I Live Here
I Give Here®

Amplify Austin Day

Brand Guide

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2024 Campaign

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How to Use This Brand Guide

On behalf of I Live Here I Give Here and the entire Central Texas nonprofit community, thank you for taking part in Amplify Austin Day.

2024 will mark the 12th Amplify Austin Day. Since the beginning, Amplify Austin Day has changed the way Central Texans think about giving back locally. And in 2023, we reached a profound milestone of over $100 million raised. This is the power of collective giving!

The following brand guide is a resource built for everyone participating in the promotion of this special campaign: nonprofits of all sizes, community groups, businesses, fundraisers, and individuals. We wanted to create a robust toolkit that can help anyone with ease, no matter their time or capabilities. There are tools that require no editing and are ready to go as is, simple-to-edit Canva templates, and Illustrator files for more advanced users. We even offer most asstes in both English and Spanish.

As a reminder, the I Live Here I Give Here team is responsible for all mass marketing on behalf of you and the campaign. We arrange all media partnerships, major advertising, and press. This is by design, so you can focus on informing and activating your own network.

If at any time you have questions or need support, please reach out. We want you to feel confident and successful this Amplify Austin Day. Good luck, friends!

With gratitude,

Robynne Parkington
Sr. Director of Marketing, I Live Here I Give Here
Robynne@ILiveHereIGiveHere.org

Logos

I Live Here I Give Here®

Amplify Austin Day

Vertical Logo

I Live Here I Give Here®

Amplify Austin Day

Stacked Horizontal Logo

I Live Here I Give Here® Amplify Austin Day

Horizontal Logo

✕ I Live Here I Give Here®   ✕ Amplify Austin Day

A note on usage: The "I Live Here I Give Here" bubble must always appear with the "Amplify Austin Day" as seen on this page. These elements may not be separated.

City Logos

Amplify Austin Day is a Central Texas wide event. However, we know that some communities prefer to add their own local branding to their campaign. We have created city specific logos for many communities outside of Austin proper.

If you do not see your city in the linked folder, please contact Robynne@ILiveHereIGiveHere.org

Amplify Bastrop

Amplify Cedar Park

Amplify Dripping Springs

Amplify Leander

Amplify Pflugerville

Amplify San Marcos

Typography

Link to Fonts

Link to Messaging

Headline
Benton Sans

Amplify Austin Day

Google Docs Headline
Work Sans Bold

Amplify Austin Day

Subhead
Vulf Sans

The biggest giving event in Central Texas

Body Copy
Work Sans

The biggest giving event in Central Texas is happening for 24 hours on March 6-7. On Amplify Austin Day, our entire community will come together to support the local nonprofits that do so much good for us.

Month/Day: Benton Sans
Hours: Vulf Sans

March 6-7
6pm until 6pm

Colors

079da1
CMYK 85 17 40 0
RGB 7 157 161

004c54
CMYK 100 50 50 3 5
RGB 0 79 84

Secondary Colors

facd54
CMYK 2 19 78 0
RGB 250 205 84

e3af25
CMYK 12 31 100 0
RGB 227 175 37
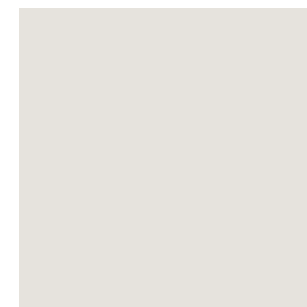
196e70
CMYK 87 40 52 16
RGB 25 110 112

161b1f
CMYK 78 68 62 76
RGB 22 27 31
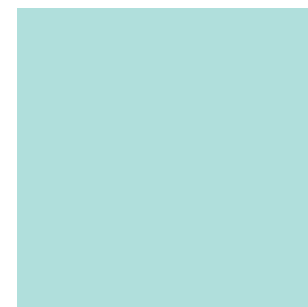
b9dedc
CMYK 30 0 15 0
RGB 185 222 220

e4e2dc
CMYK 10 8 11 0
RGB 228 226 220

cf654a
CMYK 15 72 75 2
RGB 207 101 74

f15b32
CMYK 0 80 89 0
RGB 241 91 50

Assets for Everyone

Nonprofit Digital Seals

[Link to Digital Seals](#)

Let your network know you are proudly participating in Amplify Austin Day by adding one or both of these digital seals to your website or online profiles.

Ready-To-Go Assets: Print

[Link to Print Assets](#)

