FR FUNDRAISING REGULATOR

FUNDRAISING BADGE GUIDELINES

2018

OUR FUNDRAISING BADGE

You can use our Fundraising Badge if you've paid to register with us and committed to follow the Code of Fundraising Practice.

In the next few pages you'll find guidelines to help you use the Fundraising Badge correctly.

They show you:

- Where you can and should use the badge.
- The different versions of the badge.
- How to use the badge.
- Our colour palette.

You must always use the original artwork – do not try to re-create it.

WHERE TO USE THE BADGE

You must display the badge on all fundraising materials you produce. It shows potential donors that you're committed to good fundraising practice.

A fundraising material is any material, either print or digital, that is used to ask for money or other property for charitable purposes. Examples of fundraising materials include:

- A letter asking for donation or support.
- An information leaflet with a fundraising request.
- An envelope that asks the recipient to donate.
- A fundraising event t-shirt that includes information on how to donate.
- A collection bucket.

Other ways you can use the badge:

You can also use the badge on other materials, whether they're printed or online. These may include:

- Email signatures.
- Website banners & footers.
- Letterheads.
- Brochures.
- Leaflets & promotional materials.

Charity

Charity leaflet title

Secondary headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce sit amet justo nibh. In pulvinar, purus at tempus mattis, leo tortor rhoncus nibh, non ornare.

FR Registered with FUNDRAISING REGULATOR

PRIMARY BADGE

ENGLISH BADGE

PRIMARY REGISTERED LOGO

PRIMARY WHITE MONO REGISTERED BADGE

WELSH BADGE

WELSH PRIMARY REGISTERED LOGO

WELSH PRIMARY WHITE MONO REGISTERED BADGE

SECONDARY BADGE

SECONDARY BADGE

You can use the secondary badge when:

- There isn't enough room on your materials to use the primary badge.

- The primary badge doesn't suit your page design.

ENGLISH SECONDARY BADGE

| SECONDARY REGISTERED BADGE | SECONDARY REGISTERED WHITE MONO BADGE |

WELSH SECONDARY BADGE

| WELSH SECONDARY REGISTERED BADGE | WELSH SECONDARY REGISTERED WHITE MONO BADGE |

HOW TO USE THE BADGE

CLEAR AREA

The minimum amount of space around the badge is determined by the height of the 'FR' within the icon. This protected area is shown in the opposite diagram.

This space protects the badge by stopping other graphic elements from coming too close. The 'clear area' rule applies to all versions of the badge.

MINIMUM SIZING

We show you the minimum heights and widths of each type of badge opposite. To make sure the badge can be seen properly, you must not make them any smaller on your materials. There is no maximum size restriction, but please use a vector file format (.ai or .eps) if you're using the badge at large sizes.

For digital purposes, the minimum height is 45 pixels.

HOW TO USE THE BADGE

FURTHER CONSIDERATIONS WHEN USING THE BADGE

To comply with the Terms and Conditions, organisations that are registered with the Fundraising Regulator must:

1. NOT adopt or use any trade mark, sign, symbol or device which incorporates or is confusingly similar to, or is a simulation or colourable imitation of the Fundraising Badge.

2. NOT use the Fundraising Badge in any way which would tend to allow it to lose its distinctiveness, become liable to mislead the public, or be materially detrimental to or inconsistent with the good name, goodwill, reputation and image of the FR.

3. NOT use the Fundraising Badge when conducting public fundraising, operating direct marketing campaigns or promotional activity on behalf of a charity that is not registered with the Fundraising Regulator.

4. Use all reasonable efforts to protect the Fundraising Badge from unauthorised use or reproduction.

5. Remove the Fundraising Badge from (and if that is not possible, to withdraw from circulation) any materials bearing it or them within one month of the termination of the Registration Agreement.
    The full Terms and Conditions can be found in the Registered User's Area on the Fundraising Regulator website.

USING THE BADGE WHERE MULTIPLE ORGANISATIONS ARE INVOLVED IN THE FUNDRAISING ACTIVITY

If more than one organisation is referenced on fundraising materials, but not all are registered with the Fundraising Regulator, it must be made clear to the public which organisations the Fundraising Badge applies to. You can do this by adding a message to clarify, or by putting a border around the organisation registered with the Fundraising Regulator and the Fundraising Badge.

EG: *Only [name of organisation] is registered with the Fundraising Regulator.*

OUR COLOUR PALETTE

It's important that you use the colours we specify here when you put the badge on your materials. Using these consistent colours will make it easier for charities and members of the public to recognise our badge.

PRINT

To reproduce our corporate colours accurately, you should use the CMYK method. The numbers to use for this are shown opposite.

To make sure the colour remains consistent, you should ideally print all of the artwork on coated paper stock.

DIGITAL

Digital communications should use the RGB or Hex# codes shown opposite.

We recognise that true consistency is impossible to achieve online as screens can be calibrated differently.

	PRINT		DIGITAL & SCREEN		
FR PURPLE	C	55	R	140	# 8c1d81
	M	100	G	29	
	Y	0	B	130	
	K	0			
FR GREY	C	0	R	87	# 575756
	M	0	G	87	
	Y	0	B	86	
	K	80			
FR LT GREY	C	0	R	235	# ebebeb
	M	0	G	235	
	Y	0	B	235	
	K	10			

FAQ

Q: Do you plan to release a smaller version of the badge?
A: No - if we made it any smaller there's a risk that the public wouldn't recognise the badge or wouldn't understand what it means.

Q: In a situation where it's impractical for us to use the badge, can we use a statement instead?
A: Yes. You can use the statement "Registered with the Fundraising Regulator" if the size or nature of the material you're producing means you can't use the badge. However, we would expect this to be displayed prominently, using at least the same size text as you've used for the fundraising material.

Q: Can we change the colour of the badge to match the colour palette of our materials?
A: No. If the colour of the Fundraising Badge doesn't match your branding, we recommend using either the black or white version instead. This will stop the public getting confused about, or not recognising, the badge.

Q: If the background is a photograph or a solid colour, how should we use the badge?
A: The mono (black) and white versions of the badge can be used on either a solid colour or photographic background. In all cases, the badge must be clearly visible so people can read it easily.

FAQ

Q: Some fundraising materials such as forms, envelopes and letters are printed in a single or two-colour spot process, and some need to be made available in an accessible format. How should we apply the badge in these cases?

A: You can use the black (mono) version of the badge in either instance, but make sure you apply the sizing requirements as usual.

Q: The guidance specifies printing on 'coated paper stock' but some of our materials require uncoated paper. Is this allowed?

A: Yes. The guidance recommends using coated paper stock to achieve optimum branding colour, but you don't have to. There are no specific guidelines for colour reproduction on uncoated stock, but we'd suggest you follow the same criteria used for the other colour content within the material.

FR

fundraisingregulator.org.uk