

# Corporate supporter guidelines for use of Somerset Wildlife Trust's logo



The Trust encourages Corporate Supporters to use the relevant Corporate Supporter logo on their publicity materials to promote their support, and as a celebration of working together for Somerset's wildlife and wild places and the county's natural environment as a whole.

## **The following guidelines will need to be followed:**

The Corporate supporter logo can be used on a Corporate supporter's website and on digital properties such as email marketing, provided that:

- It is used in full as given and not as part of any other image or non-Somerset Wildlife Trust logo.
- It is hyperlinked to the Trust's homepage [www.somersetwildlife.org](http://www.somersetwildlife.org).
- It is only used for the duration of the term of the support being provided ie. the year of membership.

The Trust's Corporate Supporter logo can be used on printed material, for example:

- In public literature such as headed paper, compliment slips, posters, leaflets, menus or catalogues.
- In internal magazines and periodic newsletters.
- The minimum size of the logo should be 25mm x 25mm.

The Trust's Corporate Supporter logo can be used on a Corporate Supporter's email signatures, providing that:

- It is no larger than the company's own logo.
- It is hyperlinked to the Trust's homepage [www.somersetwildlife.org](http://www.somersetwildlife.org).

In all cases, the Trust's Corporate Supporter logo:

- Cannot be used in any way to indicate endorsement or sponsorship of any idea, service, activity or position of a Corporate Supporter and an indemnity must be signed to say that this is understood.
- Cannot be used; on any business products, unless a specific sponsorship or cause related marketing agreement has been developed and agreed, or; on company vehicles, without prior approval.
- Must be used to the correct dimensions – at least 20 mm high.

Following any termination of their support, the Corporate Supporter must remove the Trust's Corporate Supporter logo from its publicity materials within one month.

The logo will be supplied in electronic format, as a jpeg. Other formats will be available on request.

**Business Supporter logo indemnity:**

I wish to use the Trust's Corporate Supporter logo as a demonstration of support for Somerset Wildlife Trust, and in empathy with its charitable purposes. I understand that use of the logo for any other purpose is prohibited and undertake not to use the logo to endorse any idea, service, activity, position or product of the business, without prior consent of the Trust.

I hereby indemnify Somerset Wildlife Trust for any loss of damage it may suffer as a result of unauthorised use. I acknowledge that permission to use the said logo is valid only for the period of our support of the Trust. I understand that, following any termination of our support, I must remove the Corporate supporter logo from materials within one month.

Business name:

Signature:

Print name:

Date:

