

# BRAND GUIDELINES

Version 01



Trading Standards  
Approved



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## BRAND GUIDELINES

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## INTRODUCTION

The 'Made in Devon' marque is part of the 'Buy With Confidence Trading Standards Approved' scheme. As such, the use of its brand identity is closely linked and often combines that of the 'Buy With Confidence Trading Standards Approved' Brand Guidelines.

One of the key principles for strong brand awareness is that rules are followed about how a brand is presented and how it is seen. This is not purely about ensuring everyone uses the same logo(s), but also about the colours we use in marketing materials, the size and positioning of the logo, the fonts we use and a consistency in how these are presented.

Increasing brand awareness is key to the future of the scheme, and so having a consistent, professional image is vital. Whenever someone comes across Made in Devon they should be presented with something which helps bolster their brand recognition.

The following guidelines must be followed by anyone creating any collateral that incorporates the Made in Devon identity.

## SCHEME RECIPIENTS

The Made in Devon team recognises that scheme recipients will have their own branding rules/guidelines, and that their policies may state that their standards take precedence over the Made in Devon scheme.

However, to help ensure that your promotion/marketing of the scheme is bolstered by a consistent brand being disseminated from other nearby businesses and by other authorities, we recommend following these guidelines as closely as possible.

Previously there have been situations where neighbouring businesses and authorities presented the Made in Devon identity in very different ways. This ran the danger of an average consumer seeing these differing uses, which they could easily have assumed were rival schemes. Understandably this is a situation we would prefer to avoid.

## WHO CAN USE THE MADE IN DEVON LOGO?

Only fully vetted and approved Made in Devon scheme members can use the Made in Devon logo.

Existing Buy with Confidence members will need to have additional vetting in order to qualify to use the Made in Devon logo. There is no additional charge for this add-on to membership for current scheme members.

New members of the scheme will have to meet the criteria for membership of Buy with Confidence in addition to meeting the criteria for Made in Devon membership. We are currently offering this package free of charge to the first fifty successful applicant businesses in Devon. Devon does not include Torbay or Plymouth; new scheme members from these areas will be charged full Buy With Confidence membership fees.

## WHERE CAN THE MADE IN DEVON LOGO BE USED?

Once vetted and approved, scheme members will be able to use the Made in Devon logo on their business website, social channels, their business paperwork, stationery, vehicles and in their business premises.

The use of the Made in Devon logo on individual products can also be used but will have to adhere to these guidelines.

The Made in Devon logo must be displayed alongside the existing Buy With Confidence Trading Standards Approved logo to help promote awareness of the national scheme that aims to support local businesses.

Where space does not enable the two logos to be displayed together, for example on a small sized product or a label, members will be able to use the Made in Devon logo alone.

## GOLDEN RULES TO PROTECT THE MADE IN DEVON BRAND

Follow these key points to protect the integrity of the Made in Devon brand in your marketing collateral.

### Never invent your own logo

Creating new logotypes or logo-like identities is not allowed. Use only approved brand assets in accordance with these guidelines.

### Write Made in Devon properly

It's Made in Devon and NOT made in Devon, or Made In Devon. It must always have an initial capital letter to the first and third word only, except when written within an email address or website address. The Made in Devon logo must not be used in body text.

### Report suspected infringements

Alert the Made in Devon team if you notice any violation of these guidelines.

**Please seek advice from the Made in Devon team regarding any trademark related issues.**

## LOGO VERSIONS

### Version 1 – Main Logo

This version is to be used at all times, except for where space is at a premium and will not allow for the Buy With Confidence Trading Standard Approved logo to sit alongside.



### Logo Hierarchy

This version is to be used where space is at a premium and will not allow for the Buy With Confidence Trading Standard Approved logo to sit alongside.



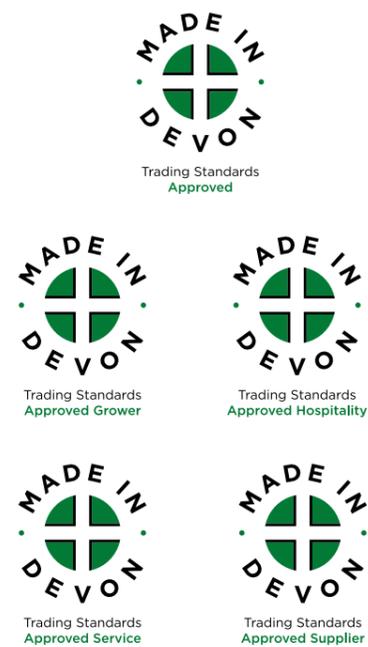
For Made in Devon's own collateral only, this version (or its reversed/mono forms) can be used more prominently and the Buy With Confidence Trading Standard Approved logo still present where possible, but can be smaller and further down the item's visual area.

