



# BRAND GUIDELINES

## 2019

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## **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.

**BRAND ASSETS FOLDER**

# 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.

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## 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](#)

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## **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.

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## 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.

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## 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?'.

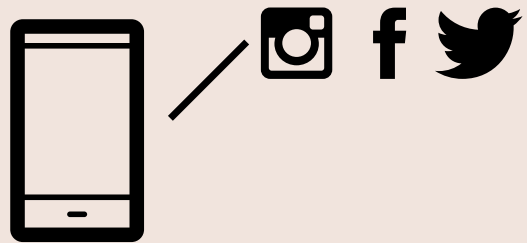
Producers, farmers and makers should respond with [#imadeyourclothes](#)



**SHOW YOUR LABEL**



**ASK THE BRAND  
#WHOMADEMYCLOTHES?**





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## **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.

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## **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.

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## 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**

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# BRAND ASSETS

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## Logo

This is the  
Fashion  
Revolution logo.

It should be used on all  
communications.

When sending an official letter  
or preparing a document,  
please use the Fashion  
Revolution letterhead or  
place the logo according to  
the directions that follow.

[Download logo](#)  
[Letterhead Template](#)



**FASHION  
REVOLUTION**

## Logo

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

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

03 / When the logo is used in isolation, 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.

04 / The logo is sometimes displayed at the edge of a page. In this case, the outer black line should be outside the page's edge, all other part of the logo should remain visible.

[Download logo](#)

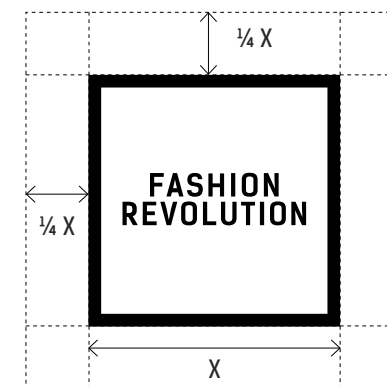
01



02



03



04

PAGE EDGE



PAGE EDGE



## 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.

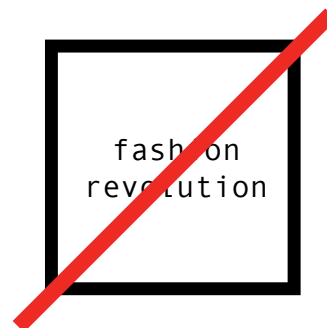
08 / Do not put graphics or twibbons inside the logo.

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 **Zenon Bold**, 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

ABCDEFGH IJKLM  
 NOPQRSTU VWXYZ  
 abcdefgh i j k l m  
 nopqrst u v w x y z  
 0123456789

BODY COPY / KELSON SANS REGULAR

ABCDEFGH IJKLM  
 NOPQRSTU VWXYZ  
 abcdefgh i j k l m  
 nopqrst u v w x y z  
 0123456789

ALTERNATIVE BODY COPY / FRANKLIN GOTHIC

**ABCDEFGH IJKLM**  
**NOPQRSTU VWXYZ**  
**abcdefgh i j k l m**  
**nopqrst u v w x y z**  
**0123456789**

ZOMBIE CHECKLIST ALPHA

abcdef  
 ghijklm  
 nopqrst  
 uvwxyz

ALTERNATIVE BODY COPY / ZENON BOLD

**ABCDEFGH IJKLM**  
**NOPQRSTU VWXYZ**  
**abcdefgh i j k l m**  
**nopqrst u v w x y z**  
**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.

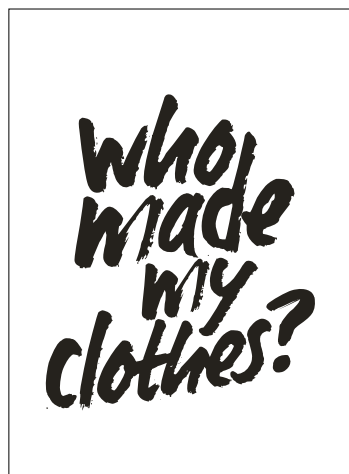
Download our posters from the  
[Resources](#) page on our website.

[Translated posters also available](#)

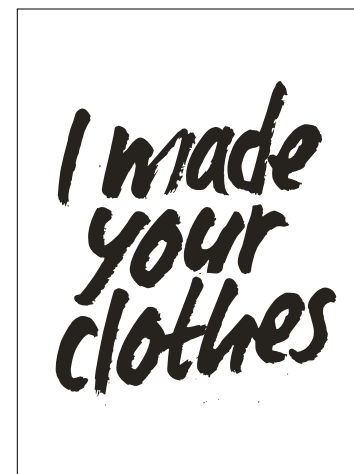
Alternatively, you or your  
producers can handwrite  
your own posters for a more  
personal touch.

