the Harris Tweed® name or Orb, in connection with the promotion of Harris Tweed® products, must make it clear which products are made from Harris Tweed® cloth and which are not.
- e) You may not state that the use of Harris Tweed® cloth in products is a collaboration with the Harris Tweed Authority, or with ‘Harris Tweed®’.

5. Use of the Harris Tweed® Orb Certification Mark

Orb Certification Mark Image:

Please ensure that you are using the correct Orb Certification Mark image, which includes the Registered Trademark Symbol (®).

Following approval for its use, the Harris Tweed® Orb Certification Mark image may be obtained from the Harris Tweed® Authority. Please e-mail enquiries@harristweed.org to request this.



Harris Tweed

Websites:

- a) You may only display the Orb Certification Mark in areas of a website which relates to or features Harris Tweed® cloth or products.
- b) Items or cloth on your website, which are not Harris Tweed® or made with Harris Tweed® cloth, must **not** have the Harris Tweed® Orb Certification Mark featured in close proximity. Websites must always be clear, when using the Orb Certification Mark, which items **are** and **are not** Harris Tweed® cloth related items.

Printed Materials:

- a) The HTA reserves the right to refuse permission for use of the mark.
- b) **Please note the Harris Tweed Authority has Trademark Protection for the Orb Certification Mark and words ‘Harris Tweed®’ for printed goods.** Any point of sale material, advertising, signage or notice boards must be approved by the HTA. Use of the words Harris Tweed® and Orb Certification Mark must only be used in relation to products containing Harris Tweed® cloth.
- c) If the item(s) contained within the packaging are manufactured using 50% Harris Tweed® cloth or more, the words ‘Harris Tweed®’ may be used on the packaging. **The Orb Certification Mark may not be used.**
- d) Upon request, the HTA may approve the use of one Harris Tweed® Orb Certification Mark on a business card design, if that business only sells or produces Harris Tweed® cloth or related items. The HTA must also be satisfied that the business adheres to HTA’s Brand Rules and Labels Policy.
- e) Please read guidance at Page 12 regarding the use of the ® symbol

Harris Tweed



PART 3 – Harris Tweed® BRAND INFORMATION

1. Introduction

It is objectionable to use the words Harris Tweed® to describe cloth or products made from, or including, cloth that is anything other than genuine Harris Tweed® certified with The Orb Certification Mark applied by the Harris Tweed® Authority. **The HTA actively pursues, through legal channels, individuals and businesses who infringe its IP.**

2. Why choose Harris Tweed®?

Harris Tweed® is

- handwoven only by the islanders of the Outer Hebrides of Scotland at their homes
- the UK's oldest continually used registered certification mark.
- a world-famous classic cloth
- the world's only cloth with a protected provenance, governed by an Act of Parliament protected by the Harris Tweed Authority – guardians of the world-famous Orb Certification Mark
- made of 100% Pure New Wool that is dyed, blended, carded, spun, warped, woven, finished only in Scotland's Outer Hebrides stamped, certified and guaranteed to be genuine and of high quality
- an artisanal cloth that is connected to the wild Hebridean landscape providing valuable employment for crofters and weavers in a remote island economy
- energy-efficient to create, beautiful, durable, and practical to use
- an established luxury brand chosen by famous fashion and interior designers who value its character and timeless classic style
- suitable for upholstery – please request interior grade fabric when ordering

Harris Tweed

3. Why protect the Harris Tweed® brand?

It has taken generations to build the ‘Harris Tweed®’ brand into the popular global phenomena we see today. By using the brand consistently and systematically you strengthen the Harris Tweed® industry and provide a secure future for the islanders who depend upon it. You also help maintain the value of the cloth and demand for the products manufactured from it. The Harris Tweed Authority guards against unauthorised use of the Harris Tweed® brand because it erodes its recognisability and its ability to perform as a brand. It also compromises the trust of the businesses who invest in it and the customers who buy their products.

