



Official AFP Guide to Logo Usage, Brand Protection and Social Media

VERSION 2.1



This manual provides basic graphic standards for the use of the Association of Fundraising Professionals (AFP) name, logo, and identity. These guidelines are intended to assist AFP chapters and members in their use of the name and their chapter logo in a manner that complies with the brand identity objectives of the association.

In addition, this manual provides AFP chapters and members guidance and best practices on social media that can be used in the workplace and shared with their leaders, staff, consultants, volunteers, members, stakeholders and affiliated groups.

AFP's brand identity can only be established through accurate and consistent usage throughout North America and the world. Alterations and distortions of our common name and logo dilute their impact, weaken our identity, and endanger the legal protections afforded our trademarks. Uniform use of our name and logo is essential for creating an internationally recognizable identity and reference for our chapters and members.

If you have questions about the AFP name or use of the AFP logo, please contact the international headquarters at (800) 666-3863 or paaffairs@afpnet.org.

Acceptable Applications

Below are the correct applications of the AFP logo and/or chapter specific logo.

Note: The colors vary depending on paper selected. The AFP logo is used for demonstration purposes only. Please use your chapter specific logo for marketing and branding purposes. See page 7.

Positive Two-Color Usage



Uncoated Paper

This is the correct positive two-color logo in PMS 072 U (blue) and PMS 115 U (gold).

Coated Paper

When printing on coated or glossy paper, use PMS 072 C (blue) and PMS 123 C (gold).

Single-Color Usage



This is the correct positive one-color logo in black.



This is the correct positive one-color logo in PMS 072 (blue).

Positive Two-Color Usage



This is the correct reversed one-color logo in white.



This is the correct reversed two-color logo in PMS 115 U (gold) and white, on uncoated paper. When printing on coated or glossy paper, PMS 123 C will be used in place of 115 U.

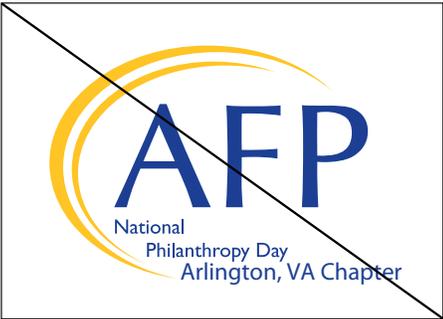
Unacceptable Usage

AFP Brand Mark

Below are a few examples of logo misuse. Each of these alterations distorts the AFP brand and dilutes our efforts to create and establish a consistent, international identity. If you have any questions, please contact the international headquarters at (800) 666-3863 or paffairs@afpnet.org.



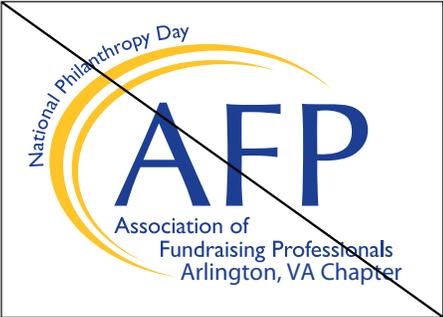
Do not alter the relative position of any part of the logo.



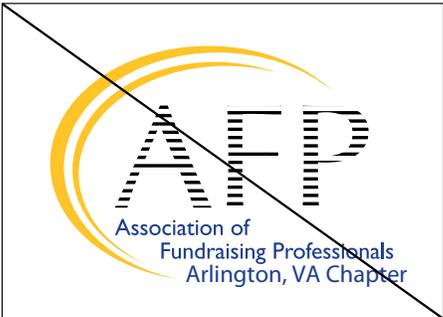
Do not replace “Association of Fundraising Professionals” with other text.



Do not set letters in another type style.



Do not add text to the logo.



Do not color the logo in any way not specified in this guide without proper consent.



Do not color the logo in any way not specified in this guide without proper consent.

Logo Colors and Type

Colors in Print Communications

Uncoated

CUSTOM COLOR	4-COLOR PROCESS	CUSTOM COLOR	4-COLOR PROCESS
 PANTONE® 072 U	Cyan: 100 Magenta: 79 Yellow: 0 Black: 0	 PANTONE® 115 U	Cyan: 0 Magenta: 9 Yellow: 79 Black: 0

Coated

CUSTOM COLOR	4-COLOR PROCESS	CUSTOM COLOR	4-COLOR PROCESS
 PANTONE® 072 C	Cyan: 100 Magenta: 79 Yellow: 0 Black: 0	 PANTONE® 123 C	Cyan: 0 Magenta: 30 Yellow: 94 Black: 0

Pantone is a registered trademark of Pantone Inc.

