

Generosity Week 2023 Brand Guidelines

The brand elements aim to be flexible, so that whilst giving a coherence to related initiatives, they allow enough variation to create visual interest for the user.

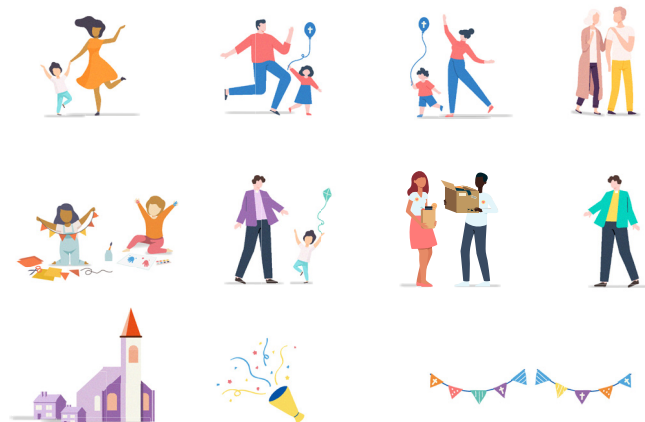
Generosity Week Illustration



Identity



Illustrations



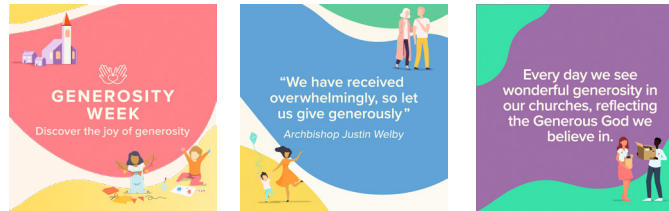
Generosity Week

The colour ways will vary year on year, but will always be taken from the core brand colour palette.



Square Version

Using images with the Generosity Week brand



Printed resources

Examples of how the branding can be adapted to make engaging resources.



Church of England logo



Information about it and its use can be found here [Logo and visual identity | The Church of England](#)

Colour Palette



Typography

Header Copy – Proxima Nova as the primary font
Body Copy – Helvetica Neue is a simple and modern supporting font

Proxima Nova
Bold abcdefghijklmnopqrstuvwxyz
Semi-bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
Regular 1234567890

Helvetica Neue
Bold abcdefghijklmnopqrstuvwxyz
Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
Light 1234567890