

**BeechfieldBrands**

**Guidelines** 2024

# Welcome!

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Dive in →



# Contents

- 01** Who we are
- 01** Logo
- 01** Colour
- 01** Typography
- 01** Iconography
- 01** Page title
- 01** Page title
- 01** Page title

## Who we are

**Beechfield Brands Limited is the home of four leading textile brands, each with their own unique identity and philosophy.**

Dive in! →

**Founded in 1994, we have established ourselves as a trusted supplier of quality, innovative products in the rebrandable accessories market. A combination of timeless style and functional design, our products can be found across the world.**

Our brands are united by one common purpose: to drive advanced innovation in product design and performance, whilst upholding the highest ethical and environmental standards across the supply chain.

Sustainability has been at the heart of Beechfield Brands for 29 years. We pride ourselves on our sustainable ethos and responsible practices, and constantly strive to do things better.

This report is the first time we've publicly shared a detailed account of our progress. It acts as a celebration of all that we've achieved but is also a reminder that there's much more to be done. We want to be as transparent as possible, to hold ourselves to account and double down on our efforts, pursuing solutions that will protect the future of our planet.

We hope that our story will influence change, inspiring our industry to do better and push the boundaries of what is possible, as we all work together to build a more sustainable future.



#### **Beechfield®**

For nearly 30 years, Beechfield® Original Headwear has remained at the forefront of rebrandable fashion.



#### **Quadra®**

Quadra® combines feature-rich functionality and technical craftsmanship that will stand the test of time.



#### **Bagbase®**

Take the freshest trends in fashion, mix in our passion to meet the end user's evolving demands and there you'll find BagBase®.



#### **Westford Mill®**

Curated with the conscious customer in mind, discover thoughtfully designed collections of eco-friendly products from Westford Mill®.

## Logo

**Our logo is one of our most iconic possessions. Be careful in its application at all times, using these guidelines to steer your decisions.**  
**You can download it using the button below.**

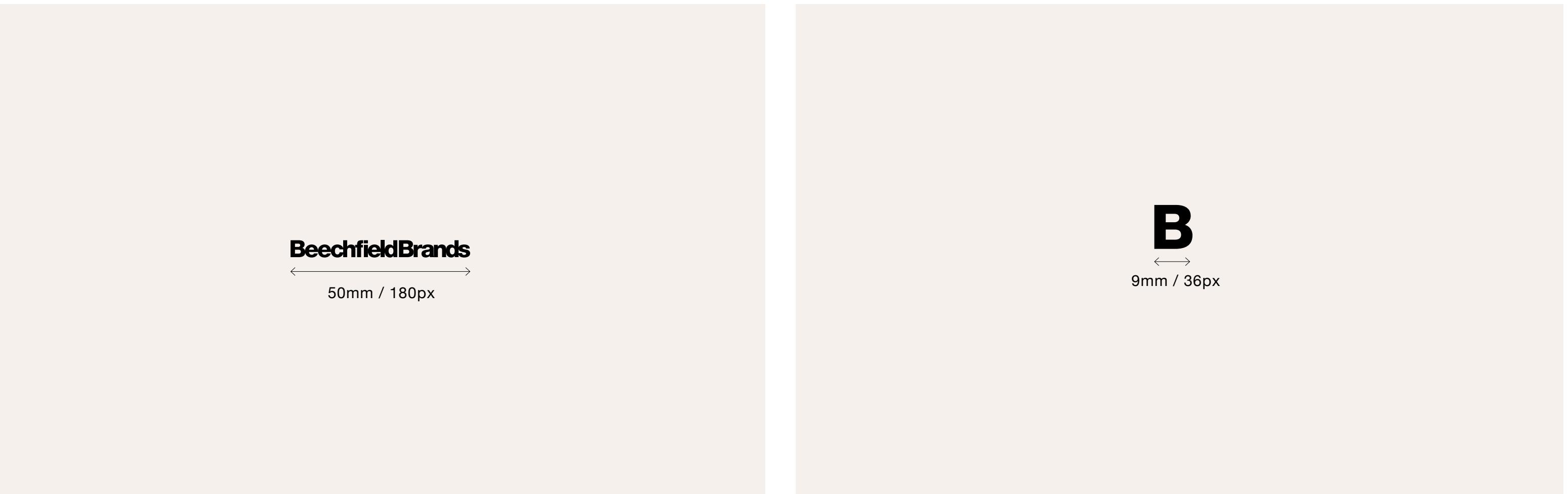
# BeechfieldBrands

→ [Download](#)

**Minimum clear space & size**

Our logo is one of our most iconic possessions.  
Be careful in its application at all times,  
using these guidelines to steer your decisions.  
We have two logo sizes to choose from,  
optimally adjusting the trademark symbol  
depending on the size. They both can be  
downloaded using the button below.

