

## HelpAge Global Network logo guidelines

The HelpAge Global Network is a diverse group of more than 150 organisations in over 85 countries, which supports millions of older people to live safe, dignified and healthy lives.

HelpAge International represents the network supporting member organisations and inspiring a movement for change to improve older people's quality of life around the world.

As a member you can benefit from the network's strong reputation and raise your profile. We encourage you to use the network logo on materials and communications published by your organisation. The network's image can help you convey a sense of credibility to your audience, enhancing your proposals, fundraising applications and public visibility.

### Use of the HelpAge Global Network logo

The HelpAge Global Network logo may be used on materials and communications published by network member organisations.

We encourage you to use the network logo alongside your own logo. This way you can show your distinct identity and at the same time benefit from the network brand's credibility:



If you prefer you can use a strapline with your logo instead, see example:



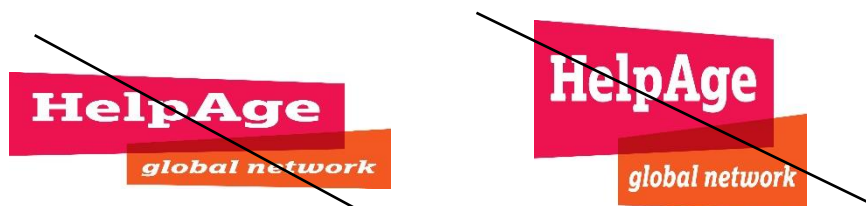
## Positioning of the network logo

The network logo should normally be placed on the right (next to your logo if you are using both).

If you place the logo next to your organisation's logo, they should sit side by side and be given equal prominence. They should also align horizontally:



Always take care to retain the correct proportions. Do not stretch or distort it:



The HelpAge International logo looks very similar to the network logo, but they are different trademarks. As a network member you must **NOT** use the HelpAge International logo on materials and communications published by your organisation.



To obtain various formats of the HelpAge Global Network logo, please go to the brand section on: [www.helpage.org/join-the-global-network](http://www.helpage.org/join-the-global-network) If in doubt, please contact the HelpAge communications team: [brand@helpage.org](mailto:brand@helpage.org)