4. What is protected and where is it protected?

Cloth cannot be Harris Tweed®, or called Harris Tweed®, if it does not meet the legal definition described in the 1993 Act of Parliament. For more information about the Act please contact the Harris Tweed Authority. Every piece of genuine Harris Tweed® cloth is checked and certified by the Harris Tweed Authority and stamped with the Orb Certification Mark to verify its provenance and quality.

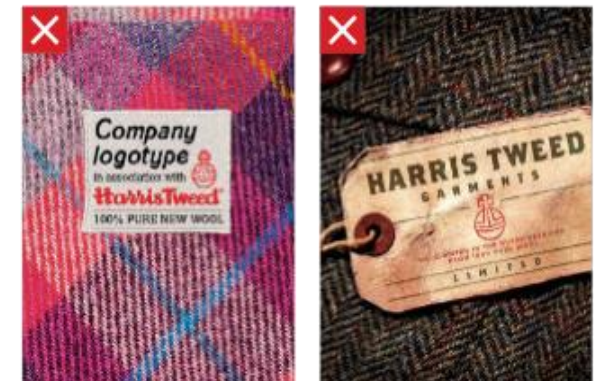
The Harris Tweed® name, mark and Orb device are valuable intellectual assets protected by law in many territories worldwide. These intellectual assets are also of significant economic value to the islanders of the Outer Hebrides and to customers of Harris Tweed®. Harris Tweed® may not be used in ways that are detrimental to the Harris Tweed® brand.

If you are not sure how to use the Harris Tweed® name and marks please contact the Harris Tweed® Authority for help BEFORE proceeding

Labels and Marks Correctly Used



Labels and Marks Incorrectly Used



5. Harris Tweed® Brand Model & Brand Narrative

How to use the Harris Tweed® brand model

The Harris Tweed® brand model below reveals different key features of the Harris Tweed® brand. The brand model can support your own story telling and ensure Harris Tweed® stays true to its culture and values.

Page

How to use the brand narrative

The brand narrative is the abbreviated story of Harris Tweed®. You may use this narrative in your marketing, public relations and advertising.

Brand narrative

Harris Tweed® is more than a unique handwoven textile, it is also a story about a real place with a rich history and culture, beautiful landscape and vibrant communities located in Scotland’s remote and beautiful islands of the Outer Hebrides. In recent years the industry and its brand have grown to be recognised worldwide.

There is only one Harris Tweed®. Harris Tweed® is one of the world’s great textiles and the only one with a unique provenance preserved by an Act of Parliament and protected by the world-famous Orb Certification Mark certified by the Harris Tweed Authority. For many generations the islanders of Lewis, Harris, Uist and Barra in Scotland’s wild and beautiful Outer Hebrides have woven cloth in their own homes, known as Harris Tweed®. Made from pure virgin wool that is dyed, spun, processed and finished by artisans in the Outer Hebrides, cloth cannot be Harris Tweed®, or called Harris Tweed®, if it does not meet the legal definition on the 1993 Act and carry the famous Orb Certification Mark stamped by the Harris Tweed® Authority. As well as being natural, biodegradable, non-allergenic and water-repellent, Harris Tweed® is energy-efficient to create and beautiful, durable and practical to use. From remote crofts to couture catwalks Harris Tweed® is the choice of fashion and interior designers who value its provenance, classic style and its ability to improve with age. Every metre of cloth is certified with the famous Orb Certification Mark and guaranteed to be genuine Harris Tweed® of the highest quality and craftsmanship.



4. Designer's Guidelines



Always place Harris Tweed® marks in an uncluttered space to ensure they are visible and legible.



Traditional Word Mark

The minimum clear space around the Traditional Word Mark is the capital height (H) of the letter 'H' in 'Harris'. This rule applies to all versions of the mark.

Traditional Orb Certification Mark

The minimum clear space around the Traditional Orb Certification Mark is the height (X) of the cross element in the mark. This rule applies to all versions of the mark.

Modern Orb Certification Mark

The minimum clear space around the Modern Orb Certification Mark is the height (X) of the cross element in the mark. This rule applies to all versions of the mark.



