



# Using the ACFID Member Logo

## Guidelines for Members

### Section 1: Introduction

#### Purpose

These Guidelines are designed to:

- Help your organisation accurately and effectively promote ACFID Membership via your website, social media, and other printed publications; and
- Ensure your organisation appropriately references the ACFID complaints handling process when promoting ACFID Membership in your Annual Report.

#### Why use the logo?

ACFID Members can maximise the value gained from their membership by making use of the **ACFID Member logo**, along with a statement of commitment to the high standards of organisational integrity and accountability embodied in the ACFID Code of Conduct, on their promotional materials.

**ACFID Members are also required to include reference to the ACFID Complaints handling process on their website and in their Annual Reports.**

Members are encouraged to use this reference as an opportunity to promote their Membership of ACFID and the increased stakeholder confidence that comes from being a signatory to the Code.

#### What is the ACFID Member Logo?

This is the correct ACFID Member Logo:



It is available in a range of formats for all Full Members, Affiliate Members and Interim Full Members to use on their website and other publications.

Samples of the logos and accompanying text are provided in Section 2 of these Guidelines, and also available to download from the ACFID website at: <http://www.acfid.asn.au/about-acfid/logo-and-branding>

#### When and where to use the logo

Section 3 of these Guidelines cover the four main ways in which your organisation can promote your membership of ACFID via the logo. These include:

- Your organisation's website;
- Your organisation's Annual Report;
- Your organisation's Facebook page;
- Other publications (newsletters, fundraising materials etc.)

## Section 2: Choosing the right format

The ACFID Member logo has been created so that it can be used by our members when they communicate to the public and other external stakeholders. It is available in various sizes and formats. Click on the appropriate link below (format and size) and you will be taken to the appropriate logo on the ACFID website.

### a. Member Logo - Colour



jpg: [75px](#) | [100px](#) | [500px](#)

png with transparency: [75px](#) | [100px](#) | [500px](#)

png without transparency: [75px](#) | [100px](#) | [500px](#)

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### b. Member Logo - Monochrome



jpg: [75px](#) | [100px](#) | [500px](#)

png with transparency: [75px](#) | [100px](#) | [500px](#)

png without transparency: [75px](#) | [100px](#) | [500px](#)

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### c. Member Logo - White on Black



jpg: [75px](#) | [100px](#) | [500px](#)

png with transparency: [75px](#) | [100px](#) | [500px](#)

png without transparency: [75px](#) | [100px](#) | [500px](#)

#### d. Print-ready logos

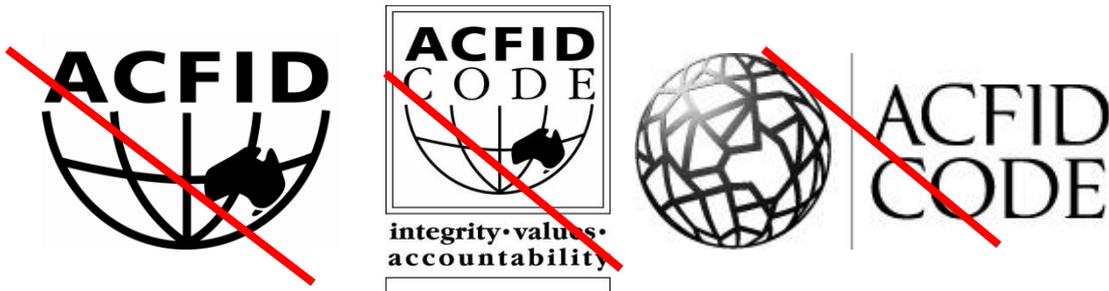
The following logos are suitable for high-quality printing. Click to download:

eps: [Colour](#) | [Monochrome](#) | [White on Black](#)

tif: [Colour](#) | [Monochrome](#) | [White on Black](#)

#### c. The WRONG ACFID logos

Below are examples of old ACFID logos, which some Members incorrectly have on their webpage and in their promotional materials. These logos should be removed and replaced with the new ACFID logo, as shown in parts a- c :



If your organisation has already published the old ACFID logo on printed publications, please contact ACFID (Section 5 of these Guidelines).

