

'IN AID OF SPORT RELIEF': LOGO GUIDELINES

The 'In Aid of Sport Relief' logo is available with and without the 'It's Game On' lockup.



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It's great that you want to use our 'In Aid of Sport Relief' logo to promote your fundraising activities. These guidelines explain how to use the logo and the terms and conditions you are agreeing to.

USING THE LOGO:

- Our 'In Aid of Sport Relief' logo must only be used for fundraising purposes.
- Whenever you use the logo, you must also use the charity line: 'Sport Relief is an initiative of Comic Relief which is the trading name of Charity Projects, a registered charity in England and Wales (326568) and Scotland (SC039730)'. This statement should be clearly visible on any materials promoting your fundraising activity.
- Please remember that you may need a fundraising agreement with us if:
 - You are planning to raise money for Sport Relief in the course of a business
 - You are deducting costs from the money you raise
 - The money you raise will be split between Sport Relief and another charity
 - There are any risks associated with your activity e.g. health & safety

- The fundraising agreement also sets out other information which you may need to include on any materials promoting your fundraising activity or when requesting donations. Please contact us at fundraising@sportrelief.com for further information or for a Fundraising Agreement.

WHEN NOT TO USE THE LOGO:

- For personal gain, any commercial purpose, to advertise or sell any products or services, or to promote a business.
- On any merchandise that will be sold or exchanged as a reward or incentive.
- To imply that you (or anyone else) represents Sport Relief, or that we endorse any organisation or activities. You must clearly show the relationship with us, for example 'we're fundraising for Sport Relief.'
- In any way that could damage the reputation of Sport Relief or Comic Relief, or bring it into disrepute.

HOW TO USE THE LOGO:

What to do:

- A clear space should be kept around the logo equivalent to 1.5 times the height of the 'O' in 'SPORT RELIEF'.
- If placing the logo on a similar colour background, please use the keyline version.

What not to do:

- Please do not change or modify the logo in any way, i.e. do not change colours, dismantle it, stretch it, condense it, rotate it or distort it.
- Please avoid reproducing the logo less than the recommended size.

If you are uncertain about where and how you can use the logo, please don't hesitate to get in touch by email at fundraising@comicrelief.com

FUNDRAISING FOR COMIC RELIEF TERMS AND CONDITIONS:

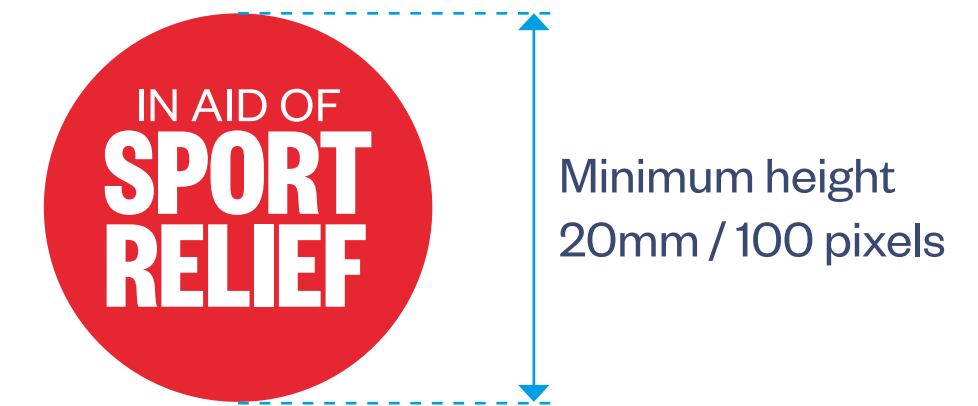
By fundraising for Comic Relief, you agree to our fundraising do's and donts' (comicrelief.com/dos-and-donts) and the following terms and conditions:

1. To only use lawful means to fundraise and not do anything that is likely to harm the charity's reputation.
2. To conduct your fundraising in a way that is open and honest and not in a way that could be seen as overly intrusive.
3. To be responsible for organising insurance and to accept that Comic Relief does not hold any responsibility for your fundraising activities and will not be held liable in any way.
4. To pay Comic Relief all monies raised within 4 weeks of fundraising activity and securely destroy/return any fundraising materials.

For more information about keeping your fundraising safe and legal, check out comicrelief.com/dos-and-donts

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The minimum height and clear space guidance are as follows:



Standard logo on white background. Please allow a clear space of the width of the letter 'N' around the boundary of the logo.

The keyline logo is to be used when placed on a similar colour background.

Standard logo on white background. Please allow a clear space of 1.5 times the height of the 'O' in 'SPORT RELIEF'.

The keyline logo is to be used when placed on a similar colour background.