

Guidelines for using the ACFID Member logo

These guidelines are designed to help your organisation accurately and effectively promote ACFID Membership via your website, annual report and other publications; and ensure your organisation appropriately references the ACFID complaints handling process when promoting ACFID Membership in your Annual Report.

When do I use the ACFID Member logo?

- ACFID Members are 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.

Where do I use the ACFID Member logo?

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

Where do I find the logos?

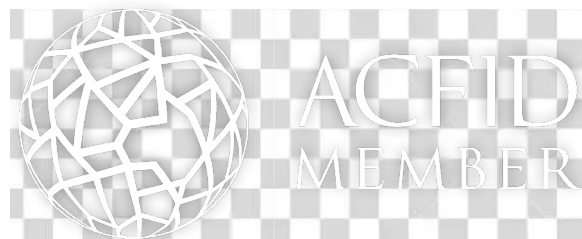
Click on the respective pictures to download from our website.

[Regular logo transparent background](#)



ACFID
MEMBER

[White logo transparent background](#)



ACFID
MEMBER

What if my ACFID Member logo doesn't look like this?

You might be using a previous logo, or a logo meant for ACFID or the Code. Get in contact with membership@acfid.asn.au and we will be happy to advise you.



Choosing the right text - 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.

All **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. Information about how to make a complaint can be found at 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:

"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"

Choosing the right text - 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, 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 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. Information about how to make a complaint can be found at www.acfid.asn.au.”

Choosing the right text - 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 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”
- “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”

When can’t I use the logo?

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.

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 [External Relations Coordinator](#) or [Membership Engagement Lead](#).