



# Red Nose Day Logo Style Guide

**2022**

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# Welcome!

This is the new **2022 Red Nose Day Logo Style Guide**, your one-stop shop for guidance on Red Nose Day's visual identity. Please use it as a reference when creating content for Red Nose Day as it ensures our communications and visuals are clear and consistent across all channels.

This year there is an **new updated Red Nose Day logo** and this document provides guidelines how to use the mark and rest of the Red Nose Day brand materials.

This guide provides direction for logo, color, typography and photography usage and should be used in conjunction with the Red Nose Day Brand & Messaging Guide.

For additional information please visit [RedNoseDay.org](https://RedNoseDay.org) or contact [Brand@ComicRelief.org](mailto:Brand@ComicRelief.org) if you have any questions.

Have fun!

**The Red Nose Day Team**

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our logo



Standard / Primary Version

## Our Wonderful Red Nose Day Logo

Please note that the relationship between any of the elements featured in the logos should not be modified in any way.



Horizontal Secondary Version

## Core Logo Elements



- The new Red Nose Day mark is always left justified.
- Please note that the relationship between any of the elements featured in this mark should not be modified in any way.

## Core Logo Versions

Primary logo on white



Primary logo on black



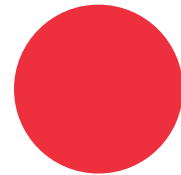
Secondary / horizontal logo on white



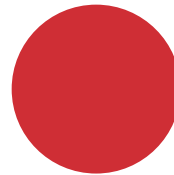
Secondary / horizontal logo on black



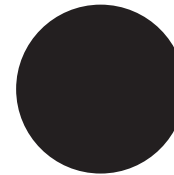
## Logo Color Schemes



CMYK 0-94-79-0  
RGB 230-40-50  
HEX #E62832  
Pantone 185C

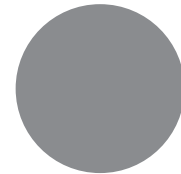


CMYK 12-95-85-4  
RGB 200-16-46  
HEX #C8102E  
Pantone 186C

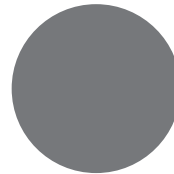


CMYK 0-0-0-100  
RGB 30-30-30  
HEX #000000  
Pantone Process Black

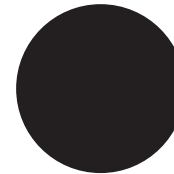
**RED NOSE DAY**



CMYK 0-0-0-55  
RGB 138-140-142  
HEX #8A8C8E  
Pantone Process Black



CMYK 0-0-0-65  
RGB 119-120-123  
HEX #77787B  
Pantone Black



CMYK 0-0-0-100  
RGB 30-30-30  
HEX #000000  
Pantone Process Black

**RED NOSE DAY**

For mono reproduction only

## Standard logo size considerations

As a guide, the logo should be used at roughly 1.25 inches wide when used in letter size. Please avoid reproducing the logo at less than 0.75 inches wide or 80 pixels for web use.

The minimum exclusion zones around the logo should be the width of the 'E', - two 'E's on the left due to the main logo being left-justified. Overall, the more clear space around the logo the better.

The logo consists of the words "RED", "NOSE", and "DAY" stacked vertically in a bold, black, sans-serif font. A red nose, depicted as a red circle with a white highlight, is positioned over the letter 'O' in "NOSE".

**RED  
NOSE  
DAY**



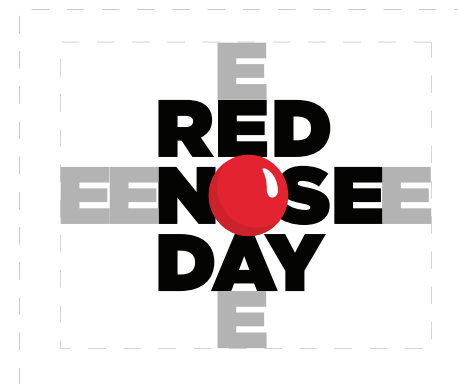
**Approx 1.25"  
on letter size**

The logo consists of the words "RED", "NOSE", and "DAY" stacked vertically in a bold, black, sans-serif font. A red nose, depicted as a red circle with a white highlight, is positioned over the letter 'O' in "NOSE".

**RED  
NOSE  
DAY**



**0.75"/80 pixels  
for web use**



## Horizontal logo size considerations

Be sure to take into account the differences in handling the sizing of this special -use only logo as compared to our standard, stacked logo mark.



