



**GREAT
ORMOND
STREET
HOSPITAL
CHARITY**

'IN AID OF' LOGO GUIDE

Thank you for supporting us. Please use our 'In aid of' logo on your promotional materials advertising your event. This is different from the main charity logo. It makes it clear you are fundraising in aid of Great Ormond Street Hospital Children's Charity but that you don't represent the charity.

The logo should only be used as provided to you. It should never be recreated, distorted or redrawn in any way.

The 'in aid of' logo has been placed in a box to retain consistency on all materials. Purple and white versions are available and you choose either to suit your design.

The logo should be positioned at the top or bottom of any layout. It must always be accompanied by our registered charity line.

APPROVAL

All uses of the logo should be approved by the Community Fundraising team before printing items featuring the logo.

THE REGISTERED CHARITY LINE

Great Ormond Street Hospital Children's Charity is legally obliged to disclose that it is a registered charity by including the registered charity line (below) wherever you see the 'In aid of' logo. The only exceptions are branded items like balloons, pin badges and t-shirts. Please check with the Community Fundraising team if in doubt.

Great Ormond Street Hospital Children's Charity.
Registered charity no. 1160024.



FURTHER INFORMATION

Please contact the Community Fundraising team at community.events@gosh.org

WHAT TO SAY

When talking about your event, you can say:

"<Name of event> raising funds in aid of Great Ormond Street Hospital Children's Charity".

When you talk about the cause, you can use the following wording. This has been developed as the most accurate and succinct way to articulate the need for fundraising.

"Every day brings new challenges at Great Ormond Street Hospital (GOSH).

Every day, 618 children and young people from across the UK arrive. Every day, doctors and nurses battle the most complex illnesses, and the brightest minds come together to achieve pioneering medical breakthroughs. And every day is a chance for you to make a difference.

This extraordinary hospital has always depended on charitable support to give seriously ill children the best chance to fulfil their potential.

A better future for seriously ill children starts here."