

# Generosity Week 2025 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 Logo (w/o date)



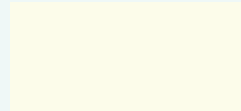
## Colours



**Teal**  
Hex; 219896  
RGB; 33, 152, 150  
CMYK; 78, 19, 44, 1



**Peach**  
Hex; ee7677  
RGB; 238, 118, 119  
CMYK; 0, 66, 43, 0



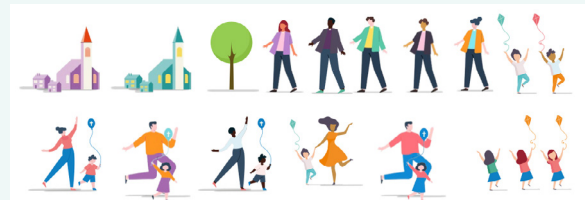
**Charitable Cream**  
Hex; fcfcea  
RGB; 252, 252, 234  
CMYK; 1, 0, 9, 10



**Lilac (CofE)**  
Hex; 9669A9  
RGB; 150, 105, 169  
CMYK; 45, 67, 2, 0

## Illustrations

Illustrations can be used sporadically to vary designs and create more interest.



## Generosity Week (with date)



## Typography

**Proxima Nova Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

**Work Sans Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Images

Images should either be in a rectangle container with curved corners or contained within a 'generosity blob' with a stroke.



## Church of England Logo



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

## Design examples

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