8.5 x 11 Poster
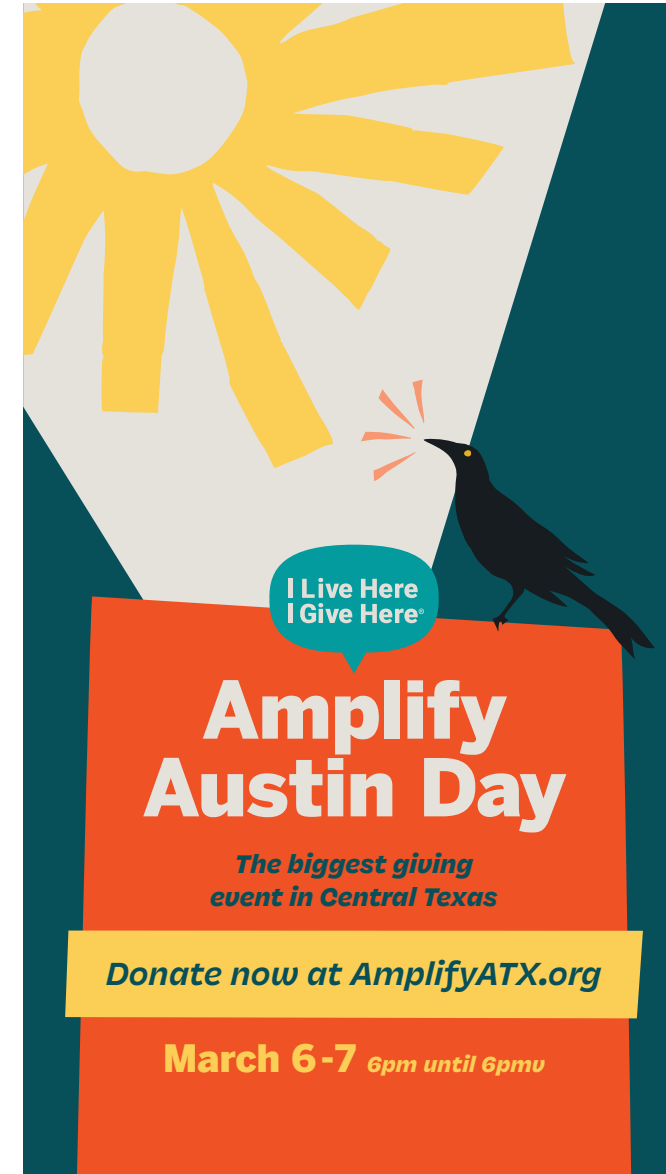

8.5 x 11 Tear Away Poster

Pictured: 2023 Campaign Yard Sign
2024 Yard Signs will be available
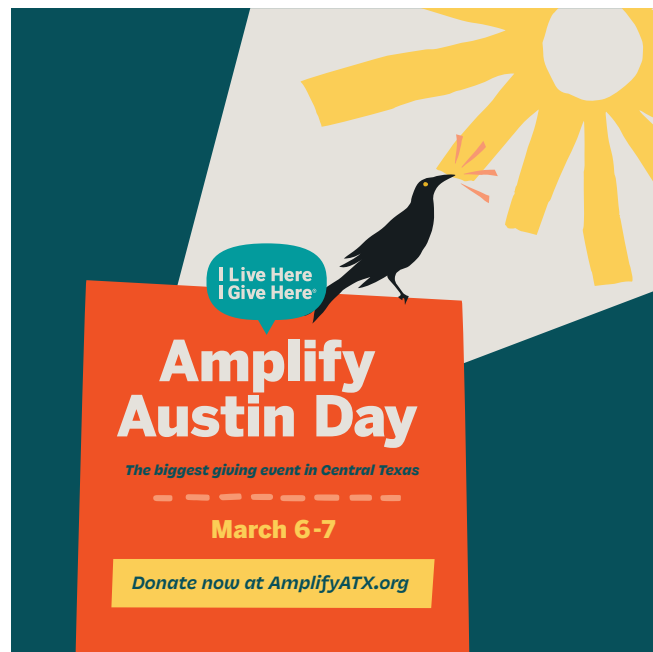for order in January
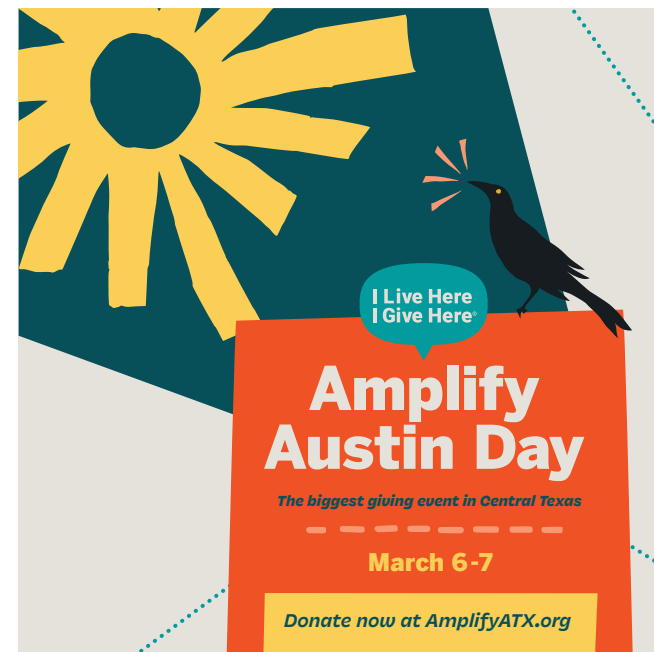
Ready-To-Go Assets: Digital

