



**WERUN
ASONE**

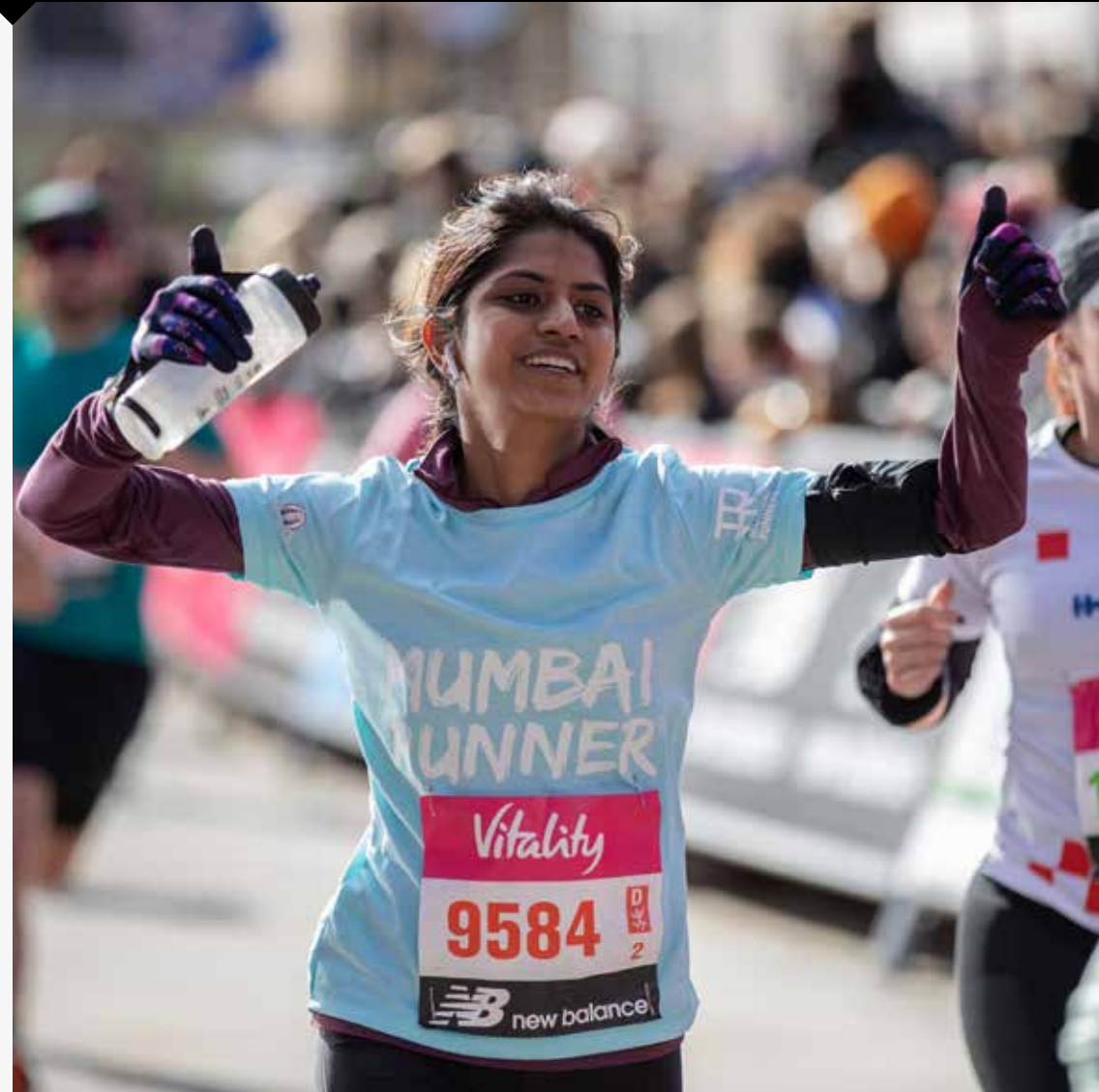


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Logos, guidelines and usage



The Vitality Big Half logo is available to use on collateral and communications relating to the event as shown above





Primary

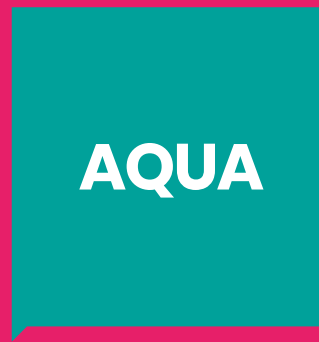
The colour palette of The Vitality Big Half is pink, black, aqua, orange.

These colours reflect the Vitality brand values among the fun and vibrancy of the event. These colours should be the dominant livery of any collateral or communications produced for the event.



