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

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

Generosity Week

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

THE CHURCH OF ENGLAND

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