

Funded by Comic Relief Logo Guidelines



We are incredibly proud of the grants we make and the work we do together. Organisations who are in receipt of funding from Comic Relief are welcome to use our 'Funded by Comic Relief' logo. We've listed a few guidelines below to help you use it correctly.

Using the logo:

Organisations who are in receipt of funding from Comic Relief are welcome to use our '**Funded by Comic Relief**' logo if they want to – but there is no obligation to use it. By in receipt of funding we mean that you are grantholder or a named partner organisation on a grant with Comic Relief.

The Comic Relief grant must be active – once the funding has finished the logo can no longer be used. This should be considered when deciding which materials to include the logo on, as it will need to be removed at the end of funding.

It needs to be clear exactly what we are funding. The logo can only be used on materials relating directly to what we are funding.

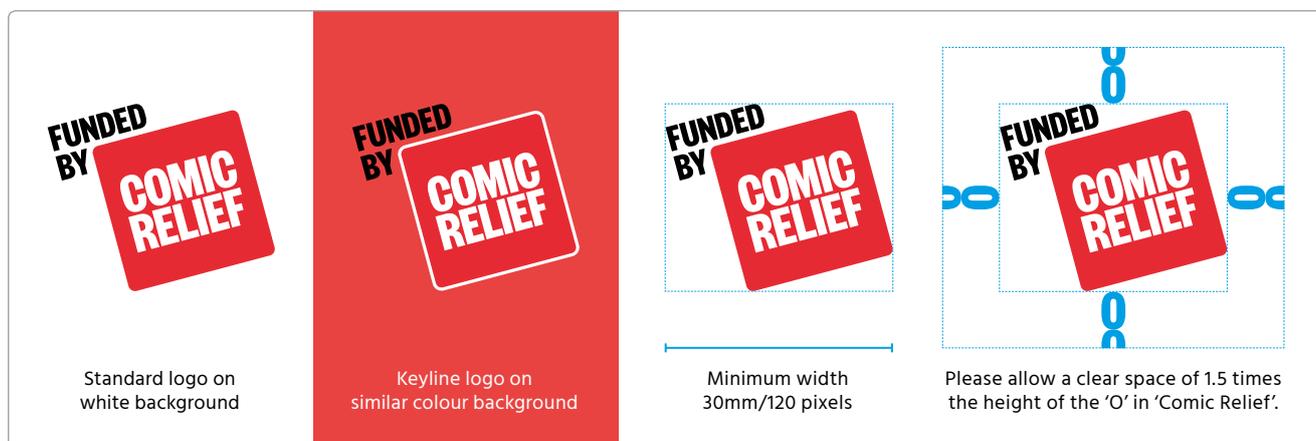
When to use the logo:

- On leaflets and posters promoting the grant
- On the funder's page on the website to acknowledge our grant
- Videos showing the work funded by Comic Relief – although it must be clear that Comic Relief has funded the project and not the video.

If you want to include our 'Funded by' logo on a press release, or to speak about Comic Relief in your press release, copy needs to be approved by our Media Team. Please send to grantsinfo@comicrelief.com

When not to use the logo:

- For materials not directly relating to what Comic Relief funds.
- On clothing – the logo needs to be legible, which is difficult on clothing and having the logo on clothing suggests people are working for or representing Comic Relief.
- On letterhead or email signatures – this can lead to confusion of over who a communication has come from; if the logo is included it incorrectly gives the impression it's from Comic Relief.
- On job adverts – as this suggests Comic Relief are recruiting.



Please note: The keyline logo can be used in situations where you need to place the logo on a similar coloured background or on a noisy photographic background. In situations where it is difficult to use the Funded by logo, please defer to the standard (or keyline) version of the Comic Relief logo on the right.



If you are uncertain about where and how you can use the logo, please don't hesitate to get in touch by email grantsinfo@comicrelief.com