

'In aid of' logo guidance



Thank you for supporting Helen & Douglas House. Please use our 'in aid of' logo on your promotional materials advertising your fundraising. This is different from the main Helen & Douglas House (the "Charity") logo. It makes it clear you are fundraising in aid of the Charity but you are an independent fundraiser and aren't representing the Charity. The logo is available to download on our website at hdh.org.uk/resources

This guidance is for community groups and individuals fundraising for Helen & Douglas House. **If you are fundraising on behalf of a company please email corporate@helenanddouglas.org.uk** or speak to your contact at the Charity for specific guidance about using our brand.

How to use the logo

This logo is only to be used in relation to fundraising activity for the Charity and all proceeds raised should be sent to us within 28 days, or to a time frame agreed with your contact at the Charity.

The full colour logo must always appear on a white background, therefore we have supplied a version of this within a white shape so it can be easily added to your promotional material.

We also have a white out version which can be supplied if the colour version does not suit your design. This can be requested from your charity contact. This should be used on a solid dark coloured background only.



The logo should only be used as provided and should never be recreated, distorted or redrawn in any way. The logo also cannot be used outside the United Kingdom or European Union without our consent.

Helen & Douglas House is legally obliged to disclose that it is a registered charity. Please use the line below in its entirety wherever you use the 'In aid of' logo:

Helen & Douglas House. Registered charity no. 1085951

If your organisation has a logo, then this should be larger and first from left to right to indicate the communication is coming from your organisation. See example below.



All uses of the logo should be approved by our Fundraising team before printing or use. Your contact at the Charity will let you know if amendments for use are required.

If you would like to produce a product featuring our branding, name or logo you will need to set-up a formal agreement with your Charity contact before any products are created.

If you have previously used the logo for fundraising events, please ensure you regularly review this guide each time before use in case of any updates or changes.

What to say about Helen & Douglas House

Helen & Douglas House is the world's first children's hospice, supporting terminally ill children and their families in Oxfordshire and nearby counties. They provide life enhancing care at their Oxford hospice, at home and in hospital, helping families create lasting memories, ensuring that every child and family receives exceptional care wherever and whenever they need it.

As a local charity, they rely on your support to raise £6 million each year to fund its vital care services.

Key information about Helen & Douglas House

Please note the correct use of our name in full. Helen & Douglas House – with an ampersand '&' not 'and'.

Helen & Douglas House began in November 1982 when Helen House, the world's first children's hospice opened in East Oxford. Since then, our model of care has gone on to inspire 54 other children's hospices across the UK and around the world.

You can find out more about our work online www.hdh.org.uk or follow us on Facebook, LinkedIn and Instagram

If you have any further questions, or need something for your event such as a collection tin or banner please email fundraising@helenanddouglas.org.uk or call us on 01865 799150

*Thank you for supporting local
terminally ill children and their families*