→ [Download](#)



**URL lock-up**

A secondary asset to help bring consistency is the URL logo lock-up. This downloadable asset can be directly applied to communications and has been created for customers or staff without access to the Adobe suite.



→ [Download](#)

## Colour

**We use colour to add more personality to our brand. It is important to follow our guidelines to achieve consistency throughout all deliverables.**

## Colour values

Please download our brands swatch palette below which can be used across all Adobe Creative Cloud apps.

**White**  
HEX: FFFFFF  
CMYK: 0.0.0.0  
RGB: 255.255.255

\*Use for copy and backgrounds

**Light Grey**  
HEX: f5f0eb  
CMYK: 3.4.5.0  
RGB: 245.240.235

\*Use backgrounds only to break up heavy white pages

**Cool Black**  
HEX: 0e1520  
CMYK: 83.73.57.74  
RGB: 14.21.32

\*Only use for copy

Below colours can only be used as block backgrounds. Use value copy colour for refer to ensure maximum legibility.

**Peach**  
HEX: ffb58d  
CMYK: 0.34.44.0  
RGB: 255.181.141

**Dark Green**  
HEX: 1f614d  
CMYK: 85.39.73.30  
RGB: 31.97.77

**Blue**  
HEX: 594fdf  
CMYK: 83.77.0.0  
RGB: 89.79.223

**Light Green**  
HEX: bde4ba  
CMYK: 26.0.34.0  
RGB: 189.228.186

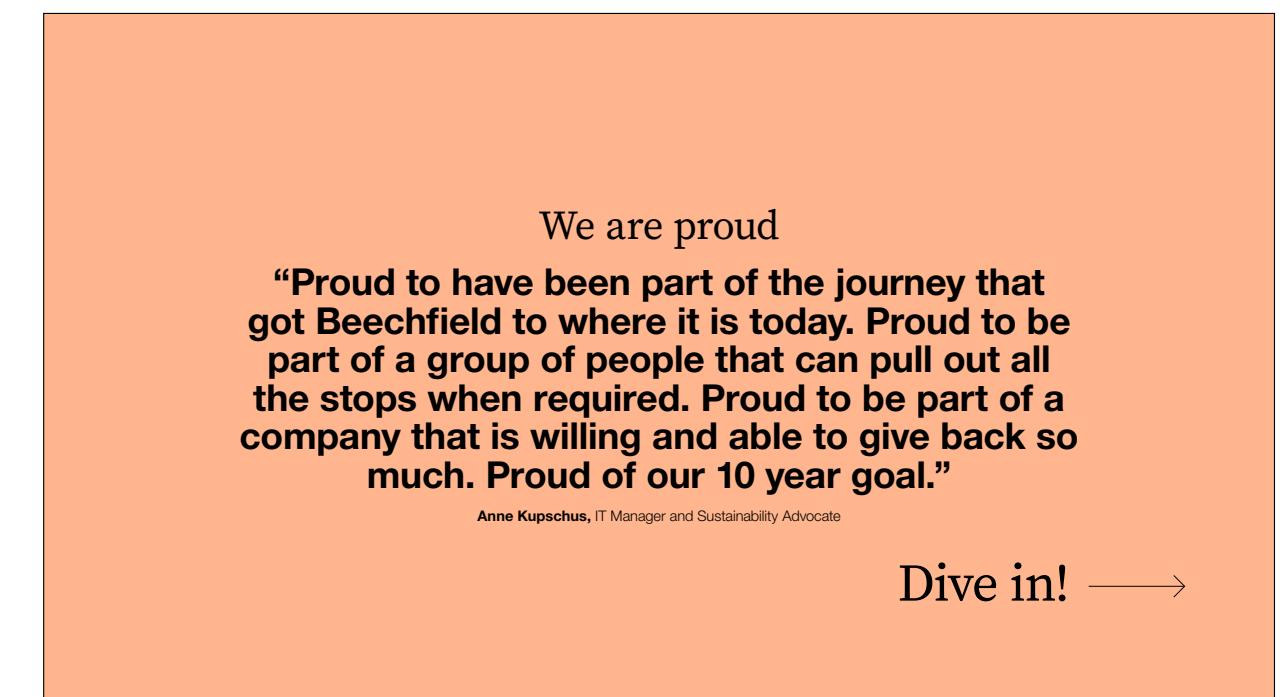
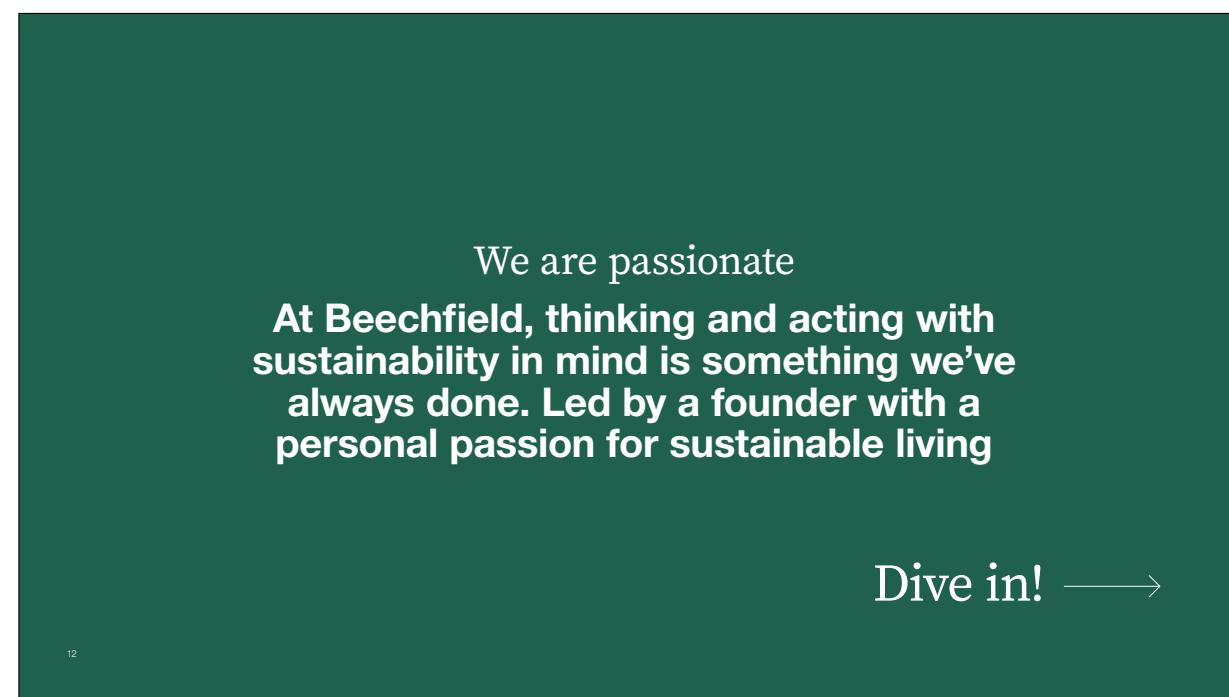
**Red**  
HEX: fc614d  
CMYK: 0.77.70.0  
RGB: 252.97.77

