

# USING THE MADE IN BRITAIN MARK

## About the versions

IN 2020 the number of versions of the Made in Britain mark was reduced. The mark had previously been available in more than 80 possible variations and this was too many. Members were telling us it was too many and the alternative versions made it more difficult for us to protect the mark.

Before reducing the number of versions, we consulted with members and we conducted an audit of how the mark was being used. By far the most popular orientation of the 'icon arrow' is 'north-east', or up and to the right, and so that is the version we have adopted. The available layouts now only feature the north-east-pointing arrow and this will be the only version used by the Made in Britain organisation in future.

We have also added the ® mark, which should never be omitted.

Because the now obsolete versions have been available for so long, we expect to continue to see them on products and packaging for a while. However, we encourage members to replace the old versions with the adopted format whenever it is convenient.

## About the digital file formats

We offer three collections of the mark for download, grouped by file types.

The most popular file type will be 'JPEGs for web and print' and this zipped folder contains a set of digital marks at high and low resolution, in colour and mono and in a range of sizes that will suit most purposes. Download this set for an easy life.

'PNGs with transparent background' is the next most popular set, for use when placing the mark on a colour, texture or photo. Use with care to make sure it shows clearly.

'CMYK EPSs' is used for professional printing and the .eps or postscript file format is very high quality. Download these sets if you know what you are doing, or you know an expert.

The following notes on using the official, protected Made in Britain mark have been taken from the members' handbook.

# USING THE MADE IN BRITAIN MARK

The **Made in Britain** mark was created to help buyers, at home and abroad, to identify and choose British-made goods. By using the mark you will draw attention to your British products and benefit from the recognition of the **Made in Britain** organisation.

This is the **Made in Britain** suite of marks. Each option is made up of the 'wordmark' and the 'icon'. Different arrangements have been created for the different spaces and materials you may be working with.



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## VERTICAL STACKED MARK

This works particularly well in large scale, for example, on point-of-sale displays and exhibition stands.

It should not be used in small scale and should never be less than 7mm in height. For small formats, use the horizontal mark.

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## HORIZONTAL STACKED MARK

This is a good choice for the widest range of applications and sizes.

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# COLOUR SPECIFICATIONS

The **Made in Britain** mark is made up from two main colour swatches, and in the case of the mono versions, tones of black. These colour specifications are as follows:



## MiB Red

Pantone: 185

CMYK: 0, 100, 82, 0

RGB: 228, 0, 42

Hex: #E4002A



## MiB Blue

Pantone: 5415

CMYK: 64, 35, 23, 19

RGB: 91, 126, 150

Hex: #SB7E96



## MiB Black

CMYK: 0, 0, 0, 100

RGB: 0, 0, 0

Hex: #000000



## MiB Grey

CMYK: 0, 0, 0, 70

RGB: 104, 100, 105

Hex: #686469

# MADE IN BRITAIN



## HORIZONTAL MARK

This has been designed for extreme horizontal application or for small use where legibility of the wordmark might be an issue.

## THE ICON

This is the icon. At this level the mark works as a hallmark. To ensure recognition of **Made in Britain** membership, this icon should only be used once the full mark has already appeared on, for example, packaging.



## MARK COLOUR VARIATIONS

There is a greyscale version of the mark available for black and white printing and also a single colour version for one-colour printing and etching onto products. If you need to use the mark in reverse, the arrow should always be white, so it remains the dominant part of the mark.

## WHAT TO AVOID

Here are some tips on what you should avoid when applying the Made in Britain mark.



**Do not** place photography within the icon.



**Do not** distort or crop any part of the mark.



**Do not** add effects like gradients or drop shadows.



**Do not** use the wordmark in isolation.



**Do not** alter the relationship between the icon and the wordmark.



**Do not** place either the wordmark or the icon in a way that makes them appear as part of your logo. The mark should have clear separation from a member company logo.



**Do not** recolour the mark.