Traditional Word & Orb Certification Mark

The minimum clear space around the Traditional Word & Orb Certification Mark is the capital height (H) of the letter 'H' in 'Harris'. This rule applies to all versions of the mark.

5. Appendix of legal terms and definitions

Act of Parliament

A written law passed by the UK Parliament.

Certification Mark

A Certification Mark certifies the nature or origin of the goods or services to which it has been applied and provides a guarantee that the goods or services bearing the mark meet a certain defined standard or possess a particular characteristic.

Collective Mark

A Collective Mark is a type of trade mark which indicates that the goods or services bearing the mark originate from members of a trade association, rather than just one trader.

Harris Tweed Act 1993

An Act of Parliament created for the sole purpose of protecting and promoting Harris Tweed® and the livelihood of those who are part of the Harris Tweed® industry.

Harris Tweed Association Limited

The body first set up in 1909 to protect the Harris Tweed® brand and the industry that manufactures Harris Tweed®. The Harris Tweed Act 1993 transferred the Association's functions to its successor, the Harris Tweed Authority. See www.harristweed.org

Harris Tweed Authority

A body established in 1993 by the UK Parliament to replace the Harris Tweed Association Limited as guardian of the Orb Certification Mark and Harris Tweed® industry.

Harris Tweed® Marks

A collection of Registered Marks held by the Harris Tweed Authority.

Intellectual Property Office

A division of the Department of Business, Innovation and Skills (a ministerial department of the UK Government). The IPO the official Government body responsible for intellectual property rights in the UK. See <http://www.ipo.gov.uk>

The Orb Certification Mark

The symbol which is used by the Harris Tweed Authority to certify that cloth is Harris Tweed®.

Labels Policy

Guidance on which Harris Tweed® labels can and should be used in which circumstances.

License

In this context, it is a contract granting certain permissions to use intellectual property, subject to conditions.

Outer Hebrides

Also known as the Western Isles. The Outer Hebrides is chain of islands 30 miles off the west coast of mainland Scotland. The main islands include Lewis, Harris, North and South Uist, Benbecula and Barra.

Registered Trade Mark

A name, word or symbol which a company or individual uses as identification on all the goods made or sold by them and which is registered with the Intellectual Property Office.

®

This symbol denotes that a mark is a Registered Trade Mark.

Terms & conditions

Any other Trade Marks not owned by Harris Tweed Authority that appear herein are the property of their respective owners, who may, or may not, be affiliated with, or connected to, Harris Tweed® Authority.

Certification Mark

The term Harris Tweed® and Orb device are United Kingdom Certification Marks, the Regulations pertaining thereto are available for inspection at www.harristweed.org or at

The Town Hall

2 Cromwell Street

Stornoway

Isle of Lewis

HS1 2DB

or from the UK Intellectual Property Office.

UK Certification Mark Nos. 319214, 2311169 & 2058045.

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All rights reserved.

The marks of Harris Tweed Authority may not be used in connection with any product or service that is not authorised by Harris Tweed Authority, in any manner that is likely to cause confusion among customers or in any manner that disparages, discredits or damages the reputation of Harris Tweed Authority.

The Harris Tweed Authority reserves the right to make amendments to any part of this document.

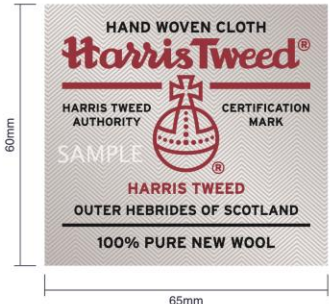
Appendix One

Harris Tweed Authority Labels January 2020

Garment/Large Item Label with 4mm sewing tolerance



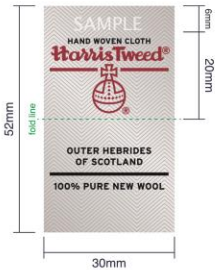
General Purpose Label with 4mm sewing tolerance



