

GREATER MANCHESTER **GOOD LANDLORD CHARTER**

DOING THINGS DIFFERENTLY FOR THE PLACES WE LIVE

LOGO

SUPPORTER

This is your guide to make the most out of your support for the Good Landlord Charter and be recognised with your Supporter logo.



Using your logo

PNG



GREATER
MANCHESTER
**GOOD LANDLORD
CHARTER**
SUPPORTER

JPEG



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What your logo says about you

This logo demonstrates your commitment to exceeding the minimum legal standards required by landlords. You can use this logo to demonstrate that you are currently working to meet the Charter's 21 criteria and raise rental standards for Greater Manchester.

The logo lets agents and tenants know that you're committed to going above and beyond, giving confidence that you provide good homes.

Important distinction

The Supporter logo does not mean you currently meet all 21 criteria. When you achieve all the Charter's criteria, you will be upgraded to a Charter Member, with a new logo. When talking about your status as a Supporter, be clear about the progression path to Membership.

Using your logo

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Use of this logo is subject to adherence to the [Terms and Conditions](#).



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Only approved versions

Please use the most recent version of the logo available directly from the Greater Manchester Good Landlord Charter.



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Do not amend

Avoid recreating, redrawing, or modifying the logo in any way (e.g., changing colours, proportions, or adding effects).

Also, use only on bright backgrounds, ideally white. If you need to use the logo on a dark background, please use the JPEG version, which has a white background.

Using your logo

Use appropriately

Logos should only be used in contexts that reflect the relationship between yourselves and the Good Landlord Charter.

For example, you can use the logo on:

- Your website - feature the logo on your website's footer
- Social media - [download a social post template](#)
- Some event materials - but only if these materials relate directly to our role or affiliation
- Use with property images to advertise your rentals

WEBSITE FOOTER



SOCIAL POSTS

Use one of our social posts to let people know you're improving rental standards in Greater Manchester



[DOWNLOAD](#)



Using your logo

Respect membership-specific logos

We have logos for Friends, Champions, Supporters and Members. Please only use the Supporter logo if that is the most appropriate.



GET THE WORD OUT

Let your followers know you're improving rental standards.

Tag us on social media @gmgoodlandlord to get the word out about your commitment to improving rental standards.

When using the logo on a website or social media, please link back to <https://gmgoodlandlord.org.uk>

