London Marathon Charitable Trust

Logo Guidance for Grant Beneficiaries
London Marathon Charitable Trust

The London Marathon Charitable Trust provides grants for capital projects implemented by organisations and communities that are committed to inspiring and increasing the numbers of people regularly taking part in sports and physical activities. These projects are currently in the areas in which London Marathon Events Limited organises events.

Since its founding in 1981, The Trust has awarded in excess of £57 million to more than 1000 projects in London and beyond. This money is generated by its subsidiary company, London Marathon Events Limited through management and delivery of mass-participation sports events, most notably, the London Marathon and RideLondon.

Using The Trust logo in print or online

For guidance and rules regarding usage of the London Marathon Charitable Trust logo on printed matter such as leaflets and brochures as well as online see page 3.

Using The Trust logo on signage

There is a requirement for beneficiaries of grants to display the London Marathon Charitable Trust logo on signage at or near facilities or sites that have been funded by The Trust and a special logo has been created for this purpose. There is a guide to the correct and expected usage and conditions of this special logo in these circumstances starting on page 7.
Using The Trust logo in print or online

London Marathon Charitable Trust

This logo is available for use by grant beneficiaries on printed matter and online where it is necessary or desirable to acknowledge The Trust’s involvement in funding your project.

This logo should not be used on large display signage at projects that have been funded by The Trust. There is a special version of the logo for this purpose. Turn to page 7 for information and guidance on the large format display version.
**COLOUR OPTIONS**

**Colour**

The primary blue is Pantone 280C.

The logo must never be displayed in any other colour, however, it is permissible to use a white or black version in mono colour environments.

It is permissible to use the white version on any colour ground. This flexibility allows use of the logo on display boards with a background other than Pantone 280C.

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**Primary colour**

- Pantone 280 C
- CMYK: 100, 85, 5, 22
- RGB: 1, 33, 105
- HEX: #012169

**White [for use on dark/coloured backgrounds only]**

**Black**
Minimum size

The logo must not be published smaller than 20mm wide in print or 100 pixels wide at a screen resolution of 72 dpi.

Positioning – clear space

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

<table>
<thead>
<tr>
<th>Print</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>20mm</td>
<td>100px</td>
</tr>
</tbody>
</table>

[LONDON MARATHON CHARITABLE TRUST] [LONDON MARATHON CHARITABLE TRUST]
Usage

The London Marathon Charitable Trust logo should not be altered in any way.

Any resizing should maintain the proportions of the logo, ensuring that it doesn’t become squashed or stretched.

No attempt should be made to adjust the design of the logo.

Use only the colours specified on page 3.
The London Marathon Charitable Trust supports a wide range of capital projects. Because of this diversity of environments and situations, The Trust understands that it is unrealistic to be overly prescriptive regarding signage requirements.

A special version of the logo has been created for use on large scale display signage at project sites. This version combines the logo text, the ‘Action Figure’ group and the ‘Inspiring Activity’ strapline.

Do not use this version on comms other than large scale project signage at sites.
**COLOUR OPTIONS**

**Colour**

The primary blue is Pantone 280C. The values in other colour systems are also shown here.

The logo must never be displayed in any other colour, however, it is permissible to use a white or black version in mono colour environments.

It is permissible to use the white version on any colour ground. This flexibility allows use of the logo on display boards with a background other than Pantone 280C.

**Primary colour**

<table>
<thead>
<tr>
<th>Colour System</th>
<th>Value</th>
<th>280C</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
<th>RAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone</td>
<td>280C</td>
<td>100</td>
<td>85</td>
<td>5</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>CMYK</td>
<td>100</td>
<td>85</td>
<td>5</td>
<td>22</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RGB</td>
<td>1</td>
<td>33</td>
<td>105</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HEX</td>
<td>#012169</td>
<td>#5026</td>
<td>#</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**White (for use on dark/coloured backgrounds only)**

**Black**
**Minimum size**

The logo must not be printed smaller than 200mm wide on display boards.

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**Positioning – clear space**

Please ensure that there is clear space surrounding the logo equal to the height of the L of ‘London’.
Usage

The London Marathon Charitable Trust display logo should not be altered in any way.

Any resizing should maintain the proportions of the logo, ensuring that it doesn’t become squashed or stretched.

No attempt should be made to adjust the content or design of the logo.

Use only the colours specified on page 8.

If the integrity of the logo is unavoidably compromised for any reason, because of size constraints or other limitations of the site please contact The Trust for guidance.

info@lmct.org.uk
While it is impossible to insist how the display logo must be printed in all circumstances, it is crucial that it is displayed in a prominent position befitting The Trust’s commitment to each project and the following comments are intended to help project managers and planners to understand what is to be achieved in each case.

The logo must be displayed clearly and prominently on or suitably adjacent to, primary signage at venues e.g. on title boards at entrances to venues or sites of equipment within venues (fig. 1).

In the case of part-funded projects where logo space is shared with other benefactors, the London Marathon Charitable Trust logo must cover a surface area that is in proportion appropriate to The Trust’s share of project funding (fig. 1).

The logo must conform to the colour guidelines, clearance and other specifications in this document. If the logo is to be reproduced in a colour system other than those specified here please contact the London Marathon Charitable Trust for further guidance.

The logo must be displayed using a suitably durable printing process. If the logo is displayed outside for instance, it must be suitably UV colour-fast and weatherproof.

Once agreed and erected, 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 that trees or other plants are allowed to obscure the signage to such a degree that compromises its visibility.

If any amendments or adjustments need to be made to the signage that are not a result of damage or wear and tear (e.g. text or imagery needs to be updated or a third party logo has to be updated) and these amendments require a significant adjustment to the position or sizing of the London Marathon Charitable Trust logo please contact The Trust at the email address below for approval.

info@lmct.org.uk