

The  
**bigHalf**

**THE BIG HALF  
2024 CHARITY  
GUIDELINES**

**#WeRunAsOne**

**LME** LONDON  
MARATHON  
EVENTS INSPIRING  
ACTIVITY

### Our commitment to you

At London Marathon Events we are committed to doing everything we can to help charities fill their places in our events.

As part of this commitment, we're delighted to offer you this toolkit of assets to help you market your places in The Big Half 2024 – 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 event.

We hope you find them useful and wish you the very best of luck in your The Big Half 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 The Big Half always use the full name of the event: The Big Half (if using the year, this should come after the event name: The Big Half 2024).
- The logo for the The Big Half 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



### Event logo mono



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



Images  
We have provided a selection of images of people taking part in The Big Half to use in your marketing. 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 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  
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