



Fair Tax

Accreditation Guide

Congratulations on gaining the Fair Tax Mark!

We're thrilled to have you in the growing Fair Tax community and look forward to celebrating your leadership on tax.

This guide explains how to announce your accreditation or renewal, including where and how to use your Mark and our branding guidelines.

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Announcing your Fair Tax Mark accreditation

When to announce your Mark

Key calendar dates, such as annual report publications or annual general meetings, are a great moment to announce your accreditation, capitalising on having audiences and attention already in place. Alternatively, you may wish to make a stand-alone announcement to ensure other company information doesn't detract from this exciting news.

Whichever option you go for, and whatever the size of your business, we recommend setting the date with a minimum of two weeks' preparation so that you can ensure your Mark gets the attention it deserves. This will help both the Fair Tax team and your business to prepare. We recommend this not only to help enhance the reputation of your business, but also because if more people hear about the Fair Tax Mark, we'll build a bigger and better fair tax movement overall.



Scotmid Co-operative celebrates its Fair Tax Mark

Where and how to use your Mark

Your Fair Tax Mark consists of two parts: the 'Mark' itself, and the fact of your accreditation. Please see page 14 for the branding guidelines relating to these.

Both the Mark and the fact of your accreditation can be used, together or separately, in a number of ways to demonstrate your leading stance on fair tax.



Online: your website

Your website is one of the main ways customers, clients and other stakeholders learn about what you do, so it makes sense to put the Mark on it. Suggested pages for it to go are:

- > The logo at the bottom of your homepage or in banners across the top of well-read pages
- > The logo and a short explanation on 'About Us' pages, or those about your values or responsibility practices
- > The logo and a short explanation on recruitment pages, showing interested candidates that you live your values

Here's some template copy for use on websites which you may wish to amend to suit your business:

We're a Fair Tax Mark business, which means we've been independently verified as paying our fair share of corporation tax and reporting on it transparently. We understand that tax is at the heart of society and we're proud of our contribution. You can learn more about the Fair Tax Mark at www.fairtaxmark.net.

Online: social media

Social media is a really useful tool for championing your commitment, both at your initial accreditation and throughout the year.

There are two main ways of sharing your Fair Tax Mark:

1. Pop the fact of your accreditation in your blurbs – on your Twitter and Facebook 'About' sections, add a simple line to highlight your leadership on tax, for example:

- > Fair Tax Mark accredited
- > Proud to be a Fair Tax Mark business

2. Share your Fair Tax Mark, why you've done it and interesting fair tax movement news in engaging posts to capture attention

Here are some sample tweets, and you can use similar ideas for Facebook but with longer wording:

For initial accreditation

- > We're proud to announce that we are now officially a [@FairTaxMark](#) business! Find out more at [insert your own link or fairtaxmark.net]
- > We've been awarded the [@FairTaxMark](#) for taking a leading approach on corporation [#tax](#). Find out more [insert link]
- > We believe companies should pay their fair share of [#tax](#) and that's why today we're announcing we've been awarded the [@FairTaxMark](#).

For reminding followers of your Mark

- > Did you know we're a [@FairTaxMark](#) business? We're certified as doing the right thing on [#tax](#). Find out more at www.fairtaxmark.net
- > We believe companies have a duty to pay their fair share of [#tax](#) and that's why we're an accredited [@FairTaxMark](#) business.
- > We care about making the right contribution to society which is why we're proud to be a [@FairTaxMark](#) business: www.fairtaxmark.net

If you sell a particular product or service to consumers, it's worth also reminding them that when they choose your business over another, they'll be supporting fair tax at the checkout along with their purchase. And if tax hits the news, that's a great time to remind people that you're doing something positive.

Pictures matter! Engagement with posts that include images is far higher than those without. You could include images from your accreditation announcement with your Fair Tax Mark certificate; the Fair Tax Mark itself; or other promotional images your business uses.



