

# 'Fundraising for Red Nose Day' Logo guidelines

Great news that you want to use our 'Fundraising for Red Nose Day' logo to promote your fundraising activities. We had you in mind when we designed it. We've listed a few guidelines below on using it properly.

## Using the logo:

- Our 'Fundraising for Red Nose Day' logo must only be used for fundraising purposes
- Please remember that you may need a fundraising agreement with us. For example, 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. The fundraising agreement also sets out other information which you need to include on any materials promoting your fundraising activity or when requesting donations.

Please contact us at [fundraising@comicroelief.com](mailto:fundraising@comicroelief.com) for further information or for a copy of the agreement.

## When not to use the logo:

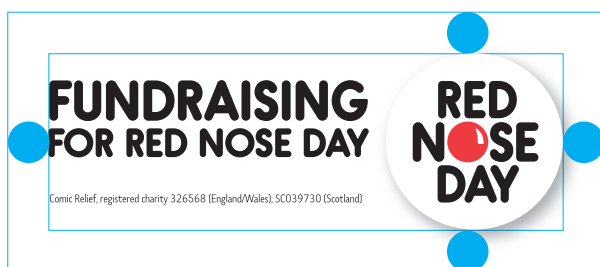
- For personal gain, any commercial purpose, to advertise or sell any products or services, or to promote a business.
- On any merchandise that will be sold or exchanged as a reward or incentive.
- To imply that you (or anyone else) represents Comic Relief, or that we endorse any organisation or activities.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

## Logo design:

**FUNDRAISING  
FOR RED NOSE DAY**

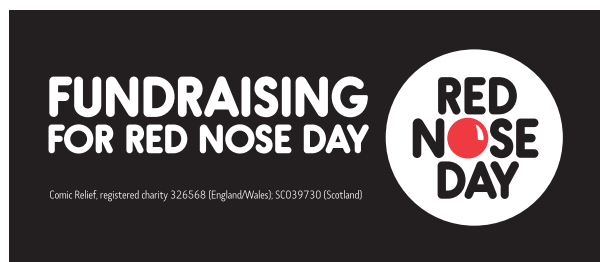
Comic Relief, registered charity 326568 (England/Wales); SC039730 (Scotland)

**RED  
NOSE  
DAY**



## 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 nose, 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@comicroelief.com](mailto:fundraising@comicroelief.com)