Guidelines for using the National Autistic Society 'In Aid of' supporter logo

Our 'In Aid of' supporter logo is for use only by people fundraising for the National Autistic Society. We're very grateful to you for fundraising for us – thank you! – and here are some guidelines to ensure correct use of the logo.

Please note we cannot allow individual fundraisers to use the main National Autistic Society logo. Our Supporter logo is for your use and will reassure people you are fundraising for the charity and with our knowledge.

Logo integrity

Please do not modify our logo in any way. If you require a different version, please contact us to supply one at fundraising@nas.org.uk

Exclusion zone

Please maintain a clear area around our logo equal to approximately 50% of the width / height of the logo.

Speaking about the National Autistic Society

When speaking about the charity in your copy, please use our full name, 'the National Autistic Society'.

It's important that your materials make it clear that you are holding an event in support of the National Autistic Society, but that the National Autistic Society is not organising your event.

AI-generated imagery

If you're using an AI tool to create posters, social posts or other materials, don't let it redraw or recreate our logo. AI tools often distort logos. Instead, upload the logo file and use a prompt like this:

"Create a [type of content]. Place my uploaded logo in the [top/left/bottom] corner. Do not alter, warp or regenerate the logo in any way. Keep it identical to the provided reference"

Important note, Always check the result carefully against the original logo before using it. AI tools often make small changes to colours, lettering or spacing, even when told not to. If anything looks off, don't use it.

Better still, ask the AI tool to leave a blank space and add the logo yourself afterwards.

Download link

By downloading this logo, you are agreeing to read and adhere to the guidelines of the National Society.

Standard JPG version (with white background)

Use the button below to download a hi-resolution version of the JPG logo

Download Logo

PNG version (with transparent background)

Use the button below to download a hi-resolution version of the PNG logo

Download Logo

Please note *– the National Autistic Society today does not affiliate itself or use the jigsaw/puzzle symbol.*