Corporate and investor materials

If your business has shareholders and other corporate stakeholders, remember that they care about tax too. Investors are increasingly concerned about corporate management of 'tax risk', due to the number of high profile and reputationally damaging cases we've seen. They're also keen to avoid costly lawsuits and fines from HMRC. Communicating your leading tax position to them will provide confidence that you're on the ball when it comes to this salient issue.

We recommend including your Fair Tax Mark accreditation in your annual report, any corporate governance or ethics reporting, on webpages relating to corporate responsibility, and have it generally accessible on your investor relations site.

Use your networks and key contacts

Procurement and supply chain practices

If you've decided to gain the Fair Tax Mark, it means you think companies paying their fair share is important for the UK. To make it the ordinary, instead of the extraordinary, position, we need more companies to join you in this stance. One of the best ways you can make an impact and **be a real Fair Tax champion** is to spread the Mark down into your supply chain and spread the word within any trade associations, chambers of commerce or other peer networks of which you're a member.

For supply chains, you can embed the Fair Tax Mark in your policies. For example, if you have a responsible or ethical **procurement charter or similar policies**, you can add a line like this:

We are keen for businesses we work with to have strong governance in relation to tax practices, for example by having Fair Tax Mark accreditation.

For trade associations and other peer networks, consider if there are online or hardcopy journals in which your Fair Tax Mark could form a story, or if there are events or meetings at which the Fair Tax Mark could explain the scheme to more businesses.

If you're involved with other businesses, we would be thrilled if you would speak with them about the Fair Tax Mark to see if it would work for them. We can provide materials to support you in this.

Bids, presentations and award entries

Having the Fair Tax Mark will make you stand out from your competitors in lots of fields. If you try to win business from other companies or from public bodies, mentioning your Mark in your bid will show them you have excellent risk management and are leaders on one of the hottest corporate responsibility issues of our time.

Similarly, using your accreditation in pitching presentations or when speaking with clients and customers is an excellent way to show them what sets you apart from competitors.

And if you're entering awards, remember to mention it in those applications to give you the extra edge!

“ We use the Fair Tax Mark when presenting to potential customers – it's an important tool for setting ourselves apart from the rest

Andy Hogarth, CEO Staffline Group

Consumers

If your business sells products or services directly to the public, there are all sorts of ways the Mark can be beneficial.

Consumers are increasingly aware of the impact their buying choices have on our society. They are seeking ways to choose an option which provides both quality and values in line with their own. **By telling your customers you're a Fair Tax Mark business, you'll be standing out in their mind as a business to support.** This is particularly relevant if you sell services or products within a sector where there is a company well-known for bad tax practices.

There are a number of ways to tell consumers about your leadership on tax:

- > On your website
- > On your social media
- > In any brochures or other consumer marketing materials
- > In packing slips for orders
- > On the backs of receipts for those with premises
- > Have your framed Fair Tax Mark certificate on the wall of your premises
- > On company vehicles

In addition, make sure you talk to the Fair Tax team about any upcoming special offers, competitions or events you're running. **We'd be thrilled to shout loud about you to our significant and growing supporter base** – they're all people waiting to become your customers!

Polls, such as by the Institute of Business Ethics, consistently find tax to be consumers' top concern when it comes to corporate responsibility.

Customers, clients and other key stakeholders

If you have corporate clients or other organisational customers, let them know that you've set yourself apart by gaining the Fair Tax Mark. Aside from doing this at bid stage, as noted earlier, you can embed this within your ongoing work by including your Mark in news updates for clients or on materials they receive. For example, one of our accredited businesses includes their Fair Tax Mark on all their invoices as a sign of their high standards of corporate responsibility.



Urban IT Support uses its Fair Tax Mark on all its client invoices

The Fair Tax Mark can also be a useful door opener for your business and other key stakeholders. For example, if you'd like your local MP to champion your business and raise local customers' awareness of it, why not write to her about your accreditation? Best practice on tax cuts across all political persuasions and can be a great tactic for warming up new relationships.