Link to Digital Assets

3840 x 2160 MP4 Video Animation

1080 x 1080 Social Post

1080 x 1080 Social Post

1080 x 1920 Social Post
Also available in animated
MP4 for video content
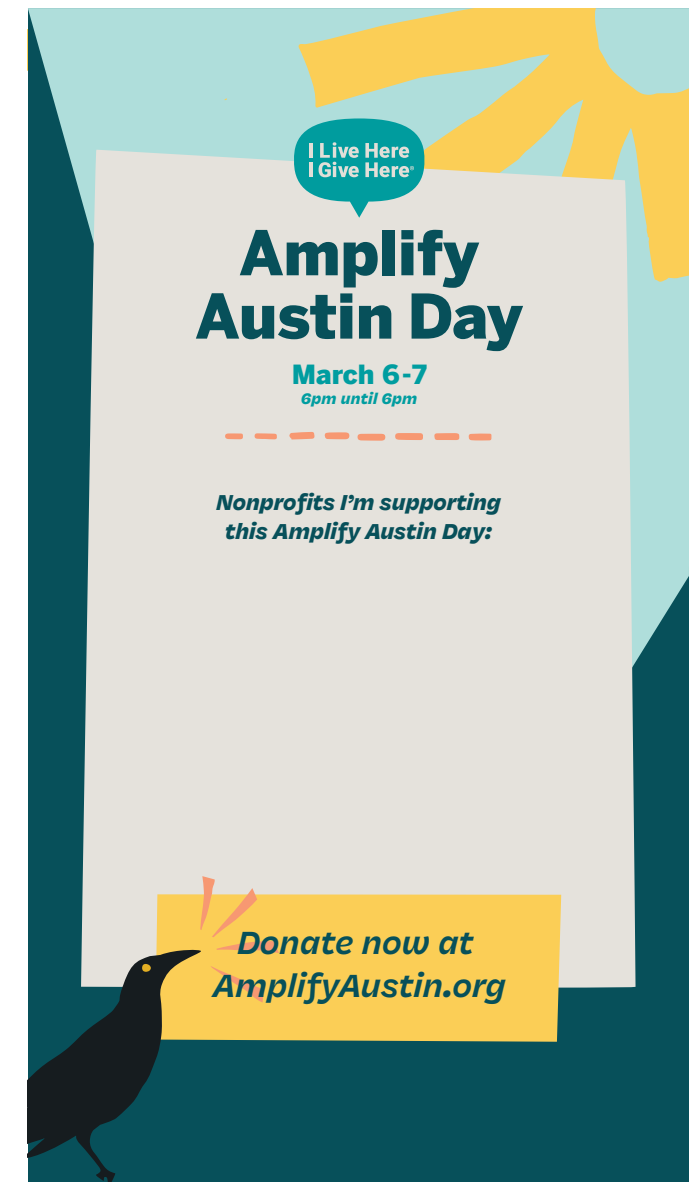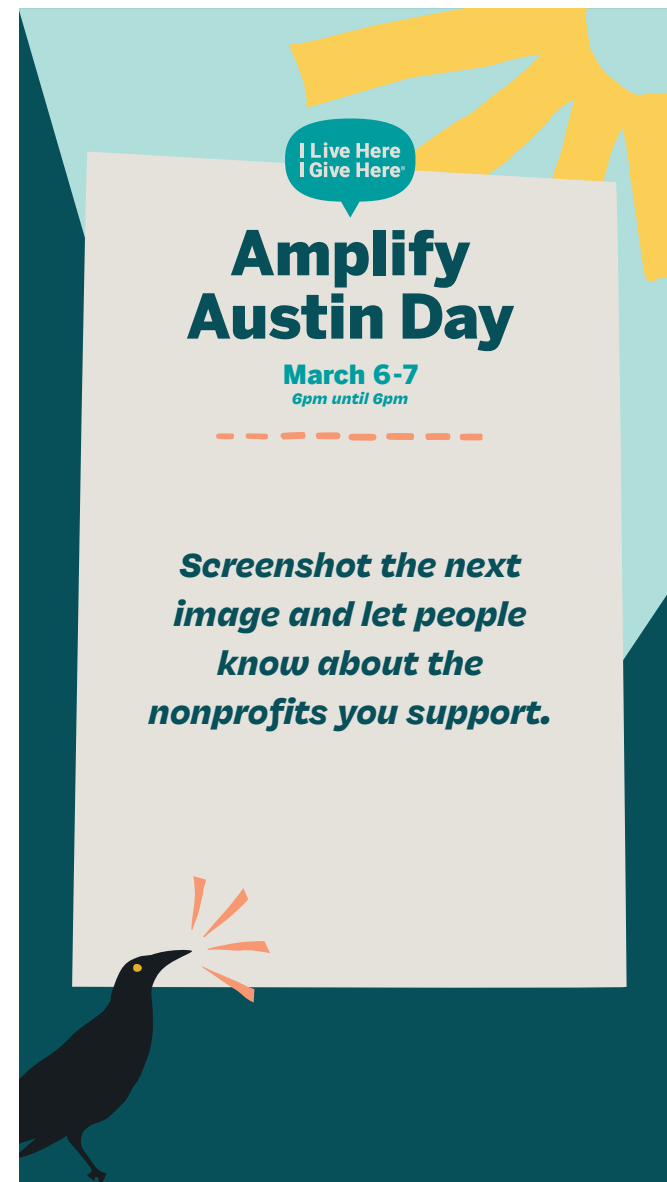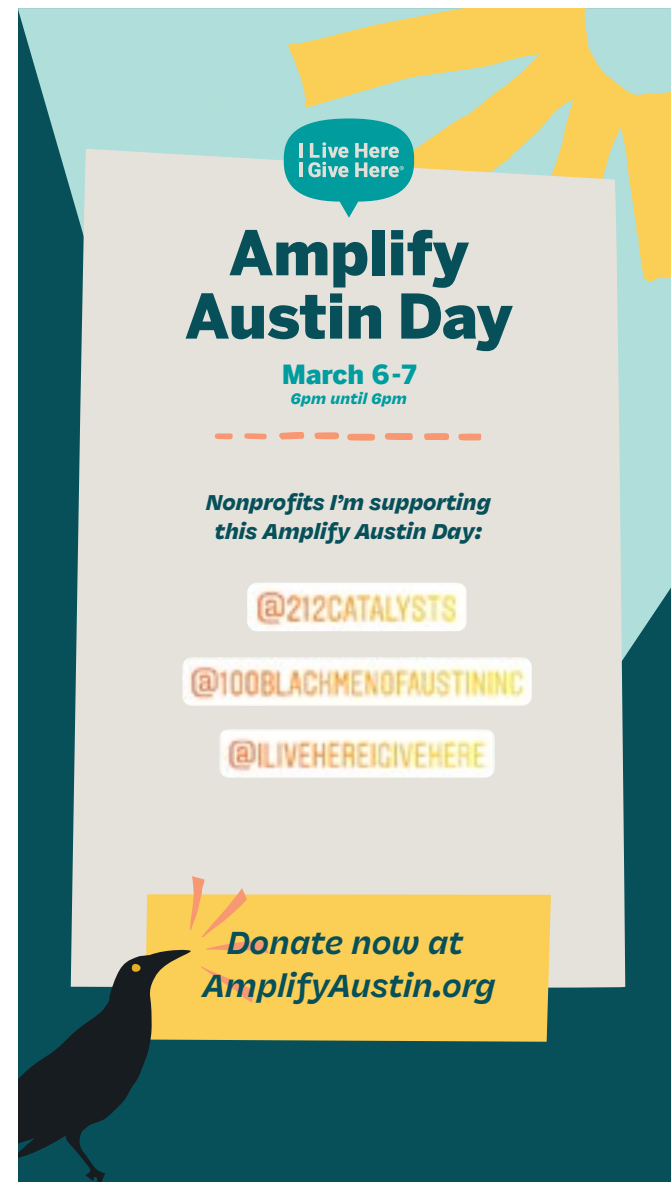
Interactive Instagram Stories