To ensure faithful color reproduction, always use the Pantone Matching System (PMS). If you are using an outside supplier, be sure to provide them with these color formulas (depending on whether the job is printed with custom color or process inks) to ensure correct color reproduction.

Please note: Pay careful attention when selecting paper. The PMS colors selected are different when printing on coated and uncoated stock.

Colors in Electronic Communications

CUSTOM COLOR	HEXADECIMAL COLOR	CUSTOM COLOR	HEXADECIMAL COLOR
 PANTONE® 072	Red: 3D Green: 00 Blue: A4	 PANTONE® 123	Red: FF Green: CD Blue: 00

Pantone is a registered trademark of Pantone Inc.

Use the Red Green Blue (RGB) formulas when your end product will be viewed on screen, as with online projects or interactive presentations. With online projects, you may need to select colors from a computer's system palette. When making a color selection from a computer's system palette, always match the colors to the RGB formulas as shown. Do not depend on your screen to match the colors accurately, as they may vary from one system to another.

Logo Typefaces

Optima

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

If you choose to match the typefaces used in the logo with the text in your printed material, the typefaces used are Optima and Gill Sans. We strongly suggest that you use the official, camera ready or electronic logo provided. Do not recreate the logo using type. Any alterations to the type would prevent an exact replication. These typefaces can be ordered from the Adobe Type Library. Call (800) 294-1724.

Usage

Use by Members

Member of:



Strict requirements govern the use of the AFP name, identity, and logo. The AFP name, identity, and logo may not be used in any way that is misleading. Unless a specific license has been granted by AFP, the AFP name, identity, and logo may not be used in a manner that suggests or implies AFP endorsement or approval of any person, product, service, or activity. An individual who is in good standing with AFP may, strictly consistent with these guidelines, use the AFP name and logo, provided such use is in conjunction with the phrase “member of” as illustrated. Chapter materials, including those online, such as stationery, email, brochures, fliers, memos, etc., should comply with these usage guidelines and use the specific logo for your chapter. All graphic elements and stylistic usage of the AFP name, identity, and logo are subject to pending service and/or trademark registration. Without prior written consent, individuals and chapters may not license or otherwise authorize the use of such marks by third parties in any manner. Please contact the international headquarters if you have questions in this regard.

In Text

Strict requirements govern the use of the **Association of Fundraising Professionals** (AFP) name, identity, and logo. The **AFP** name, identity, and logo may not be used in any way that is misleading.

~~Strict requirements govern the use of the Association of Fundraising Professionals (AFP) name, identity, and logo. The **A.F.P.** name, identity, and logo may not be used in any way that is misleading.~~

When referring to the association in text, use the full name in the first reference, followed by the abbreviation in parentheses. Subsequent references to the association may be done with AFP. Do not use internal periods (that is, A.F.P.).

Chapter Identification

Logo



To assist chapters in branding themselves in their local communities, AFP has developed chapter-specific logos for each of our almost 200 chapters. You will find your chapter's logo at www.afpprintq.com where you may purchase chapter supplies to be printed with your chapter logo and you may download your logo for use on your website and promotional materials (NO CHARGE to download your logo). Logos are available in high-res format for use on printed materials and in low-res format for use on your website.

Chapters may not use the generic AFP logo which is reserved for the exclusive use of AFP International Headquarters. Chapters should convert all current usage of the AFP logo to their own chapter-specific logo (including websites, stationery, brochures, etc.) to establish your own local identity as a chapter of the international association.

Note: Please see page 8 for the Chapter Logo Naming Convention.

Logo



1. **Chapter Logo placement** – Place your chapter logo in the upper left corner.
2. **List of board members or officers** – If you choose to include a list of chapter board members or officers, please do so on the far left side of the page below the AFP logo.
3. **Special-event logo** – You may include a special-event logo, i.e., National Philanthropy Day, on your chapter's letterhead. Please place your special-event logo on the lower right side of the page above the address. If you place your chapter name above the address, please place your special-event logo on the upper right-hand corner.
4. **Graphic element** – If you wish to include the graphic element (blue arcs) on your letterhead, please contact the international headquarters for the electronic file.