[Download poster template](#)

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.

[Download 2019 colour palette](#)



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



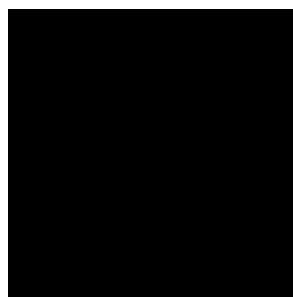
**PINK**  
R243 / G205 / B213  
C100 / M83 / Y17 / B13  
PANTONE 699



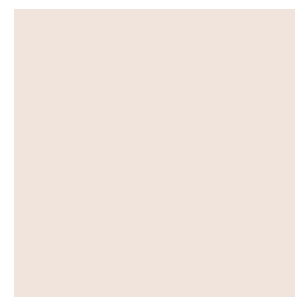
**LIGHT BLUE**  
R139 / G205 / B227  
C57 / M0 / Y13 / B0  
PANTONE 310



**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

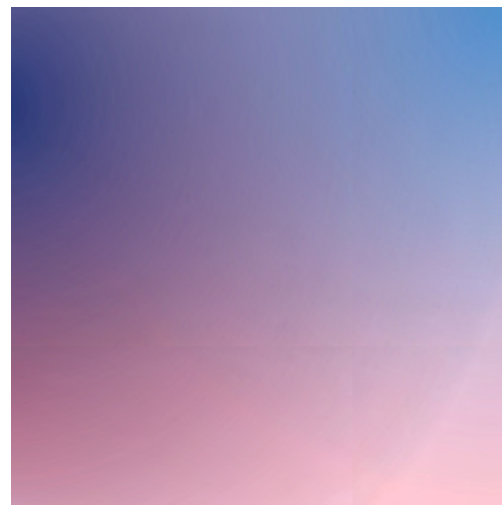
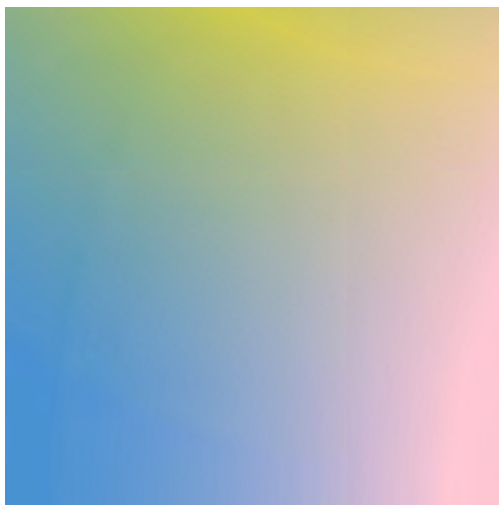


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## Gradients

You can  
download these  
gradients to use  
as background  
textures.

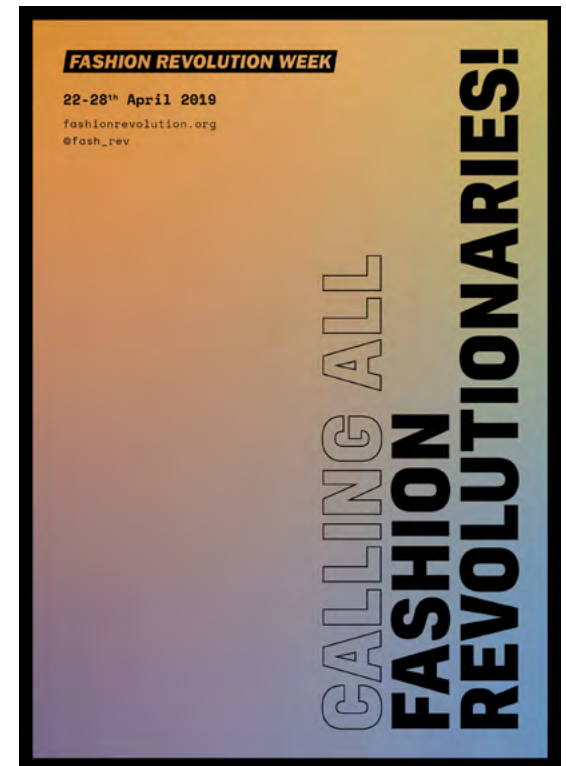
[Download gradients](#)



## Gradients

Use gradients when designing your own Fashion Revolution communications.

