



# GIVING TUESDAY

*Brand Toolkit 2024*

I Live Here  
I Give Here®

*Official Community Leader of GivingTuesday*



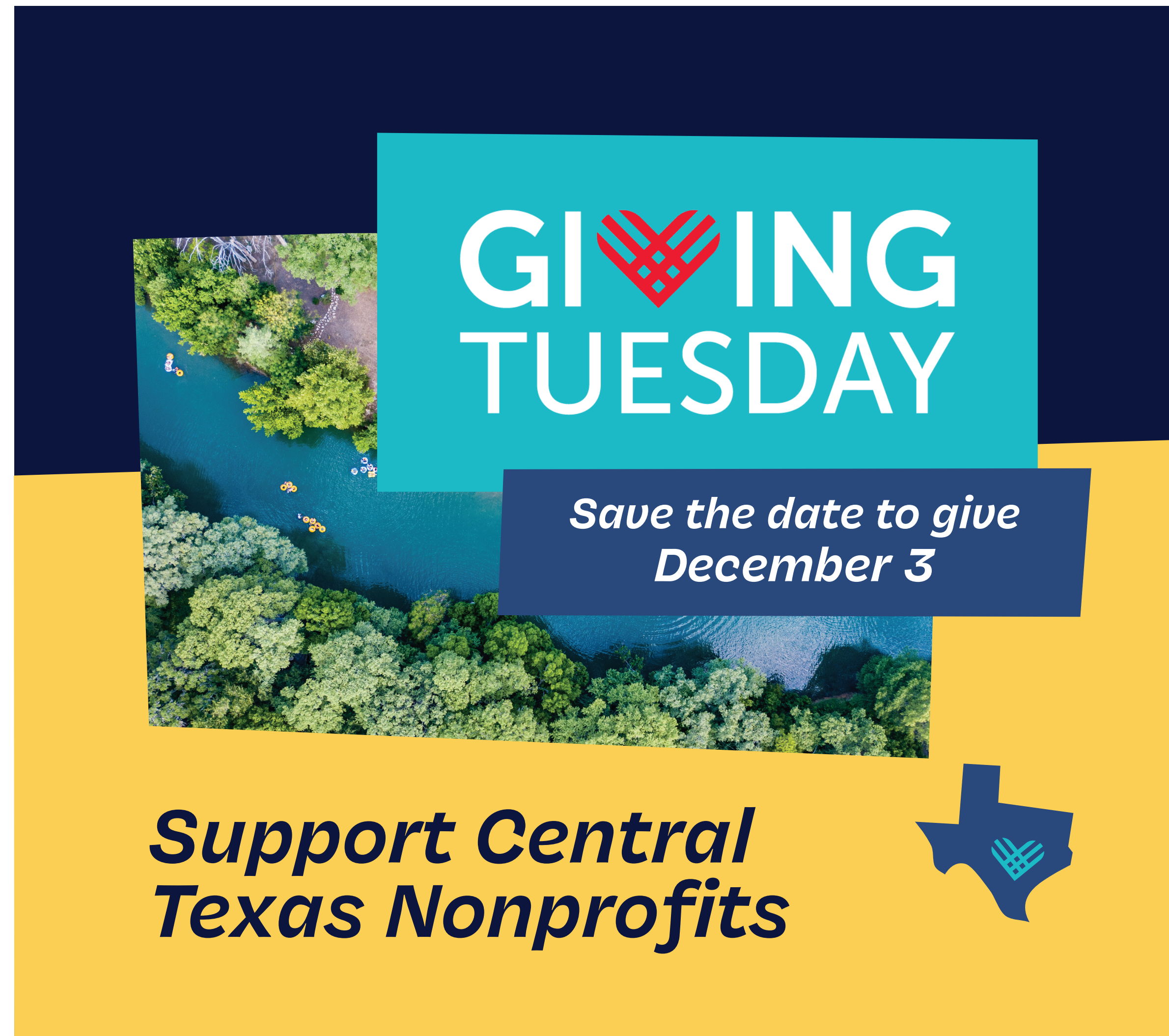
# GivingTuesday Campaign Concept

Access all brand guide assets here @ AmplifyATX.org

As the official Community Leader of GivingTuesday in Central Texas, I Live Here I Give Here has created a concept for our local nonprofit community to easily promote the global giving day to your constituents, no matter your mission or goals.

This theme focuses on a classic “Save The Date” concept that encourages local donors and volunteers to support Central Texas nonprofits.

We paired GivingTuesday’s traditional branded color palette and logo with local photography and an icon of our state.