Internal communications

Don't forget to communicate your Mark, and its renewal, within your company. **Your staff will be proud to work for a company going above and beyond on tax** – and of course, the more people who know about the Fair Tax Mark, the more your leadership will be recognised within society. Use your internal communication systems, like your newsletter or intranet to communicate your Mark and its renewal to your employees and make it something they want to share outside your company.

You may also be interested in winning press coverage for your leading stance on fair tax practices. The Fair Tax team is happy to provide press release advice, celebratory quotes and to produce joint press releases where appropriate.

It's also worth considering trade or sector press: which are the main websites, journals or magazines read in your sector, or by your main client sector? Getting an article, opinion piece or advert in these will catch attention and show you're taking a leading position on corporate citizenship.

Get in touch with the team to discuss your plans and double the impact.



The Radstock Co-operative Society celebrates its Fair Tax Mark

How we'll support your announcement

We want to make the Fair Tax Mark work for your business, so our approach to supporting new accreditations or renewal announcements will always be tailored to each individual company.

We'll work with you to identify a good announcement date and how best to make it. **We'll consider our other accredited businesses to identify whether there's a unique statement we can make about yours**, e.g. first in sector, in geographical area, etc.

We'll be keen to get a photograph with your Fair Tax Mark certificate and if possible, one of our team with yours. This is a really nice way to show people the commitment you've made.



The Fair Tax Mark welcomes the Ecology Building Society to the scheme

Depending on the size of your company and your appetite, we'll:

- > send you a template press release or work up a specific joint one
- > supply you with Fair Tax Mark director quotes for your publicity
- > post a special news story about your commitment on our website
- > speak with you to identify any sector or trade press outlets which we might target for coverage
- > supply you with your Mark to put in any of the places identified earlier in this document
- > share your successful accreditation on our social media and with our significant supporter database, linking to your company
- > supply you with any other template copy you will find useful, for example for your intranet, social media or procurement policies

Our branding guidelines

You'll be familiar with the Fair Tax Mark's own organisational brand already. It looks like this:



This brand is separate to your Fair Tax Mark itself, which looks like this:



The years on your Mark correspond to the year's account for which you're accredited and the year in which we assessed them. For example, if in 2016 we assessed your 2015 accounts, your Mark will have the year 2015-2016 on it. This makes sure people seeing your Mark understand that it's timebound to a specific set of accounts but is also up-to-date.

You are allowed to use both the above logos within the duration of your licenced accreditation, but please distinguish between which is the actual Mark and which is our organisational logo.

Logo usage

Our colour codes are detailed below:

Bright Green

Pantone	3385c
CMYK	63; 0; 45; 0
RGB	0; 224; 169 / #00e0a9

Dark Green

Pantone	5473c
CMYK	87; 41; 45; 32
RGB	58; 98; 98 / #3a6262

The font used in our logos is **Runda**. We recommend keeping clear space around the logo for the best visual impact.

Permutations of the Mark

The main version of your Mark is designed for use on white backgrounds. However, you are welcome to reverse the colours, making the heart shape, text and numbers white for legibility, as shown in the example below:



You are also welcome to use a black and white logo if this better suits your own colour scheme, as shown below:



Please do not:

- > Use any other versions of our branding or your Mark, including different colours not noted above.
- > Rearrange elements of the design, including changing the spacing, alignment or relative location of design elements
- > Stretch or otherwise distort the logos; when resizing, please retain all current proportions

If you would like to discuss any of the above, please contact the Fair Tax Team and we'll be pleased to help. Remember to keep us informed of any announcement plans so we can support you – and of course, congratulations on your accreditation!



Call 0161 226 2929

info@fairtaxmark.net

www.fairtaxmark.net

 [@fairtaxmark](https://twitter.com/fairtaxmark)