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



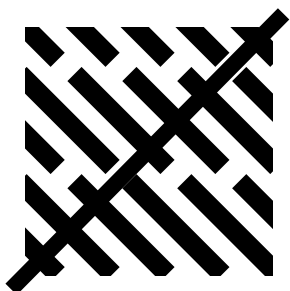
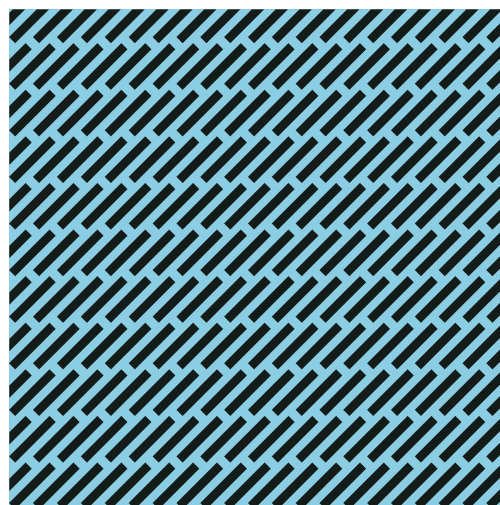
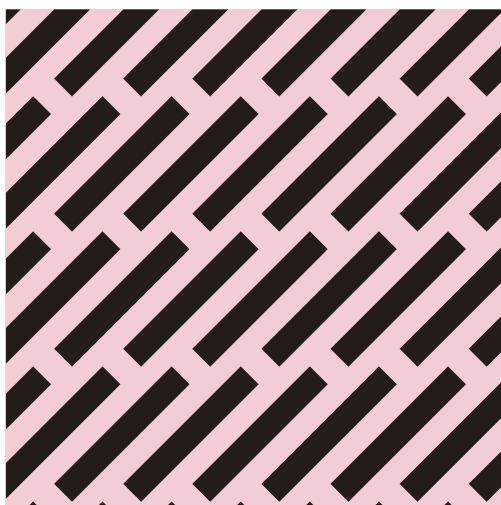
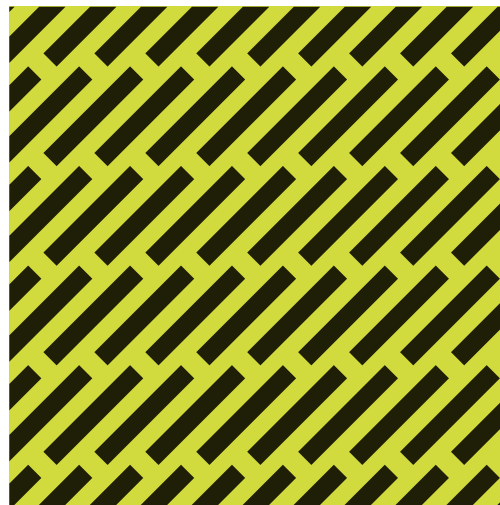
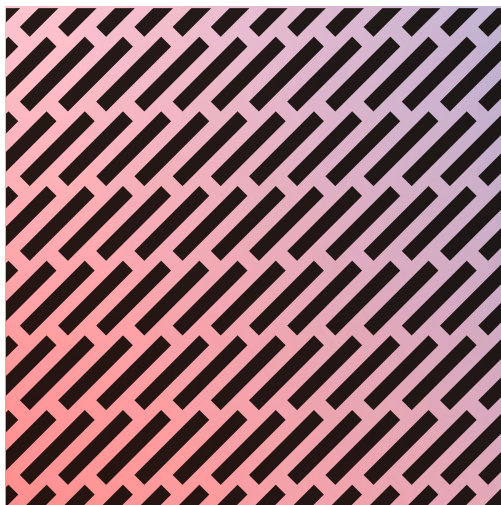
## Pattern

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](#)



## Pattern

Use this pattern when designing your own Fashion Revolution communications.

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





## Photography

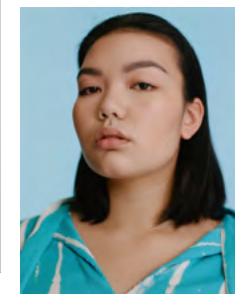
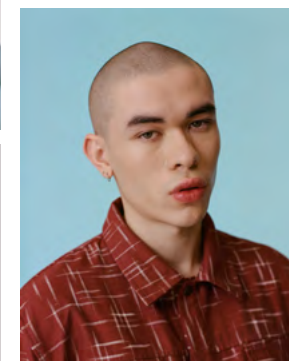
Our 2019 campaign photoshoot aims to capture the bold, inclusive and inquisitive mood of Fashion Revolution.

