



FUNDRAISING  
**REGULATOR**

# **Fundraising Badge guidelines**

Effective January 2025

## About the Fundraising Badge

The Fundraising Badge is the logo that says, 'registered with Fundraising Regulator'.

The Fundraising Regulator is the independent regulator of charitable fundraising in England, Wales and Northern Ireland. You can use the **Fundraising Badge** if your organisation has registered with us. By displaying the badge, your organisation is demonstrating its commitment to fundraising in a way that is legal, open, honest and respectful in line with the **Code of Fundraising Practice**.

By doing so, the public can have confidence in the way that you carry out your fundraising activities. You could also access more fundraising opportunities, as our research shows that donors are more likely to give to organisations that display the badge. It's important that you use the badge in line with our guidelines **and the Terms and Conditions of registration**. Always check the **registered users' area** on our website to ensure you have downloaded the most up-to-date guidelines.

If after reading these guidelines you still have a question about the badge, you can contact us by using our online form, emailing [admin@fundraisingregulator.org.uk](mailto:admin@fundraisingregulator.org.uk) or calling **0300 999 3407** (Monday to Friday, 09.30 am – 4.30 pm).



## Displaying the badge

You must display the Fundraising Badge on all your fundraising materials to demonstrate that your organisation is committed to the fundraising standards in the Code of Fundraising Practice.

A fundraising material is any communication that is used to ask for money or other property for charitable purposes – either print, digital or video content. For example:

- letters asking for donations or support
- information leaflets with a fundraising request
- envelopes that ask the recipient to donate
- event t-shirts that include information on how to donate
- collection buckets used to collect cash or card donations
- television advertisements with a call to action to donate
- social media graphics for a fundraising campaign
- website donation pages.

You can also use the badge on other materials to show that you are registered with the Fundraising Regulator, including:

- email signatures
- letterheads
- brochures
- leaflets and promotional materials.

However, we **do not** expect you to include the badge on your communications that are not about fundraising.

## Displaying the digital badge

We have launched the Digital Fundraising Badge, a live badge that displays your current year of registration and with just one click takes users to your organisation's page on our **Fundraising Directory** so that potential donors can see your registration with the Fundraising Regulator

The Digital Fundraising Badge can be found on a charity's website, social media and any other digital platforms they use.

You might/can see the Digital Fundraising Badge on:

- an organisation's website
- a charity's adverts on the internet
- donation pages on websites
- charity social media posts about fundraising



## General principles for using the badge

The badge can be downloaded in a variety of formats from the **registered users' area** of the Fundraising Regulator's website. All versions of the badge contain a roundel icon (a circle containing the letters 'FR') and wordmark (for example: the words 'registered with Fundraising Regulator').

When using any of the versions you must:

- always use the original artwork - do not try to re-create it
- make sure it is clearly visible so people can read it easily; and
- add alternative text (where appropriate) to describe the image in an accessible format - say "The Fundraising Badge, the logo that says, 'registered with Fundraising Regulator'".

You must not:

- distort, stretch or warp the length to height ratio; or,
- change the layout, font type or brand colours.

## Primary and Secondary versions

You should always aim to use the primary version of the badge.

You may use the secondary version if you do not have enough room to use the primary badge with the minimum amount of clear space or sizing, or it may become distorted due to the layout of your materials.

Primary



Secondary

Registered with



Primary black



Secondary black

Registered with



Primary white



Secondary white

Registered with



## Colour, black and white versions

Always aim to use a full colour version. However, if:

- a background image or block colour makes the full colour version hard to see
- another organisation's brand colours clash with our brand colours; or
- the way materials are being printed would affect the badge brand colours

use the black or white versions instead.

The black versions must be used on light coloured backgrounds and the white versions must be used on dark coloured backgrounds.

Never change the colour of the badge to match the colour palette of your organisation's brand or materials.

## English and Cymraeg (Welsh) versions

Bilingual versions of the badge that display both the English and Cymraeg (Welsh) language are available for your use.

You may especially wish to use them if your fundraising organisation has a presence in Wales or regularly engages with people living in Wales.

Bilingual primary



Bilingual secondary



Bilingual primary black



Bilingual secondary black



Bilingual primary white



Bilingual secondary white



## Exceptional uses

### Where multiple organisations are involved in the fundraising activity

If more than one organisation is referenced on fundraising materials, but not all of them are registered with the Fundraising Regulator, it must be made clear which organisations are allowed to use the Fundraising Badge.

