A LORD MAYOR'S APPEAL INITIATIVE

LORD MAYOR'S CITY GIVING DAY®

22 SEPT 2020

TIME GIVEN, PEOPLE SUPPORTED

Logo

Fonts and Assets

LORD MAYOR'S APPEAL CHARITY | A Better City for All

GUIDELINES

LORD MAYOR'S
C\TY GIVING DAY® **22 SEPT 2020**

Without date

A LORD MAYOR'S APPEAL INITIATIVE | LORD MAYOR'S C\TY GIVING DAY®

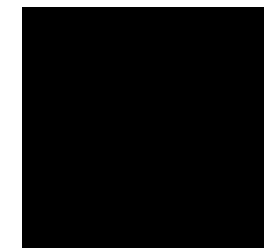A LORD MAYOR'S APPEAL INITIATIVE | LORD MAYOR'S C\TY GIVING DAY®

Our logo is registered. Please do not separate, modify, or use for other purposes any logo elements (eg crest or tick). Contact cgd@thelordmayorsappeal.org for enquiries.

With date

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Shortened logo version

LORD MAYOR'S C\TY GIVING DAY®

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CGD LOGO RED

RGB:	226/71/57
CMYK:	4/83/77/0
Pantone:	7417C
Hex:	e24739

CGD LOGO BLUE

RGB:	27/26/64
CMYK:	100/95/30/55
Pantone:	2765C
Hex:	1b1a40

BLACK

Minimum logo size: 12mm high

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For all branding enquiries, please contact cgd@thelordmayorsappeal.org

FONT

Our font is the free google font **Poppins**, and can be downloaded here.

Where Poppins is not available, please use system font Arial.

ASSETS

Our website has a range of assets available including:

Logos

Downloadable posters

Media pack

GET
INVOLVED

Example: Poppins Bold