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.

Always credit those involved in the photoshoot and if sharing on social media, use our hashtags.

[Download the 2019 campaign photos](#)

[View campaign credit list](#)

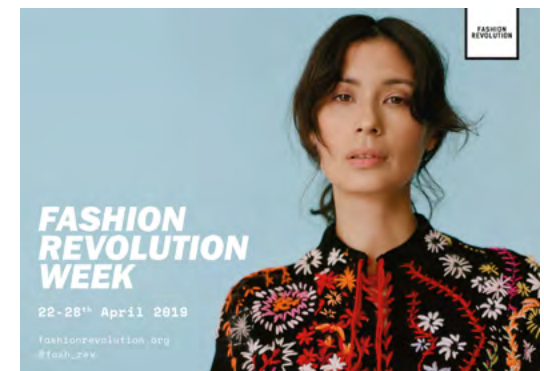


## Photography

Use these images when designing your own Fashion Revolution communications.

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

[Download poster templates](#)



# Photography

## Don'ts

- 01 / Do not crop the images.
- 02 / Do not skew or rotate the images.
- 03 / Do not stretch the images.
- 04 / Do not recolour the images.
- 05 / Do not make the images black and white.

01



02



03



04



05



## Illustration

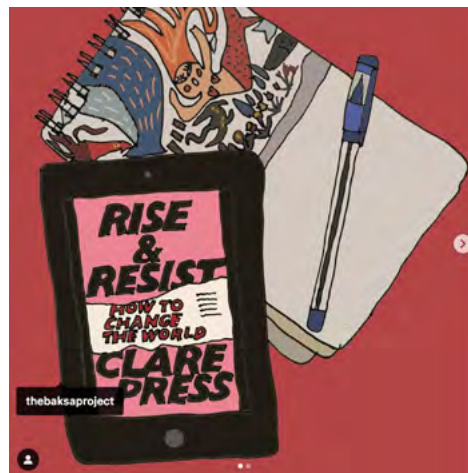
You can create or commission illustration to capture the bold, inquisitive and positive mood of Fashion Revolution.

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.

Always credit the artist when sharing the artwork.



@nyree\_\_\_\_\_g



@thebaksaproject



@sophia\_froud



## Infographics

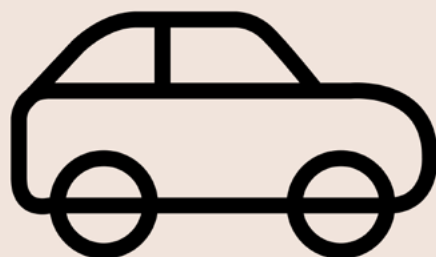
Infographics allow us to show stats and results in an interesting and engaging way.

You can use a range of different information when making an infographic but the style must be simple, clean and bold, to fit in with our already existing range.

Do not use multiple colours or fonts within the same infographic.

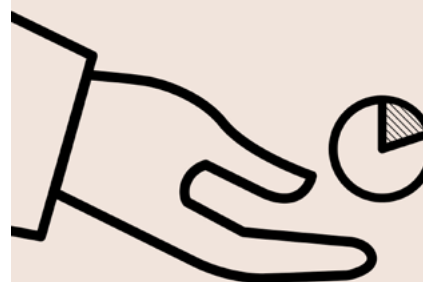
Avoid using gradients.

[Download infographic template](#)



Clothing consumption produces  
1.5 tonnes of CO<sub>2</sub> x household x year.  
The equivalent of driving 6000 cars.

#FASHIONREVOLUTION



In Bangladesh garment workers earn £44  
per month – just ¼ of a living wage

#FASHIONREVOLUTION



A GARMENT IS WORN JUST 4 TIMES ON AVERAGE



#FASHIONREVOLUTION

EXTENDING THE LIFE OF CLOTHING  
BY A FURTHER 9 MONTHS  
WOULD REDUCE CARBON, WASTE  
AND WATER FOOTPRINTS BY  
AROUND 20-30% EACH



#FASHIONREVOLUTION

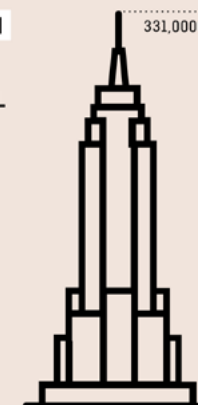


This Black Friday, the USA is expected  
to spend over \$3 billion, an  
11.5% increase over last year.

#FASHIONREVOLUTION

IN USA, 10.5 MILLION  
TONS OF CLOTHING  
IS SENT TO LANDFILL  
EVERY YEAR.

