



# Biomass Suppliers List BSL Brand Guidelines

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# INTRODUCTION

# Introduction

## About the Biomass Suppliers List

The Biomass Suppliers List provides RHI participants with a simple way to demonstrate that their fuel complies with RHI sustainability standards. Producers, Traders and Producer-Traders of woody biomass who wish to register their fuel(s) on the List will be required to submit an application to the BSL Administrator. Suppliers who successfully register fuel(s) on the RHI Biomass Suppliers List will be permitted to label their compliant products with the BSL marks to illustrate that this fuel complies with RHI sustainability criteria.

In addition, Self-Suppliers - i.e. those burning self-produced fuel for RHI purposes - can apply to the BSL, but are not granted either of the BSL Marks as they do not advertise products for sale.

For further information about all the above, including the application and auditing process, and frequently asked questions, please visit: <https://biomass-suppliers-list.service.gov.uk>

## About the BSL Brand Guidelines

Clear and distinctive identities for the BSL Marks have been established. The purpose of these guidelines is to ensure that they are not impaired or tarnished in any way, and the BSL marks are consistently implemented.

This document provides guidance on where to find key files and how to use them. The aim of the BSL brand guidelines and supporting materials is to provide you with the necessary information to ensure that all materials carry the correct branding and comply with Applications and Audit Guidance.

To get you started, the key materials are set out in this document. Information about the scheme should only ever be taken from these BSL brand guidelines, from official communications you receive from the BSL Administrator, or the BSL website.

## Defined Terms and Use

### BSL MARK

Mark consists of the tree symbol and the letters 'BSL'. It has been developed for general promotional use only.

Mark must not be used to imply authorisation of fuel(s) or organisation(s). Mark can be used by third parties such as media organisations, local authorities, and trade associations in order to identify the BSL.

### BSL AUTHORISED MARK

Mark consists of the tree symbol, the letters 'BSL', and the word 'Authorised'. It has been developed to show authorisation of individual fuels at particular locations (depots or production sites).

Mark must not be used to imply authorisation of an organisation. It can only be used in conjunction with authorised fuel(s). It cannot be used for general promotional purposes and its use will not be authorised to third parties (as defined above).

The colour palettes and examples of incorrect use apply to both Marks.

Compliance with these BSL Brand Guidelines is a condition of continued use of the BSL Mark(s). Misuse may result in withdrawal of permission to use the BSL Marks, and other action including litigation, arbitration, and/or other actions including removal from the BSL.

**NOTE:** The Marks are collectively referred to as "BSL Marks" in this document.



# BSL MARKS

# The BSL Mark

The following pages explain how to use the BSL Mark so that we build awareness, understanding of the BSL Mark itself, and the BSL.

The BSL Mark must only be used in the green, grey shades, or black colours as shown on [page 11](#).

Third parties, including media organisations, local authorities, and trade associations can only use this version of the BSL Mark. This can only be supplied upon written request and must be used within specific parameters. Third parties will not be permitted use of the BSL Authorised Mark. Please see Misuse of the Mark for further information regarding this.

Only approved artwork may be used to depict the BSL Mark; do not create your own. Please refer to Contacts ([page 14](#)) to obtain approved artwork.

## Misuse of the Marks

The BSL Mark may only be used by those permitted to do so. Compliance by the applicant organisation with these brand guidelines is a condition of the continued authorisation of its fuel. Misuse may result in withdrawal of permission to use the BSL Mark, and other action including litigation, arbitration, and/or other actions including removal from the BSL.

The BSL Mark should not be used to imply authorisation of fuel(s) or an organisation.

## Mark Files

Media organisations, local authorities and trade associations should contact the BSL Administrator to obtain artwork with an outline of how it is to be used.

If you have not received your BSL Mark, please contact the Biomass Suppliers List (BSL) Administrator.

For large format file requests or more information on how to use the BSL Mark, please see the contact details on [page 14](#).

