



BRAND GUIDELINES 2019

- [02 / How to use these guidelines](#)
- [03 / What is Fashion Revolution?](#)
- [06 / Who made my clothes?](#)
- [07 / Our hashtags](#)
- [09 / Strategy](#)
- [13 / Logo](#)
- [16 / Typeface](#)
- [18 / Posters](#)
- [20 / Colour](#)
- [21 / Gradients](#)
- [22 / Pattern](#)
- [23 / Photography](#)
- [24 / Illustration](#)
- [25 / Tone of voice](#)
- [28 / Licensing & Merchandising](#)
- [29 / Get creative](#)
- [40 / Contact](#)

How to use these guidelines

These guidelines have been developed to provide clear information regarding the use of the Fashion Revolution logo and branding assets.

They have been put together to ensure that a consistent identity is achieved for Fashion Revolution on all communications around the world.

Take care using our guidelines – if we communicate as one we can have greater impact.

You can download our logo and other materials from our website.

[DOWNLOAD BRAND ASSETS](#)

We are Fashion Revolution

We are designers,
academics, writers,
business leaders,
policymakers, brands,
retailers, marketers,
producers, makers,
workers and fashion
lovers. We are the
industry and we are the
public. We are world
citizens. We are you.

We are Fashion Revolution

We are people from all around the world who make the fashion industry work. We are the people who wear clothes. And we are the people who make them.

And we believe in a fashion industry that values people, the environment, creativity and profit in equal measure.

The global fashion industry is opaque, exploitative and environmentally damaging and desperately needs revolutionary change.

Read our **White Paper** which sets out the need for transparency across the fashion industry.

****Please note: updated White Paper due 2019. Stay tuned!****

[DOWNLOAD WHITE PAPER](#)

We are Fashion Revolution

Fashion Revolution is a global movement that runs all year, celebrating fashion as a positive influence, raising awareness of the fashion industry's most pressing issues, showing that change is possible and celebrating those who are on a journey to create a more ethical and sustainable future for fashion.

Fashion Revolution Week is our **#whomademyclothes** campaign in April, which falls on the anniversary of the Rana Plaza factory collapse, which killed 1,138 people and injured many more on 24th April 2013. We encourage as many people as possible to join the Fashion Revolution by asking brands and retailers **#whomademyclothes**. Brands and producers are encouraged to respond with the hashtag **#imadeyourclothes** and to **demonstrate transparency** in their supply chain.

Our focus

In order to make the fashion industry accountable and sustainable, we first need to make it transparent.

We believe **transparency** is the first step to transform the industry. And it starts with one simple question:
Who made my clothes?

We believe this simple question gets people thinking differently about what they wear. We need to know that as consumers, our questions, our voices, our shopping habits can have the power to help change things for the better.

With more consumers encouraging brands to answer 'who made my clothes?', we believe Fashion Revolution has the power to push the industry to be more transparent.

Our campaign hashtags

You can use [#FashionRevolution](#) for tweets and instagram posts throughout the year. This is the hashtag for our movement.

Encourage consumers to ask [#whomademyclothes](#) when asking brands 'who made my clothes?'

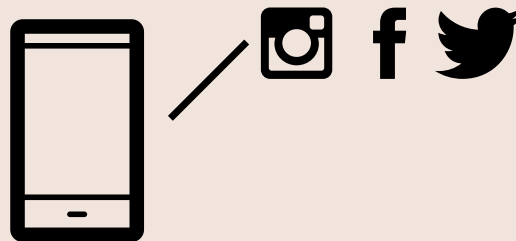
Producers, farmers and makers should respond with [#imadeyourclothes](#)



SHOW YOUR LABEL



**ASK THE BRAND
#WHOMADEMYCLOTHES?**



Our mission

We want to unite the fashion industry and ignite a revolution to radically change the way our clothes are sourced, produced and purchased, so that what the world wears has been made in a safe, clean and fair way.

We believe that collaborating across the whole supply chain; from farmer to consumer; is the only way to transform the entire industry.

Fashion Revolution brings everyone together to make that happen.