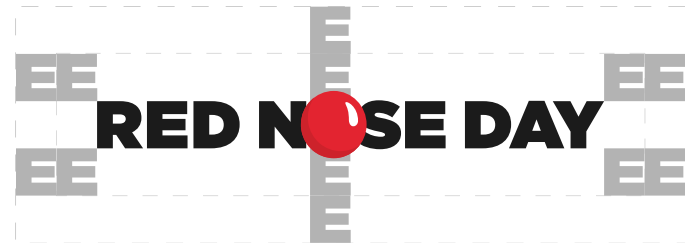
**RED NOSE DAY**

Approx 1.25"  
on letter size



**RED NOSE DAY**

Minimum width  
of 120 pixels





The logo consists of the words "RED", "NOSE", and "DAY" stacked vertically in a bold, sans-serif font. The word "NOSE" is larger than "RED" and "DAY". The letter "O" in "NOSE" is replaced by a solid red circle.The logo consists of the words "RED", "NOSE", and "DAY" stacked vertically in a bold, sans-serif font. The word "NOSE" is larger than "RED" and "DAY". The letter "O" in "NOSE" is replaced by a solid black circle.The logo consists of the words "RED", "NOSE", and "DAY" stacked vertically in a bold, sans-serif font. The word "NOSE" is larger than "RED" and "DAY". The letter "O" in "NOSE" is replaced by a solid red circle.The logo consists of the words "RED", "NOSE", and "DAY" stacked vertically in a bold, sans-serif font. The word "NOSE" is larger than "RED" and "DAY". The letter "O" in "NOSE" is replaced by a solid black circle.

The only colors allowed for one color print are red, black and white.

## Single Color Versions

There is a single color version of the logo available on request for screen printing and embossing.

Please note that the relationship between any of the elements featured in the logos should not be modified in any way.



## Please look after our logo

- Do not use outdated versions.
- Do not add any additional elements to the mark.
- Do not change the color of the mark.
- Do not scale the nose to a different size.
- Do not use a different font.
- Do not rotate or scew the mark.
- Do not offset or change the letters.
- Do not use the Red Nose mark alone.



## Using Our Logo on Photographs and Patterned & Art Backgrounds

Care must be taken when placing the brand mark on photos or backgrounds with visual noise.

Place logos in areas with clean color areas and or without distractions. For darker photography, use the reverse logo version, and vice-versa. Never place the logo on top of a subjects face.



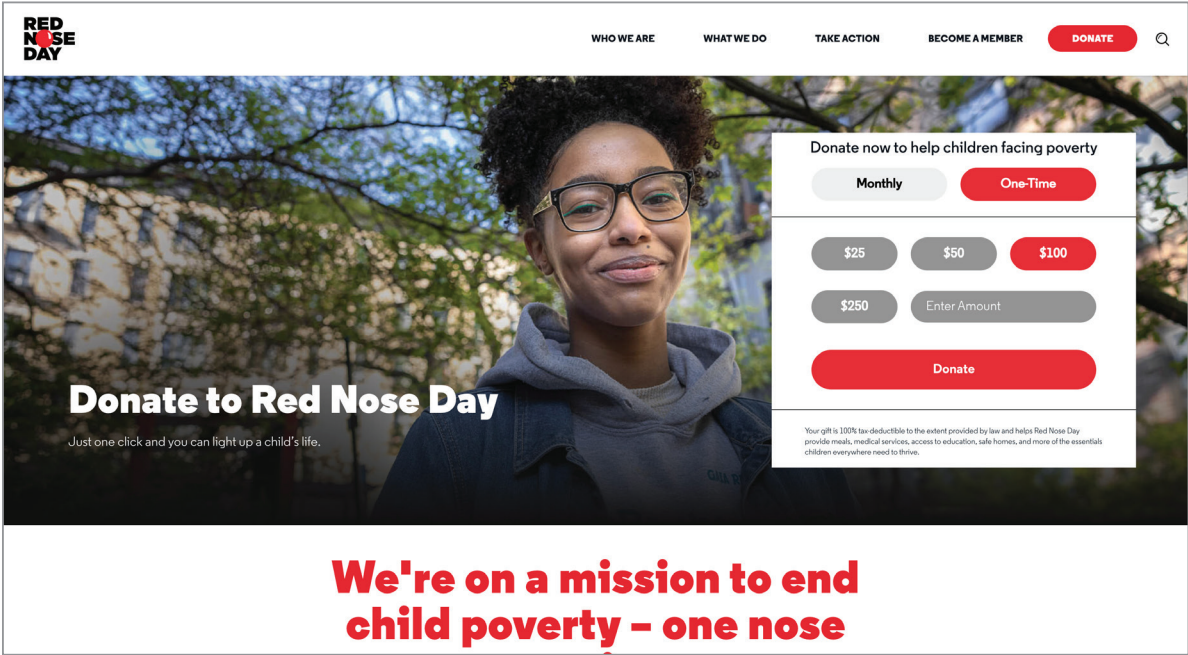
Correct logo usage examples:

