

Keep Britain Tidy

Tidyman trademark guidelines

These guidelines apply to licensees using Keep Britain Tidy's Tidyman trade mark (logo) on product packaging as per the terms of the licence agreement.

These guidelines are an addendum to the licence agreement, which take precedence over these guidelines.

By using the Tidyman trade mark, you agree to comply with these guidelines in addition to the licence agreement.

Prohibited use

The Keep Britain Tidy trade mark is not permitted for use on any items or communications that do not align with the charity's ethos, such as single use plastic items that cannot be recycled.

If you are unsure whether your intended use of the trade mark is appropriate, please contact us to discuss it further.

The logo

The Tidyman logo may only appear in green, black or white.



Green

PAN 663 C
CMYK 0,0,0,4
RGB 245,245,245
HEX #669600



Off black

PAN Black 6 C
CMYK 0,0,0,91
RGB 23,23,23
HEX #171717



Off white

PAN 663 C
CMYK 0,0,0,4
RGB 245,245,245
HEX #F5F5F5

Clear space

The Tidyman logo must be at least half its height from any other text or graphics (exclusion zone).

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Registered Charity No. 1071737