

BRAND GUIDELINES

TIME GIVEN | PEOPLE SUPPORTED

**Celebrating volunteering and
philanthropy in
the City of London**



LORD
MAYOR'S
APPEAL
CHARITY



A Better
City for All

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 **Commissioner** which can be downloaded [here](#).

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

GET
INVOLVED

Example: Commissioner Extra Bold



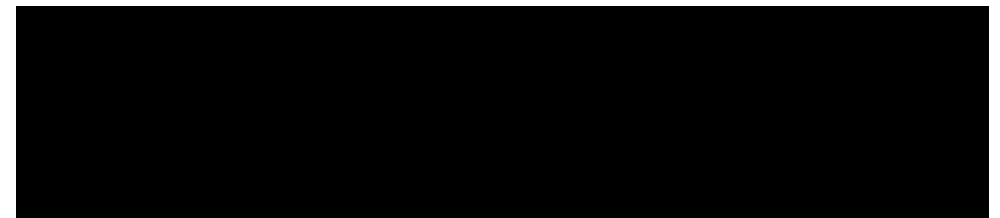
CGD logo red

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