# Typography + Messaging

**Headline**  
**Benton Sans**

*Subhead*  
*Vulf Sans*

*Body Copy*  
*Work Sans*

# GivingTuesday

## *Support Central Texas Nonprofits*

GivingTuesday is a global day of giving that takes place the Tuesday after Thanksgiving. Started by a New York nonprofit in 2012, GivingTuesday is now a worldwide generosity movement celebrated in 150+ countries. On GivingTuesday, go to [AmplifyATX.org](https://AmplifyATX.org) and be inspired to engage, volunteer, or donate to a local cause that matters to you.



# Logos

GIVING  
TUESDAY

GIVINGTUESDAY

GIVING  
TUESDAY

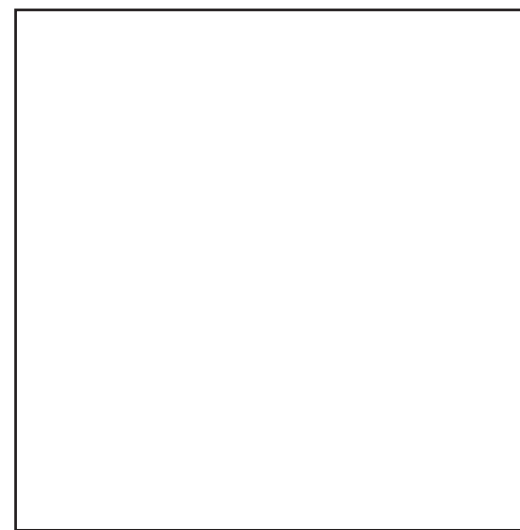
GIVINGTUESDAY



# Colors

## Primary Colors

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**# FFFFFF**  
CMYK 0 0 0 0  
RGB 255 255 255



**# 364677**  
CMYK 92 82 22 10  
RGB 36 46 77



**# 55B5C4**  
CMYK 72 2 23 0  
RGB 85 181 196



**# D8383B**  
CMYK 0 99 88 0  
RGB 216 56 59



**# 10173B**  
CMYK 100 93 40 53  
RGB 16 23 59

## Secondary Colors

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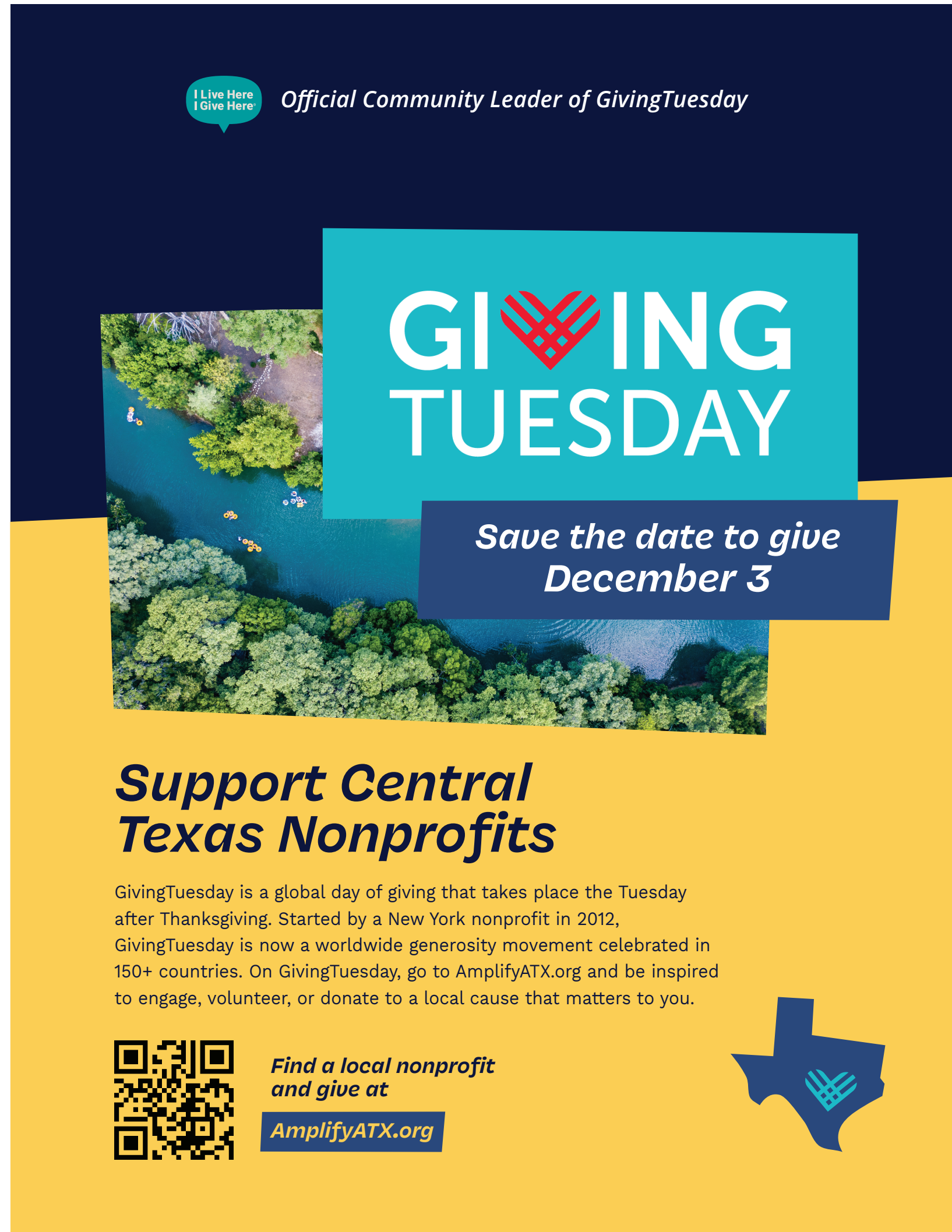
**# facd54**  
CMYK 2 19 78 0  
RGB 250 205 84



