



**#LondonMarathon**

# **2024 TCS London Marathon Charity Assets Guidelines**

**Our commitment to you**

At London Marathon Events, we are committed to doing everything we can to help charities engage with the TCS London Marathon.

As part of this commitment, we're delighted to offer you this toolkit of assets to help you market your 2024 TCS London Marathon places – and maximise the return on your investment in the event.

The assets are focused on encouraging as many people as possible to join your team for the 2024 TCS London Marathon. We hope you find them useful and wish you the very best of luck in your TCS London Marathon campaign.

**Using this toolkit**

Please note that all assets in this toolkit are owned by London Marathon Events and can only be used by charities that hold places in the 2024 event and follow these guidelines.

- When referring to the TCS London Marathon always use the full name of the event: TCS London Marathon.
- When referring to the virtual TCS London Marathon always use the full name of the event: virtual TCS London Marathon (please note virtual should have a lower case v unless it is at the beginning of a sentence).
- The logo for the TCS London Marathon appears on the assets in this toolkit. The logo must not be removed from the assets and used in isolation on any other marketing materials or brand collateral.
- The assets in this toolkit must not be edited, added to or digitally manipulated to include any other brand logos, colours, images or text. However, they can be cropped depending on usage.
- Any use of the imagery or assets in printed merchandise, T-shirts or physical goods must be approved by London Marathon Events by emailing [charities@londonmarathonevents.co.uk](mailto:charities@londonmarathonevents.co.uk)

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**Event logo**



These logos are for reference only and cannot be used on any other individual promotional content

**Event logo mono**



# Mass 2024 TCS London Marathon assets

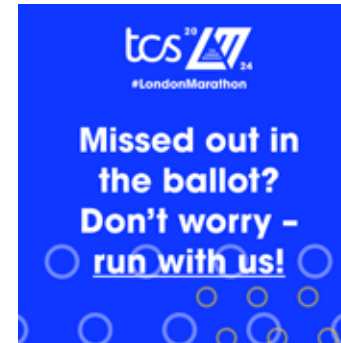
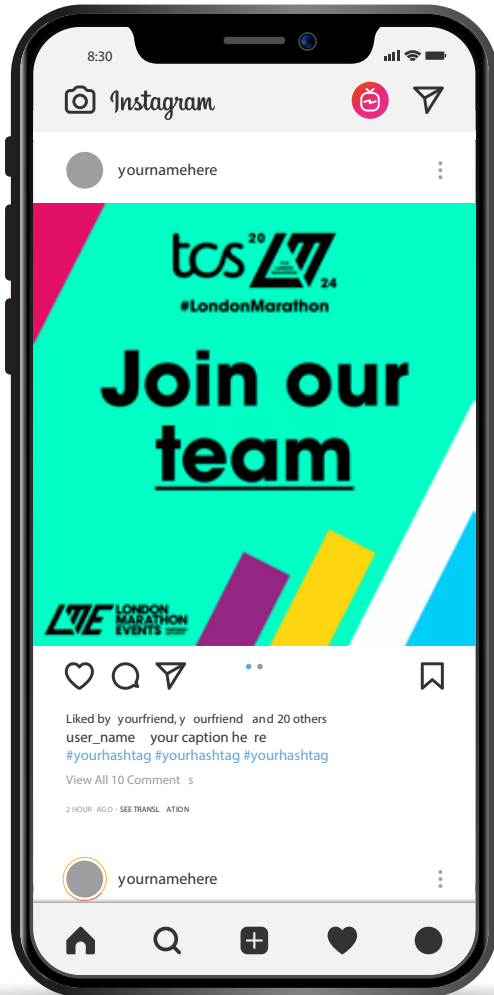
2024 TCS London Marathon





