

# Registration Logo Guidelines - July 2019

# Registration Logo

## Introduction

If you're running a charity, then you'll be aware of the legal requirement to promote your charitable status to the public. This is set out in section 15 of the Charities and Trustee Investment (Scotland) Act 2005. We've produced guidance on our website about what's required for easy reference.

Aside from the legal requirement, it's good practice and good sense to show the public that you're a charity. It demonstrates transparency, encourages goodwill, inspires public trust and confidence and, hopefully, encourages more donations.

The Scottish Charity Regulator (OSCR) has produced a charity registration logo that you can download free of charge and use on your charity's website, email signatures and publications.

- **What's it for?** It's an easy way to show the public that your organisation is a charity registered in Scotland. It's bright and bold, and we hope that as many charities as possible use it to highlight individual entries in the Scottish Charity Register.
- **How should it be used?** The guidelines in this document explain how the free logo should be used. To download it, all you have to do is go to the charity's entry in the Scottish Charity Register and click on the link.
- **Why is it needed?** Charity law says that you have to promote your charitable status on certain documents. We think it's a good idea to be as transparent as possible, and show the public clearly that you are registered, with a link to further information about your charity where possible.
- **Can it be used on printed material?** Yes, in February 2016 we produced a logo intended for electronic use only. The feedback we received showed that organisations wanted to use a logo on printed materials as well. This latest version comes in a variety of formats so you can highlight your charitable status on a range of items.
- **Do you provide technical support?** We don't but the artwork is available in the most popular formats and it should be very easy to download and incorporate where necessary. If you do have a problem with the download, you can contact us.

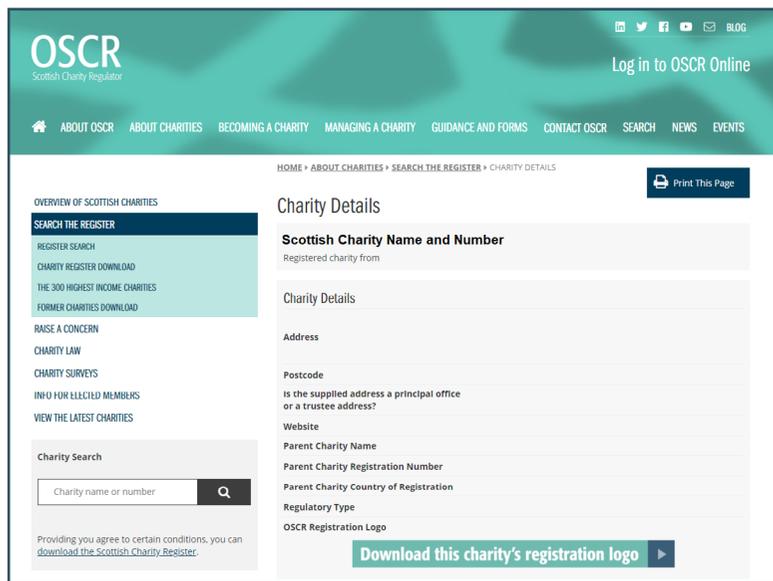
Hopefully you will find this useful. And as well as using the logo yourself, please share its availability with other charities that are registered in Scotland.

# Registration Logo

## How to get your charity's logo

A link to a charity's logo pack can be found on its Scottish Charity Register entry at [www.oscr.org.uk](http://www.oscr.org.uk).

The link is in the field named 'OSCR Registration logo' under Charity Details. When you click on 'Download this charity's registration logo' the logo pack will start to download.



The logo is available in primary and secondary colours and has portrait and landscape versions.

The logo pack contains the following formats:

- JPEG
- PNG
- TIFF

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## Usage Guidelines

1. The original logo should always be used as downloaded and never recreated.
2. Do not remove or change the logo's text.
3. Do not distort the logo.
4. Do not rotate the logo.
5. Ensure the logo has the correct exclusion zone and web page positioning. (see below)
6. When the logo is used in a document footer or publication, please ensure the charity number is easily readable.
7. If the logo is used in an email signature or on a website please hyperlink it to your charity's register entry where possible.

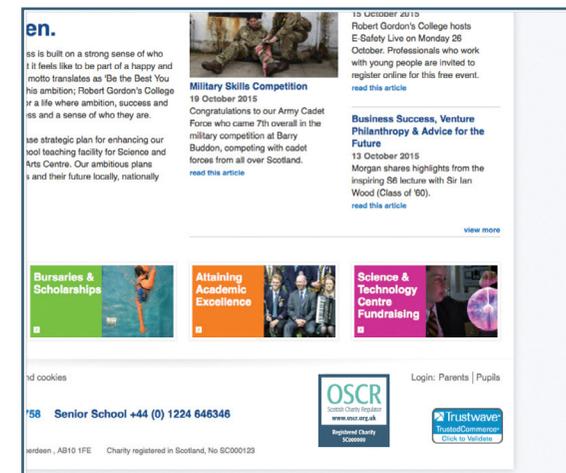
## Exclusion zone

When positioning of the registration logo must ensure that there is at least an 'O' width between the logo and other items/margins.



## Webpage positioning

We suggest that the logo should be positioned at the base of your website within the footer area.



## Registration Logo

### Primary logo application

The primary logo should be used only on suitable coloured backgrounds. Below is an example of correct and incorrect application.

Personal judgement should be used when choosing the correct logo format and a monochrome version is also included in the logo pack.



## Registration Logo

### Secondary logo application

The secondary logo should be used only on suitable coloured backgrounds. Below is an example of correct and incorrect application.

Personal judgement should be used when choosing the correct logo format.



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