Business Member Identification

AFP's Business Memberships are organizational memberships that afford recognition to for-profit member companies that subscribe to the AFP Code of Ethical Principles and Standards in their work within the fundraising profession.

There are two levels of membership in this category:

Executive Circle



The AFP Business Member logo shall be used by the Executive Circle Business Member only (individuals or subsidiaries of the Business Member may not use the Business Member logo) to demonstrate its membership in AFP and its support of the AFP Code of Ethical Principles and Standards. Use of the AFP Business Member logo does not state, suggest, or imply any endorsement, affiliation, or sponsorship of any business member product or service. Accordingly, no entity or individual may, in any written, verbal or electronic communication, including, but not limited to press releases, promotional materials, advertisements, articles, videotapes, emails, telephone calls or face-to-face discussions, state or imply in any way that AFP has endorsed, recommended, approved, sponsored, or taken any other position regarding the business member or any business member product or service. The engagement of any Business Member is at the discretion and independent judgment of the engaging party.

Only Executive Circle Business Members have the exclusive use of the AFP business member logo.

Endorsers Level

COMPANY is a Business Member of the Association of Fundraising Professionals (AFP) and endorses the AFP Code of Ethical Principles and Standards.

Endorsers may use specific language provided by AFP on their websites, stationery and marketing materials to indicate support of the AFP Code of Ethical Principles and Standards.

For information on becoming a Business Member, please contact AFP international Headquarters at 800-666-3863.

AFP Brand Protection Policy Guidelines & Procedures

AFP Brand Protection Policy

The official name, acronym, logo, and trademarks of the Association of Fundraising Professionals (AFP) are owned by AFP and shall be reserved for the exclusive use of the international association, and may only be used by chapters as authorized in accordance with the AFP Logo Usage Guide, or as authorized in writing by the AFP international headquarters office.

AFP Brand Protection Policy Guidelines

To more effectively brand local chapters in their respective communities and provide them with increased visibility, chapter-specific logos have been prepared in compliance with AFP's naming convention for chapters. They are available for download at www.afpprintq.com—AFP's print-on-demand site that houses membership marketing materials available at no charge to chapters as well as supplies and merchandise for purchase by chapters. Chapter-specific logos shall be used by AFP chapters on all chapter materials, websites and promotional materials always in compliance with the Logo Usage Guide.

With the goal to consistently brand the Association of Fundraising Professionals (AFP) at the international and chapter level, the following guidelines have been developed to work in collaboration with the Brand Protection Policy. Please note that if there are any questions about entering a relationship with another organization, a telephone call to AFP IHQ should be the first step of action in order to gain better understanding from both perspectives.

Chapter Logo Naming Convention

A Chapter shall adopt and use its name in accordance with these provisions:

Chapter name as contained in the chapter's bylaws.

Example: Greater New York Chapter

Chapters with names that do not clearly identify their location (city and/or state/province or well-known geographic area contained within the name) or that is the same as other chapters in other locations (Capital, Central, Tri-State, etc.) shall be required to use the suitable location abbreviation before the chapter name.

Example: IA, Tri-State Chapter

Example: VA, Tri-State Chapter

Example: MX, Baja California Chapter

Chapters with common "city" names contained within the chapter name shall be required to use the state abbreviation preceding the chapter name.

Example: IL, Springfield Chapter

Example: MO, Springfield Chapter

Chapters may not alter the prepared logo without the expressed permission of the Association of Fundraising Professionals (AFP)

Sponsorships And Collaborative Relationships

AFP chapters entering certain types of relationships (sponsorships and/or collaborations) with other entities or organizations shall use their chapter-specific logo for cross-marketing purposes in accordance with the Logo Usage Guide. Chapters also may use their names in conjunction with logos created for projects or programs that they sponsor or in which they are collaborating, also in accordance with the AFP Logo Usage Guide.

Commercial

Chapters may enter sponsorship agreements with national and international for-profit entities such as financial institutions, consulting firms, software companies, etc., that are active within their service and/or geographic area. Chapters that wish to enter a relationship with such national/international based nonprofit organizations that have business presence and professional contacts within their respective chapter's geographic boundaries shall apply prospect clearance procedures set forth below and confer with and/or obtain written agreement from the local AFP chapter in that area. If no AFP chapter exists in the market area, chapters shall first identify and acknowledge intent to approach the prospect through AFP international headquarters under the same procedures as provided below.