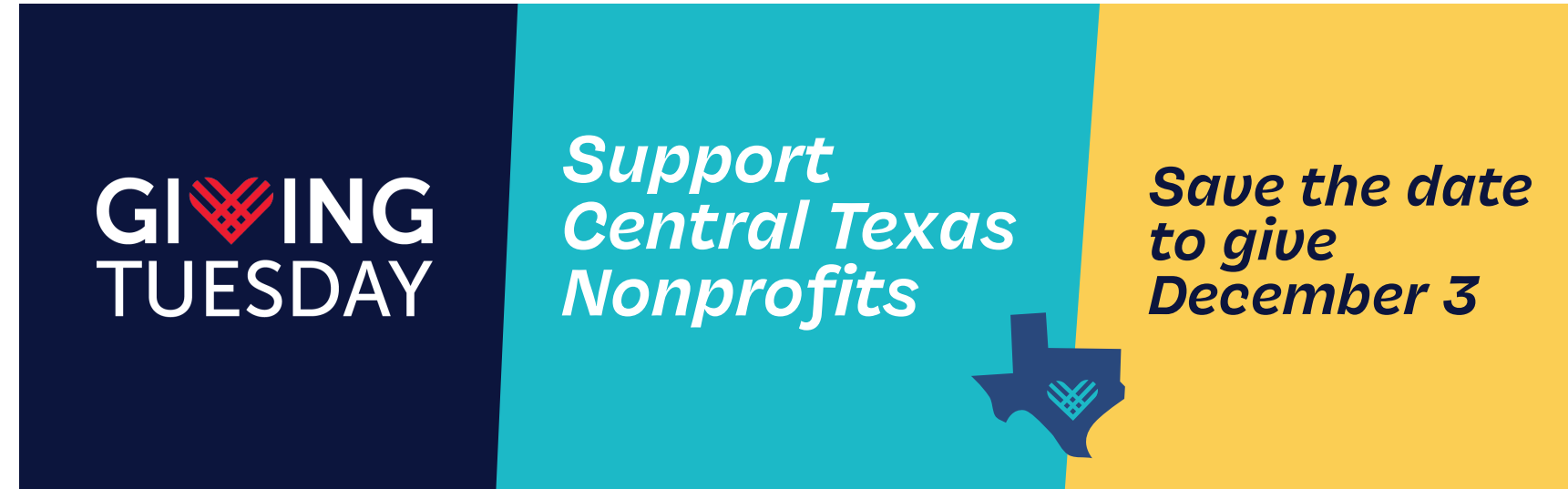
**# e3af25**  
CMYK 12 31 100 0  
RGB 227 175 37



