



Fundraising Guarantee logo guidelines

1. What's the logo for?

The [Fundraising Guarantee Statement](#) is a positive statement about values, culture and practices and outlines to the public how they can expect to be treated by fundraisers and charities.

The logo is an easy way to show the public that your charity is committed to good fundraising, in line with the Code of Fundraising Practice, on your website, emails and documents.

2. How should it be used?

- The original logo should always be used as downloaded and never recreated.
- Do not remove or change the logo's text.
- Do not distort the logo.
- Do not rotate the logo.
- When using the logo on a website, email signature, publication or documentation, please ensure the text is readable.

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