Organizations

In most cases, Chapters enter relationships (sponsorships and/or collaborations) with chapters of national or internationally based nonprofit organizations. AFP Chapters that wish to enter relationships (sponsorships and/or collaborations) with chapters of national or international based nonprofit organizations that have business presence and professional contacts within their chapter's geographic boundaries shall apply prospect clearance procedures set forth below and confer with and/or obtain written agreement from the local AFP chapter in that area. If no AFP chapter exists in the market area, chapters shall first identify and acknowledge intent to approach the prospect through AFP international headquarters under the same procedures as provided below.

Examples of local/regional organizational collaborators:

Local chapters of the National Committee of Planned Giving (NCPG), United Way, Public Relations Society of America (PRSA), Direct Marketing Association (DMA) and local society's of the American Society of Association Executives (ASAE).

Procedures

- Because AFP's mission includes educating members and non-members to advance ethical and effective fundraising, efforts by chapters to work with national nonprofits to further this mission are encouraged.
- AFP Chapters are also encouraged to enter collaborative and sponsor relationships with national and international organizations that have business presence and professional contacts within a chapter's geographic boundaries
- In both instances, Chapters agree to clear a prospect within a head office of said organization with the local chapter and/or IHQ prior to making contact.

If an AFP chapter wants to enter an agreement with a national/international entity or a chapter of a national/international based nonprofit organization that is outside the chapter's service area, the clearance process is as follows:

- The chapter shall send to AFP international headquarters' President and CEO or its designee a copy of the proposed sponsorship or collaborative agreement along with the name(s) of the organizations with which

the chapter intends to enter the agreement(s). AFP international headquarters' staff shall have 10 business days upon receipt of the request to respond to the request for approval and communicate the decision to the chapter.

- Chapters collaborating with membership organizations that appear to use collaborative relationships as a way to lure AFP members away from AFP will be asked to cease the relationship in the nearest timeframe possible.

Examples of national/international organizations that require authorization before chapters may enter into these types of relationships:

NOTE: This list is regularly updated and can be accessed in the member only section of the afpnet.org website. The list below is as of June, 2008

Association of Healthcare Philanthropy (AHP)	European Fundraising Association (EFA)	Association of Philanthropic Counsel (APC)
Council for the Advancement and Support of Education (CASE)	Fundraising Institute Australia (FIA)	Canadian Association of Gift Planners (CAGP)
Direct Marketing Association (DMA)	Fundraising Institute of New Zealand (FINZ)	Council for Resource Development (CRD)
American Society of Association Executives (ASAE)	Dutch Fundraising Association	International Catholic Stewardship Council (ICSC)
Council on Foundations (COF)	French Fundraising Association	Institute of Development Professionals in Education (IDPE)
CFRE International (CFRE)	German Fundraising Association	National Catholic Development Conference (NCDC)
Independent Sector (IS)	Polish Fundraising Association	North American YMCA Development Organization (NAYDO)
United Way of America	Institute of Fundraising (United Kingdom)	Philanthropic Service for Institutions (PSI)
American Red Cross (ARC)	Hispanics in Philanthropy (HIP)	
Resource Alliance (RA)	Blacks in Philanthropy (BIP)	
Imagine Canada (IC)	Association of Christian Development Professionals (ACDP)	
Volunteer Canada (VC)	Association of Lutheran Development Executives (ALDE)	
Canadian Marketing Association (CMA)		

Disclaimer For Directories Or Programs

The following text should be included in any online and/or printed directories, printed products, publications or programs that are produced by AFP international headquarters or its chapters.

“This directory/program and its contents are proprietary to the Association of Fundraising Professionals (AFP). The contents of this directory/program may not, in whole or in part, be reproduced, copied, disseminated, entered in a computer database, used as part of or in connection with the preparation, revision or confirmation of a mailing, telephone, fax, email or other marketing list, or otherwise utilized, in any form or manner or by any means, except for the user’s individual, personal and confidential reference, unless explicitly provided for by separate written authorization by AFP. A listing or reference in this directory/program neither constitutes nor implies an endorsement by AFP.”

Distribution of AFP Member Email Addresses

AFP (chapters and international headquarters) shall not sell, rent or otherwise distribute AFP or chapter lists of email addresses of AFP members for promotional or other purposes, except in accordance with this Policy or written authorization by AFP.

When sponsorship or collaborative agreements include the opportunity for marketing to conference attendees, chapters shall ensure that a “one-time use” agreement is in place and adhered to and that the list provided is limited to conference attendees.