Note how the logo is overlaid upon areas without visual distractions









Red Nose Day website homepage with updated logo



Red Nose Day social media post



# campaign marks

# *Noses On*

## **Noses On Logo**

This mark is used during the Red Nose Day campaign to drive Red Nose engagement and physical Red Nose purchases in store.



The logo consists of the words "Noses On" in a bold, black, sans-serif typeface. The word "Noses" is in a regular weight, while "On" is in a bolder weight. The letters are closely spaced, and the overall style is clean and modern.

Horizontal / Primary Version

The logo consists of the words "Noses On" in a bold, black, sans-serif typeface. The word "Noses" is in a regular weight, while "On" is in a bolder weight. The letters are closely spaced, and the overall style is clean and modern.

Secondary Version

## Noses On Logo

An EPS or PNG lockup should always be used for the Noses On mark versus as written type. This ensures all fonts, kerning and spacing remains consistent. Please note that an exclamation mark (!) should never be added to 'Noses On' when it is used as a headline.



Horizontal / Primary Version - Reversed on black



Secondary Version - Reversed on black

## Noses On Logo

An EPS or PNG lockup should always be used for the Noses On mark versus as written type. This ensures all fonts, kerning and spacing remains consistent. Please note that an exclamation mark (!) should never be added to 'Noses On' when it is used as a headline.

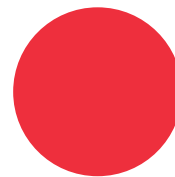
our colors



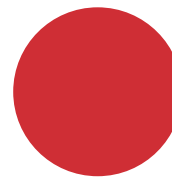
## A playful palette of color

A dynamic color palette is a very important factor in expressing the Red Nose Day brand playfulness and child like wonder associated with us.

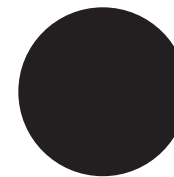
Our primary brand color is the bright rich red of the Red Nose. The secondary colors are black and white to really push forward that red. The additional colors in the palette work in support of the red to maintain the vibrant nature of the Red Nose Day brand. The colors work in harmony together to create a balanced and versatile set of tones and hues for a wide range of digital and traditional print media usages.



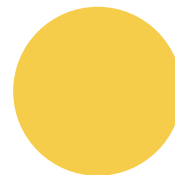
CMYK 0-94-79-0  
RGB 230-40-50  
HEX #E62832  
Pantone 185C



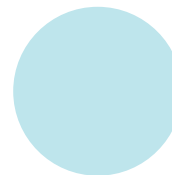
CMYK 12-95-85-4  
RGB 200-16-46  
HEX #C8102E  
Pantone 186C



CMYK 0-0-0-100  
RGB 30-30-30  
HEX #000000  
Pantone Process Black



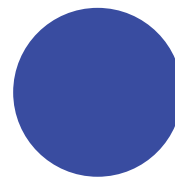
CMYK 4-18-83-0  
RGB 245-204-74  
HEX #F4CB49V



CMYK 24-0-7-0  
RGB 189-229-234  
HEX #BDE4EA



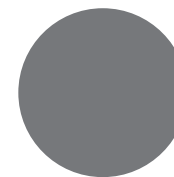
CMYK 60-0-100-0  
RGB 113-191-68  
HEX #70BE44



