

LONDON MARATHON
CHARITABLE TRUST

BRAND GUIDELINES

Logos, signage and social media
guidance for The London Marathon
Charitable Trust's grantees



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ABOUT THE BRAND GUIDELINES

If your organisation has been awarded a grant from The London Marathon Charitable Trust (The Trust), we would love to help you in promoting this. These Brand Guidelines have been created to help you in promoting your grant award and acknowledging the support of The Trust.

A few ways in which you can do this include publishing a press release, holding an opening event, creating videos and posts to share on social media, and acknowledging the support of The Trust with a sign at the funded site. Our Brand Guidelines provide advice on some of the common queries we receive, especially concerning the different logos and their acceptable usage and creating signage for sites that have been awarded funding through our Facilities Grants programme. It is great to see organisations being creative with publicising their grant award, and if after reading the guidelines you still have some questions, please contact us at info@lmct.org.uk and a member of the team will be delighted to help you in promoting your organisation's grant.



ABOUT THE TRUST

The London Marathon Charitable Trust supports projects that enable people to become and remain physically active regardless of age, gender, ability, race or background and that challenge inequality of access to physical activity. The Trust provides funding to inspire thousands of children and adults to be active for life – in its core areas of London and Surrey through the Facilities Grants programme, and nationally through the Strategic Partnership Grants programme.

Since its founding in 1981, The Trust has awarded more than £84 million to over 1,400 organisations. Any surplus generated by The Trust's subsidiary company, London Marathon Events Limited, through the delivery of mass-participation sporting events including the Virgin Money London Marathon and Prudential RideLondon, is gifted to The Trust and then used to further its charitable objectives.



PRINT & DIGITAL RESOURCES LOGO

This logo can be included on printed materials such as letters and brochures, and digital resources such as on websites and in videos, where it is necessary or desirable to acknowledge The Trust's involvement in funding your project. The design of this logo should not be altered in any way.

Please note, this is not the logo to use for the signage at sites that have been funded by The Trust - please see page nine for logo guidance on signage at funded sites.

LONDON MARATHON
CHARITABLE TRUST

PRINT & DIGITAL RESOURCES COLOUR OPTIONS

The primary blue is Pantone 280C, and the logo should not be displayed in any other colour.

However, the logo is also available in white so it can be used on any dark/coloured backgrounds, as shown in the examples below.

When only one colour is available for printing, the logo can also be used in black.

Primary colour

LONDON MARATHON
CHARITABLE TRUST

Pantone
280 C



CMYK
100, 85, 5, 22



RGB
1, 33, 105



HEX
#012169



White [for use on dark/coloured backgrounds only]

LONDON MARATHON
CHARITABLE TRUST

LONDON MARATHON
CHARITABLE TRUST

Black

LONDON MARATHON
CHARITABLE TRUST

PRINT & DIGITAL RESOURCES SIZE AND POSITIONING

Size and positioning are important in ensuring the logo is displayed legibly and effectively.

For print resources, the size of the logo should be proportionate to the size of the document, but the very minimum size the logo must be displayed is 20mm wide. For digital resources, the minimum size the logo must be displayed is 100 pixels wide at a screen resolution of 72 dpi.

Clear positioning helps the logo to stand out. Please ensure there is clear space surrounding the logo equal to the height of the L of 'London'.

Any resizing should maintain the proportions of the logo, so it does not become squashed or stretched.



Print



Digital



SIGNAGE AT FUNDED SITES BACKGROUND

As stipulated in your Grant Agreement, all grantees are required to display a permanent sign at the project site to acknowledge that the works were made possible by funding from The Trust.

Due to the diversity of the projects funded, The Trust understands it is unrealistic to be overly prescriptive regarding signage requirements. Therefore, The Trust does not provide any signs/ plaques or have any recommended suppliers, and instead allows grantees some flexibility to design and source their own signage. The Trust will pay up to £150.00 towards signage at funded sites, and this cost should be planned for within your project budget.

All signage must be approved by The Trust before it is printed and installed on site - please email info@lmct.org.uk with your draft signage for approval.



SIGNAGE AT FUNDED SITES LOGO

This logo has been created for use on large scale display signage at project sites where facilities improvements have been funded by The Trust.

The logo should be displayed clearly and prominently on (or suitably adjacent to) primary signage at funded sites eg on title boards at entrances, or on the facilities funded at the site.

The logo must be displayed using a suitably durable printing process, fitting for the environment the signage will be located ie if outside, the signage must be suitably UV colour-fast and weatherproof.

Please note, this is not the logo to use for print and digital resources - please see page five for guidance on the logo to use on print and digital comms.



SIGNAGE AT FUNDED SITES COLOUR OPTIONS

The primary blue is Pantone 280C, and the logo should not be displayed in any other colour. The values in other colour systems are also shown here.