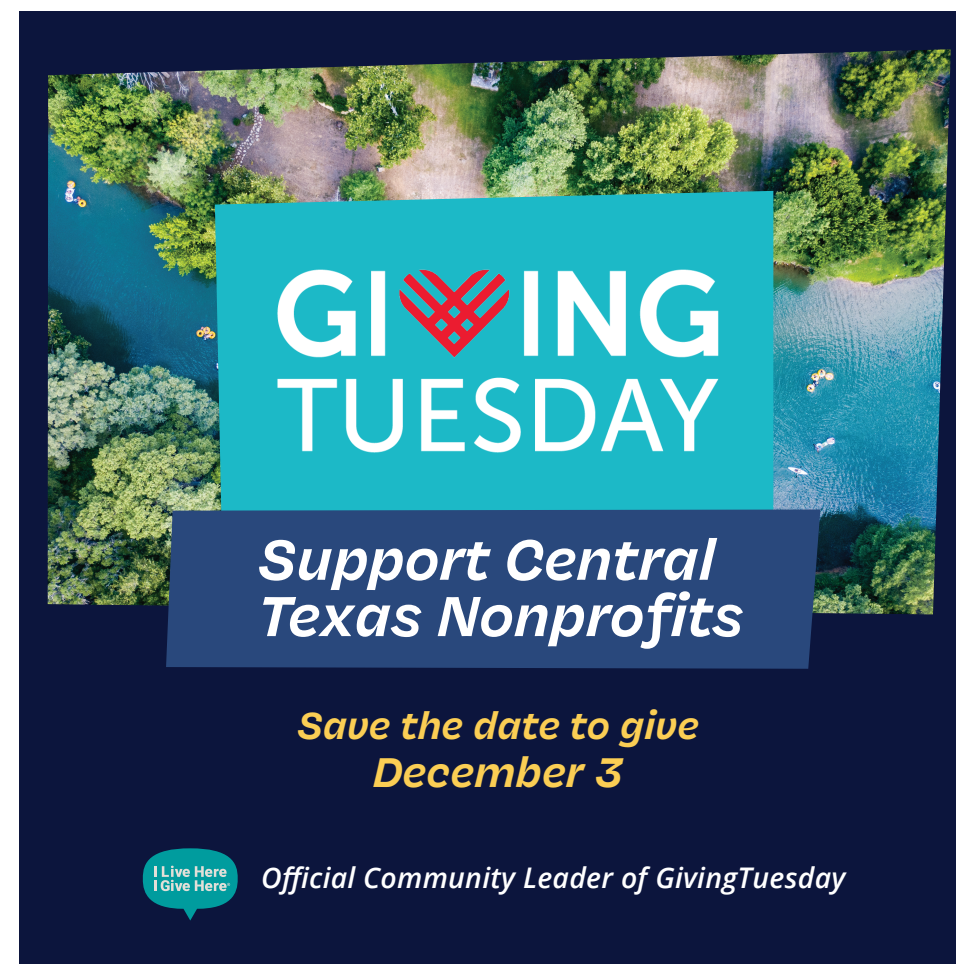
# Ready-to-go GivingTuesday Assets



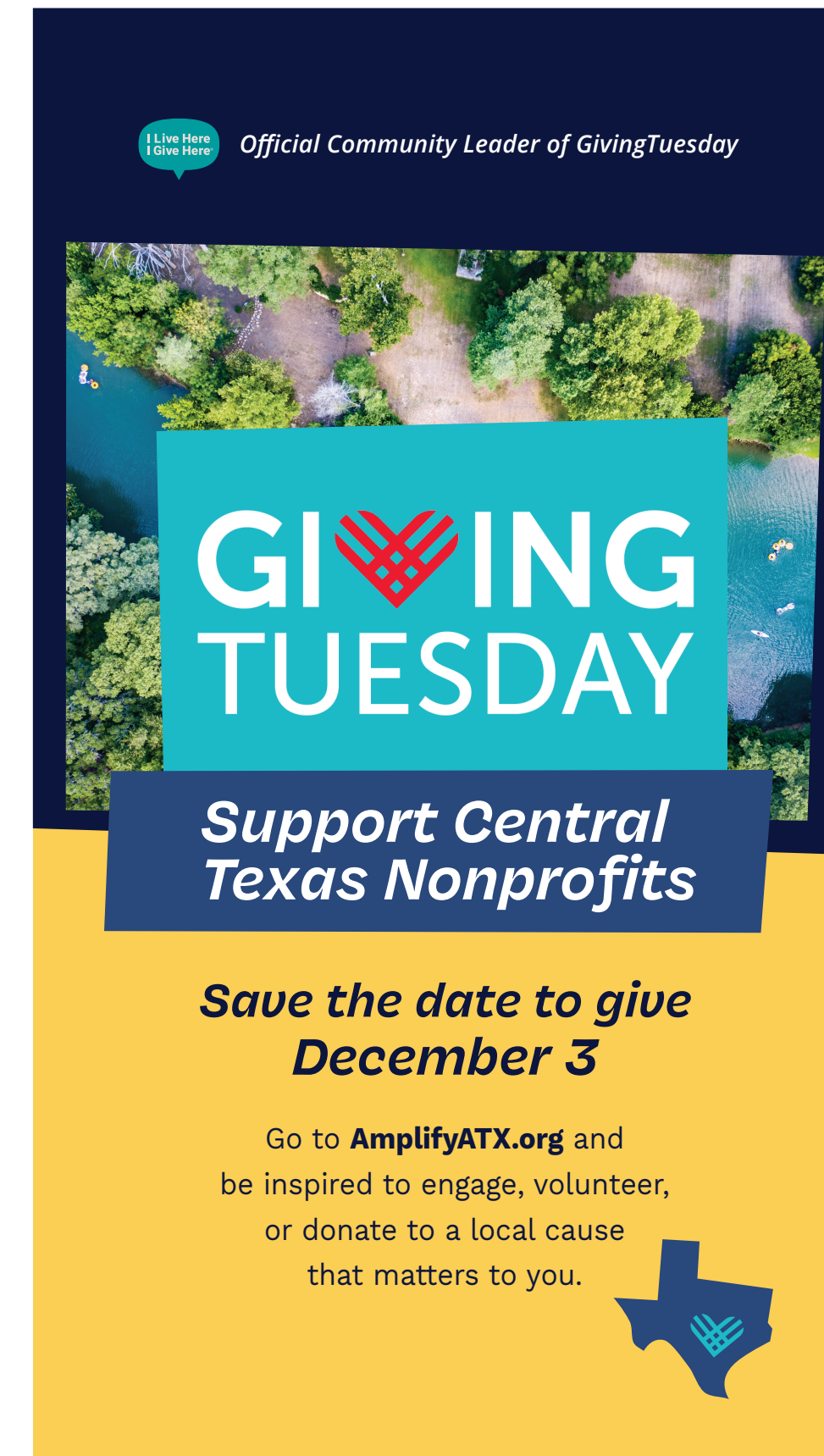
8.5 x 11 in poster



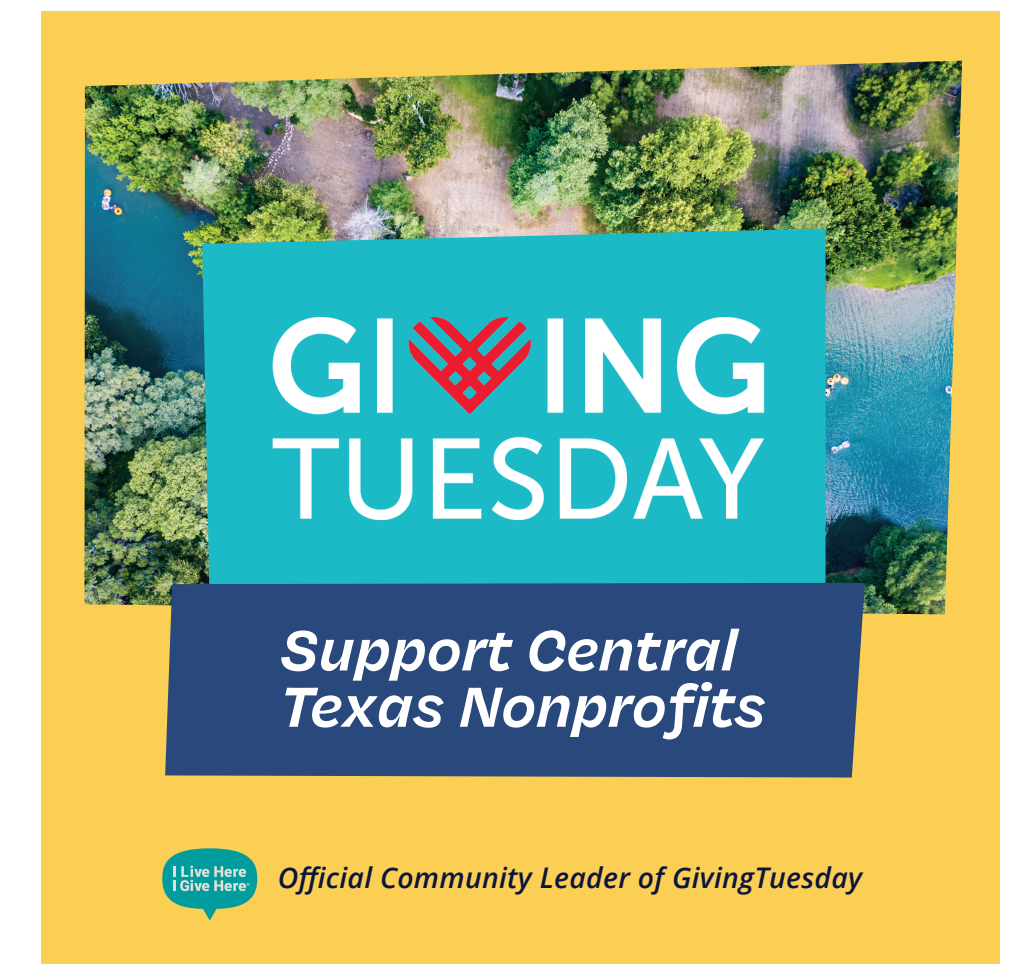