Our strategic objectives

1. Raise awareness of the true cost of fashion and its impact at every stage in the process of production through to consumption and disposal.
2. Show the world that change is possible by showcasing and celebrating those proving that fashion can be made with respect to people and planet.
3. Bring people together the length of the value chain, from farmers to factory workers, brands to buyers, consumers to campaigners, to ask questions, challenging how fashion is made and by whom, and to work towards re-connecting the broken links between those who produce, sell and buy fashion.
4. Work towards long-term industry-wide change so that fashion becomes a force for good and that all business is conducted in a safe, healthy, fair way.
5. To ensure that a tragedy like Rana Plaza never happens again.

Our audiences



The Public



**Brands,
Wholesalers,
Retailers, and
Distributors**



**Producers,
Farmers and
Makers**



**Students
and
Educators**



**Policymakers
and
Politicians**



**NGOs,
Trade Union,
Civil Society,
Multi-
Stakeholder
Collaboration**

BRAND ASSETS

Logo

This is the
Fashion
Revolution logo.

It should be used on all
communications.

When sending a letter or
preparing a document please
place the logo at the top of the
page on the right hand corner
or at the top in the centre.

[Download logo](#)



Logo

01 / The black panel border should always be used with the logo and the text should always stay the same.

02 / When the logo is used in isolation (e.g. on a letterhead) it needs space so others can see it with ease. Ensure there is at least a margin equal to a quarter of the width of the black panel surrounding it.

03 / To ensure legibility, the minimum width for reproduction of our logo is 8mm.

[Download logo](#)

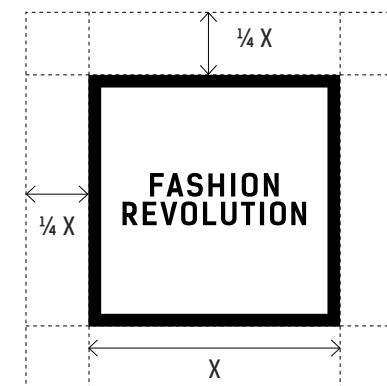
01



02



03



Logo

Don'ts

04 / The colour of the logo is not to be changed.

05 / To maintain the integrity and clarity of our logo please do not change the font of the text inside the black border.

06 / Do not stretch the logo.

07 / Do not write text in the logo.

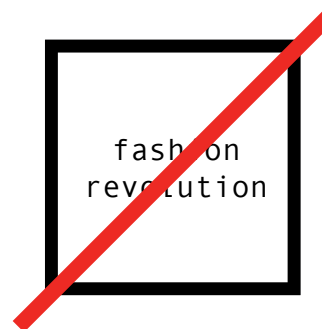
08 / Do not put graphics or twibbons inside the logo.

09 / Do not rotate the logo.

04



05



06



07



08



09



Typeface

These are the Fashion Revolution typefaces.

Kelson Sans is our primary font and is used for headlines and body copy.

Zombie Checklist Alpha is used for 'who made my clothes' and 'I made your clothes' poster. To use this font, outline the letters and readjust to make it look like natural handwriting.

We use **Space Mono** as a secondary font, which is available for free from Google Fonts. Sometimes we use **Franklin Gothic in Heavy Italic** and **Value Serif**, which are only available with a Typekit subscription and licence.

You can download the free fonts here:

[Kelson Sans](#)
[Zombie Checklist Alpha](#)
[Space Mono](#)

HEADLINE / KELSON SANS BOLD

ABCDEF
 GHIJKLM
 NOPQRS
 TUVWXYZ
 0123456789

SECONDARY BODY COPY / SPACE MONO

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 0123456789

BODY COPY / KELSON SANS REGULAR

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 0123456789

ALTERNATIVE BODY COPY / FRANKLIN GOTHIC

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

ZOMBIE CHECKLIST ALPHA

abcdef
 ghijklm
 nopqrst
 vwxyz

ALTERNATIVE BODY COPY / VALUE SERIF

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 0123456789

Typeface

Use our typefaces when designing your own Fashion Revolution communications.

Here are some examples of fonts being used in Fashion Revolution communications.



Posters

Download and print our posters.

01 / Who made my clothes?

For everyone to use when asking brands #whomademyclothes. Also available in Spanish.

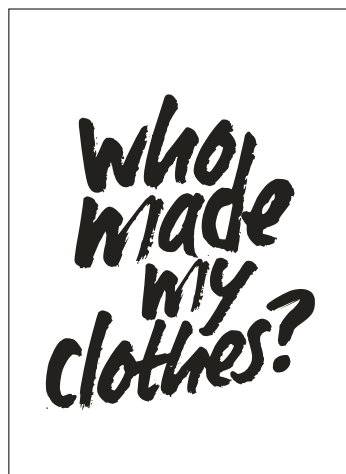
02 / I made your clothes

For producers, farmers and garment workers to use in response. Always use the hashtag #imadeyourclothes. Also available in Spanish.

