



REGISTERED LOGO USAGE GUIDELINES

v1.3 2017



OUR REGISTERED LOGO

Only charities that commit to follow the standards for fundraising practice ('the code' and associated rulebooks) are entitled to display our Registered Logo on their digital and printed literature.

Our Registered Logo is unique and has been specifically created for Fundraising Regulator (FR). Its integrity and consistent use through all materials is paramount in order to strengthen and maintain brand recognition.

The original artwork must always be used and no attempt should be made to recreate it.

The Registered Logo must always be positioned following the guidelines laid out in this document ensuring its clarity at all times.

A Welsh language version is also available and should be used where appropriate.



PRIMARY REGISTERED LOGO



PRIMARY WHITE MONO REGISTERED LOGO

OUR REGISTERED LOGO

Registered with/Cofrestrwyd gyda'r



WELSH PRIMARY REGISTERED LOGO

Registered with/Cofrestrwyd gyda'r



WELSH PRIMARY WHITE MONO REGISTERED LOGO

SECONDARY LOGO

The Secondary Registered Logo should be used when space is at a premium or the Primary Logo does not suit the layout of a page design.

Note: Larger minimum size of Secondary Registered Logo.

Registered with



FUNDRAISING
REGULATOR

SECONDARY
REGISTERED LOGO

Registered with



FUNDRAISING
REGULATOR

SECONDARY
REGISTERED WHITE
MONO LOGO

Registered with
Cofrestrwyd gyda'r



FUNDRAISING
REGULATOR
RHEOLEIDDIWR
CODI ARIAN

WELSH
SECONDARY
REGISTERED LOGO

Registered with
Cofrestrwyd gyda'r



FUNDRAISING
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WELSH
SECONDARY
REGISTERED WHITE
MONO LOGO

CORRECT USAGE

CLEAR AREA

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

This space protects the logo from infringement by other graphic elements and ensures its integrity. This rule applies to all Primary and Secondary logos.



MINIMUM SIZING

To ensure the logo retains its visual impact and is accurately rendered, it should not be reproduced smaller than the heights & widths shown here. There is no maximum size restriction, however, when using the logo at large sizes ensure a vector file format is used (.ai, .eps, .pdf)



OUR COLOUR PALETTE

It's particularly important to adhere to the specified colours for all marketing materials. This builds continuity and recognition for the FR brand.

To achieve accurate reproduction of the corporate colours, all FR printed materials should be produced using the CMYK colour reproduction method, using the breakdowns specified here.

To maintain colour consistency all artwork should ideally be printed on coated paper stock.

Digital or on-screen comms should use the RGB or Hex# codes. Please note that true consistency is impossible to achieve as screens can be calibrated differently.

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				



fundraisingregulator.org.uk