Link to 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

Interactive Instagram Stories

Link to 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.
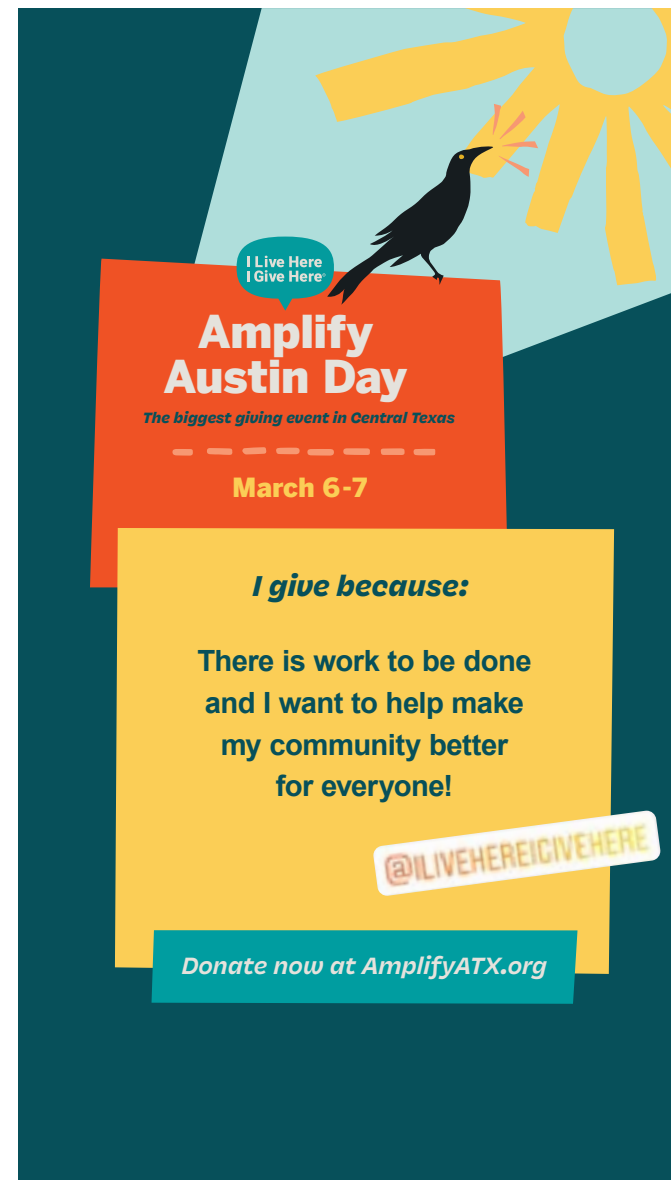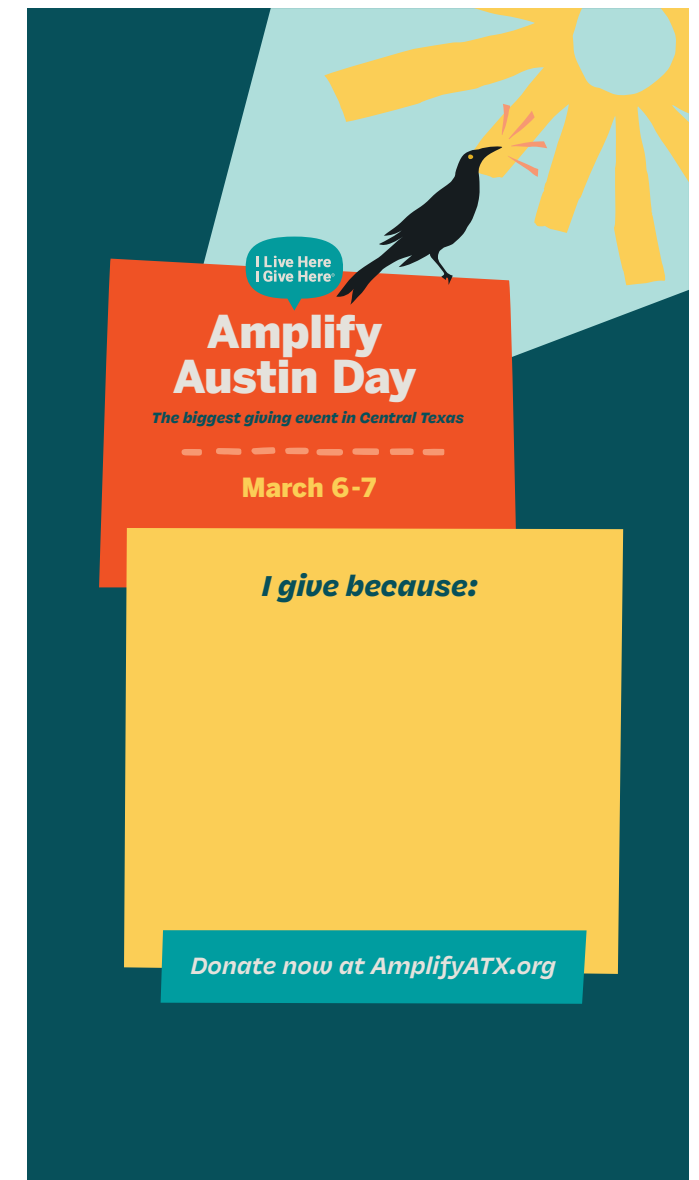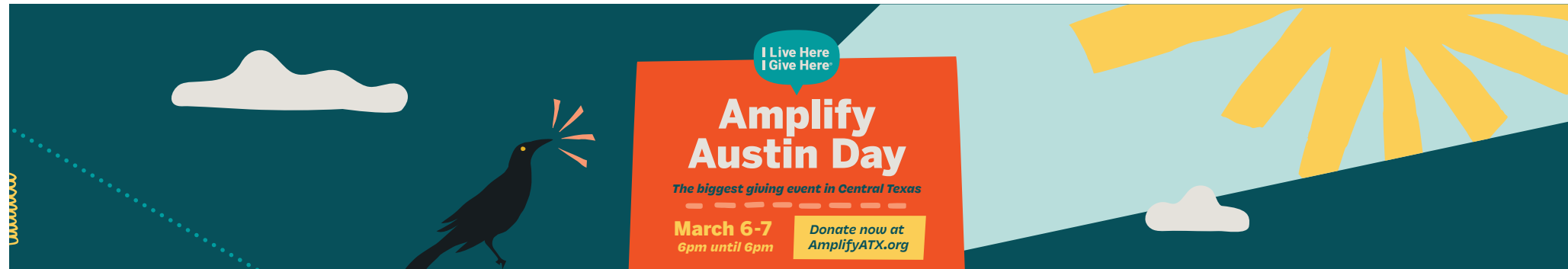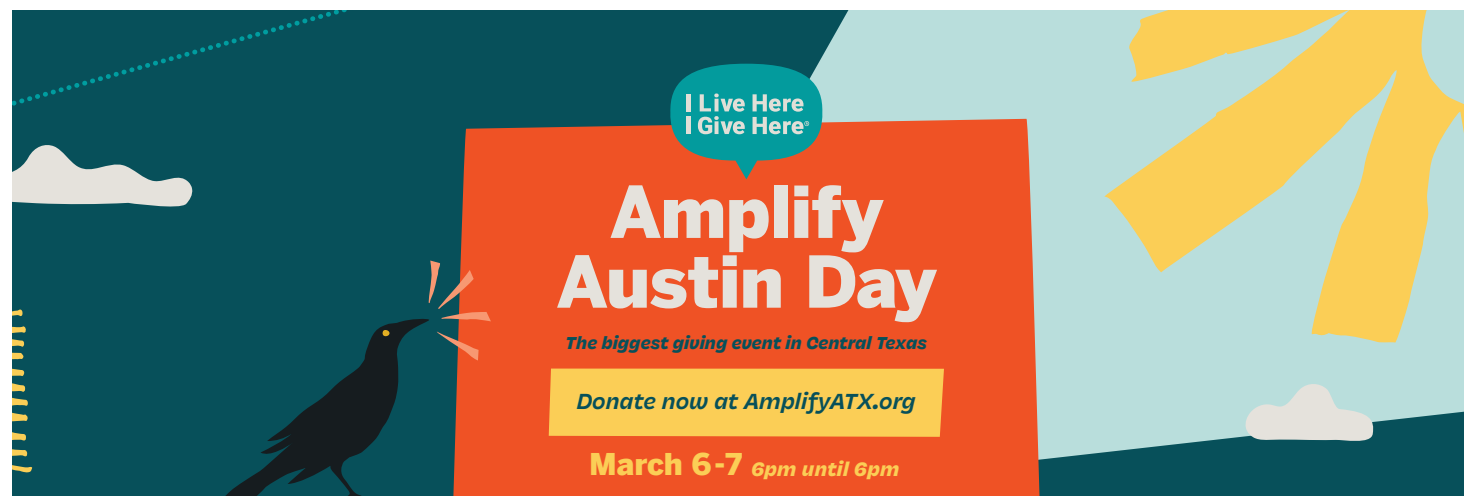