Because sponsorship agreements usually provide for sponsor access to attendees for promotion of the sponsor’s product, registering for conferences usually means a member will receive some type of marketing message. It is **required** that an opt-out of promotional materials be made available on registration materials and adhered to in all circumstances.

Mailing List Rental Information For Members And Nonmembers

AFP (international headquarters and chapters) will, on a one-time basis only, rent mailing addresses of members. That list will not include members who have opted out from receiving such communications. For AFP International Headquarters, list rental requests must be submitted in writing on the requesting organization's letterhead and must be approved in writing by AFP international headquarters. Requests must include the following:

- Company/chapter name, contact, address, phone, fax and email information
- Date needed
- Exact description of list needed
- A sample of the mailing piece must accompany the written request

AFP reserves the right to deny list rental requests.

All lists are for direct-mail purposes only. List rentals contain mailing information only; phone, fax, and email addresses are not included.

Summary: Social Media Guidelines: Ethical, Safe and Effective Practical Standards

The goal of AFP's *Social Media Guidelines* is to both provide fundraising professionals guidance on social media for their workplace and to establish guidelines for Organization leaders to use with their staff, consultants, volunteers, members, stakeholders and affiliated groups. This document also covers the conduct and expectations of the public when participating in an organization's social media or social networking platforms.

Social media is an area that moves quickly and can be challenging, so it is important for Organizations such as AFP to provide resources for members and volunteer leaders. It's also crucial to support ethical guidelines that already exist with details and applications in the digital age. As the organization that links all of the different disciplines of fundraising, AFP is working to bring together the various pieces of this puzzle and provide a comprehensive view of social media. Please access the full Guidelines for the complete standards, guidelines and examples.

Organization and Affiliate Organization Staff, Consultants, Volunteers, Members and Stakeholders

Organizations fully respect the legal rights of its employees, consultants, volunteers, members and stakeholders. In general, what a person does on their own time is his or her affair. However, activities in or outside of work that affect job performance, the performance of others, or Organization business interests are a proper focus for Organization policy.

The following guiding principles apply to Organization and Affiliate Organization staff, consultants, volunteers, members and stakeholders who are asked to participate in social media as part of their job or Organization responsibilities or who participate to advocate and advance professional fundraising interests and endeavors, or personal interests related to charity and nonprofits. Failure to abide by these guidelines could put a person's participation, employment and membership with the Organization or Affiliate Organization at risk.

1. Follow Appropriate Industry Laws and Guidelines
2. Be Informed and Interesting—and Listen
3. Always Be Respectful, and Be Polite When Disagreeing
4. Make Sure You Properly Attribute All Content
5. Be Responsive
6. Use Discretion At All Times
7. Transparency, Honesty, and Integrity Are Paramount
8. Don't Mix Worlds—Know the Line Between Professional and Personal
9. Be Authorized and Official
10. Respond to Violations of Standards

Public (Non-Members/Non-Stakeholders)

By participating in Organization and Affiliate Organization social media (forums, discussions, blogs, etc.), public users agree they will **not** do the following:

1. Post material that the Organization or Affiliate Organization determines is threatening, harassing, illegal, obscene, defamatory, libelous, or hostile towards any individual or entity.
2. Post phone numbers or email addresses of themselves or any other individual or entity in the body of their comments.
3. Post material that infringes on the rights of the Organization or any individual or entity, including privacy, intellectual property or publication rights. This includes the improper use of (but is not limited to) images, logos, videos, content, documents, white papers, etc.
4. Post material that promotes or advertises a commercial product or solicits business or membership or financial or other support in any business, group or organization.
5. Post chain letters, post the same comment multiple times, or otherwise distribute SPAM.
6. Allow any other individual or entity to use their identification for posting or viewing comments.
7. Post comments under multiple names or using another person's name.

If a user is found to be in violation of any of these Standards, Organizations and Affiliate Organizations reserve the right to: (a) Ban future posts from people who repeatedly violate the Organization's terms and conditions. Such bans may be affected by refusing posts from specific email addresses or IP addresses, or through other means as necessary, and/or (b) Remove or edit comments at any time, whether or not they violate these terms and conditions.

Thank you for reviewing this Summary of the *Social Media Guidelines: Ethical, Safe and Effective Practical Standards*. To access the full version of this document, which includes all Standards, Guidelines and Examples, please visit <http://www.afpnet.org/SocialMediaGuidelines>.



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