# Use of the BSL Mark

The BSL Mark consists of two elements:

- the letters 'BSL';
- the tree and arrow symbol.

Whenever the BSL Mark is used it must be referenced as a “trademark” within any supporting text.

The BSL Mark should never be smaller than 40mm in width (or 151 pixels for web use).

## Correct Use

To make the BSL Mark stand out, please give it as much clear space as possible. Don't crowd it with other graphic elements, or include it in text in place of 'BSL' or 'BSL Authorised'.

The minimum clear space around the mark will depend on the overall size. As a general rule, approximately a 6th of the overall width should be left as white space. For instance for a 10cm Mark, this would be 1.5cm.

The minimum size for the BSL Mark is 40mm width.

Whilst we recognise that you will use the BSL Mark flexibly as a secondary device within your organisation's communication materials, these BSL Brand Guidelines should be adhered to.

## Large/ Unusual Format Usage

If you are planning to use a large scale version of the Mark, on company vehicles for example, please contact us at [bslhelpdesk@woodsurre.co.uk](mailto:bslhelpdesk@woodsurre.co.uk) detailing the requirements.

Whilst we endeavour to respond to any requests as quickly as possible, as much notice as is available should be given and any deadlines specified.

EXAMPLES:



PRINT SIZE MINIMUM: 40mm



PRINT SIZE MINIMUM: 40mm



# The BSL Authorised Mark

The following pages explain how to use the BSL Authorised Mark so that we build awareness, understanding of the BSL Authorised Mark itself, and the BSL.

The BSL Authorised Mark must only be used in the green, grey shades, or black colours as shown on [page 11](#).

Third parties, including media organisations, local authorities and trade associations can only use a specially created version of the BSL Mark. This will only be supplied upon written request and must be used within the specific parameters set down by the BSL Administrator and contained in this document. Please see [Misuse of the Mark](#) for further information regarding this.

Only approved artwork may be used to depict the BSL Authorised Mark; do not create your own. Please refer to [Contacts \(page 14\)](#) to obtain approved artwork.

## Misuse of the Mark

The BSL Authorised Mark may only be used by those permitted to do so. Compliance by the applicant organisation with these BSL Brand Guidelines is

a condition of the continued authorisation of its fuel. Misuse may result in withdrawal of permission to use the BSL Authorised Mark, and other action including litigation, arbitration, and/or other actions including removal from the BSL.

## Mark Files

Once you have successfully completed your application to the BSL, the BSL Administrator will send you image files of the BSL Authorised Mark and the BSL Brand Guidelines.

If you have not received your BSL Authorised Mark, please contact the Biomass Suppliers List (BSL) Administrator.

For large format file requests or more information on how to use the BSL Authorised Mark, please see the contact details on [page 14](#).



# Use of the BSL Authorised Mark

## The BSL Authorised Mark

The BSL Authorised Mark consists of three elements:

- the letters 'BSL';
- the word 'Authorised';
- the tree and arrow symbol.

Whenever the BSL Authorised Mark is used it must be referenced as a “trademark” within any supporting text.

Companies who's fuel(s) is BSL Authorised should incorporate the BSL Authorised Mark wherever possible.

The Mark should never be smaller than 40mm in width (or 151 pixels for web use).

## Correct Use

To make the Mark stand out, please give it as much clear space as possible. Don't crowd it with other graphic elements, or include it in text in place of 'BSL' or 'BSL Authorised'.

The minimum clear space around the mark will depend on the overall size. As a general rule, approximately a 6th of the overall width should be left as white space. For instance for a 10cm Mark, this would be 1.5cm.

The minimum size for the BSL Authorised Mark is 40mm width.

Whilst we recognise that you will use the BSL Authorised Mark flexibly as a secondary device within your organisation's communication materials, these BSL Brand Guidelines must be adhered to.

## Large/ Unusual Format Usage

If you plan to use a large scale version of the BSL Authorised Mark, on company vehicles for example, please contact us at [bslhelpdesk@woodsurre.co.uk](mailto:bslhelpdesk@woodsurre.co.uk) detailing the requirements.

