

SUPPORTER LOGO GUIDELINES



WWF SUPPORTER LOGO

Thank you for joining us in the fight for your world and raising funds in aid of WWF-UK. Our supporter logo is to be used by **individuals or groups of individuals** wanting to raise funds in aid of WWF-UK.

In some cases, small and medium-sized enterprises (SMEs) may be provided the logo, please get in touch for more information wwf.org.uk/businesscontact

WHAT DO WE MEAN BY RAISING FUNDS “IN AID OF” WWF-UK

Our supporter logo is different from our main charity logo and makes it clear you are fundraising **in aid of** WWF-UK. This means that you are raising funds in your own capacity rather than representing WWF-UK.

Further guidance about raising funds in aid of WWF-UK can be found here: wwf.org.uk/eventfaqs

WHAT SHOULD YOU SAY WHEN FUNDRAISING IN AID OF WWF-UK

The best way to raise funds is to share your fundraising story with friends and family! When talking about your event, you can say: “I am raising funds in aid of WWF-UK by <detail of your fundraising event>”. For example, “I am raising funds in aid of WWF-UK by hosting a bake sale in my town hall.”

WHAT SHOULD YOU NOT SAY WHEN FUNDRAISING IN AID OF WWF-UK

You should not say or imply that you are connected to or employed / contracted by WWF-UK to raise funds.

USING THE WWF SUPPORTER LOGO

The WWF Supporter Logo has been designed to be used on promotional materials to advertise your event / fundraising activity,

Please only use the supporter logo as supplied and follow the guidance below:

- Do not redraw or change the supporter logo in any way
- Do not modify the supporter logo (i.e. by altering colours, editing the text or stretching the image).

- Consider using responsibly sourced materials and only print the logo when absolutely necessary. Please consider using recycled or FSC stock when printing on paper.
- Do not print our supporter logo on plastic and other non-biodegradable items such as balloons.
- Do not use the supporter logo on any products or to promote the sale of any products (such as tins / clothing / balloons etc.) We are regularly contacted by businesses who would like to use the WWF-UK name and logo on their products and make a donation linked to the sale of the product (e.g. % of profits or 1p in every pound). These arrangements can bring great benefits to both WWF-UK and your business. If you are interested in learning more about how WWF-UK could work with your business call 01483 426333 or email business@wwf.org.uk
- WWF-UK is legally obliged to disclose that it is a registered charity. You must, therefore, include the following statement whenever the supporter logo is used:
 - “WWF-UK. Registered charity no.1081247 (England and Wales) and SC039593 (Scotland).”

APPROVAL

All uses of the supporter logo should be **approved in advance** by the Community Fundraising Team. Please contact fundraising@wwf.org.uk

