

# Generosity Week 2024 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



## 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

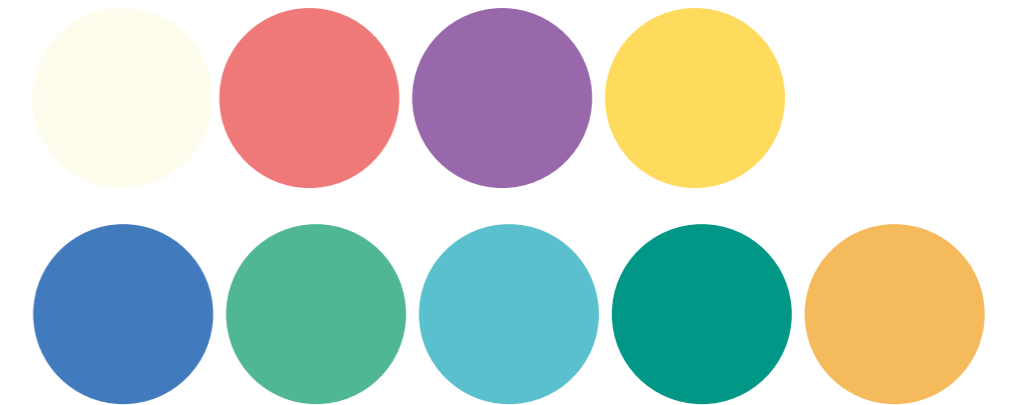


## Church of England logo



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

## Colour Palette



## Identity



## Illustrations



## Printed resources

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



## Typography

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

Proxima Nova  
Bold **abcdefghijklmnopqrstuvwxy**  
Semi-bold **ABCDEFGHIJKLMNPNPQRSTUVWXYZ**  
Regular 1234567890

Helvetica Neue  
Bold **abcdefghijklmnopqrstuvwxy**  
Regular ABCDEFGHIJKLMNPNPQRSTUVWXYZ  
Light 1234567890