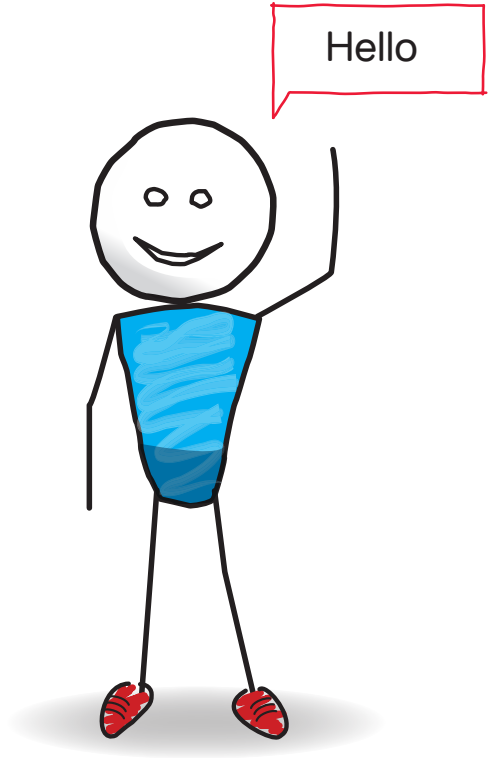




Our brand at a glance



Please...

- ▶ Feel free to use logos and text from this document to tell people about us.
- ▶ Use the text and logos exactly as they are. You won't believe how long it took us to get everyone to agree them. Or maybe you will.
- ▶ Let us know if you need anything else from us. We'll be happy to provide words, logos or pictures for anything you need. Just ask.

You can find our contact details on the last page.



Virgin Money Giving in words

Virgin Money Giving in one sentence. Useful as a very short reference to us, an introduction leading to detail on a later page, a banner advert, or a teaser in a newsletter that leads to a fuller piece later.

- › virginmoneygiving.com is a fundraising website that helps charities and fundraisers raise more money online, without taking a penny in profit.
- › virginmoneygiving.com is changing the face of online fundraising with a better deal for fundraisers and charities.
- › virginmoneygiving.com is a service from Virgin Money that is designed to help raise more money online in a few clicks.

A little more background about us

› In brief

Virgin Money Giving is a 100% not-for-profit charity fundraising website. Part of the Virgin group, it's the official fundraising site of the Virgin London Marathon – the biggest annual fundraising event on the planet. It's designed purely to help people raise more money online, without taking a penny in profit.

› In less than a hundred words

Virgin Money Giving is a 100% not-for-profit charity fundraising website. It's the official fundraising site of the Virgin London Marathon – the biggest annual fundraising event on the planet. It's designed purely to help people raise more money online, without taking a penny in profit. This means more money goes where it's needed – directly to charity. It has low charges and free support and advice. All backed up by Virgin technological know-how and customer service.

› In detail

Virgin Money Giving is a 100% not-for-profit charity fundraising website. It's designed purely to help people raise more money online, without taking a penny in profit. So more money goes where it's needed – directly to charity.

It's the official fundraising site of the Virgin London Marathon – the biggest annual fundraising event on the planet. Virgin has pledged to help the runners raise a staggering £1/4 billion over the next five years.

Virgin Money Giving aims only to cover its operating costs. It has low charges and free support and advice. With more free support and advice than any other service.

And as part of the Virgin family, Virgin Money Giving works to the high standards people expect. That means friendly, helpful staff and the latest in time-saving technology – all backed up by award-winning customer service.