CMYK 89-81-0-0  
RGB 59-76-160  
HEX #3B4CA0



CMYK 9-6-7-0  
RGB 228-230-229  
HEX #8A8C8E  
Pantone Process Black



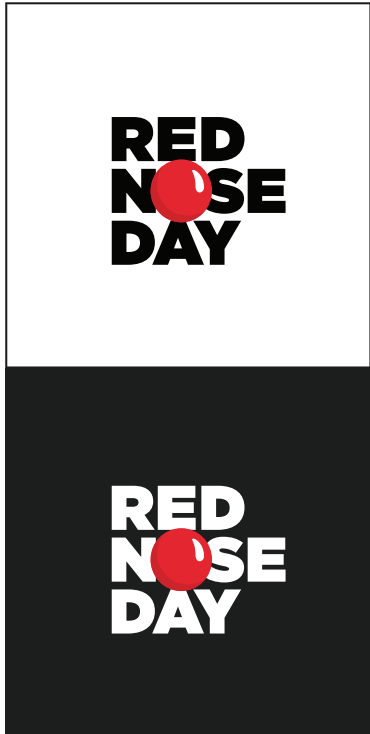
CMYK 0-0-0-65  
RGB 119-120-123  
HEX #77787B  
Pantone Black

### Contrast is key

Please use care when placing our logo on colored backgrounds and on photography. Make sure you are selecting the correct color version of the logo (white or black mark only) to allow for contrast and maximum visibility of the Red Nose Day mark. Do not place the mark on noisy or distracting imagery with patterns.



On White:



On Color & Photography:

Place logos in areas with clean color areas and or without distractions



On Black:

On Red:

Special version for this usage

## Use The Same Color Rules For Our Horizontal Logos

While horizontal logo use is the exception and not the normal use case, how it is applied is the same for the core stacked logo mark.

Please use care when placing our logo on colored backgrounds and on photography. Make sure you are selecting the correct color version of the logo (white or black mark only) to allow for contrast and maximum visibility of the Red Nose Day mark. Do not place the mark on noisy or distracting imagery with patterns.



## Red Nose Day Style Guide 2021-2022



## Primary Font

Usual Extrabold • Headlines

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Usual Medium • Subheaders

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Usual Light • Body Copy

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Note that the **Usual font family** is a standard Adobe font that can be activated in all Adobe software.



**Helping Children Is  
What We Do Best** — **Usual Extrabold • Headlines**

**One or two line  
subheader further  
clarifying the  
message** — **Usual Bold • Subheadlines**

It is a long established  
fact that a reader will  
be distracted by the  
readable content of a  
page when looking at  
its layout. The point of  
using Lorem Ipsum — **Usual Light or Regular • Body Copy**

## Secondary Font

**Montserrat** is a secondary font for use exclusively for **bold stylized headlines** and **number statistics and info graphics**.

### Montserrat Black • Headlines

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

### Montserrat ExtraLight • Subheaders

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

## Google Doc & Slide Font

Inter Extra Bold • Headlines

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

Inter Semi Bold • Subheaders

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

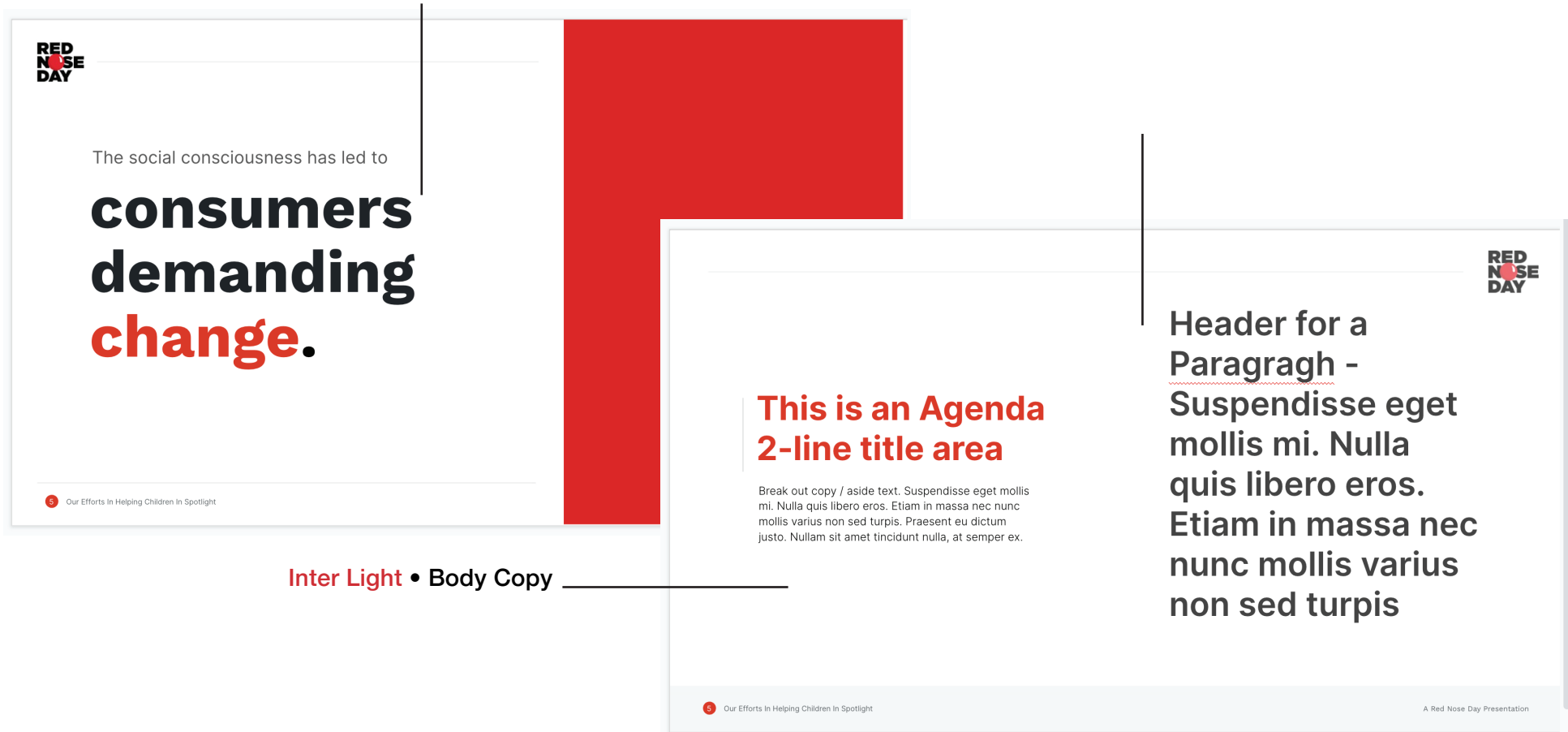
Inter Light • Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