THAT'S ABOUT  
30 TIMES AS  
HEAVY AS THE  
EMPIRE STATE  
BUILDING.



331,000t

FASHION  
REVOLUTION

IN PARTNERSHIP WITH GREENPEACE

## Quotes

Quotes allow us to share bold and engaging statements that support and empower our cause.

The editable files for quotes are for translation purposes only. Please check with your CC liason before posting any quotes under the Fashion Revolution name.

[Download quote template](#)

#FASHIONREVOLUTION

**A fresh generation  
are marching for  
revolution and they  
want to wear clothes  
that tell a new story.  
Let's give it to them.**

— NAOMI KLEIN —

#FASHIONREVOLUTION

**If you don't like  
something  
change it.**

**If you cannot  
change it, change  
your attitude**

— MAYA ANGELOU —

#FASHIONREVOLUTION

**Let's increase our  
consciousness when  
creating things we and  
others will love, respect  
production and labour,  
and wait a little while.  
Why all the rush?**

— GEORGINA JOHNSON —  
SLOW FASHION TO SAVE MINDS

#FASHIONREVOLUTION

**waste  
isn't waste  
until we  
waste it**

— WILL.I.AM —

#FASHIONREVOLUTION

**The fashion industry's  
current business model  
is clearly unsustainable,  
especially with a  
growing middle-class  
population and rising  
levels of consumption  
across the globe.**

— ENVIRONMENTAL AUDIT COMMITTEE —  
UK HOUSE OF COMMONS

#FASHIONREVOLUTION

**buy less,  
choose well,  
make it last**

— VIVIANNE WESTWOOD —

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## 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.

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**Tone of voice****Always:****Bold****Provocative****Inquisitive****Positive****Accessible****Inclusive****Never:****Shaming****Dull****Full of jargon****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](http://www.fashionrevolution.org/jeanswest)  
[#fashionrevolution](https://twitter.com/whomademyclothes)

- ✓ Positive
- ✓ Accessible



- ✓ 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

## Films and stunts

**We have developed these guidelines in order to facilitate a coherent tone and level of messaging across all global Fashion Revolution film content.**

Please follow this guidance carefully if your team is planning to create film content.

### **General guidance.**

Films should follow our overarching themes, Key Messaging and Guiding Principles. Using the Fashion Revolution brand guidelines, assets and resources, films should be clearly branded as having been produced by your country team (along with any other partners of course).

[Watch reference films](#)  
[Read full guideline document](#)



### **Steps to take:**

- 1. Share your Concept**
- 2. Get Approval**
- 3. Consult and Make Changes**
- 4. Share Edits**
- 5. Sign Release Agreement**

## 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!



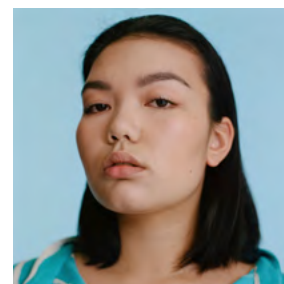
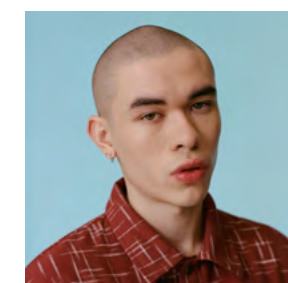
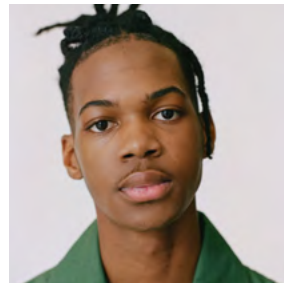
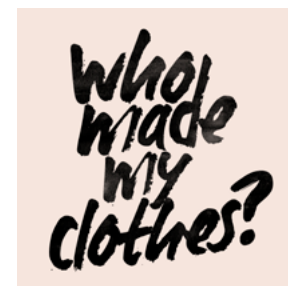
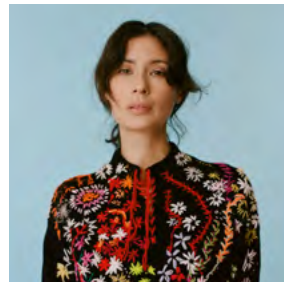
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## Get creative

The following pages  
offer inspiration for  
your Fashion Revolution  
communications.

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





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## 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](mailto:emily@fashionrevolution.org)  
[www.fashionrevolution.org](http://www.fashionrevolution.org)  
[@Fash\\_Rev](https://twitter.com/Fash_Rev)  
[#FashionRevolution](https://www.instagram.com/fashionrevolution)