1

2

3

Social Headers

LinkedIn: 1128 x 191

Twitter/X: 1500 x 500

Facebook: 820 x 360

14

Beginner Design Templates

Customizable Social Assets

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
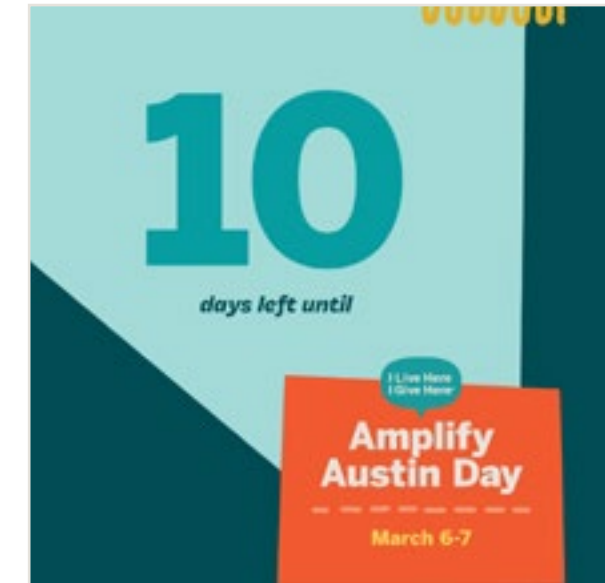- Download the file
- Share on social media

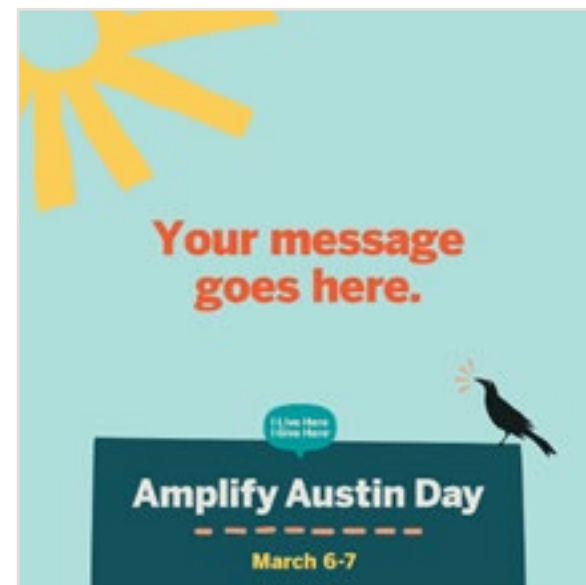*If you already have a Canva account, you can skip this step.

[PLACE LOGO HERE]

Amplify Austin Day
March 6-7
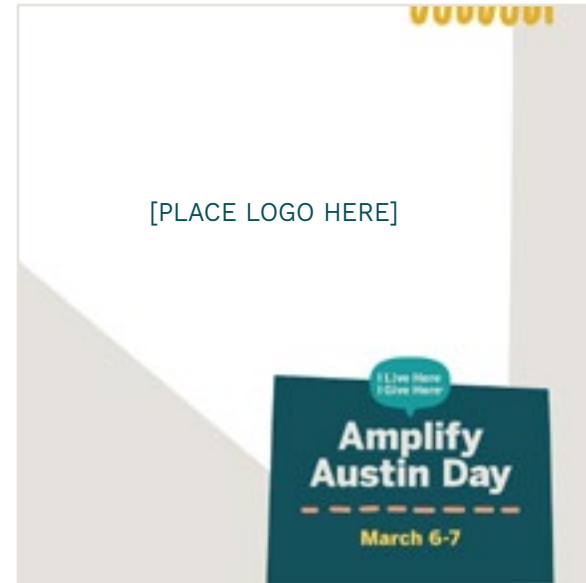
Add Your Logo
Link to Template

Amplify Austin Day
March 6-7
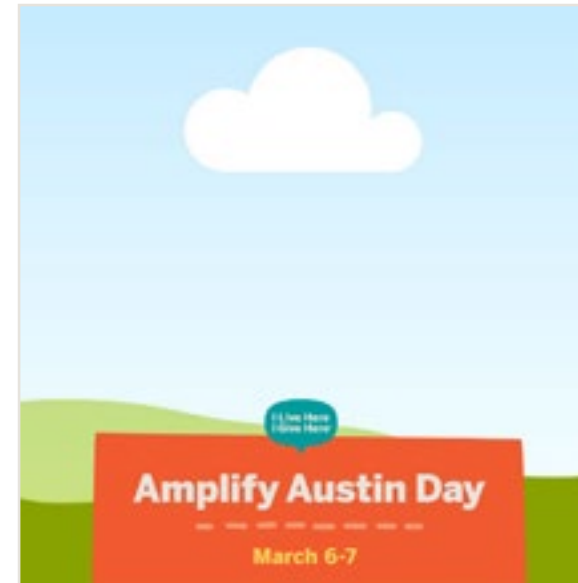
Add Your Image
Link to Template

10
days left until

Amplify Austin Day
March 6-7

Customizable Countdown
Link to Template

Your message goes here.

Amplify Austin Day
March 6-7

Customizable Message
Link to Template

Thank You!