→ [Download](#)

## Colour in use

Our impact report is a great example of colour in use. You can download the report as an Adobe InDesign file and Powerpoint file for a template if needed below.

→ [Download](#)



## Typography

We use three fonts and all  
have an important purpose.  
Please read the below to keep  
our brand consistent.

**Introduction**

We prioritise the use of Helvetica Neue LT Pro and Source Serif Pro throughout all communications. You can download all fonts below.

Helvetica Neue LT Pro - 75 Bold

A  
b  
c  
1  
2  
3

Helvetica Neue LT Pro - 45 Light

A  
b  
c  
1  
2  
3

Source Serif Pro - Regular

A  
b  
c  
1  
2  
3

→ [Download](#)

**Typefaces****1 Headline One**

We use headline one for the majority of headlines.  
Only consider using headline two in the below  
circumstances.

**2 Headline Two**

We use headline two when we want to add  
personality to a page. For example 'Welcome'.  
Or in the majority of cases it is used as a sub header.

**3 Body Copy**

We use Helvetica Neue LT Light for all our  
body copy.

1

# Headline One

2

## Headline Two

3

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volum reic te odi rate sunt quo elest magnatur, int,  
volora volecae. Ique verit harumquibus dit.

## Leading and Tracking

### 1 Headline One

Use a leading rule of 100% of the font size (for example this type is set at 128pt with 128pt leading) and Opt tracking added.

### 2 Headline Two

Use a leading rule of 110% of the font size (for example this type is set at 128pt with 140.8pt leading) and Opt tracking added.



## Leading and Tracking

### Body Copy

Use a leading rule of 120% of the font size (for example this type is set at 23pt with 27.6pt leading) and Opt tracking added.