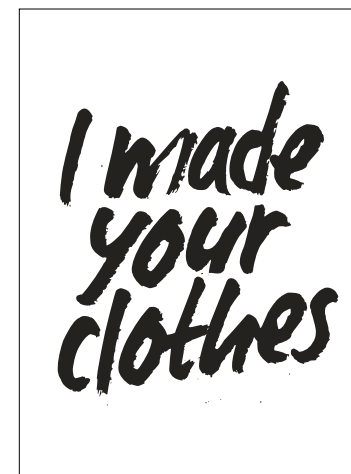
Download our posters from the [Resources](#) page on our website.

Alternatively, you or your producers can handwrite your own posters for a more personal touch.

01



02





Colour

This is the Fashion Revolution 2019 colour palette.

RGB should be used for all digital assets, CMYK for print and PANTONE for special spot treatments in printing.



ACID GREEN
R210 / G219 / B61
C18 / M4 / Y93 / B1
PANTONE 382



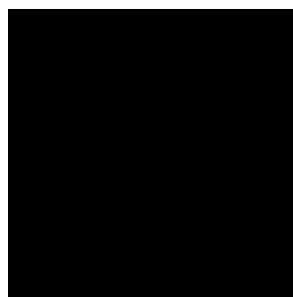
PINK
R243 / G205 / B213
C100 / M83 / Y17 / B13
PANTONE 699



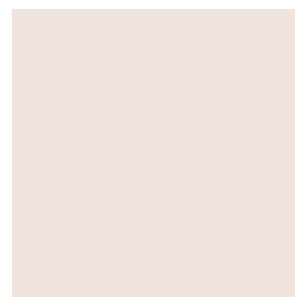
LIGHT BLUE
R139 / G205 / B227
C57 / M0 / Y13 / B0
PANTONE 310



RED
R237 / G42 / B36
C0 / M93 / Y91 / B0
PANTONE WARM RED



BLACK
R0 / G0 / B0
C0 / M0 / Y0 / B100
PANTONE BLACK



NEUTRAL
R241 / G228 / B221
C4 / M12 / Y10 / B0
PANTONE 7604



DARK BLUE
R36 / G54 / B205
C100 / M83 / Y17 / B13
PANTONE 293

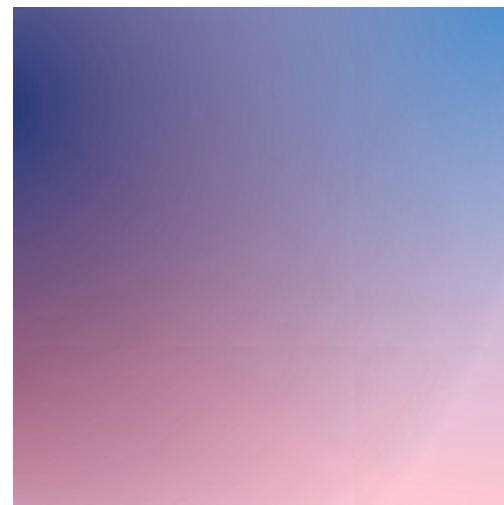
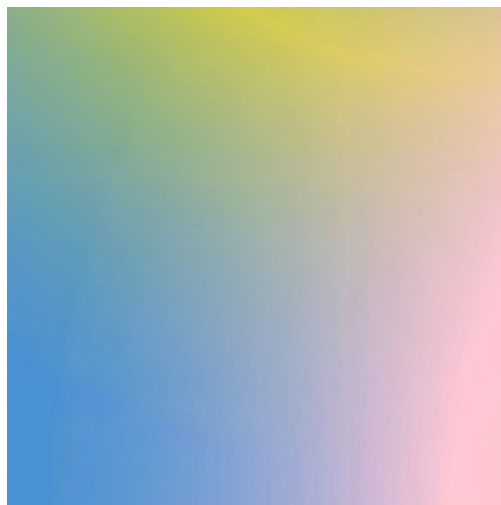


ORANGE
R241 / G154 / B19
C0 / M51 / Y96 / B0
PANTONE 1495

Gradients

You can
download these
gradients to use
as background
textures.

