

LORD
MAYOR'S
CITY
GIVING
DAY[®]

BRAND GUIDELINES

TIME GIVEN | PEOPLE SUPPORTED

Celebrating volunteering
and philanthropy in
the City of London



IN PARTNERSHIP WITH
CITY.A.M.

City Giving Day logo

Where possible we recommend using our full colour logo, but where print restrictions apply use one of the variants.

The logo should always be reproduced from a master file.

Our logo is registered. Please do not separate, modify or use any logo elements for other purposes (e.g. crest or tick).



All variations of our logo are available to download from our [website](#)

City Giving Day fonts and colours

Our font is the free Google font **Poppins** which can be downloaded [here](#).

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

GET INVOLVED

*Example: **Poppins Bold***



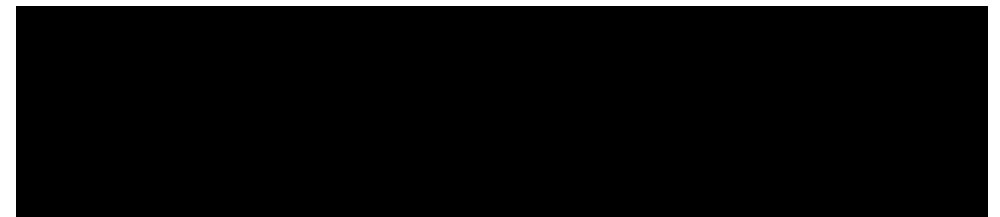
CGD logo red

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