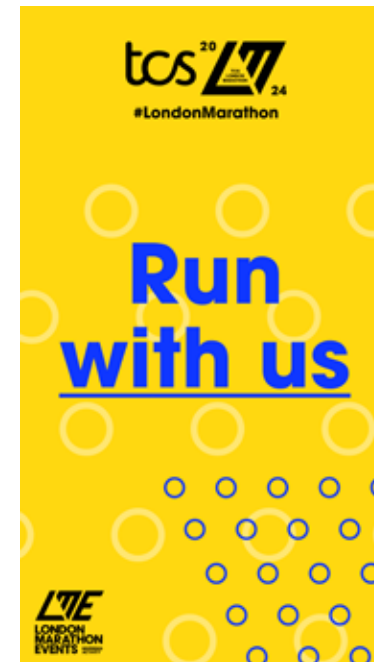
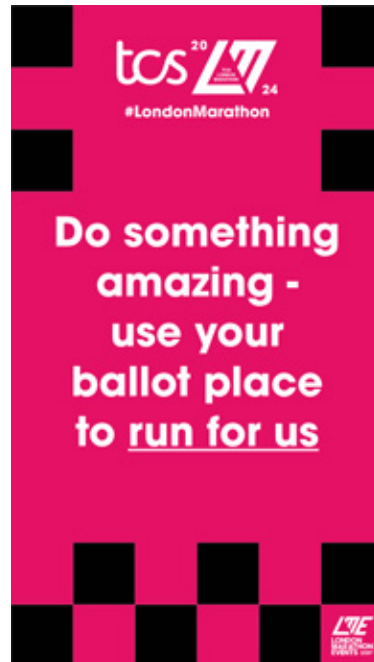
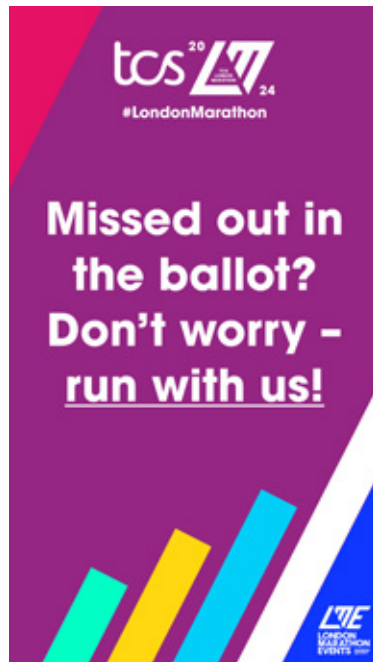
**Images**

We have provided a selection of images to use, which include the TCS London Marathon logo and colour branding. Please credit London Marathon Events when using them and do not use either the logo or image in isolation. The images should not be altered or added to in any way.



**Instagram grid**  
A selection of posts to encourage people to sign up for your charity. Please do not alter or add to these posts in any way when sharing online.

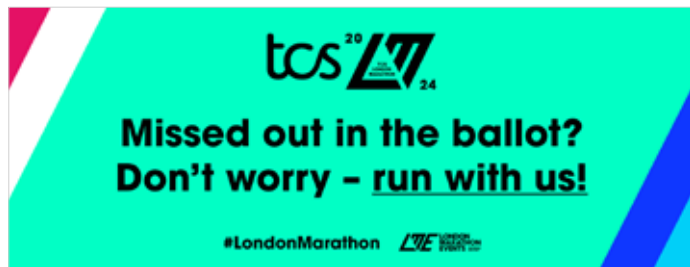




**Instagram stories**  
A selection of posts to encourage people to sign up for your charity. Please do not alter or add to these posts in any way when sharing online.



