



CREATING OFFICIALLY LICENSED
MOD PRODUCTS WITH
ASPINLINE



OFFICIALLY LICENSED PRODUCTS





Aspinline is a '5 Star Customer Service' rated, promotional and event products supplier based in Bristol, UK.

We work with worldwide brands like Levi's and Nike but one of our main focuses is the supply of custom products to the British Armed Forces. We have an Official Merchandising License with The Ministry Of Defence. We work with units, regiments and squadrons throughout the British Isles supplying products that are made for the purpose of improving the experience of service men and women for the better.



Over the years we have been working with many members of the British Armed Forces, helping them develop their ideas and turning them into physical products that recognise ethos, qualities and personalities. Products to aid in the running of social events and products to help identify personnel on base. I have compiled this guide to assist you with some key licensing rules and some of the ways our products can solve real world solutions.



JAMES ASPINWALL
HEAD OF CUSTOMER DEVELOPMENT

James

DO YOU WANT TO INCLUDE

MOD NAMES, LOGOS & INSIGNIA ON A CUSTOM PRODUCT?

HERE'S WHAT YOU NEED TO KNOW

Intellectual property administered by the MOD includes:

LOGOS **WORDMARKS** **INSIGNIAS**

To see the full list please [click here](#).

We only supply custom licensed MOD products to serving or Veterans of the British Armed Forces. All orders that use MOD Intellectual Property will be charged a 10% royalty fee.



HERE IS AN EXAMPLE OF HOW THE APPROVAL PROCESS WITH ASPINLINE MIGHT WORK:



- 1** You submit your order online or you accept a quote.
- 2** Aspinline will check over your order. If we see that your artwork request is not going to be approved by the MOD, we will contact you to offer suggested changes and options.
- 3** Once you and Aspinline have finalised the artwork requested, we will send you an artwork proof ready for approval.
- 4** Once you have approved the artwork we will then submit this to the MOD for approval.
- 5** Once MOD approves, we will send your order into production.

HERE ARE THE KEY POINTS:



1



We are unable to change, edit or alter intellectual property administered by the MOD.

2



If you specifically wish to use an insignia, in most cases it must be accompanied by the corresponding forces logo. For example a coin that has an insignia on one side, must have the corresponding forces logo on the other.

PRODUCTS ASPINLINE CAN CUSTOMISE WITH

MOD NAMES, LOGOS & INSIGNIA

We can add intellectual property administered by the MOD to the following products:



> PIN BADGES



> PATCHES



> LANYARDS



> COINS



EXAMPLES OF

HOW ASPINLINE'S PRODUCTS ARE USED BY

THE BRITISH ARMED FORCES



COMMEMORATIVE COINS



**LANYARDS
TO DISPLAY ID CREDENTIALS**

**KEYRINGS
TO CREATE ENGAGEMENT
AND COMMUNITY**



**PIN BADGES
FOR AN AWARD EVENING**



WRISTBANDS FOR SOCIAL EVENTS



PATCHES & LABELS FOR YOUR UNIT'S CLOTHING



SILICONE WRISTBANDS TO RAISE MONEY FOR CHARITIES





WHAT NEXT?

If you have any questions about licensing or how you can implement any of the solutions and ideas, please get in touch and I can personally help.

Call me on **0117 956 6657** or email me directly at **james@aspinline.co.uk**

I hope to hear from you :)