

The image features a blue-tinted background of children running in a marathon. Overlaid on this is the 'MARATHON KIDS' logo in a large, white, bold, italicized sans-serif font. The word 'MARATHON' is on the top line and 'KIDS' is on the bottom line. A child in the foreground is wearing a white t-shirt with the 'MARATHON KIDS' logo and a race bib with the number 32 and the year 2016.

# MARATHON KIDS

Asset Guidelines





# Image & Video

Use of images or videos from our galleries should be credited to Marathon Kids unless otherwise specified.

Images and videos may be used by accredited media for non-commercial editorial purposes, with appropriate attribution.

For questions or requests, contact **[anna@marathonkids.org](mailto:anna@marathonkids.org)**

# Logo Guidelines

## Clear Space



Clear space refers to the area immediately surrounding the identity that must remain clear of visually competing typography or graphics that might compromise legibility. The cap-height of the logotype in the identity provides the basic unit (X-measurement) of the proportional system in determining the clear-space area.



## Black &amp; White

**MARATHON  
KIDS****MARATHON  
KIDS****MARATHON  
KIDS****MARATHON  
KIDS**

When use of color is not available, produce the logo in black. When printing on a black, dark, or photo background, the logo should print in reversed out white.

## Primary Mark Color

**MARATHON  
KIDS**

**MARATHON  
KIDS**

The logo can be printed in Primary - Royal or Default - Black.  
Never use two different colors for the mark at one time.

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## Black & White

**MARATHON  
KIDS  
» U.K.**

**MARATHON  
KIDS  
» U.K.**

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## Primary Mark Color

**MARATHON  
KIDS  
» U.K.**

**MARATHON KIDS » U.K.**

The logo can be printed in Primary - Royal  
Never use two different colors for the mark at one time.

## Primary Mark — Incorrect Use



Do not alter the alignment or arrangement



Do not use gradients or patterns



Do not use unapproved colors



Do not distort the logo



Do not use two different colors



Do not alter the kerning (letterspacing) or leading (linespacing)



Do not alter the size of one word

Care must be taken to ensure correct and consistent reproduction of the mark in every application. Incorrect use of the mark compromises its integrity, value and effectiveness. Although the examples above do not represent every misuse, they reflect situations to avoid.