

LOGO GUIDELINES

Our fundraising logos – an overview



**A future free from the
fear of bowel disease**

Logo

In support of St Mark's Hospital Foundation

How to use

Activities led by people and groups that have contacted St Mark's Hospital Foundation and which are, therefore, on our activity calendar i.e.:

- Individual fundraisers
- Fundraising and supporter groups

'In support of' logo guidelines

- Who should use this logo

Please use this logo if you are an individual fundraiser, fundraising or supporter group, who has let St Mark's Hospital know about your planned fundraising activities.

The logo can be used for the following:

-  The activities and events that you are leading which we know about
-  Online promotion of your activities, for example, on social media and JustGiving
- Sharing this logo

This logo must not be shared with others. If you know anyone that wants to undertake fundraising for St Mark's Hospital Foundation, kindly ask them to contact us so we can provide them with the appropriate logo.

- Press, marketing and social media

The online promotion of your activities (on social media and in press releases) must follow these guidelines:

Use the words, 'In support of'

Examples:

Attend our charity ball this Saturday in support of St Mark's Hospital Foundation

Our rotary club will be donating tonight in support of St Mark's Hospital Foundation

Logo

In aid of St Mark's Hospital Foundation

How to use

Activities led by third parties i.e.:

- Individual fundraisers and fundraising and supporter groups raising funds independently of St Mark's Hospital Foundation with or without St Mark's Hospital Foundation's knowledge

'In aid of' logo guidelines

- Who should use this logo

Please use this logo if your event is being led independently of St Mark's Hospital Foundation or without the charity's knowledge. This may include third-party fundraising, such as another organisation holding a quiz night for the Foundation.

The logo can be used for the following:

-  Posters and other promotional material advertising the third party-organised event
- Press, marketing and social media

Thank third party fundraisers by acknowledging their support 'in aid of' St Mark's Hospital Foundation, for example:

We would like to thank Northwick Park Rotary Club for collecting donations in aid of St Mark's Hospital Foundation on Saturday

Logo

We're supporting St Mark's Hospital Foundation

How to use

- Used by those giving support to St Mark's Hospital Foundation for a finite period (e.g. Charity of the Year) or in an open-ended arrangement. This logo can be used on websites, and online such as on JustGiving pages.

'We're supporting' logo guidelines

- Who should use this logo

Please use this logo if you have chosen St Mark's Hospital Foundation as your Charity of the Year or are supporting the Foundation in an open-ended arrangement.

The logo can be used for the following:

 Your website and online giving pages where you may be promoting your support

- Press, marketing and social media

Depending on the nature of the support, such as proceeds from the sales of products to the Foundation, there can be VAT implications. We, therefore, encourage organisations considering corporate support to the Foundation to get in touch to ensure the logo and wording proposed to be used to promote the support is correct.

Importance of using the right logo and wording

1. Protecting our brand and reputation

It is important for transparency that people know which events are led by St Mark's Hospital Foundation and which are organised by others.

2. Tax and legal implications

There are different types of fundraising relationships, and these can have different tax and legal implications. The logo, therefore, needs to reflect the nature of the relationship.

3. Preventing misuse

When correct logos are used, we can easily identify who is fundraising for us. This is important as misuse of charity logos by organisations seeking credibility through association with a trusted brand is a risk.

CONTACT US

Please get in touch with any questions relating to our guidelines or if you require advice:

info@stmarkshospitalfoundation.org.uk