

≡ FUNDRAISING FOR RED NOSE DAY 2015 ≡

Logo guidelines:

It's 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. Here are a few guidelines on how best to use it.

Using the logo:

- Our 'Fundraising for Red Nose Day' logo must only be used for fundraising purposes.
- Whenever you use the logo, you **must** also use the charity line: 'Red Nose Day is an initiative of Comic Relief, registered charity 326568 (England/Wales; SCO39730 (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're planning to raise money for Red Nose Day in the course of a business;
 - If you're deducting costs from the money you raise; or
 - If the money you raise will be split between Red Nose Day and another charity.

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 email us at fundraising@rednoseday.com for further information, or for a copy of the agreement.

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.
- Please avoid reproducing the logo less than 50mm wide.

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 Red Nose Day, 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 damage the reputation of Red Nose Day or Comic Relief, or bring it into disrepute.