### Section 3: Choosing the right text

#### a. Website

ACFID members are encouraged to embed the ACFID Member logo on their website, along with text which explains what it means to be an ACFID Member.

**ACFID Full Members, Interim Full Members, and Affiliate Members that are signatories to the Code of Conduct** also need to refer to the ACFID Complaints handling process in a readily accessible place on your website. This can be done on the same page as where you advertise your ACFID membership, or it can be on a separate complaints page.

Here is an example of Code compliant text which can be used on your website, and which combines membership promotion with complaints handling:

- “The Australian Council for International Development (ACFID) is the peak Council for Australian not-for-profit aid and development organisations. (*Organisation Name*) is a signatory to the ACFID Code of Conduct, which is a voluntary, self - regulatory sector code of good practice. As a signatory we are committed and fully adhere to the ACFID Code of Conduct, conducting our work with transparency, accountability and integrity.

To lodge a complaint against our organisation, please email XXXXXX on xxxx@xxxx. Our complaints handling policy can be found on our website. If you are not satisfied with the response and believe our organisation has breached the ACFID Code of Conduct, you can lodge a complaint with the ACFID Code

of Conduct Committee at [code@acfid.asn.au](mailto:code@acfid.asn.au) . Information about how to make a complaint can be found at [www.acfid.asn.au](http://www.acfid.asn.au)”

For **ACFID Interim Full Members**, your organisation also needs to specify that you’re not yet Full Members but are signatories to the Code. Example of text you might want to use could be:

- “Interim Full Member: As an Interim Full Member of ACFID and a signatory to the ACFID Code of Conduct, we are committed to achieving high standards of financial reporting, management and ethical practice.”

For **ACFID Affiliate Members that are not signatories to the Code of Conduct**, you can use the logo to promote your membership of ACFID, but cannot include reference to the Code. An example of text you might want to use could be:

- “*{Organisation name}* is an Affiliate Member of the Australian Council for International Development (ACFID). We support the values of ACFID and its mission to unite the Australian development sector against poverty. See [www.acfid.asn.au](http://www.acfid.asn.au) “

The following boxes are examples of how information about the logo can be personalised for use by ACFID members. Note that this text does not include reference to the ACFID complaints handling process. If you use the text below, you will need to include reference to the complaints handling process on another part of your website.

#### Example 1:

		<p><i>{Organisation Name}</i> is a member of the Australian for International Development and therefore a signatory to the ACFID Code of Conduct (the Code). The Code defines minimum standards of governance, management and accountability for non-government development organisations.</p>
<p>Adherence to the Code is monitored by an independent Code of Conduct Committee, which is elected from the NGO community. Our voluntary adherence to the Code is our commitment to ethical practice and public accountability.</p>		
<p>More information about the ACFID Code of Conduct can be obtained from <i>{Organisation Name}</i> and from ACFID at <a href="http://www.acfid.asn.au">www.acfid.asn.au</a> or email <a href="mailto:code@acfid.asn.au">code@acfid.asn.au</a></p>		

#### Example 2:

		<p>Did you know that <i>{Organisation Name}</i> is a member of the Australian Council for International Development (ACFID) and as such is a signatory to the Code of Conduct?</p> <p>As an ACFID member we are committed to meet the requirements of high standards of corporate governance, public accountability and financial management. For more information on the Code, visit the ACFID website on <a href="http://www.acfid.asn.au">www.acfid.asn.au</a> or email <a href="mailto:code@acfid.asn.au">code@acfid.asn.au</a></p>
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## b. Annual Reports

To be compliant with the Code, **ACFID Full Members and Affiliate Members that are signatories to the Code of Conduct** must, amongst other requirements<sup>1</sup>, include in their Annual Report:

- A statement of commitment to full adherence to the Code (Code C.2.1.3 c);
- Identification of the ability to lodge a complaint against the organisation and a point of contact (Code C.2.1.3d); and
- Identification of the ability to lodge a complaint for breach of the Code with the ACFID Code of Conduct Committee and a point of contact (Code C.2.1.3e).

