

Attractions Gift Aid Liaison Group's (AGLAG) branding recommendations for the revised Gift Aid scheme

Objective

To create a Gift Aid visual identity which is specific to charitable visitor attractions to facilitate maximum uptake of the revised scheme.

The current 'Gift Aid it' logo



Recommended branding



Rhodamine Red, Yellow 172

Following consultation with members of AGALG it was deemed not necessary to create a new identity from scratch as the "Gift Aid it" logo has achieved relatively high awareness and is seen as authentic and official.

We therefore opted to build on the current logo by placing 'vis' and 'or' around the 'it' to create the word 'visitor'. By doing this we are able to make the identity specific to charitable visitor attractions.

The original logo benefited by the call to action of 'giftaid it', we were able to incorporate a similar call to action by directly asking people to become a gift aid visitor.

It was also necessary that the descriptor line itself should act as a call to action whilst fulfilling the need to demonstrate that by the visitor making a small donation they actually make a big impact. This was achieved through the descriptor, 'give a little, help a lot'

Suggested explanatory text for day visitors

GIVE A LITTLE, HELP A LOT

BECOME A GIFT AID VISITOR

Did you know (organisation name) is a charity? If you're a UK taxpayer and you make a donation that is 10% more than the entry fee the government will give us an extra 28% on top of your donation. It's called a Gift Aid visit and it makes a massive difference to attractions like (attraction name).

Your extra money will go towards (particular project)
As you can see a little more really means a lot.

Please become a Gift Aid visitor today.

The 'Be a Giftaid Visitor' identity has been created by Cravens Advertising creative agency to the Zoological Society of London. www.cravens.co.uk