650 x 200 email header



1080 x 1080 social post #1



1080 x 1920 IG Stories  
1080 x 1920 Animated IG Reel



1080 x 1080 social post #2



# Customizable Assets

Templates are available in English and Spanish below

Customize these assets in Canva. A paid subscription to Canva is not needed to access and edit these assets.

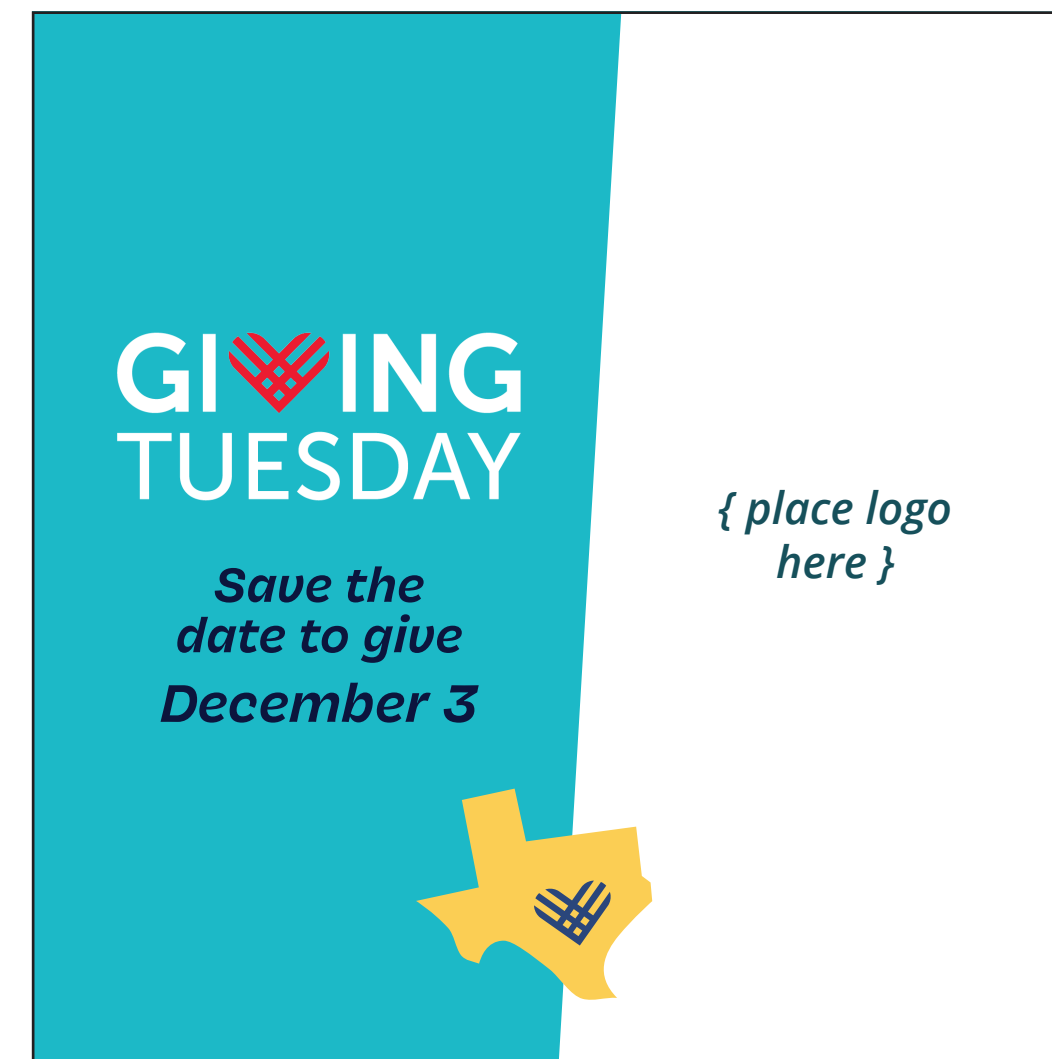
How to use these files:

- Click the link for the template you'd like to use
- Create a free Canva account\*
- Insert the text, image or logo of your choice
- Download the file
- Share on social media

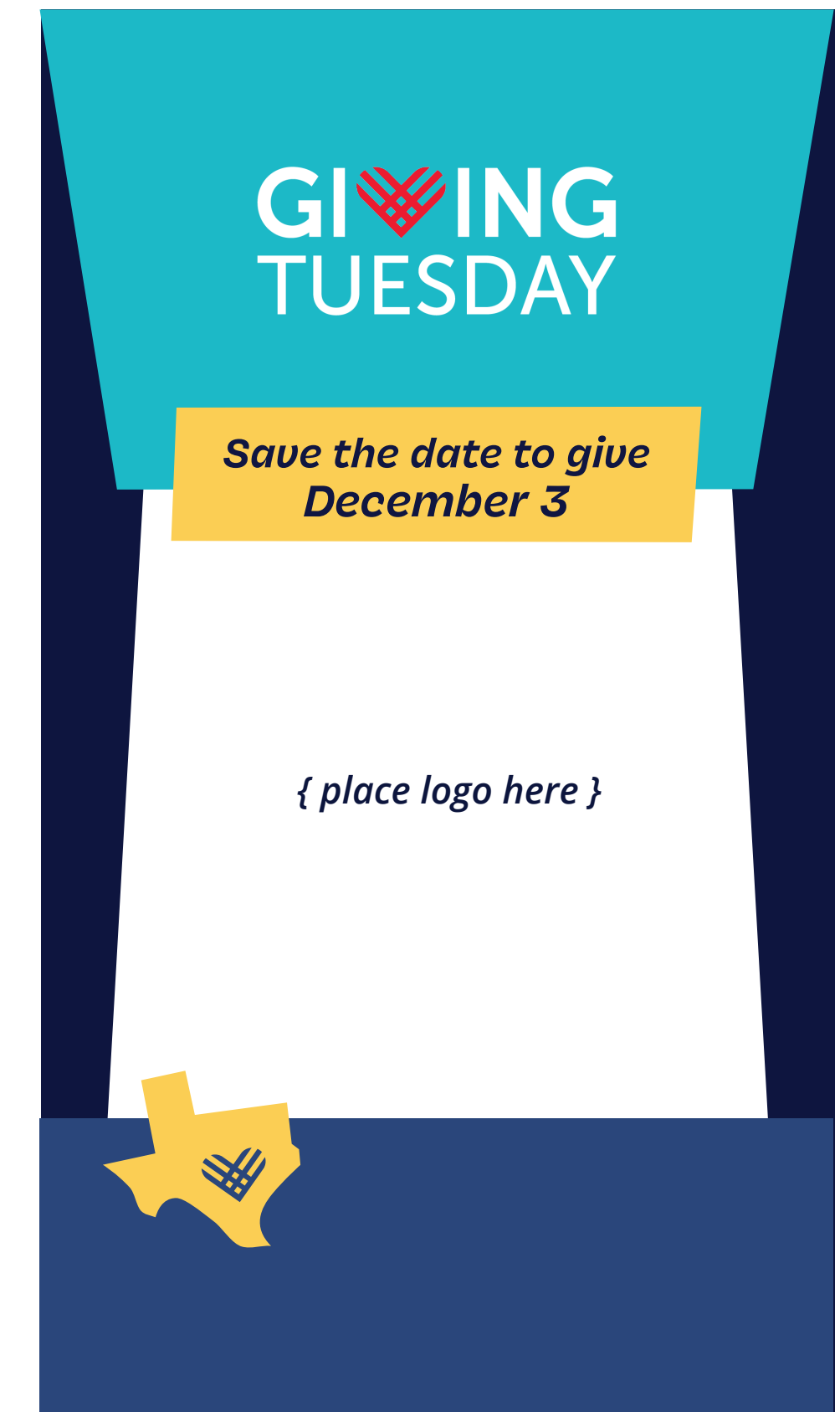
\*If you already have a Canva account, you can skip this step.



Add your Logo



Add your Logo



Add your Logo



# Interactive GivingTuesday Instagram Stories

These assets are Facebook or Instagram Stories that your audience can easily engage with.