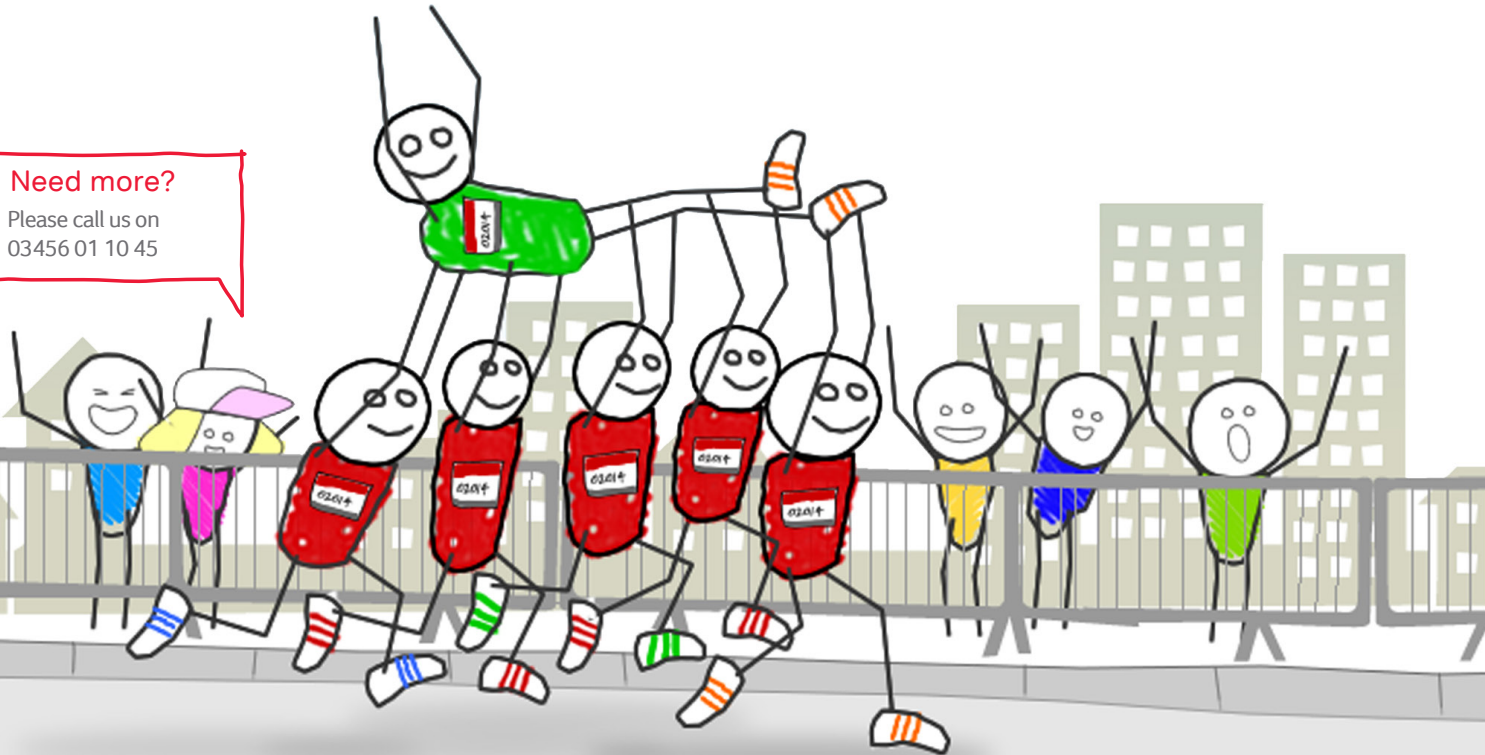
Using our strapline

We have a strapline we use with our logo. If it's appropriate, use it where you're using text about us:

'Raise more for charity with Virgin Money Giving.'

Need more?

Please call us on
03456 01 10 45



Virgin Money Giving in pictures

Snapshots

Virgin Money Giving is all about helping to promote charities and fundraisers and the great work they do. So we've taken this thought through into our visual identity.

Feel free to use your own pictures in this style to complement any text about us.



Virgin Money Giving in pictures

Stick man

We also have a little character who gets up to all sorts of fundraising activities. He's used a lot online, to help explain things, and to inject fun into key pieces.

Please contact us for our range of stick man pics.



Online buttons for you to use

We've created some buttons and banners to make fundraising through Virgin Money Giving easier.

For details of how to download them, go to:

<http://uk.virginmoneygiving.com/giving/help-guides/charities/promoting-my-charity.jsp>

106 x 139px buttons



211 x 85px buttons



261 x 88px buttons



Pass it on

If you can save your fundraisers a little time by letting them download buttons and gizmos, they'll thank you for it. So here are some you can offer to your fundraisers to use.

For details of how to download them, go to:

<http://uk.virginmoneygiving.com/giving/help-guides/charities/promoting-my-charity.jsp>



Your donations are worth more with Virgin Money Giving

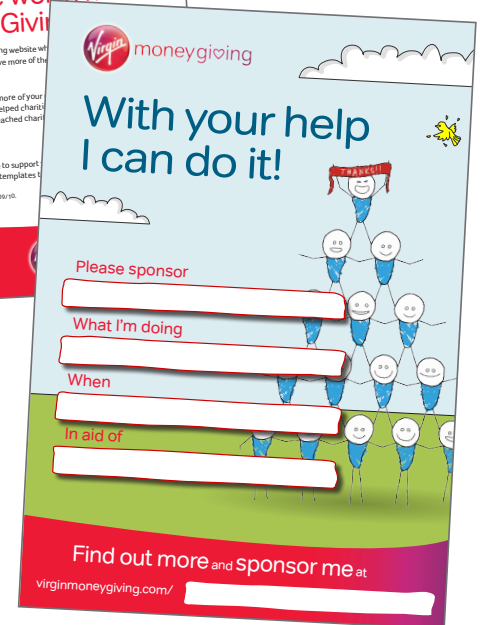
We've teamed up with virginmoneygiving.com – a fundraising website which makes it easy to set up your own fundraising page and help us receive more of the donations you give.