[LOGO OR CUSTOMIZED MESSAGE GOES HERE]

Amplify Austin Day
March 6-7
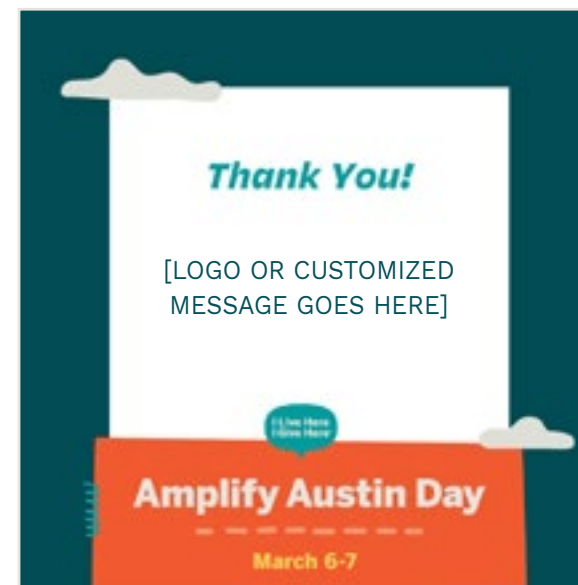
Customizable Thank You
Link to Template

$XX,XXX
raised

This money will allow us to ipsum dolor sit amet, consectetuer adipis cing elit, sed diam nonumm ectetuer adipiscing elit, sed dnibh euismod.

Amplify Austin Day

Customizable Donation Message
Link to Template

Direct Mail Templates

If you would like to send direct mail to your donors, we have this customizable template for you this year. Follow the instructions on the right for our suggested customizations. Link to Template
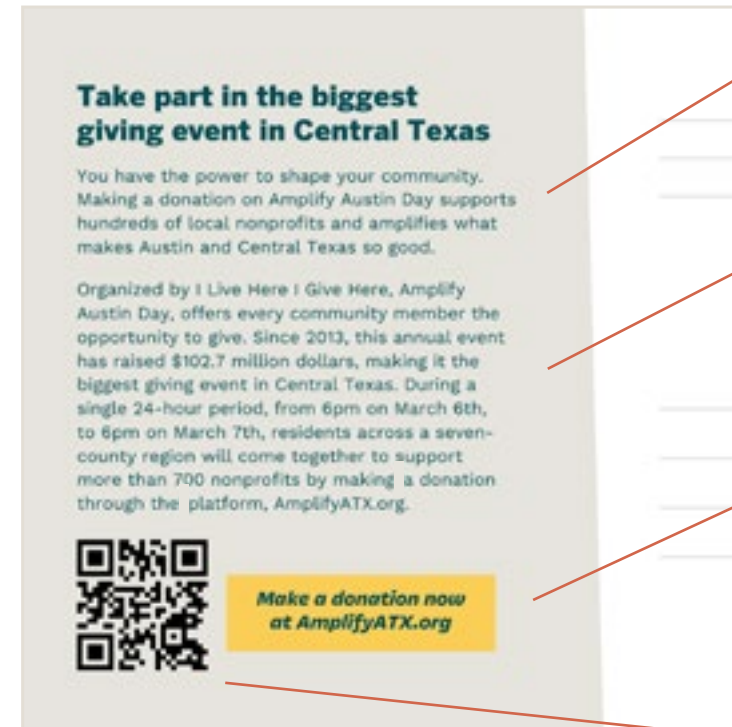

Direct Mail, 6x9: Front

Direct Mail, 6x9: Back

We recommend keeping this copy the same to best explain what Amplify Austin Day is.

Keep this copy or customize it to your organization.

You can increase the box length (behind the AmplifyATX.org) and add your entire URL.

You can insert your own QR code here. This one drives to the main AmplifyATX.org page.
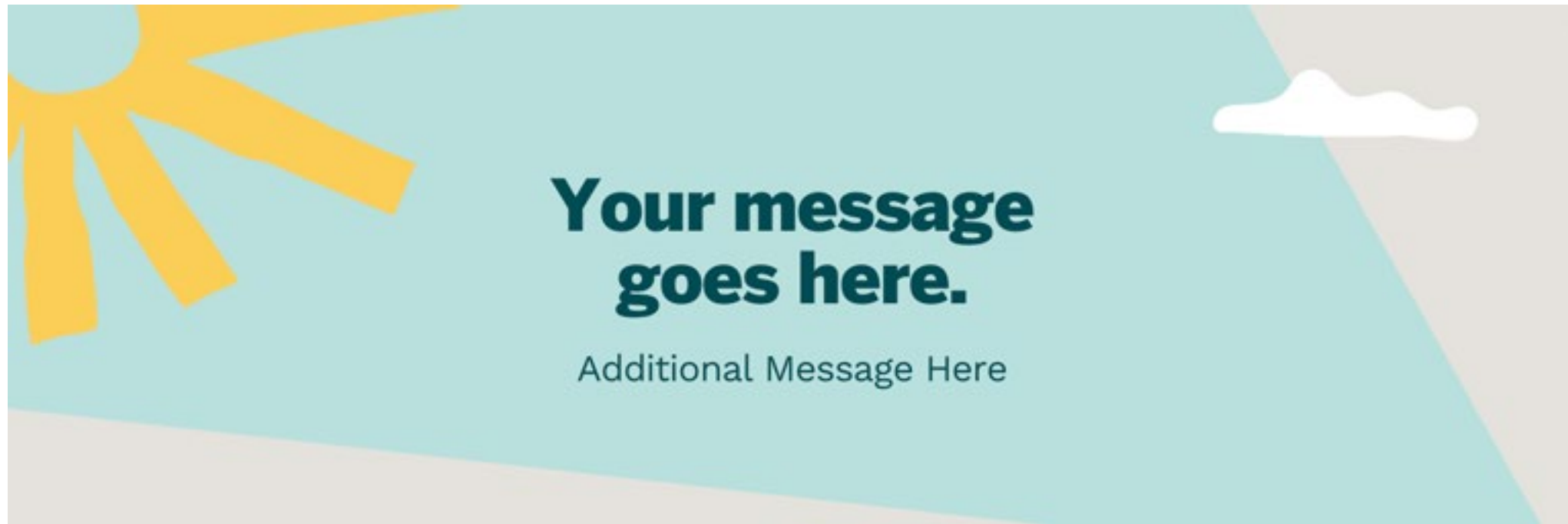
Fundraising Champion Recruitment Templates

