

Hello, welcome to our brand guidelines.

These guidelines will help you understand what twool® stands for and how we should look and sound.

We're unique and we want people to recognise that.

Follow these guidelines and you'll help us present a clear, consistent and memorable face for our product. This will make our brand stronger and help us connect with more people.

If you have any questions about our brand, or how to use these guidelines, please contact:

info@twool.co.uk



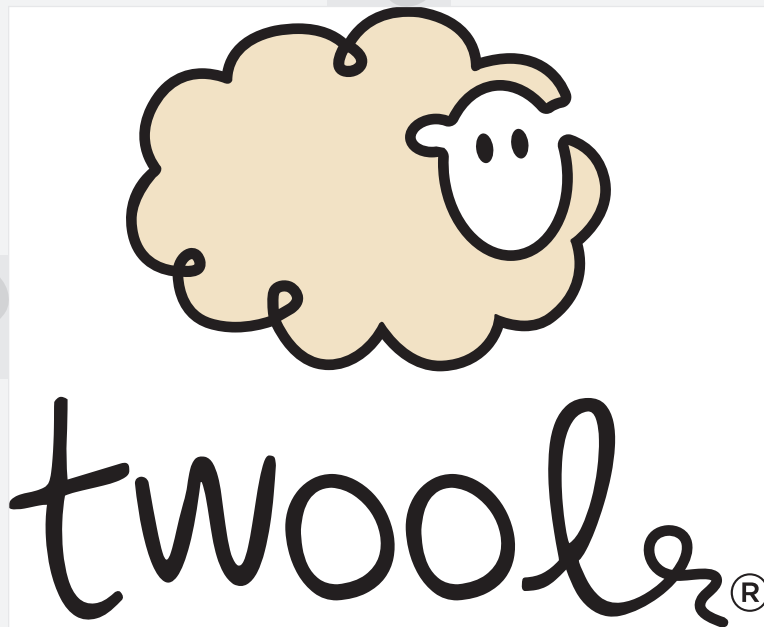
We have some values to guide you in everything you do. Remember these and you'll help us give everyone a consistently positive experience of twool®.

- we know everything about our products
- we manufacture a British product
- our products support rural businesses
- our products are made from sustainable resources
- our products are made from natural materials
- our products have a low carbon footprint
- we produce products with care to the environment and only use businesses with good environmental policies
- we support British manufacturing
- we support British farmers
- we produce fair trade products

twool® represents British product **provenance** from wool to end product. This is reflected in everything we do. Wool is a **natural** resource and is both **sustainable** and **versatile** which is something that we strive to echo throughout our business.

twool® is:

British, natural, sustainable, provenance lead, passionate, and professional throughout: from sheep to spool, from product to people.



How the logo must be used

Wherever possible the logo should always be used as the colour version.

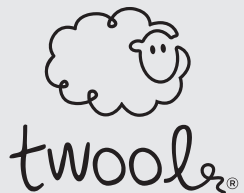
Where this is not possible, there is black and negative version.

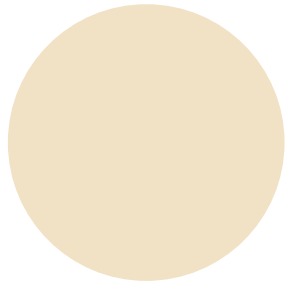
Exclusion zone

The exclusion zone around the logo gives it stand-out. The zone is the depth of the 't' in twool®.

Logo quick guide

- Positive = twool® cream and black
- Negative = white
- Exclusion zone = twool® 't'
- Whenever possible, the logo must be used in full colour
- Do not adjust any element of the logo
- The logo must never be smaller than 15mm wide in any colour.
- Never rotate or flip the logo
- Never add anything to the logo





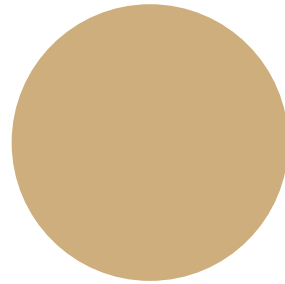
Primary

PANTONE
482

CMYK
0 7 20 5

RGB
243 227 198

Web #
f3e3c6



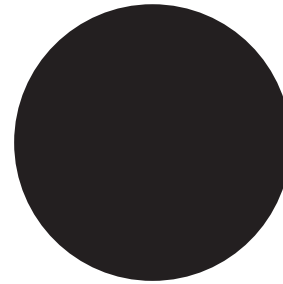
Secondary

PANTONE
7502

CMYK
20 30 57 0

RGB
206 174 124

Web #
ceae7c



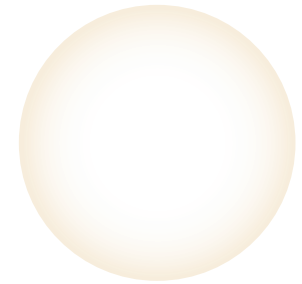
Secondary

PANTONE
Black

CMYK
0 0 0 100

RGB
4 4 4

Web #
040404



Background

PANTONE
482
40% tint to white

CMYK
0 7 20 5
40% tint to white

RGB
250 244 234
to white

Web #
faf4e9

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345678910

Beautiful every time

title copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345678910

Cronos Pro Display

body copy recommended size 9pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345678910

Cronos Pro Semibold Display

subtitle copy recommended size 12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz12345678910

Jenna Sue Regular

secondary title copy and sign off's

The typeface we've chosen for titles is of a quirky hand-written style making all our communications feel fun, relaxed, friendly and natural. It is also reflective of the logo type text to strengthen the brand image and product ethos.

The typeface we've chosen for the body copy is a clean simple legible font. It has a slight curve and style to make it look less corporate, more friendly and echo the twool® personality whilst still communicating information clearly.

The typeface we've chosen for the body copy title is a bolder version of the body copy to highlight it as a title.

The typeface we've chosen for secondary titles is of a handwritten style, making all our communications feel personal and from the heart. It also suggests a sense of energy and purpose, and that the line was written in the moment.

All copy

- 'twool®' is displayed in lower case throughout
- all collateral features the twool® logo below
- the correct use of the registered mark is used on logos and in titles

Online

- a link back to twool.co.uk when mentioning the business
- when mentioning social media the correct use of @thisistwool, fb.com/thisistwool or pinterest.com/thisistwool where appropriate

Tone of voice and copy

Copy and content should be written in plain English at all times. This has the effect of natural SEO which feeds into our marketing strategy and helps build brand awareness. The tone is to be professional rather than corporate – chatty and friendly but not over familiar. This ethos echoes the relationships that Kim has established to build the twool® brand to where it is today.

Copy should aim to communicate the brand on all levels and be delivered with **honesty, passion and creativity**.

General brand enquiries

If you have any brand enquiries please contact:

Snail Mail

Thatchetts
Hele Cross, Ashburton
Devon TQ13 7QX

Phone

01364 654467

Email

info@twool.co.uk

Trade Enquiries

trade@twool.co.uk

Press Enquiries

press@twool.co.uk

Facebook

facebook.com/thisistwool

Twitter

twitter.com/thisistwool

Any questions?

We hope you've found the information you need here to make the twool® brand as strong as possible. If there's anything more you need to know, we're always here to help.

You can get in touch with the twool® team using the details opposite.