However, the logo is also available in white so it can be used on any coloured background, and black if only one colour printing is available.

Please contact info@lmct.org.uk for approval if you wish to reproduce the logo in a colour system outside of these guidelines.

Primary colour



Pantone
280 C



CMYK
100, 85, 5, 22



RGB
1, 33, 105



HEX
#012169



RAL
#5026



White [for use on dark/coloured backgrounds only]



Black



SIGNAGE AT FUNDED SITES SIZE AND POSITIONING

The minimum size the logo must be displayed on signage at funded sites is 200mm wide.

Please ensure there is clear space surrounding the logo, equal to the height of the L of 'London'.

It is important that the logo is displayed in a prominent position on the sign, befitting The Trust's commitment to the project. In the case of part-funded projects, The Trust's logo can appear on the signage alongside the logos of other funders, but The Trust's logo must cover a surface area that is appropriate to The Trust's funding contribution towards the project.



SIGNAGE AT FUNDED SITES WORDING SUGGESTIONS

Wording on the signage is not mandatory but can be useful in clearly displaying The Trust's involvement with the project. Examples of possible wording for the signage includes:

"This [insert facility] was supported by funding from The London Marathon Charitable Trust"

"[Insert your organisation name] would like to thank The London Marathon Charitable Trust for their funding towards [insert facility description]"



SIGNAGE AT FUNDED SITES EXAMPLES

Once approved and in place, The London Marathon Charitable Trust signage should be kept in good order, free from rust, UV fading, paint chips etc that may affect the legibility and effectiveness of the signage.

Similarly, please ensure that no subsequent structural changes to the environment or trees/plants obscure the signage to such a degree that its visibility is compromised.



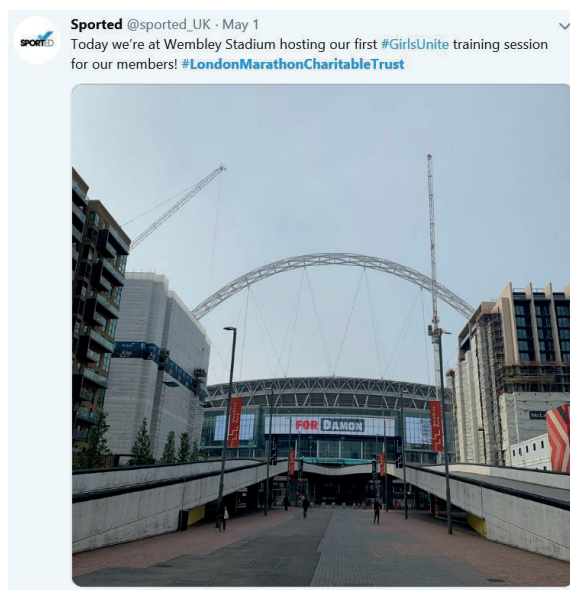
SOCIAL MEDIA

If you have social media accounts and are posting about any projects The Trust has funded, please tag us by including **#LondonMarathonCharitableTrust** in your post.

If your project has been funded as part of the Strategic Partnership Grants programme, it is expected that you will promote your partnership with The Trust on social media.

Where appropriate, please also include a link to our website: **www.lmct.org.uk**

Please remember there is a media embargo on announcing the grant award until The Trust has made a formal announcement in the quarterly press release.



VIDEOS & PRESENTATIONS

If you create any videos or presentations about your work that has been funded by The Trust, please ensure you acknowledge the involvement of The Trust by including the logo (**on page five**) and the website address (**www.lmct.org.uk**).



PRESS RELEASES & INTERVIEWS

The Trust publishes a quarterly press release which announces all the grants awarded in that quarter's funding. When notified that your organisation had been successfully awarded a grant, you will have been contacted asking for a quote and images relevant to the project that could be included in the press release. This is published on The Trust's website and circulated to third sector press contacts, and we ask that organisations refrain from making any announcements regarding the funding from The Trust until our press release has been published.

Once The Trust has made its own announcement you are welcome to make your own, particularly around the time the facilities are due to open. If you write a press release or give an interview regarding your project which The Trust is funding, please ensure you reference The Trust's involvement. The information in the About The Trust section on page four will be useful to include in the 'Notes to editors' section within a press release. We are happy to provide quotes where needed – please contact your Grants Officer to arrange this, or similarly you can email info@lmct.org.uk with your request.

CONTACT DETAILS

We are very happy for organisations to be creative in promoting their grant award as long as it is in keeping with the brand guidelines. If you have any particular merchandise or project-specific ideas for branding, or need any further guidance on promoting your grant award, please email info@lmct.org.uk or call **020 7902 0215**, and a member of the team will be happy to help.



LONDON MARATHON CHARITABLE TRUST



INSPIRING ACTIVITY