PINK

CMYK: 0c 95m 30y 0k
RGB: R244 G28 B94
HEX: #F41C5E



AQUA

CMYK: 80c 10m 45y 0k
RGB: R0 G161 B154
HEX: #00A09A



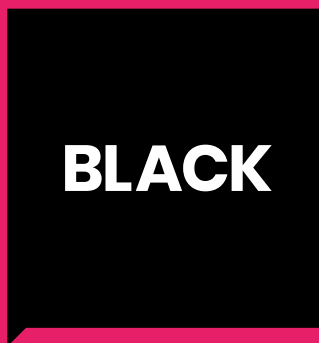
ORANGE

CMYK: 0c 80m 95y 0k
RGB: R233 G78 B27
HEX: #E84E1B



LIME

CMYK: 50c 0m 100y 0k
RGB: R149 G193 B31
HEX: #95C11E



BLACK

PANTONE: Black
CMYK: 100c 100m 100y 100k
RGB: R0 G0 B0
HEX: #000000





Clearance

The Vitality Big Half logo should be isolated from other graphic devices to preserve its integrity.

The minimum space between the logo and other graphic elements is indicated by 'x', where 'x' equals the height of the letter 'g' within the logo.

Lock-up logos

If it is desired to 'lock-up' the logo with a partner logo, clearance must conform to the guidelines above. If an actual line is required to separate the two brands then the line must also conform to the clearance guidelines; the line must not fall inside the exclusion area.

Remember, any use of The Vitality Big Half logo must be approved by the team at London Marathon Events Ltd. Please allow five working days for approval.





BLACK

For usage on grey backgrounds



MONO

For usage on pink backgrounds



WHITE

For usage on black backgrounds



**DO NOT**

Add effects to either version of The Vitality Big Half logo

**DO NOT**

Rotate either version of The Vitality Big Half logo

**DO NOT**

Warp either version of The Vitality Big Half logo





The Vitality Big Half charity assets



Colour logo
RGB version
supplied as .png



Black logo
RGB version
supplied as .png



White out logo
RGB version
supplied as .png





Colour

#WERUNASONE

**#WERUN
ASONE** **#WE
RUN
AS
ONE**

Colour logos

RGB version
supplied as .png

White and black

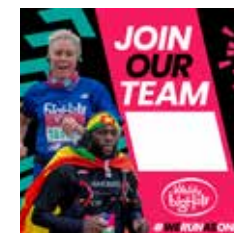
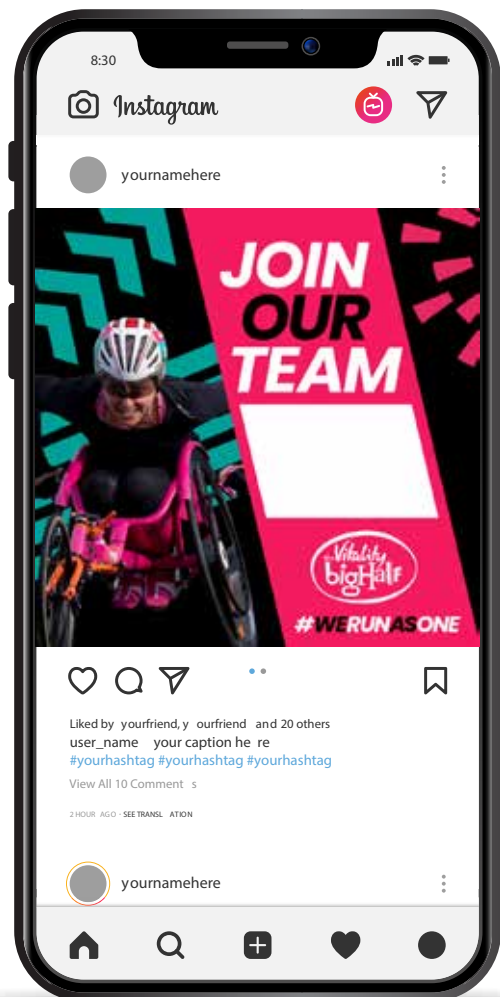
#WERUNASONE

**#WERUN
ASONE** **#WE
RUN
AS
ONE**

Black and white logos

RGB version
supplied as .png





Social posts

These assets are supplied in this toolkit and allow space for you to add your charity logo and post on your social media channels.





How to use:
Everything you need to
know about The Vitality
Big Half 2021



THE VITALITY BIG HALF 2021 FACT SHEET

OUR COMMITMENT TO YOU...

At London Marathon Events we are committed to doing everything we can to help charities during these very challenging times. As part of this commitment, we're delighted to offer you this toolkit of assets to help you market your The Vitality Big Half Charity places and maximise the return on your investment in the event.

