



# Virgin Money London Marathon Charity Toolkit Guidelines

## 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 2021 Virgin Money London Marathon places – both virtual and in-person – 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 2021 Virgin Money London Marathon. We hope you find them useful and wish you the very best of luck in your Virgin Money London Marathon campaign.

## Using this toolkit

Please note that all assets in this toolkit are owned by London Marathon Events and can only be used by charities that hold places in the 2021 event and follow these guidelines.

- When referring to the Virgin Money London Marathon or the virtual Virgin Money London Marathon, always use the full name of the event: the Virgin Money London Marathon or the virtual Virgin Money London Marathon.

- The logos for the virtual and in-person 2021 Virgin Money London Marathon appear on the assets in this toolkit. The logos must not be removed from the assets and used in isolation on any other marketing materials or brand collateral.

- The assets in this toolkit must not be edited, added to or digitally manipulated to include any other brand logos, colours, images or text. However they can be cropped depending on usage.

- Any use of the imagery or assets in printed merchandise, T-shirts or physical goods must be approved by London Marathon Events by emailing [charities@londonmarathonevents.co.uk](mailto:charities@londonmarathonevents.co.uk)

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## In-person event logo



## Virtual event logo

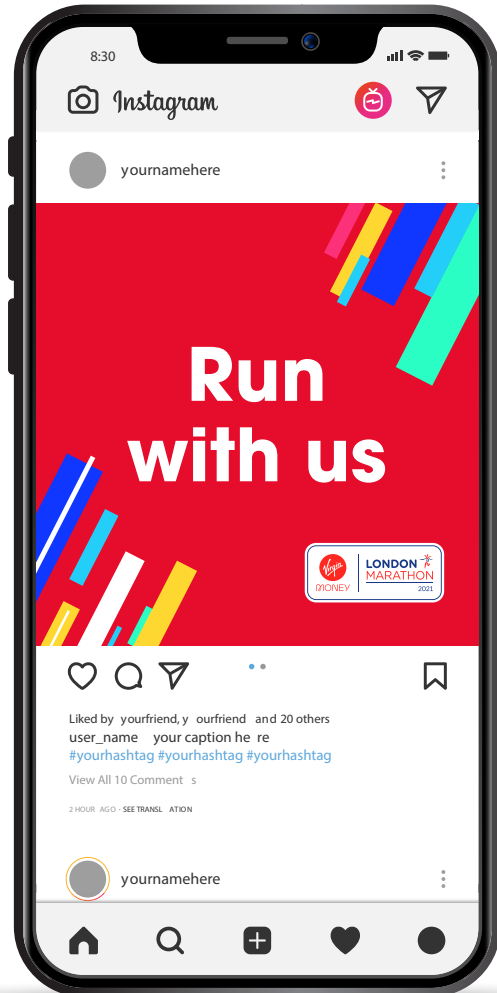


These logos are for reference only and cannot be used on any other individual promotional content



### Images

We have provided a selection of images to use, which include the Virgin Money London Marathon logo and colour branding. Please credit London Marathon Events when using them and do not use either the logo or image in isolation. The images should not be altered or added to in any way.