Facebook headers

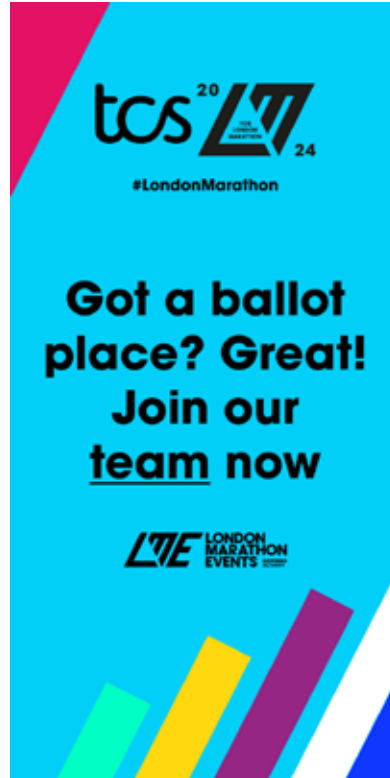
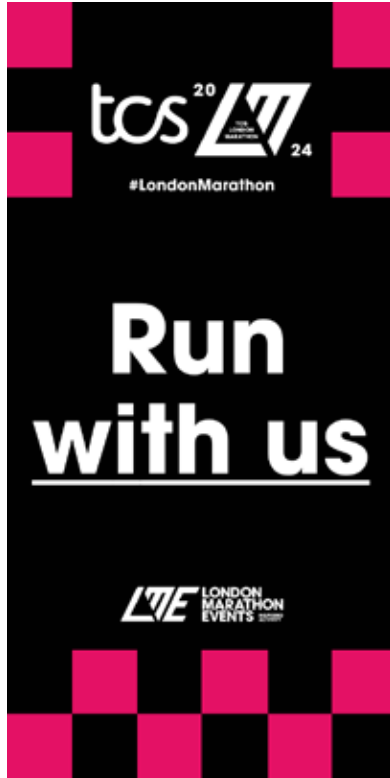
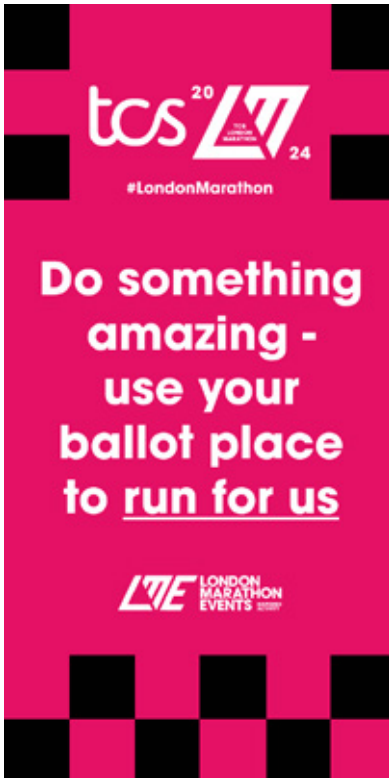
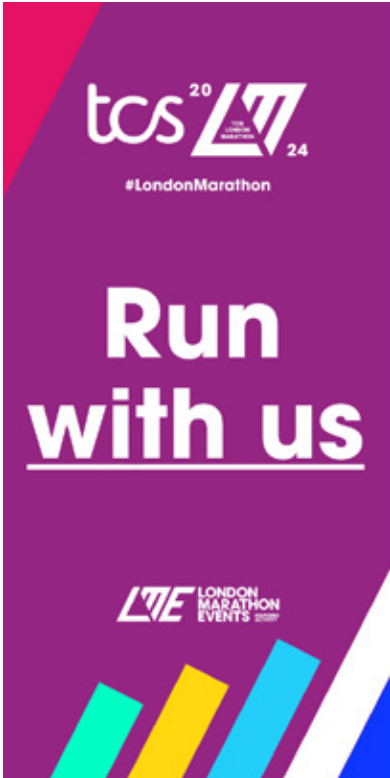


Twitter headers



Channel headers

A selection of assets to use on Facebook and Twitter to encourage people to sign up for your charity. Please do not alter or add to these posts in any way when sharing online.



**Digital banners**  
Static banner variations for HTML websites. Please do not alter or add to these posts in any way when sharing online.





**Digital banners**

Static banner variations for HTML websites. Please do not alter or add to these posts in any way when sharing online.