Whilst we endeavour to respond to any requests as quickly as possible, as much notice as is available should be given and any deadlines specified.

EXAMPLES:



PRINT SIZE MINIMUM: 40mm



PRINT SIZE MINIMUM: 40mm





CORRECT USE

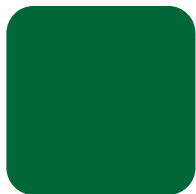
# BSL Colours

The BSL Marks are available in colour, black on white, greyscale, and white on black ('reversed'). The logo should not be used in colours other than as the examples below. The colour palettes are applicable to both BSL Marks.

You should only use the single colour mark in black on a white background. You should only use the single colour mark in white on a dark background.

## Colour Palettes

Our primary colours are BSL Dark Green, BSL Medium Green, BSL Light Green, dark grey, light grey, and black. The palettes are outlined below.



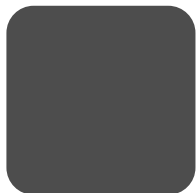
**BSL Dark Green**  
Pantone 349 C  
C= 90 M= 30 Y= 95 K= 30  
R= 4 G= 106 B= 56



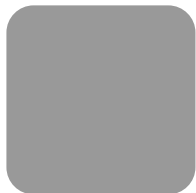
**BSL Medium Green**  
Pantone 361 C  
C= 75 M= 0 Y= 100 K= 0  
R= 67 G= 176 B= 42



**BSL Light Green**  
Pantone 375 C  
C= 50 M= 0 Y= 100 K= 0  
R= 151 G= 215 B= 0



**Dark Grey**  
Pantone Cool Gray 11 C  
C= 0 M= 0 Y= 5 K= 70  
R= 77 G= 77 B= 77



**Light Grey**  
Pantone Cool Gray 7 C  
C= 0 M= 0 Y= 0 K= 40  
R= 153 G= 153 B= 153

Where possible use Pantone® inks (single colour) for print work.

When using a four-colour process (CMYK), use the colour breakdowns shown.

Use RGB colours for on-screen and web work.



Full Colour Mark using BSL Dark Green, BSL Medium Green and BSL Light Green



Shades mark using black, dark grey and light grey tones



Single colour mark using black only

# Incorrect Use

The examples below are applicable to **both** BSL Marks.

- Do not stretch, squeeze, distort or redraw the Marks
- Do not use colours other than those defined in these guidelines
- Do not use BSL Marks smaller than 40mm
- Do not repeat the BSL Marks across the background of a page
- Do not position the coloured BSL Marks over an image
- Do not crop the BSL Marks





# CONTACTS



# How do I get the BSL Marks?

## BSL Producers, Traders, and Producer-Traders

BSL Producers, Traders, and Producer-Traders will be issued the image files for the BSL Authorised Mark upon successful completion of their application to the Biomass Suppliers List. Using the BSL Authorised Mark in line with these guidelines is a condition of your continuation on the scheme.

## Third Parties, inc Media Organisations

To request the BSL Mark, please contact Woodsure Ltd, the BSL Administrator, in writing explaining in detail why you would like to use the BSL Mark.

The BSL Authorised Mark will not be issued in these instances. All requests will be reviewed on a case by case basis.

### Address

BSL Administrator  
c/o Woodsure Ltd  
Severn House, Unit 5 Newtown Trading Estate  
Green Lane, Tewkesbury  
Gloucestershire  
GL20 8HD

### Telephone

+44 (0)1684 215253

### Email

[helpdesk@bsladmin.org](mailto:helpdesk@bsladmin.org)

### Website

<https://www.gov.uk/register-biomass-supplier>

# Version Control

Version Number	Amendment Details	Date
1.0	Version published	24.09.2014
1.1	Amendments to text for clarity and updated postal address	02.04.2015
2.0	Amendments to all contact details & document redesign	16.06.2021
2.1	Contact email amended	07.03.2023