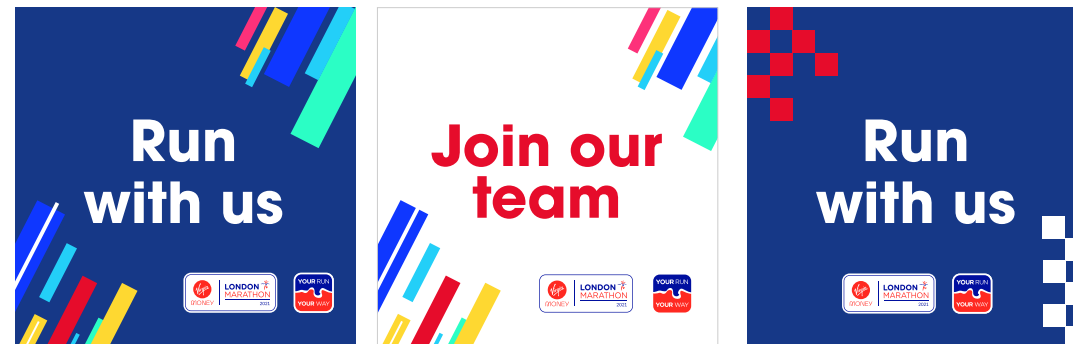
#### In-person event assets



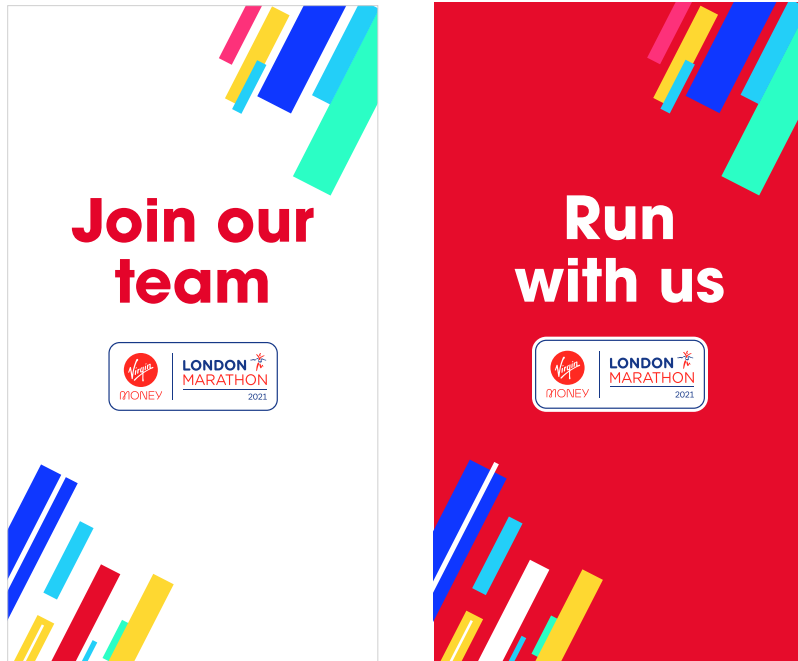
#### Social posts

A selection of posts and GIFs to encourage runners to sign up for your charity. Posts for the virtual 2021 Virgin Money London Marathon include the 'Your Run, Your Way' logo. Please do not alter or add to these posts in any way when sharing online.