The assets are focused on encouraging as many people as possible to join your team for The Vitality Big Half and have been designed so you can tailor them to your own messaging. We hope you find them useful and wish you the very best of luck in your The Vitality Big Half campaign.

ABOUT THE VITALITY BIG HALF 2021

EVENT BACKGROUND

The Vitality Big Half is a community running event for everyone, regardless of age, background or ability. Although this world-class half marathon features top international athletes, we also support and encourage first-time runners, and particularly those from the communities that the route passes through, to take part.

On 1 March 2020, a record 16,222 runners crossed the Finish Line in the third edition of The Vitality Big Half, with charity runners raising more than £540,000 on Virgin Money Giving.

And the good news is that the event will be back on the streets of London for 2021 – in what will be our first physical mass participation event since this year's The Vitality Big Half back in March.

OPPORTUNITY FOR CHARITIES

This means The Vitality Big Half 2021 offers you a great chance to engage people who are eager to once again enjoy the camaraderie of a mass participation run and raise funds for charity – after a year that has seen so many fundraising events cancelled due to Covid-19.

We know 2020 has been hard on charities for this very reason, which is why the assets in this toolkit focus on helping you encourage as many people as possible to take part in The Vitality Big Half for your charity.

It's also worth bearing in mind that, on average, each The Vitality Big Half fundraiser raises more than £500 on Virgin Money Giving, which could represent a big boost for your charity at the start of the new financial year.

VIRGIN MONEY GIVING

Virgin Money Giving is our exclusive online fundraising platform partner for The Vitality Big Half. Charities with entries for the event should make all reasonable efforts to encourage their participants to raise money through Virgin Money Giving – it's 100 per cent for profit so if your supporters use it, more of the money they raise will go towards supporting your cause. Virgin Money Giving's website also includes lots of tips and advice for fundraisers to help them maximise the amounts they raise for you. ▶

OUR PLANS FOR THE VITALITY BIG HALF 2021

Next year's edition of The Vitality Big Half will take place on Sunday 25 April 2021 – eight weeks later than usual – to give you the best chance of maximising the number of your supporters who take part.

It's also the weekend when the 2021 Virgin Money London Marathon would have been held. This means it's the closest many runners will get to experiencing the iconic course for quite some time – and it will be a taste of the exciting things we have planned for the rescheduled 2021 Virgin Money London Marathon in October.

SAFE AND SECURE

We understand some people may be feeling apprehensive about taking part in a mass participation event after everything that 2020 has thrown at us, so we're planning carefully to ensure appropriate social distancing measures will be in place, which may include:

- reducing dwell time
- implementing new start procedures
- introducing a runner code of conduct
- reducing touchpoints
- providing hand sanitiser stations, temperature checks, Covid declarations, one-way systems and face coverings

Our experiences of organising the biosecure Virgin Money London Marathon elite races means we have confidence in our ability to hold Covid-secure events. To allow us to ensure The Vitality Big Half is safe for all participants, we may have to modify the route slightly for 2021. However, participants can still look forward to running, walking or jogging on a stunning closed-road course starting near Tower Bridge and finishing in Greenwich.

MONEY-BACK GUARANTEE

We are also reassuring participants that if the event does have to be cancelled or postponed for any reason, they will be refunded 100 per cent of the entry fee they paid, and of course this also applies to charity entries.

WE RUN AS ONE CAMPAIGN

As part of our wider ambition of inspiring activity, we are developing a campaign for The Vitality Big Half 2021, based around #WeRunAsOne. Our aim is to highlight the need to engage under-represented communities and individuals and bring people together to experience the mental and physical health benefits of running.

We want everyone to feel equal, included and free to be themselves and believe passionately that our events should represent the ethnic and cultural diversity of all our communities – and this is something we have tried to reflect in the assets in this toolkit.

Ultimately, it's about encouraging people to unite and raise funds for causes that need them now more than ever. Running as one to help save the UK's charities.

We wish you the very best success with your fundraising efforts. We cannot wait to bring mass participation events back to the streets of London!

The Vitality Big Half Team

Using this toolkit: Please note that all assets in this toolkit are owned by London Marathon Events and can be used by all charities that hold places in the 2021 event and agree to adhere to the rules below:

- When referring to the The Vitality Big Half you must always use the full name of the event: The Vitality Big Half
- The logo must be used within the restrictions of the brand guidelines included in the toolkit
- All imagery cannot be edited, but can be cropped depending on usage
- Any use of the imagery/logo in printed merchandise, T-shirts or physical goods must be approved by London Marathon Events by emailing charities@londonmarathonevents.co.uk



A selection of images are available for you to use. Please credit London Marathon Events





**WE RUN
AS ONE**

Thank you

**LONDON MARATHON
EVENTS**



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