

 Little
Princess
Trust

20 Years of Crowning Courage and Bravery



2005 - 2025

www.littleprincesses.org.uk

The year 2025 is the 20th anniversary of The Little Princess Trust

We will be marking this special moment by looking at the charity's impact and achievements, and the many inspirational people that have both played their part in our story and benefited from our work.

While our complete focus in 2025 will, as always, be on supporting children with cancer, we are also encouraging people to promote this special year and have created branding to help supporters raise our profile while highlighting their backing for our charity.

The logos marking our 20th anniversary, templated copy and other digital assets found within these guidelines can be downloaded for free by clicking [here](#).



20-year anniversary logo

Our central anniversary logo, featuring the strapline ‘20 years of crowning courage and bravery’, can be used by our partners and supporters on their social media pages, printed products, and marketing materials to promote their backing of The Little Princess Trust in our 20th year.



The image can be introduced by a sentence and we encourage supporters to reference our charity by using our social media handles – as seen below.



@officiallittleprincesstrust



@LPTrustUK



@littleprincesstrust

Social media examples

Below are examples of how easy it is for you to use the logo with an introductory sentence highlighting your support for LPT on your social media pages.



Sally Salon Services 4h · 🌐

We at Sally Salon Services are delighted to be supporting [The Little Princess Trust](#) in their 20th year.

The charity has helped thousands of children and young people by providing them with free, real hair wigs and has also funded vital childhood cancer research.



👍❤️ 256 16 comments

👍 Like 💬 Comment 📧 Send ➦ Share



Children's Cancer and Leukaemia Group
@CCLG_UK

We at CCLG are delighted to be supporting The Little Princess Trust in their 20th year.

[@LPTrustUK](#) has helped thousands of children and young people by providing them with free, real hair wigs and has also funded vital childhood cancer research.



💬 15 🔄 ❤️ 7 📊 3.8K 📌 🔗

The secondary logo

Supporters also have the option to use an image, which is a simplified version of our anniversary logo, to highlight their support of our charity.

There are two colour variations of the secondary logos to ensure the logo is not lost to its background image.



A white border has been added to show the dimensions of the logo.

There is no need for a border when there are contrasting background colours.



The secondary logo

We suggest using this more concise option if you wanted to publicise our 20th anniversary on a photo of yourself, or you with colleagues - as seen in the examples below

Please consider the background colour when choosing which logo to use.



Content for your socials

We have prepared some posts for anyone wanting to talk about our anniversary on their social media pages.

The copy below is a guide and can be edited to give a more personalised message to explain how you have played your part in supporting The Little Princess Trust.

Draft post 1

We at {NAME OF ORGANISATION} have proudly supported The Little Princess Trust's mission to give Hair and Hope to children and young people with cancer.

As the charity marks its 20th year of providing wigs to young people with hair loss, we would like to wish everyone at LPT a happy anniversary while recognising their vital work.

Draft post 2

It is now 20 years since The Little Princess Trust first started crowning courage and bravery by giving real hair wigs to children and young people with cancer.

All of us at {NAME OF ORGANISATION} are proud to have played our part in helping the charity support young people with hair loss and fund vital research into childhood cancers.

Social media example

Templated copy



Tag us!



Your Facebook Page 4h

We have proudly supported [The Little Princess Trust's](#) mission to give Hair and Hope to children with cancer.

As the charity marks its 20th year of providing wigs to young people with hair loss, we would like to wish everyone at LPT a happy anniversary while recognising their vital work.



256 16 comments

Like Comment Send Share

Your photo



Secondary logo



Keep following us through this very special year

We are looking forward to 2025 to praise the supporters who have made such a difference to so many young people's lives.

Many activities have been planned across the 12 months and we are encouraging our fantastic supporters to join us in marking the milestone.

We already know of hairdressers rewarding anyone donating 20 inches of hair with a free haircut while some supporters have pledged to take on challenges such as doing 20 press ups each day for a month or walking 20 miles in a week.

Please get in touch if you have any questions or if you have anything planned as we would love to share your news with our supporters.

Thanks so much for being part of The Little Princess Trust community!



@officiallittleprincesstrust



@LPTrustUK



@littleprincesstrust

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