[Download gradients](#)



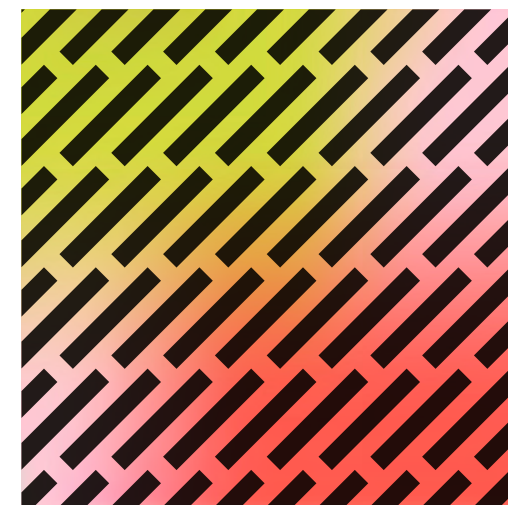
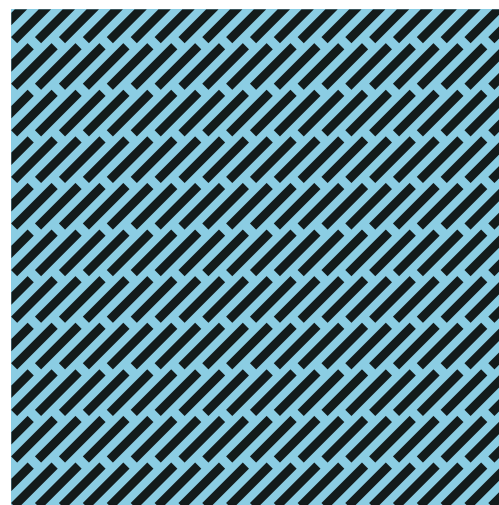
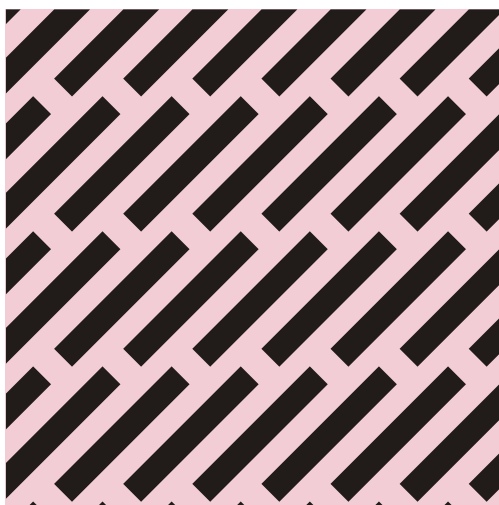
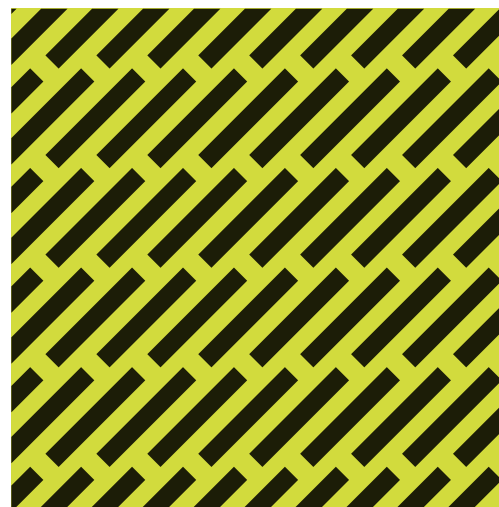
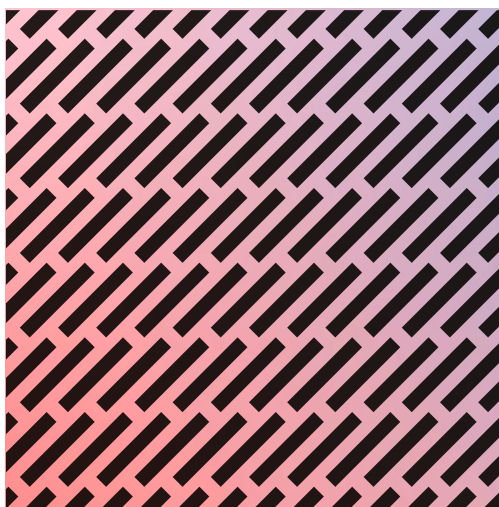
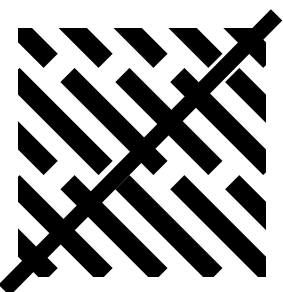
Pattern

The stitch pattern can be used over any of the colours or gradients to create a bold background.

