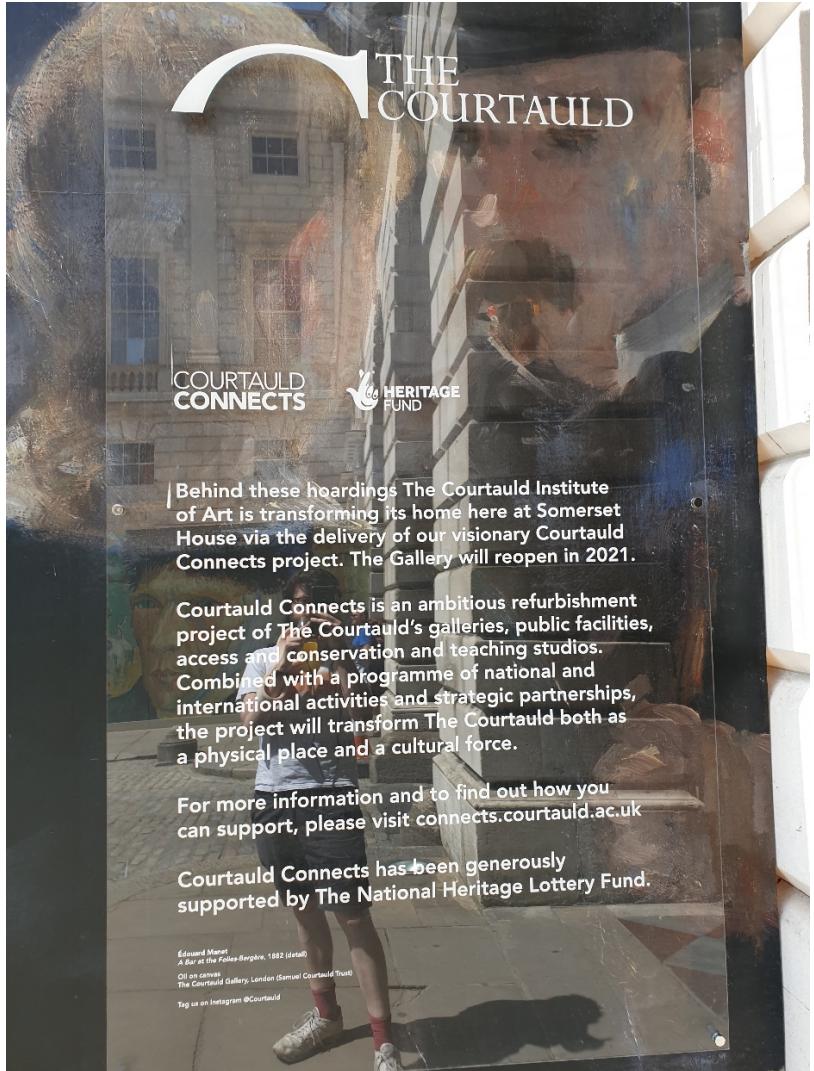


# Appendix 5. Co-branding examples



The image shows a fundraising appeal from the National Portrait Gallery. The title is 'You help us Make History!'. It encourages visitors to support the gallery's mission to tell the stories of Britain through portraits. A 'FUNDRAISING APPEAL' section includes a portrait of a man and a list of what the funds will be used for, such as 'restoring and conserving the collection', 'developing new displays and galleries', and 'increasing access to the collection online'. Below this is a 'WHAT WE WILL DO' section with a list of specific projects. A 'THE NATIONAL PORTRAIT GALLERY IS A CHARITY' section at the bottom right includes the text 'The National Portrait Gallery is a charity. Your support will change the way we tell history. Please consider making a donation today!' and a QR code.

SHOUT OUT LOUD  
#EHShoutOutLoud #KickTheDust

ENGLISH HERITAGE

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