Large Item Accessory Label with 4mm sewing tolerance



Seam Label



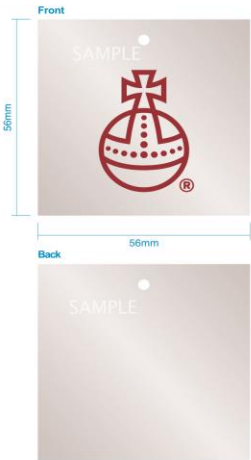
Small Item Accessory Label with 4mm sewing tolerance



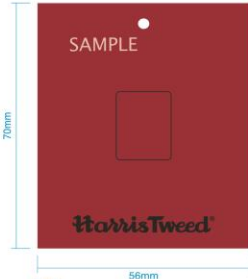
Regular Swing Tag



Double Layer Swing Tag



Front



Back



Some elements of these label designs have been excluded for security purposes.



Appendix Two

Accessory Labels (Small Item) and Seam Labels may be used on items which are designed and manufactured with less than 50% of the external face of the product comprised of or covered in Harris Tweed® cloth. Examples of the type and size of products suitable for Accessory (Small Item) and Seam are listed below. This is not an exhaustive list.

- Belts
- Bookmarks
- Bottle bags
- Bunting
- Buttons (packs of)
- Cards
- Clocks
- Cufflinks
- Dog/Pet accessories
- Drinks coasters
- Ear muffs
- Glasses cases
- Gloves
- Hair accessories/Headbands
- Hats/caps
- Headphones
- Hip flasks
- Jar covers
- Make up bags
- Mobile phone accessories/covers
- Mug/Cup accessories
- Napkins
- Pen/Pencil cases
- Pin cushions
- Purses
- Shoes/Boots (except where 100% of upper is Harris Tweed®)
- Small bags
- Teddy bears and dolls, stuffed animals etc.
- Tissue boxes/cases
- Trinket boxes

Appendix Three HARRIS TWEED AUTHORITY LABELS TABLE

NOTE - Double Width (DW) cloth is 150cm wide, Single Width (SW) cloth is 75cm wide

Label Style	Description for Use	Example of Use	General Guidance for Allocation	Notes
Garment/Large Item Label	As a guide, an excess of 1 metre of double width Harris Tweed® cloth should be used in the manufacture of any item using this label. Harris Tweed® cloth must account for greater than 50% of the external surface area of the product (<i>except for clothing, the outer of which must made entirely from Harris Tweed® cloth.</i>)	<ul style="list-style-type: none"> • Garments and larger items. • Clothing (the outer of which is made entirely from Harris Tweed® cloth) • Furniture • Curtains, window blinds etc. 	<ul style="list-style-type: none"> • 2 Labels per D/W metre • 1 Label per S/W metre 	Available only from your supplier of Harris Tweed®
General Purpose Label	This label may only be used on products using greater than 600cm ² (e.g. 20cm x 30cm or a sheet of A4 paper) of Harris Tweed® cloth. Harris Tweed® cloth must account for greater than 50% of the external surface area of the product.	<ul style="list-style-type: none"> • Items of clothing incorporating greater than 600cm² of Harris Tweed® • Large bags/rucksacks • Blankets 	<ul style="list-style-type: none"> • 6 Labels per D/W metre • 3 Labels per S/W metre 	Available only from your supplier of Harris Tweed®
Accessory Label – Large Item	This label may only be used on products using greater than 300cm ² (e.g. 15cmx20cm or an A5 piece of paper) of Harris Tweed® cloth. Harris Tweed® cloth must account for greater than 50% of the external surface area of the product.	<ul style="list-style-type: none"> • Bags • Hats • Tech/electronic accessories 	<ul style="list-style-type: none"> • 30 Labels per D/W metre • 15 Labels per S/W metre 	Additional supply available from the HTA on receipt of evidence (see Labels Policy)
Accessory Label – Small Item	This label may primarily be used on small items and items on which Harris Tweed® does not comprise 50% of the external face of the product. As a guide, there should be at least three times the surface area of Harris Tweed® to label. Additionally, please note it is prohibited to use this style of label on NON Harris Tweed® products where Harris Tweed® cloth is used as a design enhancement e.g. A patch, a pocket, applique etc. The use of the label in this way is potentially misleading to consumers that the product in question is wholly manufactured from ‘Harris Tweed®’	A non-exhaustive list of products which typically may use the Accessory Label - Small Item is attached at Appendix Two.	<ul style="list-style-type: none"> • 30 Labels per D/W metre • 15 Labels per S/W metre 	Additional supply available from the HTA on receipt of evidence (see Labels Policy)
Seam Label	As per Accessory Label - Small Item	As per Accessory Label - Small Item	<ul style="list-style-type: none"> • 40 Labels per D/W metre • 20 Labels per S/W metre 	Additional supply available from the HTA on receipt of evidence (see Labels Policy)
Swing Tags	In all cases, the swing tag may only be used if the product contains greater than 50% Harris Tweed® cloth on the external surface.	Items containing greater than 50% Harris Tweed® cloth	<ul style="list-style-type: none"> • 40 Labels per D/W metre • 20 Labels per S/W metre 	Additional supply available from the HTA on receipt of evidence (see Labels Policy)

