

'Fundraising for Sport Relief' Logo guidelines

It's great news that you want to use our 'Fundraising for Sport Relief' logo to promote your fundraising activities. We had you in mind when we designed it. Here are a few guidelines on using the logo properly.

Using the logo:

- Our 'Fundraising for Sport Relief' logo must only be used to fundraise for Sport Relief.
- Whenever you use the logo, you must also use the charity statement: 'In Support of Sport Relief, an initiative of Comic Relief, registered charity 326568 (England/Wales); SC039730 (Scotland)'. This statement should be clearly visible on any materials promoting your fundraising activity.
- Please remember that you may need a fundraising agreement with us, for the reasons below:
 - If you are planning to raise money for Comic Relief in the course of a business;
 - If you are deducting costs from the money you raise; or
 - If the money you raise will be split between Comic Relief and another charity.
- Please contact us at fundraising@sportrelief.com for further information or for a copy of the 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 bring it into disrepute.

Logo design:

✓ Fundraising for
Sport Relief



What to do:

- Wherever possible, the logo should be positioned at the lower right hand corner of the page, with equal margins below and to the right.
- There should be some clear space around the logo. Once the logo is in position, make sure the clear space is equal to the diameter of the 'O' in the Sport Relief logo, at least.



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 in any way.
- Do not put the logo in a box.
- Avoid reproducing the logo less than 50mm wide.

If you are uncertain about where and how you can use the logo, please get in touch by emailing fundraising@sportrelief.com