## LOGO CATEGORIES

The following categories are available for Made in Devon members and will be allocated in agreement between the members and Trading Standards officials.

New categories can be added at the discretion of the Buy with Confidence Trading Standards, Devon, Somerset and Torbay team.

- Trading Standards Approved
- Trading Standards Approved Grower
- Trading Standards Approved Hospitality
- Trading Standards Approved Service
- Trading Standards Approved Supplier



## LOGO CLEARANCE ZONE

Wherever the logo is used, it should stand clear of other design elements. At a minimum, a distance of 20% of the height of the logo should be left clear on the top bottom and left. Due to the way the grey tick sticks out to the right, less clearance is permissible on this side to ensure it doesn't look lopsided.



## LOGO COLOURS

### MADE IN DEVON Logo

There are only two main colours for the Made in Devon Logo. These are Devon Green and Black and their colour values are shown below.

#### Devon Green - Colour Values

CMYK	PANTONE 356 C
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CMYK: 91, 0, 100, 26  
 RGB: 0, 122, 51  
 HEX/HTML: #007A33  
 ©Pantone: 356 C



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#### Black - Colour Values

CMYK	PANTONE 356 C
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CMYK: 0, 0, 0, 100  
 RGB: 0, 0, 0  
 HEX/HTML: #000000  
 ©Pantone: Black C

## LOGO COLOUR VARIANTS



Wherever possible, the colour variant above should be used. However, there may be occasions where a single colour version can only be used. Versions of each of these logos can be seen below.



## LOGO COLOUR VARIANTS

### BUY WITH CONFIDENCE TRADING STANDARDS APPROVED Logo

These are variations of the Buy With Confidence Red, Black and Grey.

#### TS Frame/Text Red - Colour Values



CMYK: 0, 100, 100, 14  
 RGB: 203, 12, 15  
 HEX/HTML: #cb0c0f

#### BWC Background Red - Colour Values



CMYK: 0, 100, 91, 0  
 RGB: 228, 5, 32  
 HEX/HTML: e40520

#### TS BWC Black - Colour Values



CMYK: 0, 0, 0, 100  
 RGB: 0, 0, 0  
 HEX/HTML: #000000

#### TS BWC Grey - Colour Values



CMYK: 0, 0, 0, 54  
 RGB: 29, 29, 27  
 HEX/HTML: #1d1d1b

TS Frame/Text Red

TS BWC Black

BWC Background Red

TS BWC Grey

BWC Web Text Red



## ACCOMPANYING COLOUR PALETTE

If you are creating collateral for Made in Devon, here are some accompanying colours for you to use.

<b>DARK GREEN</b>	<b>DARK BLUE</b>
CMYK: 82, 36, 80, 60	CMYK: 84, 56, 42, 73
RGB: 28, 70, 44	RGB: 21, 41, 52
HEX/HTML: #1b452b	HEX/HTML: #142933
<b>BRIGHT GREEN</b>	<b>SAND</b>
CMYK: 57, 0, 100, 0	CMYK: 0, 30, 75, 10
RGB: 134, 189, 61	RGB: 214, 178, 85
HEX/HTML: #85bd3c	HEX/HTML: #d5b254
<b>GREY</b>	<b>SKY</b>
CMYK: 0, 0, 0, 54	CMYK: 70, 15, 0, 0
RGB: 29, 29, 27	RGB: 117, 167, 220
HEX/HTML: #1d1d1b	HEX/HTML: #74a7db

## LOGO USAGE

The logo should be placed against a white background wherever possible and shouldn't be placed inside a white box unless it is contained in the white device as shown below (example 1). For all other executions of the logo usage we recommend using a white strip as shown below (example 2).

Example 1



Example 2



## FONT USAGE

The font used for the Made in Devon logo is Montserrat which is available from Google Fonts.

The official supporting fonts to use on any collateral promoting the Made in Devon scheme is as follows:

### **BEBAS NEUE - BOLD**

Use Bebas Neue (Bold) for all main headings - please use this font in upper-case.

Source Sans Pro - Regular

*Source Sans Pro - Italic*

Source Sans Pro - Semi Bold

*Source Sans Pro - Semi Bold Italic*

Source Sans Pro - Bold

*Source Sans Pro - Bold Italic*

Source Sans Pro - Black

*Source Sans Pro - Black Italic*

Use Source Sans Pro (various weights) for all body text and sub-headings - please use this font in sentence case.

Both Bebas Neue and Source Sans Pro fonts are available for free from Google Fonts: <https://fonts.google.com/>

## LOGO MISUSE EXAMPLES

Below are various examples of what you must NOT do to the logo:



Do not resize elements



Do not change the colours



Do not change the font or wording



Do not stretch or compress the logo



Do not show without Trading Standards Approved wording under motif



Do not transpose each logo element

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