Not-for-profit = more for charity
Virgin Money Giving is 100% not-for-profit, which means more of your donations go to the charities you support. In their first year, they helped charities to help those who need it most, and because they're not-for-profit, an extra £1 million reached charities to support those who need it most.

Loads of ideas to help you fundraise
You'll find lots of really helpful tools and tips on the website to support your fundraising. The website's fundraising ideas and practical tools and templates section is full of fundraising ideas and practical tools and templates to help you fundraise.

*Based on donations made by Virgin Money Giving with GPs Aid included in 2009/10.

virginmoneygiving.com



Virgin Money Giving logo

The primary logo - horizontal

Please use this wherever possible.



The secondary logo - stacked

This version is for where space is restricted.



Reproducing our logo

In colour

Wherever possible, please use the Virgin Money Giving logo with the red to purple vinette on a white background, or Virgin red and white on a red background.



The Virgin Red

We use a spot colour for our red
6 parts PMS rubine red
5 parts PMS yellow

In a 4 colour process job, the breakdown is:
0c 100m 83y 0k



In black and white

Please only use black and white when colour printing isn't available.



Online

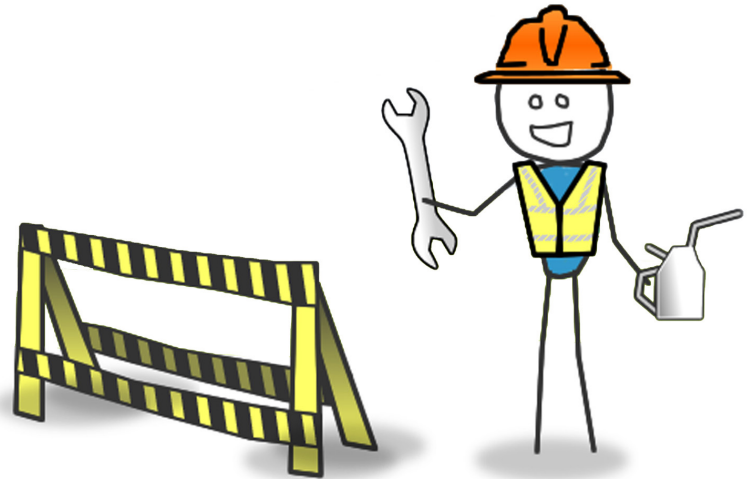
The Virgin red is hex number: #CC0000.
This is what you will need to specify in html.

Positioning our logo

Please leave a 'safe zone' around our logo, clear of any typography, imagery or graphics.

This should be the height of the heart in 'giving', above and below the lozenge part of our logo, and at either end.

(This height is also known as the x-height.)



Please don't...

We know it's tempting, but please don't...



Please do...

Contact us if you need other logo options.
We're happy to chat through.



The Virgin Money Giving typeface

Print usage

We use Tondo Bold and Regular for headlines and sub-headings in all our printed pieces.

We use Foco Light Regular and Foco Regular for body copy.

Please only use black or white type with red as a highlight colour.

Tondo Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Tondo Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Foco Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Foco Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

The Virgin Money Giving typeface

Web usage

Verdana Bold and Regular are the primary fonts used on the website for headlines and body copy.

For online creative online work, i.e. banner adverts and splash pages, Tondo and Foco typefaces can be used as well as Verdana.

Verdana Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Verdana Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Contact us

If you need any help, please contact us:

By email

theteam@virginmoneygiving.com

By phone

03456 01 10 45

By post

Virgin Money Giving Ltd
PO Box 160
Norwich
NR4 6FS

virginmoneygiving.com

A cartoon illustration of a green fish with large eyes swimming in blue water. To its right, a swimmer with a red cap and goggles is also in the water, creating splashes. Above the swimmer, there is a white cloud and three small birds flying in the sky. A red-bordered speech bubble containing the word 'Thanks' is positioned between the fish and the swimmer.

Thanks