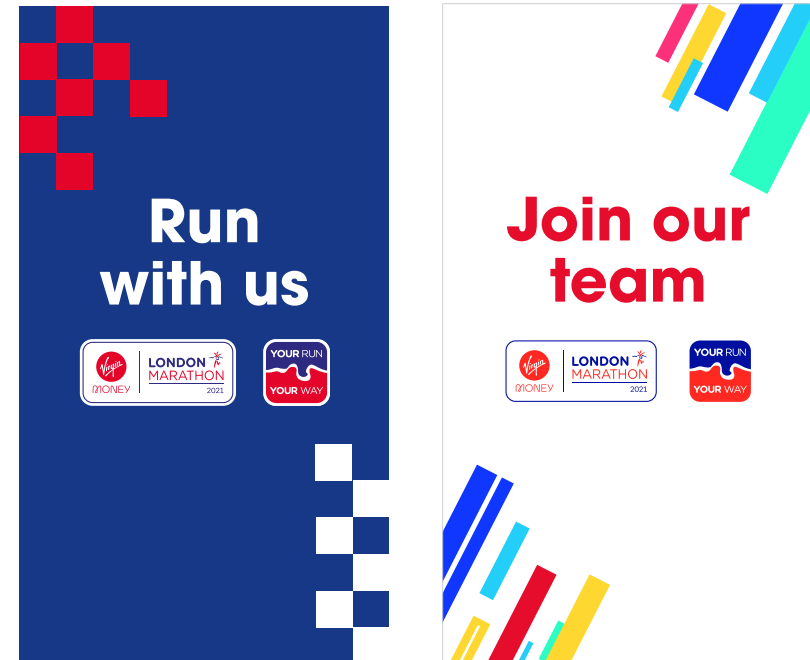
#### Virtual event assets



#### In-person event assets



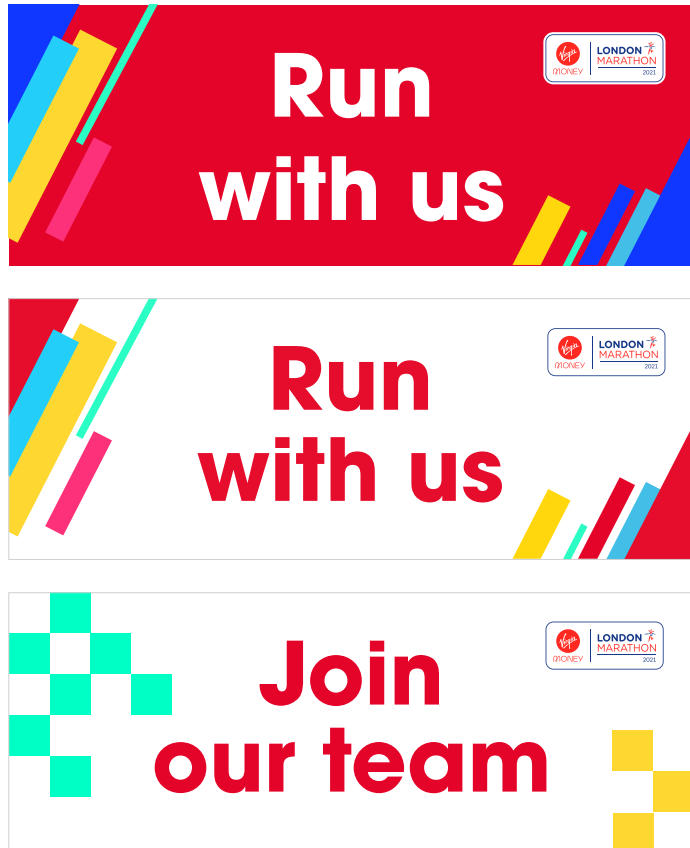
#### Virtual event assets



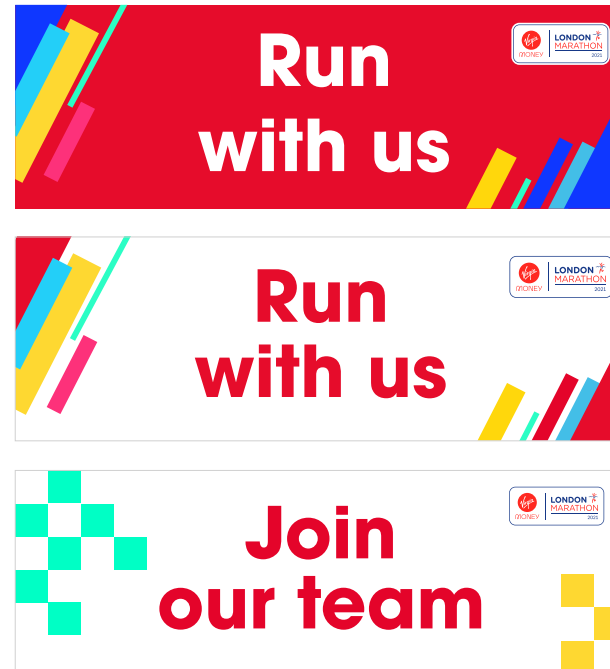
#### Social posts

A selection of posts to encourage runners to sign up for your charity. Posts for the virtual 2021 Virgin Money London Marathon include the 'Your Run, Your Way' logo. Please do not alter or add to these posts in any way when sharing online.

