



Logo Guidelines for Community Fundraising Volunteers

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Introduction






Our reputation and external image are very important to us and part of that image is our People Paw Logo. Our logo has been designed to represent people with sight loss and their family and friends, working together with Guide Dogs staff, volunteers and with our dogs.

Within Community Fundraising we have different versions of the People Paw Logo available for our use: this helps represent the different types of fundraising relationship we have. It is vital we use the correct logo for each type of relationship.

The table on the next page shows each logo available for use by Fundraising and when they should be applied.

As fundraising volunteers, you are very special to us and your activities deserve to be recognised with their own unique logo. So, we have produced for you a new 'In support of' logo that is included with these guidelines.

Our Fundraising Logos

Type of Logo	When should the logo be used?
<p>In support of</p> 	<p>Activities led by;</p> <ul style="list-style-type: none"> • Guide Dogs Fundraising Groups, • Guide Dogs Supporter Groups • Registered individual Guide Dogs Fundraising volunteers
<p>In aid of</p> 	<p>Activities organised and led by fundraisers who are not registered Guide Dog Fundraising volunteers – i.e.</p> <ul style="list-style-type: none"> • Activities run by other Guide Dogs volunteers • A fundraiser who is raising funds on their own or with others independently of Guide Dogs, with or without Guide Dogs' knowledge • Company or community group Name a Puppy/Charity of the year associated fundraising events/activities • Individual(s) with Name a Puppy accounts
For information only	
<p>We're supporting</p> 	<p>Company and Community Group Puppy/Charity of the Year only. Used by supporters to communicate we are their chosen charity for a Name a Puppy/Charity of the Year. Tends to be more appropriate for use on website or online giving page, such as Just Giving, to show long term activity. One off Name a Puppy/Charity of the Year activities should use the 'In aid of' logo. This logo will be issued centrally, please do not issue this logo.</p>
<p>In partnership with</p> 	<p>Used for relationships where there may be a tax implication and a contract is required. This will be managed by the relevant Guide Dogs team and the logo issued centrally. Please do not issue this logo.</p>
	<p>Centrally produced marketing and high-level contracted relationships. This will be managed by the relevant Guide Dogs team and the logo issued centrally. Please do not issue this logo.</p>

'In support of' Logo Guidelines

When can I/we use this logo?

If you are a Guide Dogs fundraising group, supporter group or individually registered fundraising volunteer, then this is the logo you should use for all the activities you arrange.

In support of



Guide Dogs

In support of



It can be used for;

- All your fundraising activities and events led by you, that are registered on our activity calendar
- Fundraising advertising materials for Guide Dogs fundraising activities led and organised by you. Please note we have a range of templates available which should be used in the first instance.
- Social media posts about your own activities (more details below)
- Fundraising groups that run online giving pages, for example on Just Giving.

Can I give this logo to other types of supporters/ volunteers?

Please don't share this logo, it is just for your use only. We have a range of different logos available for the other types of activity and supporters. Sometimes the use of a logo can have tax and contractual relationship requirements, so please pass any requests to your volunteer manager or the Supporter Care team.

Press, Marketing and Social Media

It is important that we use the right logo and wording when we produce marketing materials and social media posts. To help with this we have a full range of template resources, including press releases, that you can use for either events organised by you or by third-party fundraisers, which use the correct logo and wording for the type of fundraising. These can be requested through the Supporter Care team. However, social media and ad hoc press can be trickier.

Press and social media posts about events and activities organised by you

If you want to post/press release about an event or activity that has been organised and led by you, you should;

- Use the words 'in support of' in your posts/press release,
- For example; "Come to our dog show this Saturday, in support of Guide Dogs." or "our group will be collecting in support of Guide Dogs this Sunday at Haskins garden centre"

In support of



[guidedogs.org.uk](https://www.guidedogs.org.uk)

Tea party

Guide Dogs provides a wide range of services for children and young people, including mobility and life skills, large print books and grants for specialist technology. And we're here for the whole family, providing support and advice on a range of issues, including education.

Location:

Date:

Time:

For more information contact



Does your fundraising group have a Facebook page? If so, we've got a few updates we'd encourage you to make.

