



USE OF THE FOP FRIENDS LOGO	
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AIM OF THIS POLICY

FOP Friends would like to thank everyone who undertakes a fundraiser or personal challenge to raise awareness and funding for FOP Friends. As a charity we rely on donations from our friends, families and supporters to allow us to carry out our work to find a treatment and a cure for FOP, whilst supporting our families. However, as a registered charity, there are rules and procedures we are legally obliged to follow.

This policy aims to clarify the use of the logo for third party fundraisers.

1. WHY THIS POLICY EXISTS

FOP Friends is a registered charity in the UK (England and Wales) 1147704 and Scotland SC046950. You must receive written permission from FOP Friends to use our charity numbers for any fundraising.

The FOP Friends logo is a registered trademark and must not be used without written permission from FOP Friends. Anyone fundraising for FOP Friends must be clear that they are doing so 'In Aid Of' FOP Friends, and not on behalf of us.

FOP Friends is a member of the Fundraising Regulator and adheres to their guidance for best practice. All third-party fundraisers must adhere to their guidance. For their full fundraising guidelines please visit their website.

2. HOW TO USE OUR LOGO

Our logo consists of four colours. When a single colour is required, then the colour chosen should be white. These are our brand colours and are recognised both nationally and internationally. The logo must only be used as provided to you. It must not be recreated, altered, recoloured or distorted in any way. It remains our intellectual property.

You may only use our logo and charity number in relation to fundraising events in aid of FOP Friends. Where only a proportion of the raised monies will be going to FOP Friends, this must be clearly stated on all information.

All proceeds raised from the event must be sent to FOP Friends within 28 days of the event. If this is not possible for any reason, please contact FOP Friends immediately to discuss. **If the monies raised are for personal use (e.g. providing adaptive equipment) and not for FOP Friends, then the logo must not be used.**

In view of the personal and sensitive nature many people living with FOP experience, you must not harm our reputation in any way.