### Facebook headers



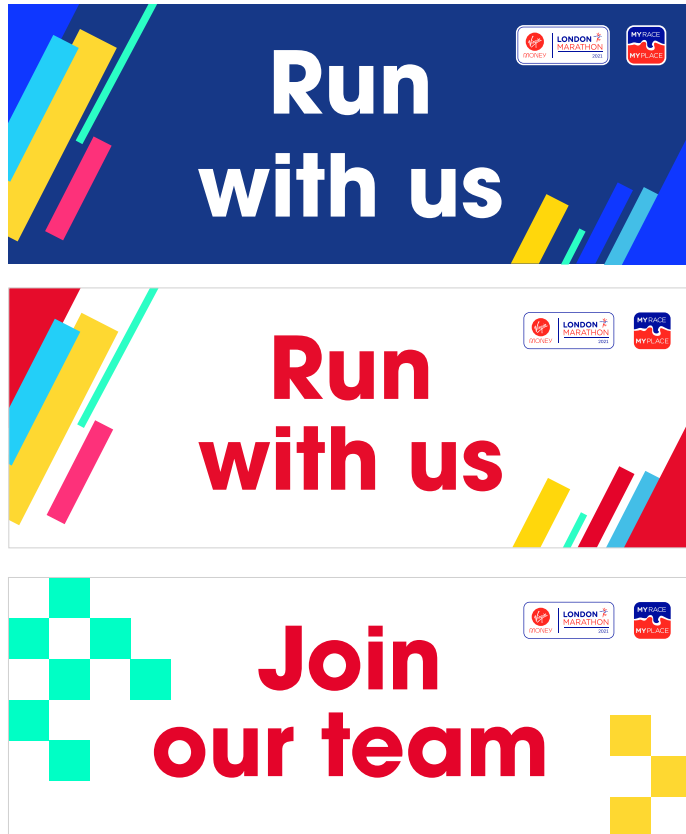
### Twitter headers



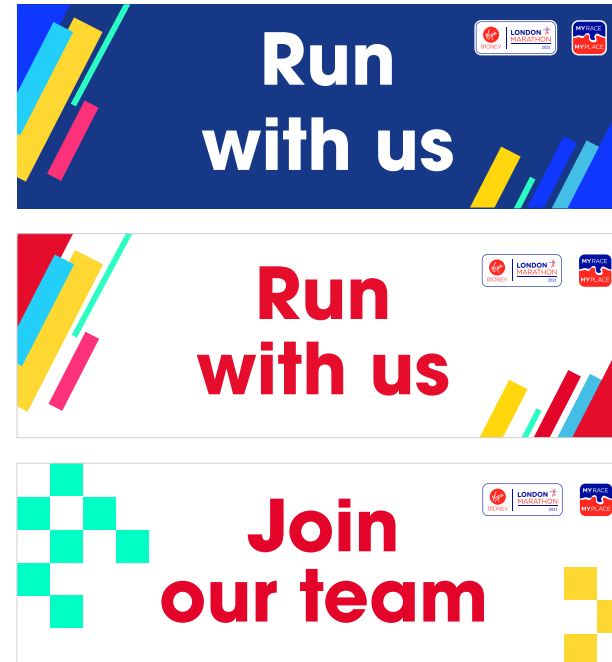
### Social posts

A selection of assets to use on Facebook and Twitter to encourage runners to sign up for your charity. Please do not alter or add to these posts in any way when sharing online.

