

BRITISH  
FASHION  
COUNCIL

# BRAND GUIDELINES 2020

# INTRODUCTION

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**The British Fashion Council is an industry body promoting excellence in creativity, business and education to a global audience.**

This document is intended to help our partners and stakeholders understand our structure and our brand identity.

As our industry goes from strength to strength, and our role in representing and showcasing it grows and develops, the work of the British Fashion Council should be clearly and consistently reflected, from a brand identity perspective, in all communications.

A unified approach to branding, as well as comprehensive guidelines for use and application, will ensure that the clarity and effectiveness of our communication is maximised across all initiatives.

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- Our Mission Statement
- What We Do
- Membership
- Our Brand Framework

## BFC Identity

- Introducing The BFC Identity
- The British Fashion Council Logo
- Tone of Voice

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# ABOUT US

The British Fashion Council is a not-for-profit organisation that aims to further the interests of the British fashion industry and its designer businesses by harnessing and sharing the collective knowledge, experience and resources of the sector.

Through advocacy, promotion and showcasing events both in the UK and key export markets, the British Fashion Council assists in the growth and economic impact of the designer fashion industry to UK plc and enhances the international, cultural and creative reputation of our whole industry.

## MISSION & AIM

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The British Fashion Council is a not-for-profit organisation that harnesses the collective power of the industry to enable sustainable growth and strengthen British fashion in the global economy. We nurture, support and promote fashion talent to a global market.

### MISSION

The British Fashion Council leads the fashion industry through creative influence.

### AIM

Our ambition is to strategically reinforce British fashion's position in the global economy.

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## ABOUT US

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We identified three pillars through which we have focused our energy and the support so generously provided by organisations, individuals and global influencers from other sectors.

Creativity is at the heart of everything we do and is the hallmark of success for every British fashion business.



## THREE PILLARS

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### BUSINESS

We are identifying ways to support more businesses adopt a digital first approach, to continue to launch new technology and to look at using innovative methods to be more efficient.

We want British businesses to follow in the footsteps of its brands and lead in innovation and digital. We are identifying ways to support more businesses to get online, to continue to launch new technology and to look at using it to support businesses to be more efficient.

### EDUCATION

We aim to attract talented young people into the industry, both through further education scholarships and vocational routes to learn much needed skills. Business education is a new strand to this strategy, working with business colleges to attract future fashion business leaders.

We aim to attract more investors into the sector, establishing early stage investment vehicles underpinned by philanthropy and to prepare designer businesses to be investor ready.

### REPUTATION

We are increasing the international profile of British fashion and British Fashion Council-led events, working with strategic partners globally to champion our industry. We aim for our event experiences and content to exceed all expectations, to attract new audiences and further develop our reputation for professionalism and creativity.

# KEY EVENTS

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BFC  
Key Events

**London Fashion Week  
Men's**

**London Fashion Week**

**LONDON show ROOMS**

**The Fashion Awards**

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The work of the British Fashion Council can be grouped across three distinct themes – Business, Education and Reputation. All the initiatives and outcomes delivered through these three themes contribute to the overall British Fashion Council brand.

These guidelines help to explain how the identities of those initiatives must be represented in branding terms, alongside the overarching brand identity for the British Fashion Council as a whole.

# OUR BRAND FRAMEWORK

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BFC Pillars

## BUSINESS

NEWGEN  
Designer Fashion Fund  
Fashion Trust  
Designer Fact File  
Business Support Network

## EDUCATION

Colleges Council  
Education Foundation

## REPUTATION

London Fashion Week  
London Fashion Week Men's  
LONDON show ROOMS  
The Fashion Awards  
Market Reports

Initiative Brand Personalities

Supportive  
Knowledgable  
Innovative  
Championing

World Class  
Insightful  
Exciting  
Surprising

World Leading  
Intelligent  
Progressive  
Creative

Initiative Brand Values

## INSIGHTFUL

**Leadership**  
Innovative and Creative

## ICONIC

**Support**  
Encouraging and Industry Insight

## VISIONARY

**Creativity**  
Events and Celebration

Overall BFC Brand Essence

# INSPIRING

# BFC PILLARS

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BFC  
Pillars

## **Business**

NEWGEN

Designer Fashion Fund

Fashion Trust

Designer Fact File

Business Support Network

Fashion Forum

## **Education**

Colleges Council

Education Foundation

## **Reputation**

London Fashion Week

London Fashion Week Men's

LONDON show ROOMS

The Fashion AWARDS

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**BUSINESS**

## BUSINESS

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### OBJECTIVES

- Create stronger, more competitive businesses and new business leaders to support, accelerate and guide the journey from designer to global brands.
- To attract investment to British businesses.
- To prepare British business for investment.
- To mentor and support leading businesses through early stage investment to enhance opportunities for success.

### KEY STAKEHOLDERS

#### PRESIDENT

- Sian Westerman

#### CHIEF OF STAFF

- Gemma Juviler

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# EDUCATION

## EDUCATION

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### OBJECTIVE

- The British Fashion Council education pillar aims to attract the best talent into the industry by giving students a clear understanding of how to study and train for key roles. To ensure the future growth and success of the British fashion industry, the BFC aims to attract, develop and retain talent.

### KEY STAKEHOLDERS

#### PRESIDENTS

- Meribeth Parker
- Sarah Mower MBE

#### CHIEF OF STAFF

- Judith Rosser-Davies

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# REPUTATION

# REPUTATION

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## OBJECTIVE

- Increase the international profile of British fashion and BFC events.
- Ensure that content and event experiences go from strength to strength.
- Ensure our reputation within the industry is aligned to our mission.