# Virtual 2024 TCS London Marathon assets

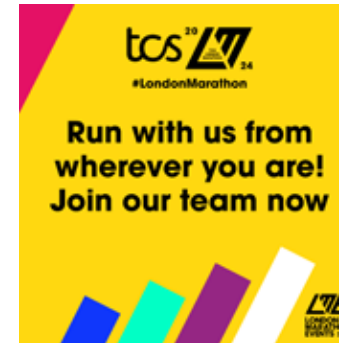
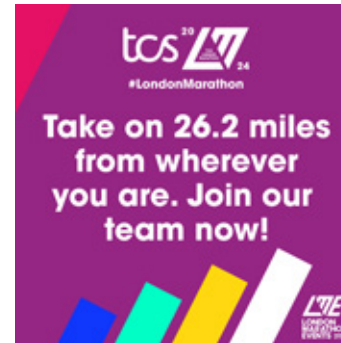
2024 TCS London Marathon





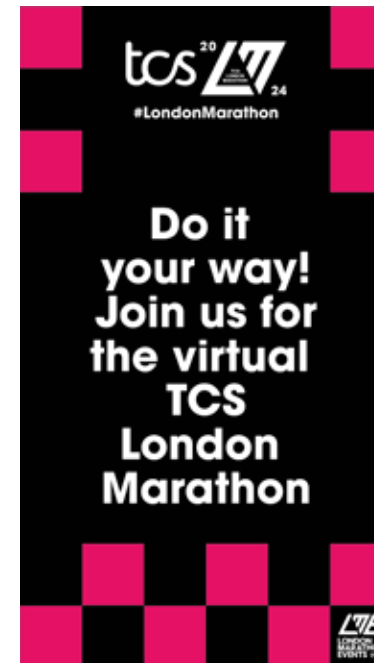
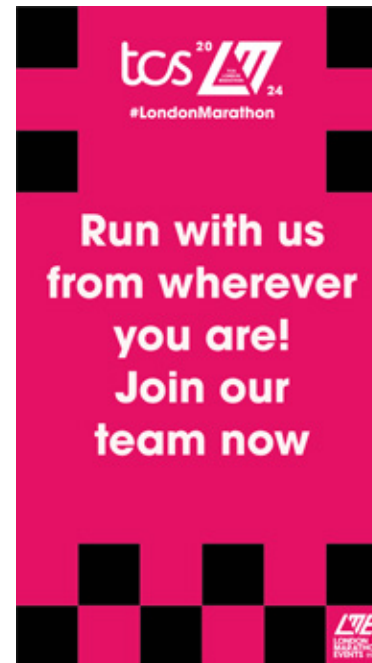
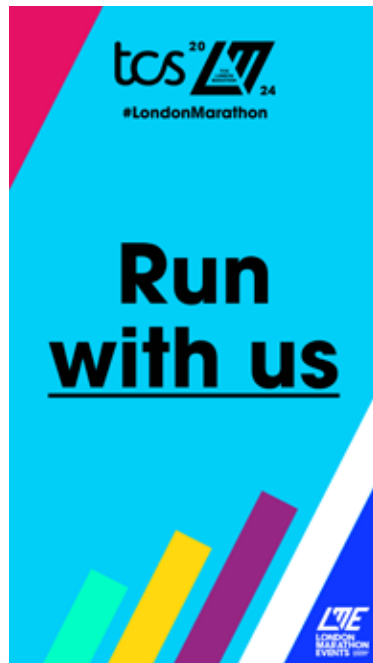
**Images**

We have provided a selection of images to use to promote the virtual TCS London Marathon, which include the TCS London Marathon logo and colour branding. Please credit London Marathon Events when using them and do not use either the logo or image in isolation. The images should not be altered or added to in any way.



**Instagram grid**

A selection of posts to encourage people to sign up for the virtual TCS London Marathon for your charity. Please do not alter or add to these posts in any way when sharing online.



**Instagram stories**  
A selection of posts to encourage people to sign up for your charity. Please do not alter or add to these posts in any way when sharing online.

