red nose day friday 11 aug

2023 Campaign Brandbook

campaign logo

red nose day friday 11 aug

Date aligned to top of 'y' and bottom of 'a'.

On a light background
The Red Nose Day logo looks best on a light uncomplicated background.

Minimal space
around the logo
of the size of the
'o' in nose
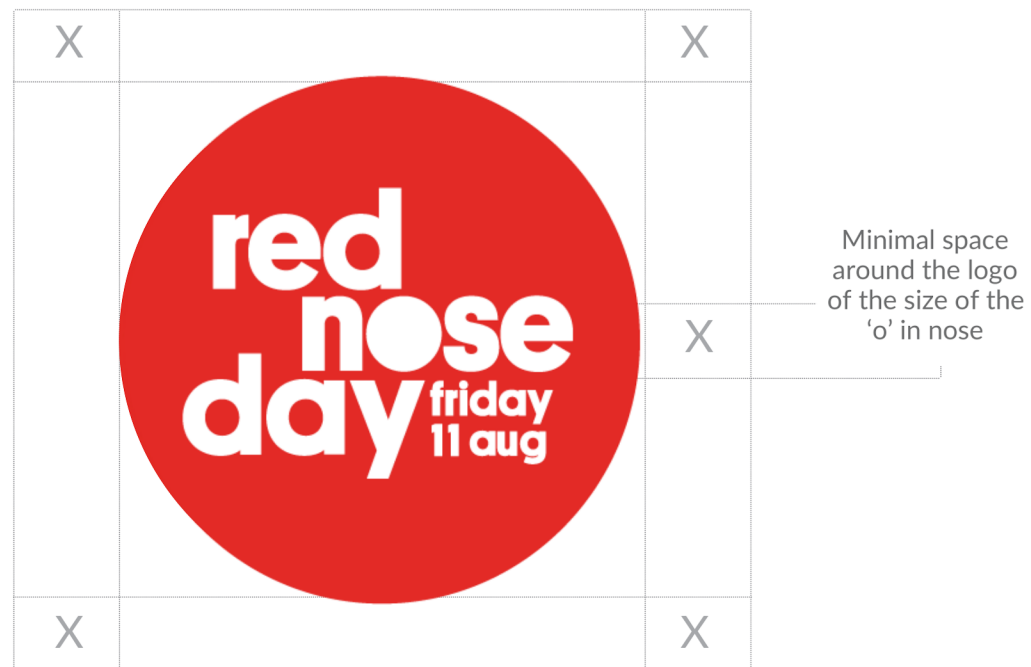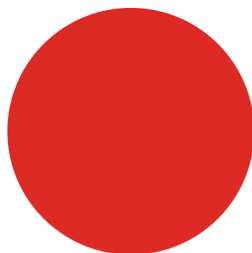
campaign colours

Campaign Colours
Palette

Main Colours

Our main brand palette consists of our Red Nose red, white, grey and black.
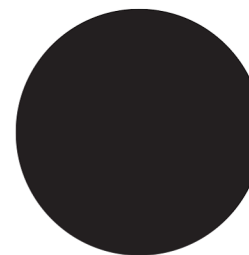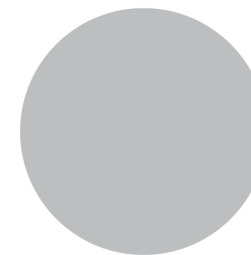
These colours define our brand.

Brand Palette

Red Nose Red
Pantone 485 C
C: 6 / M:98 / Y:100 / K:1
R: 225 / G: 38 / B:28
e1261c

White
C: 0 / M: 0 / Y: 0 / K: 0
R: 255 / G: 255 / B: 255
#ffffff

Black
C: 0 / M: 0 / Y: 0 / K:100
R: 0 / G: 0 / B:0
#000000

Black 30%
C: 0 / M: 0 / Y: 0 / K: 30
R: 188 / G: 190 / B: 192
#bcbec0

campaign fonts

Campaign fonts
Header & body copy

Main header font

Using the same font across all communications helps to create a uniformed identity.

The main font we use for impact in all our Brand and Communication materials for headers is Platform.

The typeface comes in a number of different weights. Red Nose should only use Bold, Medium and Regular versions of Platform to ensure consistency and balance when using for headers and other bold advertising.

Main body copy and web font

For body copy on web and print, please use Lato

This typeface comes in a number of weights and is web safe. Please keep the use of the italic weight to a minimum to ensure readability and clarity.

Main header font

Platform Bold

abcdefghijklmnopqrstuvwxyz

Platform Medium

abcdefghijklmnopqrstuvwxyz

Platform Regular

abcdefghijklmnopqrstuvwxyz

Main body copy and web font

Lato regular

abcdefghijklmnopqrstuvwxyz

Lato Bold

abcdefghijklmnopqrstuvwxyz

Lato light

abcdefghijklmnopqrstuvwxyz