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# Infinite Textiles Brand Guidelines.

A single source document to provide clear direction to partners and registered members of the Scheme with the reproduction and promotion of Infinite Textiles branded assets.

1.0 | SEPTEMBER 2024



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## Introduction.

This document has been established to help guide members in the fundamental and consistent use of the Infinite Textiles brand across printed and digital content.

When it comes to Infinite Textiles branding, the TSA maintain strict control over it and request these guidelines to be followed wherever Infinite Textiles is visually referenced or represented.

The intent with this guide is not to restrict creativity or innovation, but we strive for a coordinated, consistent and ultimately effective brand presence in everything represented by or associated with Infinite Textiles. Some brand assets such as colours, imagery, design style and graphics have been standardised - however, these are not necessarily the focus of this guide. Instead, it is to empower you, the member company, with the elements you need to create the assets for your business.

By utilising these tools, resources, and adhering to the guidelines, you'll make things that look like the Infinite Textiles brand, every time.

Within the Infinite Textiles Scheme, there are subsequent Partner and Accredited Partners.

If you have any questions concerning the content of this guide, please don't hesitate to reach out to our Team on **[info@tsa-uk.org](mailto:info@tsa-uk.org)**

## Primary Logo.

The Infinite Textiles logo, and the name *Infinite Textiles™* are both registered trademarks (TM). The logo must always incorporate the TM mark as displayed below. The name or wording *Infinite Textiles* can, but does not necessarily have to include the TM symbol when displayed.

The primary Infinite Textiles logo is the 'grand overarching' mark of the scheme. It is to be used solely for promotional purposes by the TSA. It is not permitted for use by Accredited or Partner companies without prior approval of the TSA.



## Partner Logos.

In addition to the primary Infinite Textiles logo, there are also several Accredited Partner logo's.

All of these partner variations adhere to the same guidelines as the primary logo.



Certified Partner



Certified Partner Plus



Certified Receiver



Approved Charity

## Accredited Logos.

Each of the Accredited Partner logo's also have a joint Centre of Assessment (CfA) logomark.

Again, all of these variations adhere to the same guidelines as the primary and partner logos. The only variation is the colour - CfA logos may only be used in black up on a solid white background.



CfA / Infinite Textiles  
Certified Partner  
Accredited Logomark



CfA / Infinite Textiles  
Certified Partner Plus  
Accredited Logomark



CfA / Infinite Textiles  
Certified Receiver  
Accredited Logomark



CfA / Infinite Textiles  
Approved Charity  
Accredited Logomark

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## Usage.

### **USAGE**

Infinite Textiles logos may be used, where applicable, by companies that are formally registered as a member or part of the Infinite Textiles Scheme.

Infinite Textiles logos may be used by registered members on an array of presentation and promotional materials. These assets will vary from company, but may include:

- Stationery (letterheads, business cards etc)
- Company reports or certificates
- Printed literature (brochures, flyers etc)
- Digital materials (website, social media, emails etc)
- Products and packaging
- Signage (displays, banners, billboards etc)
- Vehicle Livery

### **COMPLIANCE & DISCONTINUATION**

The logos may be used by a company throughout the duration of membership of their part in the Infinite Textiles scheme.

Companies may only reproduce the logos and partner logos that are provided to them directly from the TSA.

Any company found not be complying with these guidelines will be subject to non-conformance at subsequent assessments.

If a company subsequently withdraws or is removed from the scheme, the aforementioned company must discontinue the use of logos and branding associated with the Infinite Textiles Scheme within an agreed timescale (usually between immediate and six months).

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## Usage cont'd.

### THE LOGOS

**In all occasions master artworks must be used. All variations of the Infinite Textile logos must not be altered in any way.** This includes, but is not subject to, the changing of:

- Any individual element
  - Moving, re-sizing or re-scaling
  - The text and typeface
  - The colours
- The opacity (lightening, darkening)
- Making outlines
- Rotating or displaying at an angle
- Warping or distorting (stretching, pinching)
- Incorporating an effect (shadows, luminosity, hue, saturation, overlays etc)

### PLACEMENT

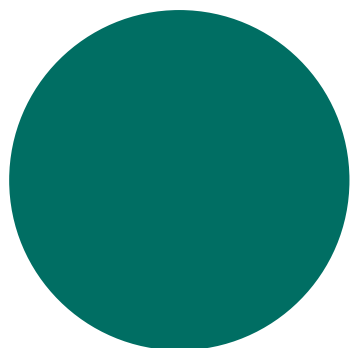
Where possible, any Infinite Textile logo should be placed over a plain background. If placed over an image, the picture should be simple and plain where the logo is placed.

Any logo must not be displayed over any image, or part of an image, that detracts from the logo's visibility. This could be a background image which is similar to the colour of the logo, or an image that is made up of contrasting colours so could be complicated or fussy and therefore difficult to see the logo clearly.



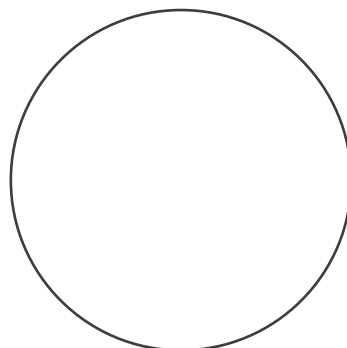
## Colours.

With the exception of the CfA version, all Infinite Textile logos can be used in the following colours.



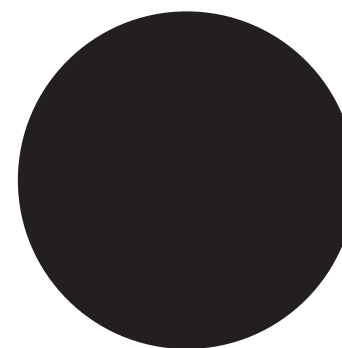
**PANTONE 562 C**

CMYK 93 / 30 / 61 / 21  
RGB 0 / 110 / 99  
HEX #006E63



**WHITE**

CMYK 00 / 00 / 00 / 00  
RGB 255 / 255 / 255  
HEX #FFFFFF



**BLACK**

CMYK 00 / 00 / 00 / 100  
RGB 0 / 0 / 0  
HEX #000000



## Contacts.

Should you need any further information or assistance, please do not hesitate to contact us.

### **TEXTILE SERVICES ASSOCIATION**

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