Facebook headers



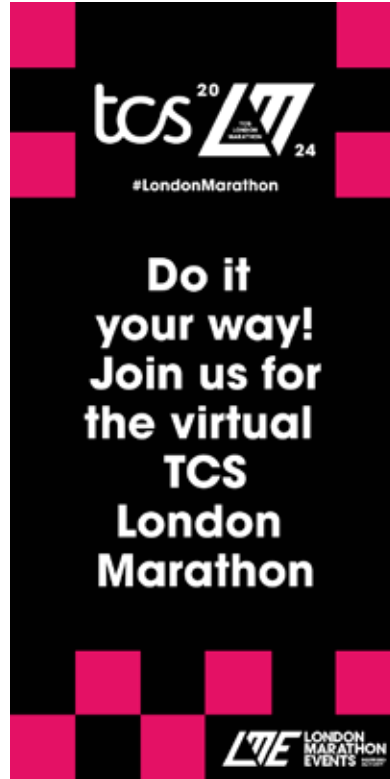
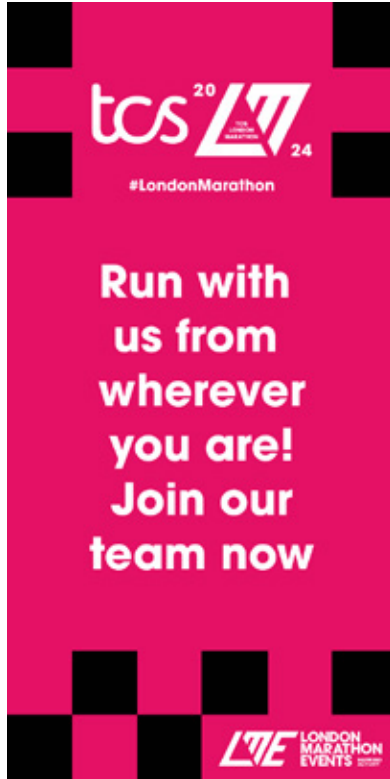
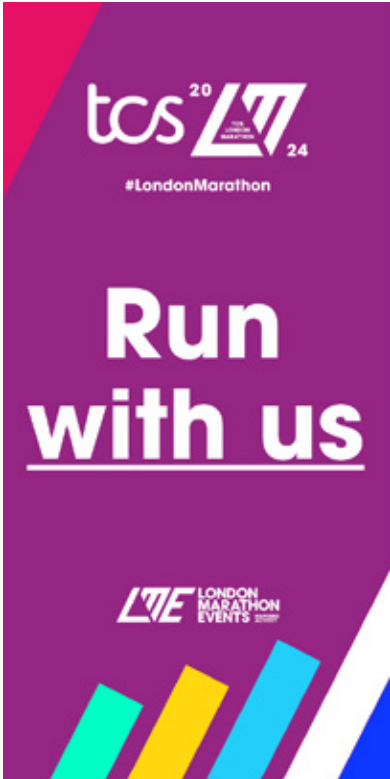
Twitter headers



Channel headers

A selection of assets to use on Facebook and Twitter to encourage people to sign up for your charity. Please do not alter or add to these posts in any way when sharing online.



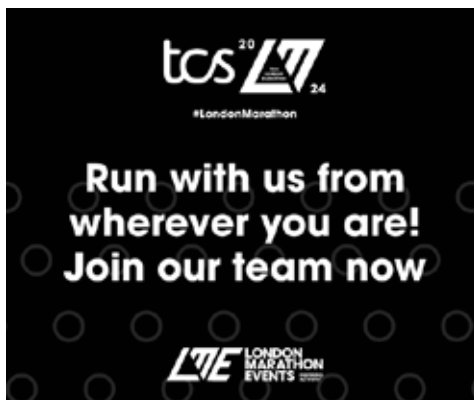


**Digital banners**  
Static banner variations for HTML websites. Please do not alter or add to these posts in any way when sharing online.



**Digital banners**

Static banner variations for HTML websites. Please do not alter or add to these posts in any way when sharing online.





**#LondonMarathon**

**TCS London Marathon  
Sunday 21 April 2024**