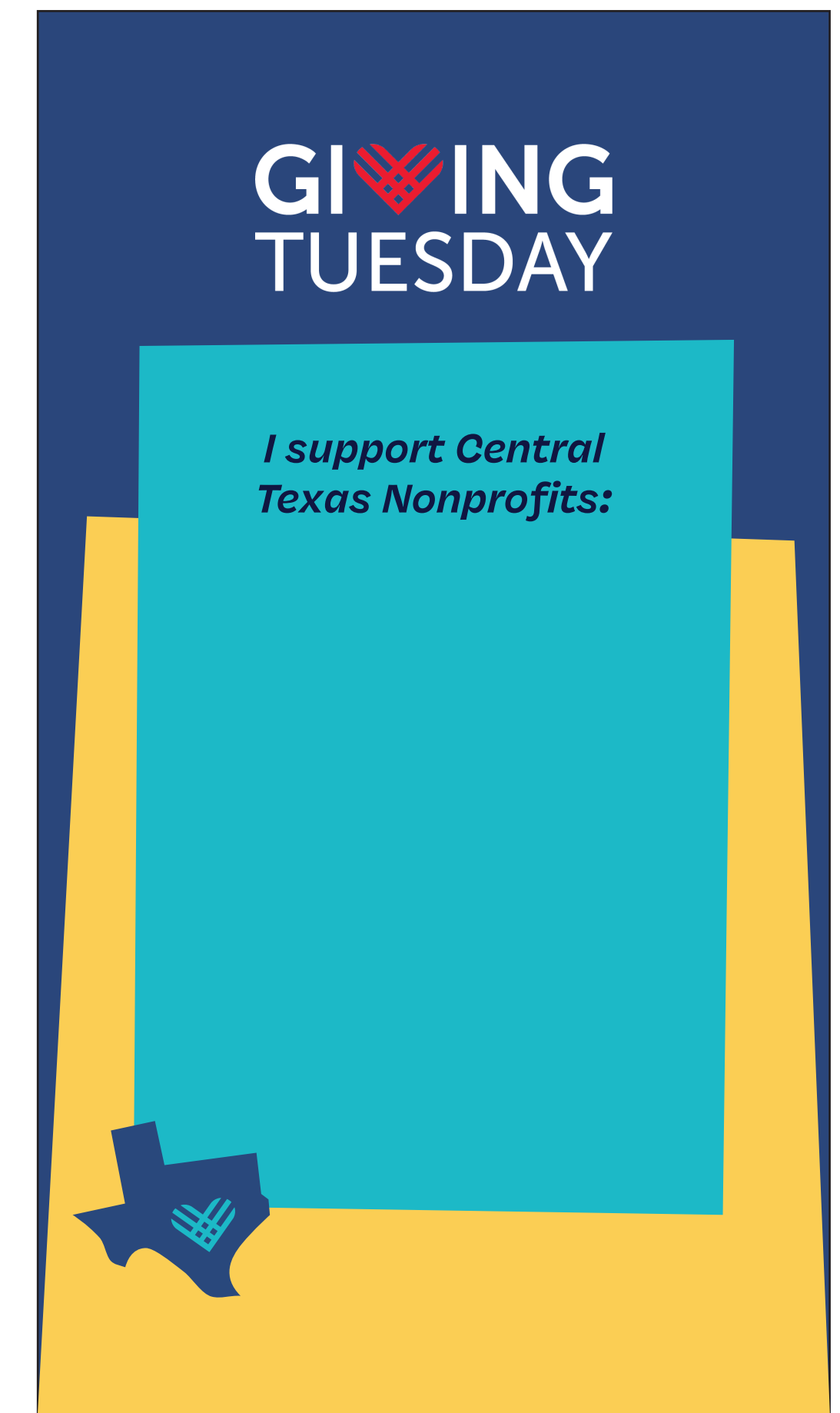
Post the stories in this order and people can screenshot, customize and share with their friends, helping to spread the word even further.



1



2



3



# GivingTuesday HQ Tips & Tools

Each item in bold is linked to the GivingTuesday resource

GivingTuesday HQ has provided several additional resources to help you promote and engage with your constituents this GivingTuesday.

## **GivingTuesday's Official Toolkit**

## **Getting Ready for GivingTuesday Workbook: A Step By Step Guide**

## **GivingTuesday's Online Resources**

**GivingTuesday Spark** - a program for kids and young adults ages 6-21

## **The Giving Lab Research Hub**