

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 Harris Tweeds®~~

Do not use acronym

- ~~HT~~
- ~~HT®~~

SPECIFIC APPLICATION

TEXT

Printed/Digital
E.g. Brochure/Website

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.

FIRST/MAIN REFERENCE:

Initial capitalisation & registration mark

- Harris Tweed®

FOLLOWING REFERENCES:

italicise

- Harris Tweed*

BRAND

No registration mark required:

- Harris Tweed Authority
- Harris Tweed Act
- Harris Tweed Business Name

NOTE: To use the words 'Harris Tweed' in your brand name, you must adhere to the Shop Name Policy.

We accept that online usernames and URLs cannot contain ®.

- E.g. www.harristweed.org

SOCIAL MEDIA

E.g. Facebook/Instagram/
Twitter/LinkedIn

USE THROUGHOUT POSTS/
TWEETS:

Initial capitalisation & registration mark

- Harris Tweed®

HASHTAGS:

Most hashtags do not include ®. Use initial capitalisation.

- #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](https://www.facebook.com/harristweedauthority) and [Instagram/harristweedauthority](https://www.instagram.com/harristweedauthority)