This is a requirement of the Code, as cited in C.2.1.3 Transparency.

Many organisations combine the promotion of their Code signatory status with the identification of the ability to lodge a complaint for a breach of the Code, in a similar way as for their website. This text is often found on the inside cover of their Annual Report or on the inside back page, to ensure it is clear and easy for stakeholders to locate.

The following text provides is an example of how information around the ACFID logo can satisfy the obligations of the Code in your Annual Report:

- “*(Organisation Name)* is a signatory to the ACFID Code of Conduct, which is a voluntary, self - regulatory sector code of good practice. As a signatory we are committed and fully adhere to the ACFID Code of Conduct, conducting our work with transparency, accountability and integrity.

To lodge a complaint against our organisation, please email XXXXXX on xxxx@xxxx. Our complaints handling policy can be found on our website. If you are not satisfied with the response and believe our organisation has breached the ACFID Code of Conduct, you can lodge a complaint with the ACFID Code of Conduct Committee at [code@acfid.asn.au](mailto:code@acfid.asn.au). Information about how to make a complaint can be found at [www.acfid.asn.au](http://www.acfid.asn.au)”

## c. Facebook

ACFID Members are encouraged to include reference to your ACFID membership in the “About Us” section of your Facebook page.

Examples of text include:

- “We are a Member of the Australian Council for International Development (ACFID) and, as such, are committed to full adherence to the ACFID’s Code of Conduct. Visit [www.acfid.asn.au](http://www.acfid.asn.au) for more details”
- “We are a Member of the Australian Council for International Development (ACFID), the peak body for Australian aid and development NGOs. As an ACFID Member we are committed to full adherence to the ACFID Code of Conduct, conducting our work with transparency, accountability and integrity. See [www.acfid.asn.au](http://www.acfid.asn.au) for more details”

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<sup>1</sup> The full compliance requirements of your Annual Report are set out under C.2.1, C.3.7 & D.4.2 of the ACFID Code.

#### **d. Other publications**

ACFID Members are encouraged to include the ACFID logo in their other promotional materials and publications, such as mail-outs, brochures, newsletters, posters etc. This promotion could be just including the ACFID Member logo on the document, or include a line or two of explanatory text to accompany the logo.

Examples of text include:

- “We are committed to full adherence to the Australian Council for International Development’s Code of Conduct. Visit [www.acfid.asn.au](http://www.acfid.asn.au) for more details“
- “We are a Member of ACFID and as such committed to the ACFID Code of Conduct for Australian aid and development organisations. See [www.acfid.asn.au](http://www.acfid.asn.au) “
- “As a signatory to the ACFID Code of Conduct, we have committed to transparency, integrity and values in the way we undertake our work both in Australia and overseas”

#### **Section 4: Restrictions**

ACFID takes seriously the licensing to the membership the use of ACFID logos.

If an agency resigns as a member or is removed from membership, **that agency is no longer entitled to use the ACFID logo.**

As such, the agency must immediately remove all reference to ACFID and the Code from their website, and refrain from making reference to ACFID and the Code in any new printed materials.

If you have any queries in this regard, do not hesitate to contact ACFID.

#### **Section 5: Further Guidance**

If you have any questions on how to use the ACFID logo or how to promote ACFID membership in your publications, please contact the ACFID Growth and Effectiveness Team (GET):

Subject Line: Logo Usage Query

E: [main@acfid.asn.au](mailto:main@acfid.asn.au)

P: 02 62851816