8.5 x 11 Poster
Link to Template
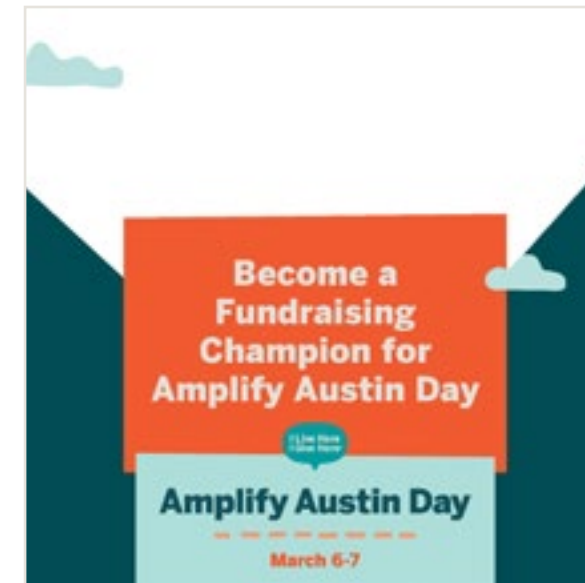
1080 x 1080 Social Post
Link to Template

AmplifyATX.org Nonprofit Profile Page Header

1500 x 500 Customizable Image

Link to Template
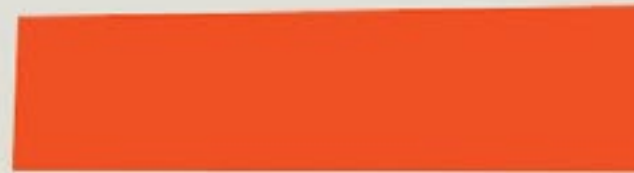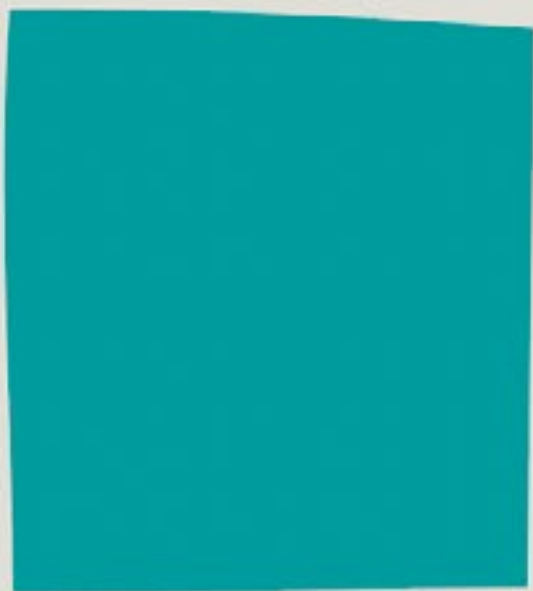
Advanced Design Assets

Adobe Illustrator Files

Illustration Library

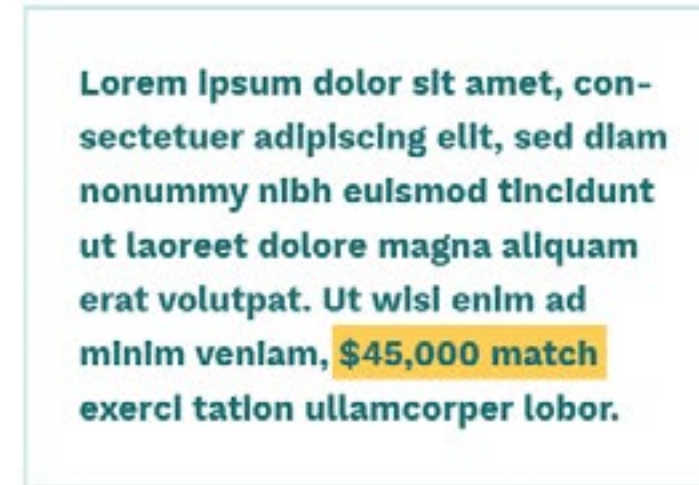# Shapes Library

Link to Shapes Library

Shape Combinations

Illustration Usage Examples

Lorem ipsum dolor sit amet, con

Use illustrations to bring attention to and add playfulness to headlines.

Lorem ipsum dolor sit amet, con

Use illustrations + shapes to highlight impactful text.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, **$45,000 match** exerci tation ullamcorper lobor.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie.

Lorem ipsum dolor sit amet, con-Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh.

Add illustrations to negaive space when appropriate.

Lorem ipsum dolor sit amet, con

Lorem ipsum dolor sit amet, consectetuer ad ip iscing elit, sed diam nonummy nibh euismod tinc idunt ut laoreet dolore magna aliquam era lwnlsf.

Corners and edges are great places to have illustrations bleeding off the edge.

Leverage shape combinations if the negative space allows.