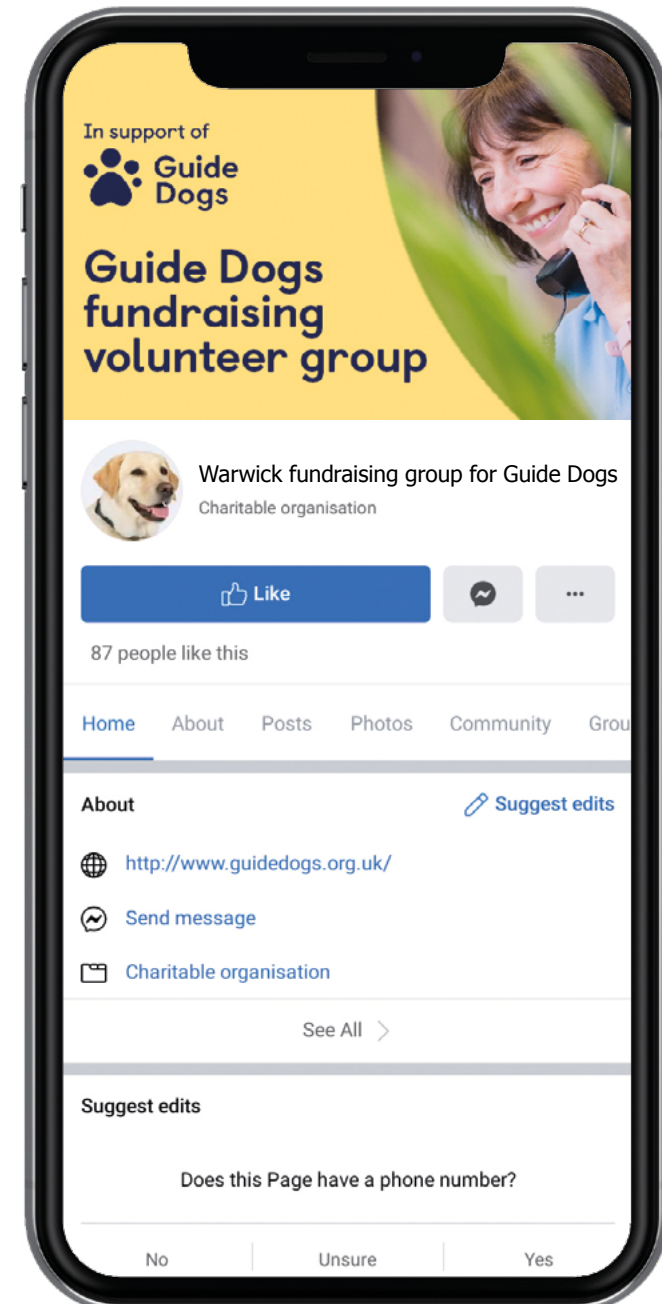
By making these updates, it should make it obvious to anyone visiting your page that you are a fundraising volunteering group supporting Guide Dogs, rather than a Guide Dogs office location. This should help make it easier for you to fundraise online using your Facebook page.

Suggested updates as follows:

- Save our new 'in support of' profile picture or cover photo which will be emailed to you and have at least one of these displayed on your page.
- Update your Facebook page name to: [group area] fundraising group for Guide Dogs e.g. Warwick fundraising group for Guide Dogs.
- Include the following text in your 'Page Info':
This page is run by [group area] fundraising group for Guide Dogs, who are all volunteers.
To contact Guide Dogs directly or to find out more, visit guidedogs.org.uk

We'd also advise that you make the equivalent changes to your group Instagram and Twitter profiles.

If you need support with the above, please contact your Volunteer Manager. For community guidelines and best practice on social media, please refer to the volunteer social media policy.



'In aid of' Logo Guidelines

If a third-party is running or hosting the fundraising activity, please use the 'In aid of' logo. This can be used when an event or activity is not on our activity calendar and not organised by Guide Dogs or our registered fundraisers. For example, a quiz held by another organisation to raise money for Guide Dogs.

In aid of



Guide Dogs

In aid of



It can be used for;

The 'In aid of' logo should be used to advertise activities organised and run by third-party fundraisers, such as event posters. However please be aware that we have a range of advertising templates available to third-party fundraisers.

Press and social media posts about events and activities organised by third-party fundraisers

- Use the words 'in aid of' when thanking or advertising someone else's (third-party fundraiser) activities.
- For example; "we would like to thank Winchester Guides for holding a tea party in aid of Guide Dogs and raising £124, you're amazing!" Or "John Smith is walking the Clarendon Way in aid of Guide Dogs this week, to visit his Just Giving page, click here"



Guide Dogs provides a wide range of services for children and young people, including mobility and life skills, large print books and grants for specialist technology. And we're here for the whole family, providing support and advice on a range of issues, including education.

Why is it important to use the correct logo and wording?

- **Tax and Legal** – different types of fundraising relationships are managed and processed in different ways and may even have different tax and legal implications. We need to ensure the different relationships are clearly identifiable when advertised externally by using the correct logo for that relationship.
- **Protect our reputation** – To ensure we are clear and honest about which activities are Guide Dogs led or are organised by third-party fundraising supporters.
- **To help identify old partnerships/misuse of logo** – If we do not use the agreed logos we could find it difficult to identify current relationships. Occasionally, fraudulent companies may want to show an alliance with a well-known brand, to imply they are legitimate, by adding a logo to their website/marketing. We need to be able to quickly identify legitimate relationships by ensuring they have the correct logo.

In support of



In aid of



Q&A

Q. I have someone who is not a fundraising volunteer asking to use the logo, what should I do?

A. Refer any logo requests to your volunteer manager, so they can make sure we send the correct logo for the type of fundraising that it is.

Q. We are working with a company who are doing a Name a Puppy for us. We are supporting some of their fundraising events, can we use the 'In support of' logo at this event, as we are attending?

A. As you are helping at the event but not running it, it would not be suitable to use the 'In support of' logo in this scenario. They would need to use our 'In aid of' logo which can be supplied to them if requested.

Q. I have an individual who has a NAP account which logo should they use?

A. Individuals fundraising to Name a Puppy should use the In Aid of logo, which can be used to advertise their own fundraising activities and can also be used on their own fundraising online giving page.

Q. We have a local puppy raiser who helps out at branch events but is not a registered fundraising volunteer. They want to do their own sponsored dog walk but have asked if we can help by producing some posters. What logo should we use?

A. As they are not a registered fundraising volunteer, they would need to use our 'In aid of' logo. To help with such scenarios we have a range of editable template 'In aid of' posters that can be supplied by either your volunteer manager or Supporter Care in Atherton.

Q. Will we no longer use the main logo?

A. The main logo will still be used on our main website and social media pages, on centrally produced publications and leaflets, plus occasionally by third-party relationships where there is a suitable contract in place.



Contact

If you have any questions about these guidelines or need help and advice, please contact Community Fundraising at CommunityFundraising@guidedogs.org.uk.