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.

The London Marathon Charitable Trust logo was designed in June 2015 alongside a rebrand and logo change for the trust’s subsidiary company, London Marathon Events Limited. This rebrand was felt necessary to reflect the true practice, structure and function of both the trust and the company which, in the past, has been much misunderstood by the general public. More surprising is that this misunderstanding is manifestly apparent in the participants in events organised by the company as well as beneficiaries of grants from the trust. It is also true that partners, sponsors, industry agencies and markets that engage with both the trust and the company are unaware of the important relationship between the two and to address this is to the mutual advantage of both.

The company, London Marathon Events Limited, is viewed largely as the technical and operational organiser of the London Marathon and, while this is true, this perception does not do justice to its essential relationship with the London Marathon Charitable Trust.

It is of great benefit to both The Trust and the company that this relationship is understood as central to the ‘London Marathon’ brand primarily because the considerable good work of the trust is generally unknown but also because it sets the London Marathon Events Limited apart from other mass-participation events organisers because its profits are given over to good causes rather than shareholders or owners. The new logo is designed to help address these issues.

The broad logo guidelines can be found on page 2.

There are two appendices here. On page 7 and 8 details can be found about usage of the brand logos and marques on stationery.

A second appendix starts on page 9 and gives guidelines on large scale display formats for the logos.

Large format display signage guidelines for grant beneficiaries

Further to the usual print and digital environments where the logo is needed, there is also a requirement for beneficiaries of grants to display the London Marathon Charitable trust logo on signage at or near equipment or projects that have been funded by the trust. There is a separate document that addresses the display guidance in these circumstances.
London Marathon Charitable Trust

The old London Marathon Charitable Trust logo was designed ad hoc and consisted of a simple strapline beneath the London Marathon Limited logo.

The new logo dispenses with the Running Figure and the text has changed from just ‘London Marathon’ to ‘London Marathon Charitable Trust’. For continuity, it retains the blue from the previous logo - Pantone 280.

This logo was designed in tandem with - rather than as an afterthought to - the London Marathon Events logo thus reinforcing (as well as better representing) the relationship between the two.

The font is Oswald. Designed by Vernon Adams, it is clean and clear and manages to look authoritative without being severe. The quirky, offset and lighter ‘CHARITABLE TRUST’ line softens the text considerably.

Oswald was designed to be used freely across the internet by web browsers on desktop computers, laptops and mobile devices but also looks great in print. It has a versatile family of weights that means it can be used for titles in both print and digital publishing as a subtle reinforcement of the brand.
**Action Figure Group**

In the past, the old ‘Running Man’ device (page 2) was the only asset for use on communications available. This caused a problem if communications were about our wheelchair or cycling events.

The Action Figures can be employed as a group in order to better express the full breadth of The Trust’s activity.

Not only is the Action Figure Group an acknowledgement of the cross-discipline scope of the company’s events it also alludes explicitly to the important charity funding given to diverse sports projects through The Trust.

The group must always be arranged as they are here with the keyline beneath them. The keyline can extend to be especially useful as a footer on published material.

The group must always be accompanied by the London Marathon Charitable Trust logo on all published collateral and communications.

See appendix for examples.
**COLOUR OPTIONS**

**Colour**

The primary blue is Pantone 280C. This blue is retained from the previous logo as an important gesture of continuity.

Pantone 280 is a strong, authoritative blue - it is used in the Union Flag. A good, solid ‘sport’ colour.

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 event and third party collateral such as gantries and display boards with a background other than Pantone 280C.

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**Primary colour**

**LONDON MARATHON CHARITABLE TRUST**

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

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

**LONDON MARATHON CHARITABLE TRUST**

**Black**

**LONDON MARATHON CHARITABLE TRUST**
**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.

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

**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 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.

Please only use the colours specified on page 5.
London Marathon Charitable Trust stationery is used for communication across all its activity, irrespective of the discipline (running, swimming etc.), so needs to reflect the full breadth of the London Marathon Events brand. To this end, the Standard Logo is used at the head of the paper and Action Figure group is shown at the foot of the page. This is an acknowledgement of the cross-discipline scope of the company’s activity.
email Boilerplate

London Marathon Charitable Trust staff sign-off for emails has to function in the same way as the printed stationery.

The Action Figure group is shown at the foot of the message.

Again, this device doubles as an acknowledgement of the important charity funding given to diverse sports projects through the LMCT as well as the cross-discipline scope of the London Marathon Events portfolio.

email Sign-off Boilerplate
3 metre perimeter boards

There are circumstances where it is necessary to display the London Marathon Charitable Trust logo at events or sites using temporary signage.

The following guidance covers the usage of the London Marathon Charitable Trust logo on the most commonly used devices and formats. This should be sufficient to provide guidance in other situations.

The most common format employed by London Marathon Events for perimeter boards is 3000mm wide by 1000mm high (right). The colourway and clearance of these boards must conform to the logo guidelines on pages 4 and 5.
Toblerones

Toblerones are tall, three-sided large format display devices used extensively by London Marathon Events for temporary display at events. The graphic is printed onto correx panels that are slotted into each of the three sides. The format is 3048mm high by 1200mm wide (right).
**Banner roll**

Another common device used by London Marathon Events for temporary display at events is banner-roll. This is a continuous roll of perforated polyester hung on crowd control barriers. The format is 5250mm wide by 750mm high (right).

The extra width of this format allows the use of the Action Figures and the ‘INSPIRING ACTIVITY’ strapline of the brand.
Large format display signage guidelines for grant beneficiaries

Further to the conventional print and digital environments addressed here, there is also a requirement for beneficiaries of grants to display the London Marathon Charitable Trust logo on signage at or near equipment or projects that have been funded by The Trust.

The London Marathon Charitable Trust is proud to be able to offer grants to fund or part-fund a diverse range of worthy capital projects. These projects might constitute purchasing equipment or land but they are just as likely to be new-builds or renovation of existing sites. They include both indoor and outdoor sites and, in the case of outdoor sites, may be expansive. Because these projects cover a diversity of environments and situations, The Trust understands that it is difficult to be overly prescriptive regarding signage requirements.

A special lock-up version of the logo has been created for use on large scale display. This lock-up combines the logo text and the ‘Action Figure’ group.

There is a separate document available for grant beneficiaries regarding the use of the London Marathon Charitable Trust logo which includes guidance for this lock-up.