You can experiment with different scales. The stitch pattern works well oversized.

Do not rotate or flip the pattern; it should always follow this direction.

[Download pattern](#)



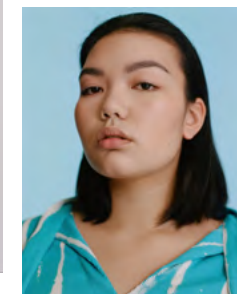
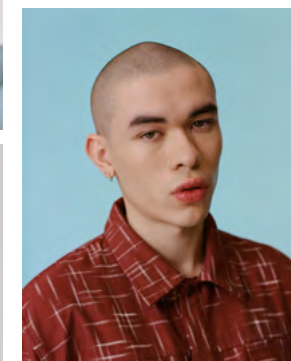
Photography

You can create your own photoshoot to capture the bold, inclusive and inquisitive mood of Fashion Revolution.

Using Instagram? Follow us at [@Fash_Rev](#) and post your photos with [#whomademyclothes](#)

Aim to commission photography that not only intrigues and inspires the viewer but that encourages them to use and create images that show diversity, equality and inclusion in their representation of people, planet and fashion.

[Download the 2019 campaign photos](#)



Illustration

You can create or commission illustration to capture the bold, inquisitive and positive mood of Fashion Revolution.

Aim to commission illustration that inspires and delights the viewer but that also shows a unique perspective on the chosen subject. Seek out those who have personal experience with the subject matter so as to enrich the final product.



@egle_zvirblyte



@nyree_____g



@lantru



@subinie94

Tone of voice

Our tone of voice is the way in which we write and speak, what we say and how we say it. Like a person, what we say is dictated by our principles, experiences and aspirations, how we say it is informed by our personality.

It is super important that everyone who represents Fashion Revolution, including Country Coordinators and their teams, are speaking with the same tone of voice. The more consistent and cohesive our message is, the stronger we are and more likely our messages are to be heard and understood.

Try to make your messages action-oriented or solution focused. Rather than making people feel guilty, help them recognise that they have the power to do something to make a positive change.

Tone of voice**Always:****Bold****Provocative****Inquisitive****Positive****Accessible****Inclusive****Never:****Shaming****Dull****Full of jargon****Overly Technical****Victimising**

Tone of voice

Do's

fash_rev ★ Good news! Australian lifestyle fashion retailer and denim giant @Jeanswest have just published a list of 80% of its factories in its supply chain. They join the growing list of global brands who have recently published their factory lists, including the VF Corporation, GAP, Inditex and Marks and Spencer. So it's important to keep asking the question #whomademyclothes, as more and more brands are starting to respond with real information about the people who work in their supply chains. Read more on our blog 📌
www.fashionrevolution.org/jeanswest
[#fashionrevolution](https://twitter.com/fashionrevolution)

- ✓ Positive
- ✓ Accessible

 **Fashion Revolution**
 Published by Heather Knight [?] · 14 hrs · 🌐

Love fashion? We do too. But who's getting paid, and who's getting a bad deal? And what can you do about it?

- ✓ Positive
- ✓ Inquisitive
- ✓ Inclusive

Calling all fashion revolutionaries!

The pro-fashion protesters. The disruptors who dare to say "I can change the world." This book is for you.

It's full of inspiration and ideas about how you can use your voice and your power to transform the fashion industry as we know it.

It's time for a Fashion Revolution

- ✓ Bold
- ✓ Provocative
- ✓ Positive

Brand Licensing and Merchandising

Fashion Revolution do not endorse ANY Fashion Revolution branded products for resale or wholesale distribution.

It is against Fashion Revolution brand principles for anyone to use the open source branding to create and sell any Fashion Revolution branded garments, textiles or other 'merchandise' product.

Why? Because manufacturing and selling clothing or product of any kind is not within our core objectives. In addition we cannot endorse, monitor or certify any production supply chain.