## KEY STAKEHOLDERS

### PRESIDENT

- Sophia Neophitou

### CHIEF OF STAFF

- Clara Mercer - Communications Director

### COMITTEES

- Press Comittee | Ambassadors

## REPUTATION - POSITIVE FASHION

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### OBJECTIVE

- Celebrate Positive Fashion practice to encourage future business decisions.

### STRATEGY

The British Fashion Council continues to focus on its Positive Fashion initiative, a platform designed to celebrate industry best practice and encourage future business decisions to create positive change.

Positive Fashion is led by three strategic pillars:

- Sustainability
- Equality & Diversity
- Community & Craftmanship

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# OUR IDENTITY

# THE BFC PRIMARY TYPEFACE

**THE BRITISH FASHION COUNCIL  
NURTURES, SUPPORTS AND  
PROMOTES BRITISH FASHION  
TALENT TO A GLOBAL MARKET.**

The British Fashion Council  
nurtures, supports and  
promotes British fashion  
talent to a global market.

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Neuzeit Grotesk is contemporary, elegant and timeless.

Neuzeit Grotesk should be used for all instances of copy throughout all collateral. Bold and Regular weights will provide the perfect combination of variations to create typographic hierarchy.

Neuzeit Grotesk can be purchased from the following:  
[myfonts.com/fonts/urw/neuzeit-grotesk/](https://myfonts.com/fonts/urw/neuzeit-grotesk/)

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**Neuzeit Grotesk Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789!@£\$%?.,:;()**

Neuzeit Grotesk Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%?.,:;()

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# LOGO USAGE

## THE BRITISH FASHION COUNCIL LOGO

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Vertical Version (Preferred Version)

**B R I T I S H  
F A S H I O N  
C O U N C I L**

Horizontal Version

**B R I T I S H F A S H I O N C O U N C I L**

This is the British Fashion Council logo.

It should be clearly visible wherever it is used. It is essential that it is used correctly and consistently according to these guidelines.

It must never be redrawn or modified.

The vertical version of the BFC logo should be used as the primary logo in all instances.

The horizontal version of the BFC logo should only be used when the vertical logo won't fit or can't be made visible enough.

To request the BFC logo and logo guidelines please contact [annabel.waterhouse-biggin@britishfashioncouncil.com](mailto:annabel.waterhouse-biggin@britishfashioncouncil.com)

# THE BRITISH FASHION COUNCIL LOGO

## SAFE AREA & MINIMUM SIZE



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Minimum Height 8.5mm

To preserve the clarity and impact of the British Fashion Council logo, a safe area and minimum size have been defined and should be adhered to at all times.

### Safe Area

The safe area (indicated by the dotted line) is the space around the logo in which no other type, graphic device and/or photographic element can enter. When the logo is placed on a photographic image please ensure it is placed on a clear area that maintains this protective space.

The formula to work out the correct amount of space is very simple and is equal to the height of two 'B's from the word 'British'.

The safe area is always the same for both vertical and horizontal versions of the logo.

### Minimum Size

To make sure all elements of the logo are always readable and recognisable a minimum size has been defined.



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Minimum width: 45mm

# THE BFC LOGO COLOUR AND REPRODUCTION

## Use over colours



**Bad**  
Poor contrast between the background colour and the logo colour prevents the logo from standing out adequately.



**Good**  
A strong contrast between the background colour and the logo colour maintains legibility of the logo.

## Colour

The British Fashion Council logo should only ever be used in mono; i.e. black or white. The black logo should be used on light backgrounds, and the white logo on dark. The only exception to this rule is when a special finish is used such as foiling or spot UV. The logo should ideally appear on a solid colour background.

## Background Images

When applying the logo over an image, the area must be free from tonal variation or image detail where it will be clearly visible. When applying the logo over an image or a colour a certain amount of judgement must be used, if in doubt please consult the BFC for approval.

## Exceptions

There may be occasions where for practical reasons the logo needs to be reproduced in another colour. In these cases please submit your logo to the BFC for approval.

## Use over images



**Bad**  
Too much detail and tonal contrast makes the logo difficult to read.



**Good**  
A subtly textured image that is tonally consistent provides sufficient contrast for the logo.

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# TONE OF VOICE

## BUSINESS TO BUSINESS

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The make-up of our audience is varied and multidisciplinary. There are subtleties between the language and tone of voice that we use on the website as opposed to the social media, as relevant to the particular audiences.

WeChat, email newsletters and the website are both focused on business to business communications primarily, alongside a consumer audience.

### WEBSITE, WECHAT AND EMAIL NEWSLETTERS

#### tone of voice

Authoritative, knowledgeable, professional and business like, celebratory and inspirational language

#### Audience

- Designers
- Consumers
- Media & Press
- Retailers & Buyers
- Sponsors & Partners
- Patrons

## BUSINESS TO CONSUMER

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Social media accounts aside from WeChat are our primary channels to speak to a fashion forward consumer audience, with the industry focused audience taking a backseat.

SOCIAL MEDIA INCLUDING INSTAGRAM, TWITTER, FACEBOOK, YOUTUBE

### STONE OF VOICE

Authoritative, knowledgeable, professional, creative, celebratory and inspirational language, third person speech (never We/I pronouns) insightful.

### AUDIENCE

- Consumers
- Media & Press
- Designers
- Sponsors & Partners
- Influencers / Bloggers
- International Guests

### SNAPCHAT

Snapchat functions differently, as it is a platform we use solely during events. It's audience demographic is significantly younger, and therefore the language is much more friendly, approachable and personal.