# Google Doc & Slide Font

Note that **Inter** is a standard Google font that can be activated in all **Google Suite applications**.

## Inter Extra Bold • Headlines



## Inter Light • Body Copy

# our supporters

## Reserved for select Red Nose Day brand partners

### Logo elements

- Logotype 'Red Nose Day Proud Supporter'
- Red Nose icon
- Ribbon
- Font: Not editable by third parties



RND Proud Supporter logo on white (normal version)



RND Proud Supporter logo on white (horizontal version)



# our photography



## Fresh, Bright, Energetic and Inspiring

**Imagery is a powerful tool in telling the story of Red Nose Day.**

Photography is a very important factor in how we inspire our audience and share the stories of our impact with Red Nose Day. The key driving factor of our imagery is dignity. Establishing and maintaining dignity for the subject of the image and the story we are telling with that image is the most important consideration.



## Proper Usage of Impact Photography

Using photographs of real children who have benefitted from Red Nose Day funds is a great way to communicate the positive impact of the campaign.



- **Dignity** is the top priority for capturing and using impact photography.
- Children should always look **happy, healthy and empowered**.
- Use empowering angles and perspectives.  
Photographing from below and lower angles allows the subject to appear more important and in a **position of strength**.
- Capturing some images of children **wearing the Red Noses** is ideal but not always necessary.
- **Hero portraits** are solo shots with a single child being the focus of the image.
- **Environment portraits** give a larger picture of the location and allow for more context.







- Capture **moments** that demonstrate how the children are benefiting from the program.
- **Never use images of children who look unhappy, or uncomfortable.**
- Never use images of children that portray them in an inappropriate, disrespectful or demeaning light.
- Images should depict both **domestic and international** programming.
- Take care to ensure that **informed consent** has been provided.
- Do not use images of a child that are accompanied by personal identification information such as name or place of abode that could make the child easy identifiable and traceable.
- Take care to ensure that aliases are provided for children in images when appropriate, **never use a child's last name.**









A hand holding a magnifying glass over a document. The magnifying glass is focused on the text "VERY VERY FINE PRINT". The background is a solid red color.

# legal & language guidelines

## Make Sure To Add Our Required Legal Copy

The following legal language should be included on all Red Nose Day branded materials, including printed communications, printed and digital advertising, PR materials, and trade and consumer collateral.

It is not necessary on social posts, but should be included in description/background information attached to the channels.

***“Red Nose Day in the United States is a program of Comic Relief USA, a 501(c)(3) nonprofit organization.”***

### Additional legal information

If you require more detailed legal guidance, please contact [brand@ComicRelief.org](mailto:brand@ComicRelief.org).

**RED  
NOSE  
DAY**

thank you