# 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

**BRAND**
- No registration mark required:
  - Harris Tweed Authority
  - Harris Tweed Act
  - Harris Tweed Business Name

**SOCIAL MEDIA**
- E.g. Facebook/Instagram/
  - Twitter/Linked In

**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 T weed® (Garamond)
  - Harris Tweed® (Calibri)

### KEYBOARD SHORTCUTS FOR ®

- On PC: Ctrl + Alt + R or Alt + 017 4
- 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 and Instagram/harristweedauthority