Appendix Four USE OF 'HARRIS TWEED®' CHECKLIST

GENERAL RULES

FIRST/MAIN REFERENCE: initial capitalisation & registration mark

- Harris Tweed®
- ~~Harris Tweed~~
- ~~Harris tweed~~
- ~~harris tweed~~

FOLLOWING REFERENCES: italicise

- *Harris Tweed*

Use as an adjective (not as a noun) where possible

- ✓ We stock many Harris Tweed®cloths
- ✓ The Harris Tweed® mill/weavers/jacket/bag/industry/story/designs/products/brand/provenance etc.
 - ~~We stock lots of Harris Tweed®~~ Use as singular (not as plural)
- ✓ We stock many Harris Tweed®items
 - ~~We stock many HarrisTweeds®~~ Do not use acronym
 - ~~HT HT®~~

SPECIFIC APPLICATION

TEXT - Printed/Digital E.g. Brochure/Website	BRAND	SOCIAL MEDIA E.g. Facebook/Instagram/Twitter/LinkedIn
<p>On each new (web/printed) page, the first reference should have initial capitalisation and registration mark. References further down the page can be in italics.</p> <p>FIRST/MAIN REFERENCE: Initial capitalisation & registration mark</p> <ul style="list-style-type: none"> • Harris Tweed® <p>FOLLOWING REFERENCES (italicise)</p> <ul style="list-style-type: none"> • <i>Harris Tweed</i> 	<p>No registration mark required:</p> <ul style="list-style-type: none"> • Harris Tweed Authority • Harris Tweed Act • Harris Tweed Business Name <p>NOTE: To use the words 'Harris Tweed' in your brand name, you must adhere to the Shop Name Policy.</p> <p>We accept that online usernames and URLs cannot contain ®.</p> <ul style="list-style-type: none"> • E.g. www.harristweed.org 	<p>USE THROUGHOUT POSTS/ TWEETS: Initial capitalisation & registration mark</p> <ul style="list-style-type: none"> • Harris Tweed® <p>HASHTAGS: Most hashtags do not include ®. Use initial capitalisation.</p> <ul style="list-style-type: none"> • #HarrisTweed • #LoveHarrisTweed • #HarrisTweedAuthority • #HarrisTweedStories

FONTS

The size and placing of the registration mark depends on the font you select.

E.g.

- [Harris Tweed®](#) (Times New Roman)
- [Harris Tweed®](#) (Arial)
- [Harris Tweed®](#) (Garamond)
- [Harris Tweed®](#) (Calibri)

KEYBOARD SHORTCUTS FOR ®

On PC: [Ctrl + Alt + R](#) or [Alt + 0174](#)

On Mac: [Alt + R](#)

On mobile: use emoji [®](#) or copy+paste [®](#)

For examples of appropriate usage, please refer to our website: harristweed.org and our latest social media posts

Facebook: [@harristweedauthority](#)

Instagram: [@harristweedauthority](#)

Twitter: [@harristweedauth](#)

LinkedIn: [Harris Tweed Authority](#)