You can do this by adding text or design features to distinguish between the organisations that are registered and those that are not. For example, using the phrase “Only [name of organisation] is registered with the Fundraising Regulator” or by putting a border around the logo of the organisation that is registered, together with the badge.

### Using a statement instead of the badge

There are rare occasions when it would be impractical to use the badge due to the size or nature of the fundraising material. For example, when producing accessible content for people who cannot see visual materials.

In these circumstances, you can use the statement “Registered with the Fundraising Regulator” instead of the badge. However, we would expect this to be displayed prominently, using at least the same sized font as used throughout the fundraising material.

## Colours, space and sizing

### Brand colours

The badge should only appear in our brand colours. This makes it easy for people to recognise it as authentic.

Never change the colour of the badge to match the colour palette of your brand or materials. If the full-colour badge does not match your branding, use either the black or white versions.

Digital and print mediums render colour differently so it's important you use the correct colour type. RGB and HEX are for digital design formats, whereas CMYK is for designs that are intended to be professionally printed.

### Space

For all versions, the minimum clear amount of space around the badge must be equal to or greater than the height of the text within the roundel icon (the letters 'FR' inside the circle).

This space protects the badge by separating it from other text, images or graphic elements that would compromise its distinctiveness.

	FR Purple	FR Grey	FR White
R	141	87 87	255 255
G	29	86	255
B	130	575756	FFFFFF
HEX #	8D1D82		
C	0	0	0
M	79	0	0
Y	8	1	0
K	45	66	0



## Sizing

You must not make the roundel icon any smaller than:

- Primary: 12 mm or 45 pixels high
- Bilingual primary: 16 mm or 60 pixels high
  
- Secondary: 15 mm or 57 pixels wide
- Bilingual secondary: 20 mm or 76 pixels wide

There is no maximum size restriction, but please use a vector file format (.svg .eps or .ai) if you're using the badge at a larger size so that it remains clear and legible.

## High and low resolution

'High resolution' is a relative term, as it depends on the image size and other factors. We recommend the badge to be a minimum of 300 pixels per inch (300 ppi) for digital or 300 dots per inch (300 dpi) for print to appear hi-res.

Vector file types (.svg .eps or .ai) are preferred, as they will result in sharp images, but where this is not possible a .png or .jpg file type is appropriate.





## Digital Fundraising Badge

The Digital Fundraising Badge can be added to your website to confirm the year of your registration with the Fundraising Regulator. This will be updated automatically following your renewal - you will not need to update the badge HTML to reflect each new registration year.

To provide your supporters with further confirmation of your registration, the digital badge will link to your page in our [Fundraising Directory](#).

## Putting the digital badge on your website

You will need to log in using your organisation's details to our website's **Registered Users' Area** to add the digital badge to your website. From there you can:

- add your site domain so you can use the digital badge - you can paste the address of a page on your website into the form
- copy our HTML snippet of your digital badge (available in different colours, sizes and versions)

You can then add this to your website by:

- logging into your website's content management system (CMS) and pasting it in as an HTML widget or similar (depending on your page editor's terminology), and following your platform's or CMS's documentation
- position and size it using the drag-and-drop tools in your page editor

## Colours, versions and sizes

Similar to the Fundraising Badge, we have provided colour and black and white versions of the digital badge. The digital badge is also available to download in different sizes, and bilingual versions of the digital badge that display both the English and Cymraeg (Welsh) language are available for your use.

The same principles for using any version of the digital badge apply as for the Fundraising Badge. Please refer to pages 4-8 above in these guidelines.



## Help using the digital badge

More details and FAQs on how to add the digital badge to your website, including specific instructions for some of the most frequently used CMS's, are available on the [Fundraising Badge guidelines page](#) on our website.



FUNDRAISING  
**REGULATOR**

[www.fundraisingregulator.org.uk](http://www.fundraisingregulator.org.uk)

2025 © Fundraising Regulator

Fundraising Regulator is a company limited by guarantee (no. 10016446) in England and Wales.  
Our registered office address is 50 Featherstone Street, Old Street, London, EC1Y 8RT.