

# Red Nose Day 2017

## Logo guidelines

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Please follow these guidelines when using the Red Nose Day 2017 logo.

Please note: you must only use the logo for the purpose and period outlined in your logo request form, as agreed by Comic Relief.

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## Campaign logos

These logos are for standard usage and should be used when referring to the Red Nose Day campaign in general.



Red Nose Day logo



**24 March 2017**

Red Nose Day date year logo  
This logo is to be used during 2016



**Friday 24 March**

Red Nose Day Friday logo  
This logo is to be used during 2017

# Logos

## Logo with date banners

The logo is also available with the Red Nose Day date and various banners, including options with containers for colour backgrounds.

Ensure the correct versions of these logos are used as the spacing from the logo to the strap is different to the non container versions.

Please ask us if a new banner is required; don't create your own.



**Friday 24 March**



**Official Partner**



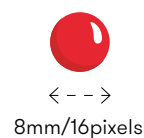
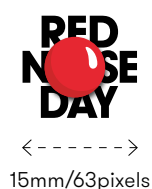
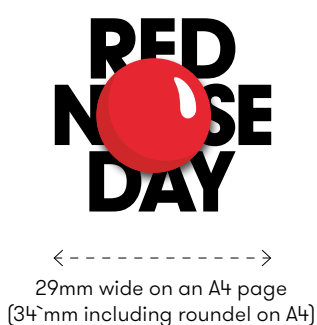
# Logos

## Minimum size & clear space

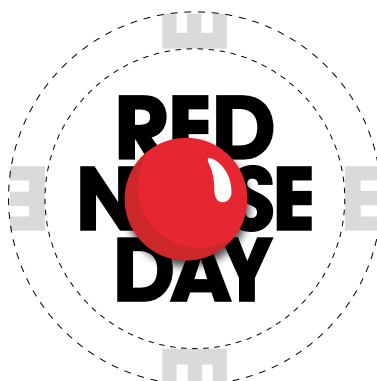
As a guide, the full logo should be used at roughly 29mm wide in an A4 format, or 34mm wide if using the version with the white roundel.

**Please avoid reproducing the full logo at less than 15mm wide, or 25mm for the roundel version.** For applications below this size it is better to use the Nose icon instead (e.g. mobile icons).

The minimum exclusion zones around the logo should be the width of the 'E' for the full logo, and the width of the highlight for the Nose icon, though the more clear space the better.



Exclusion zone for full logo



Exclusion zone for full logo with white roundel



**Supporting Partner**

Exclusion zone for the Nose icon

# Logos

## Do's & don'ts

Please look after our logo and be kind to our Nose. Give it plenty of breathing space.

Don't stretch/squash, add keylines, rotate, change colours, or change proportions.

It's especially tempting to start playing with the Nose icon, but as a general rule please avoid the above, and don't repeat, place it in copy, or reproduce it in greyscale.

Occasionally there may be exceptions – if in doubt drop us a line (details page 8).



Stretch/squash



Rotate



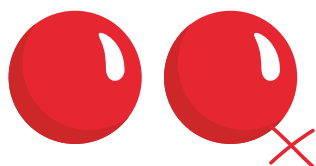
Add keyline



Change colours



Change proportions of nose and type

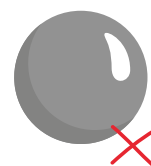


Repeat icon

Red Nose Day...



Use the icon in copy



Greyscale