If you are planning to use this branding to create any type of product for resale, please understand this is prohibited and we will look to pursue legal action against any individual, organisation or brand found to be using the Fashion Revolution branding in this way.

The font Zombie Checklist Alpha must not be used for commercial purposes outside of Fashion Revolution, or the font owner may pursue legal action.

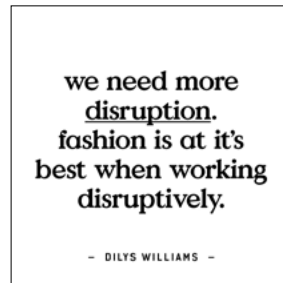
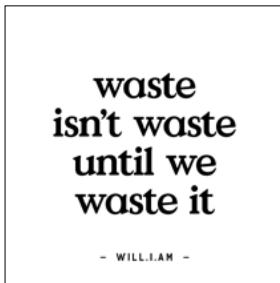
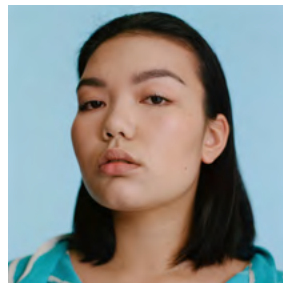
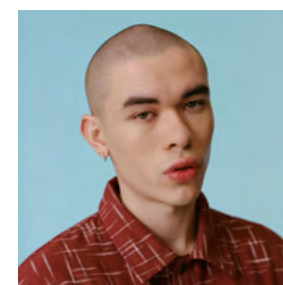
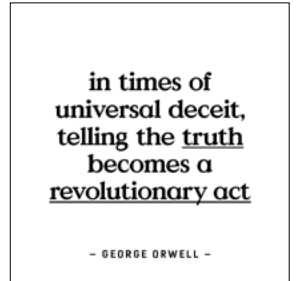
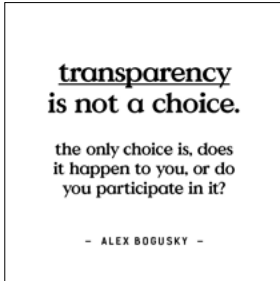
We appreciate your respectful use of this branding for personal use, digital media, placards and other creative means of promoting the spirit of the movement, and thanks again for being part of Fashion Revolution!



Get creative

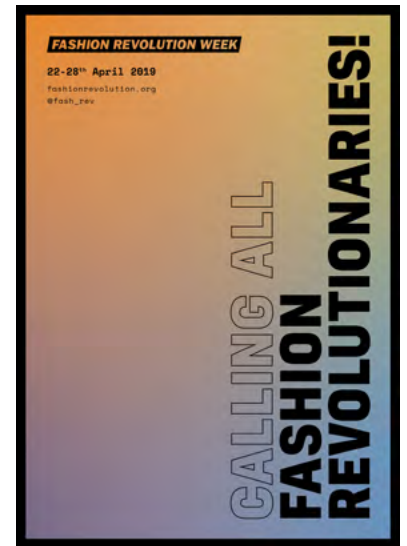
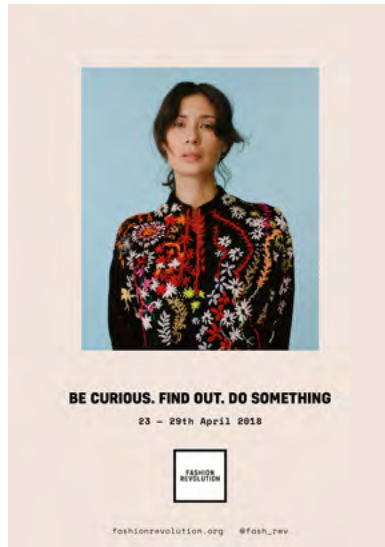
The following pages offer inspiration for your Fashion Revolution communications.

You should now have everything you need to activate Fashion Revolution.





[Download facebook/twitter cover images](#)



Stuck?

Have a question about how to use the Fashion Revolution brand? Please contact us, we'd love to help out.

We'd love to see all the creative ways you use the Fashion Revolution brand. Tweet it, link it, like it, share it.

Contact:

emily@fashionrevolution.org

www.fashionrevolution.org

[@Fash_Rev](https://twitter.com/Fash_Rev)

[#FashionRevolution](https://twitter.com/Fash_Rev)