## Facebook headers



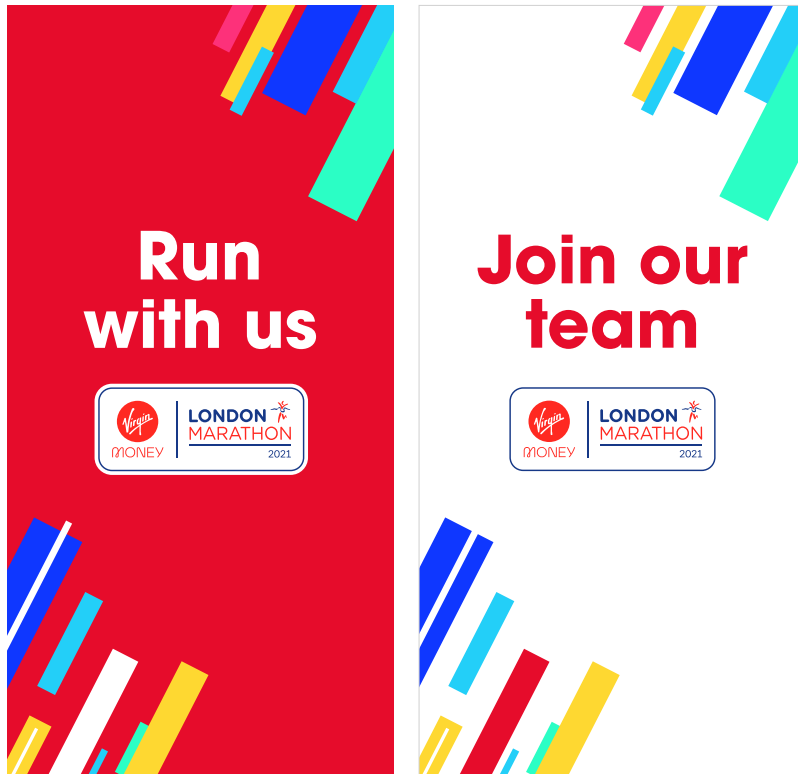
## Twitter headers



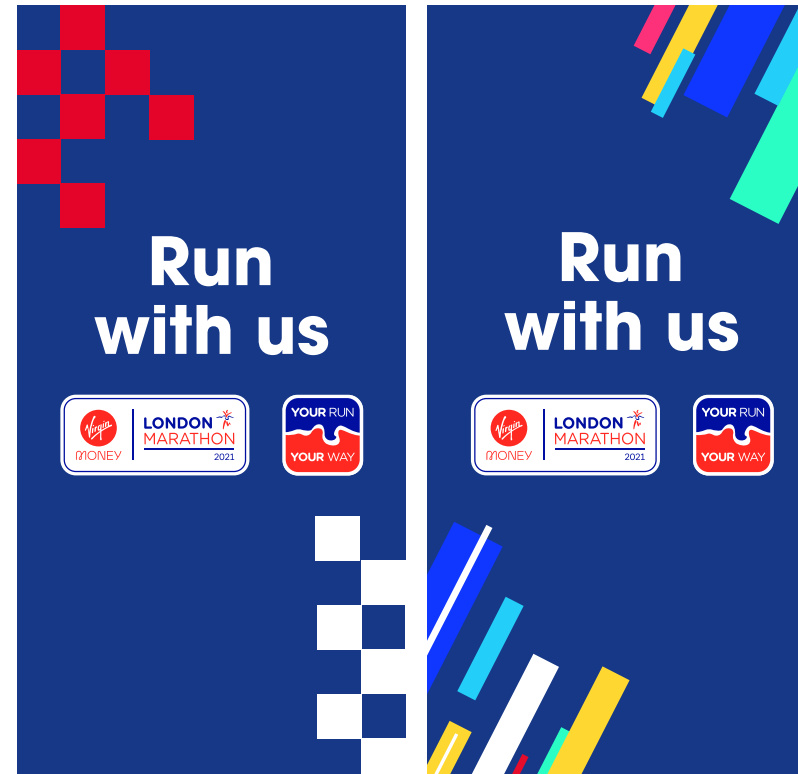
## Social posts

A selection of assets for the virtual event to use on Facebook and Twitter to encourage runners to sign up for your charity. Please do not alter or add to these posts in any way when sharing online.

## In-person event assets



## Virtual event assets

**Digital banners**

Static banner variations for HTML websites.

Banners for the virtual 2021 Virgin Money London Marathon include the 'Your Run, Your Way' logo. Please do not alter or add to these posts in any way when sharing online.

#### In-person event assets



#### Virtual event assets



#### Digital banners

Static banner variations for HTML websites. Banners for the virtual 2021 Virgin Money London Marathon include the 'Your Run, Your Way' logo. Please do not alter or add to these posts in any way when sharing online.



# Virgin Money London Marathon

## 3 October 2021