Joining a global movement of over 6,400 organisations dedicated to using business as a force for good. To achieve this ambition, we have built a comprehensive and actionable improvement plan with the support of our sustainability advisory, Seismic. This involves changing our Articles of Association so we will be legally required to consider the impact of our decisions on people, customers, suppliers, community, and the environment.

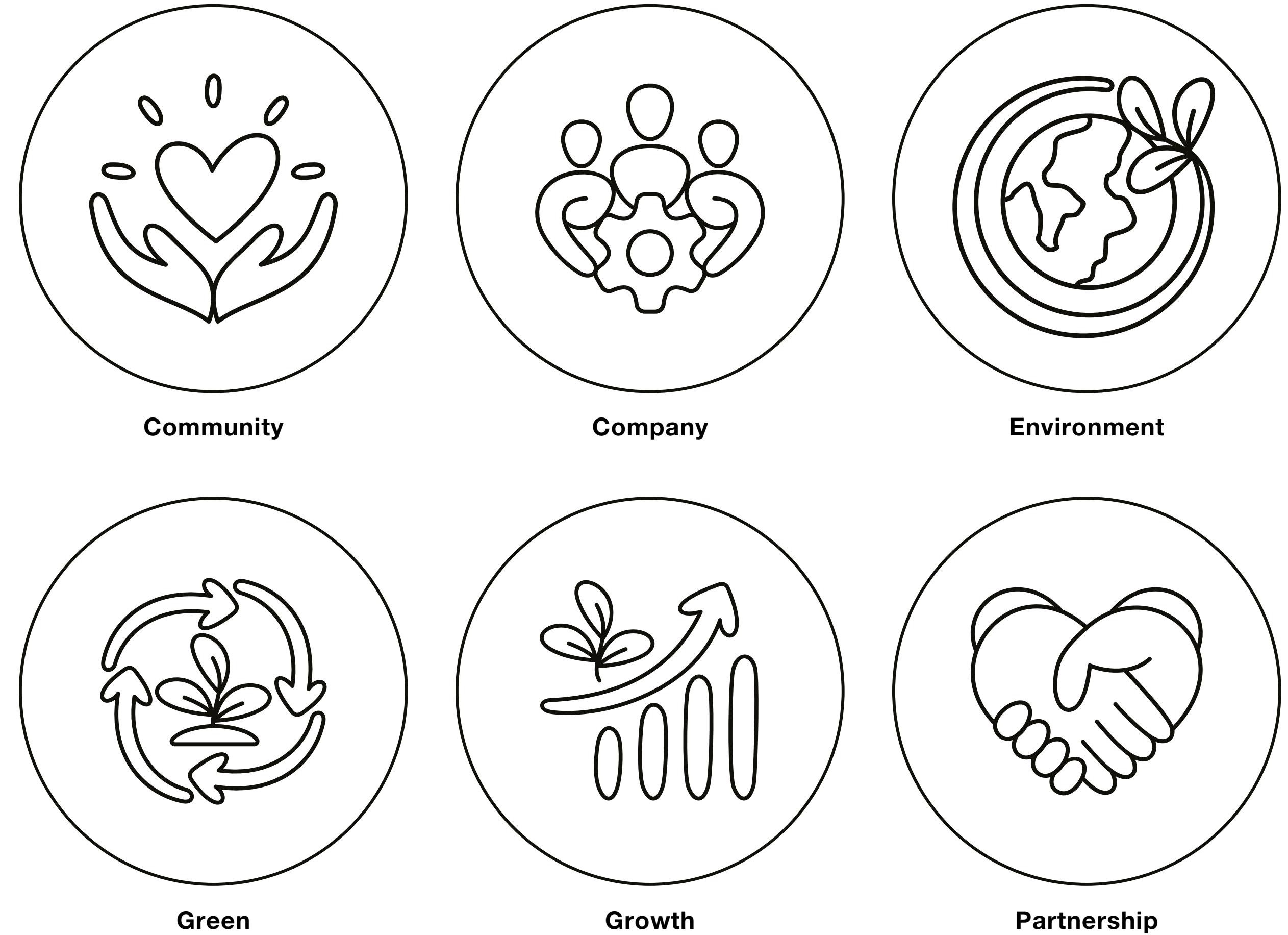
We have always done things differently, but the B Corp framework has helped galvanise our efforts and deliver ongoing improvement. We hope to inspire others in our industry to adopt a similar approach.

## Iconography

**We use icons to create interest  
on copy heavy documents.  
Please use the below guide  
for brand consistency.**

## Introduction

We have a set of icons that can be added to if needed. If you'd like to add to the collection please speak to the marketing team. If you'd like to download the full set displayed here click download below.



→ [Download](#)