



GREAT ORMOND STREET
HOSPITAL CHARITY

'In aid of' logo guidance

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 Great Ormond Street Hospital Charity (the "Charity") logo. It makes it clear you are fundraising in aid of the Charity but that you don't represent us.

Approval

The Charity owns the rights to the logo and Great Ormond Street Hospital.

As such, all use of the logo should be approved by your contact at the Charity before printing any item featuring the logo. If we do not approve the use of the logo, your contact at the Charity will let you know, and you will be able to amend your use and send it back to us to approve.

How to use the logo

You will only use the logo in relation to fundraising events for the Charity, and all proceeds raised will be sent to us within 28 days of the event.

Full colour (blue tear) and white-out (scribble) versions are available, and you can choose either to suit your design.



The logo should be positioned at the top or bottom of any layout.

The logo should only be used as provided to you. It should never be recreated, distorted or redrawn in any way or used outside the United Kingdom or European Union without our consent.

In view of the sensitive nature of our work, use must not harm our reputation. All use must comply with this guide and any applicable terms and conditions that may be supplied to you.

If you have previously used the logo for fundraising events, please ensure you regularly review this guide each time you receive it in case of any updates, or if any changes to the logo have been made.

Please do not upload our 'in aid of' logo to AI platforms to generate your own version. GOSH Charity owns the rights to the logo – it cannot be edited. AI-generated images may infringe on existing copyright protections.

The registered charity line

Great Ormond Street Hospital 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 us if in doubt.

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

What to say

When talking about your event, you can say:

"<Nameofevent> raising funds in aid of Great Ormond Street Hospital 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.

Together we stop at nothing to raise funds to give seriously ill children childhoods that are fuller, funner and longer. We help Great Ormond Street Hospital go above and beyond for seriously ill children, enabling kinder and better treatments, bringing hope for children with the rarest and most complex illnesses, and making hospital a little bit easier and a lot more fun for the thousands of children who are treated here every year.

While the NHS funds the day-to-day running of Great Ormond Street Hospital, it has always depended on charitable support to make it extraordinary. And we depend on supporters like you to make it happen.

Together, we can give seriously ill children the best chance, and the best childhoods, possible. Be part of it.

Further information

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