

# HARRIS TWEED AUTHORITY

## Brand Use Rules

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### 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 1993 Harris Tweed Act (the “1993 Act”) 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:


- a) to preserve the integrity of the HARRIS TWEED brand;  
and
- b) to ensure that products which are not HARRIS TWEED are not promoted or associated with the HARRIS TWEED brand; and
- c) 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 1993 Act. In summary, that definition provides that HARRIS TWEED may only be certified as such if made from yarn spun and dyed in the Outer Hebrides of Scotland and then hand-woven by an Islander in their home, with all finishing of the cloth also done in the Outer Hebrides.

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:



Please note - The words HARRIS TWEED should never be used in stylised scroll script unless in combination with the Orb Device.

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’ or *italics*.

## **2. THE HARRIS TWEED BRAND CONT'D**

HARRIS TWEED is a noun and may not be used as an adjective except in relation to describing HARRIS TWEED cloth.

If permitted to use the Orb Device, it must always be represented without any alteration.

The Harris Tweed Orb and Harris Tweed script artwork may be obtained from the Harris Tweed Authority. Please e-mail [enquiries@harristweed.org](mailto:enquiries@harristweed.org)

## **3. LABELS AND SWING TAGS**

HARRIS TWEED labels contain the key elements of the brand and can only be used as prescribed. ONLY woven labels and swing tags issued by the HTA may be used on products containing HARRIS TWEED. **You may not copy, change or manufacture such labels or swing tags.**

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 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 ie. strengthening purposes, with only a minimal border visible.

**c)** All reasonable efforts should be made to identify in a permanent way (i.e. not a removable swing tag) the identity of the manufacturer of the product.

**d)** A Standard label (see appendix 1) may only be used on clothing/apparel products. Swing tags may be used if the product contains more than 50% HARRIS TWEED cloth.

**e)** A Sleeve label may only be used on the external sleeve of clothing/apparel products. Swing tags may be used if the product contains more than 50% HARRIS TWEED cloth.

**f)** The GENERAL PURPOSE (GP) labels, Size A and size B (B was previously known as the footwear label – please see appendix 1) may only be used on products where a minimum of 600cm<sup>2</sup> (e.g. an 20cm x30cm or as a guide, an A4 Sheet of paper) of HARRIS TWEED cloth is used on the product. Swing tags may be used if the product contains more than 50% HARRIS TWEED cloth.

**g)** The ACCESSORY or SEAM LABELS are intended for use on small items ie. items using less than 600cm<sup>2</sup> of HARRIS TWEED cloth and items where HARRIS TWEED comprises less than 50% of the external face of the product. A non-exhaustive guide as to the type of products which fall into this category is attached as Appendix 2.

- h)** The HTA SWING TAG may only be used if the product contains more than 50% HARRIS TWEED cloth. This includes the reverse of the product or non-public facing side of the product ie. bags and purses.
- i)** On items made up as pairs, ie. footwear and gloves, only one label should be used per pair, rather than one label on each item.
- j)** HTA woven labels should be sewn onto products. They must not be glued onto products.

#### **4. NAMING AND DESCRIBING PRODUCTS CONTAINING HARRIS TWEED**

- a)** A product may be described as a ‘HARRIS TWEED X’ (e.g. a ‘HARRIS TWEED bag’ or a HARRIS TWEED PENCIL CASE) if it is manufactured using more than 50% HARRIS TWEED (excluding buttons, trimmings and linings) on the exterior surface.
- b)** Products containing less than 50% HARRIS TWEED (excluding buttons, linings and zips) may not be named/described as being ‘HARRIS TWEED products’. In such circumstances it is permitted to refer to the product as containing or featuring HARRIS TWEED cloth (e.g. a ‘Bag containing Harris Tweed cloth, Pencil Case featuring Harris Tweed cloth trim’).
- c)** Any point of sale material, advertising, signage or notice boards must be approved by the HTA. Use of the words HARRIS TWEED and ORB Mark must only be used in relation to products containing HARRIS TWEED CLOTH
- d)** Businesses may not use the HARRIS TWEED name or Orb 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.
- e)** No use of the HARRIS TWEED name or Orb may be used which suggests that a business is connected with or endorsed by the Authority, without express written permission.
- f)** 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.
- g)** You may not state that the use of HARRIS TWEED cloth in products is a collaboration with the HTA.
- h)** Boxes & Packaging: 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 may not be used.

**Please note: The Brand Use Rules are subject to change and the HTA reserves the right to do so**

[www.harristweed.org](http://www.harristweed.org)

# Harris Tweed Authority Label Styles

## Appendix 1

Standard Label (80 x 80mm)



Sleeve Label (80 x 55mm)



General Purpose Label A (60 x 35mm)



General Purpose Label B (50 x 25mm)



Swing Tag (55 x 95)

Front

Reverse



Seam Label (30 x 15 folded)



Front



Reverse

Accessory Label (28 x 25)



# Examples of products suitable for use of the Accessory or Seam label

## *Appendix 2*

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