Amplify Austin Day

As Central Texas Grows So Must Giving

I Live Here I Give Here's signature program, Amplify Austin Day, is the biggest day of giving in Central Texas, raising $82 million dollars for the local community since 2013. During a single 24-hour period, from 6pm on March 2nd, to 6pm on March 3rd, residents across a 7-county region will come together to support more than 700 nonprofits by making a donation through the platform, AmplifyATX.org.

March 2-3
Amplify Austin Day

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Grow the giving at AmplifyATX.org

March 2–3
**Color Palette**

**Primary Colors**

- #079da1
  - CMYK: 85 17 40 0
  - RGB: 7 157 161

- #004c54
  - CMYK: 100 50 50 35
  - 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

- #b26a29
  - CMYK: 24 63 100 10
  - RGB: 178 108 41

- #196e70
  - CMYK: 87 40 52 16
  - RGB: 25 110 112

- #b9dedc
  - CMYK: 30 0 15 0
  - RGB: 185 222 220

- #161b1f
  - CMYK: 78 68 62 76
  - RGB: 22 27 31

- #facdb5
  - CMYK: 0 22 26 0
  - RGB: 250 205 181

- #f79671
  - CMYK: 0 50 56 0
  - RGB: 247 150 113

- #cf654a
  - CMYK: 15 72 75 2
  - RGB: 207 101 74

- #f15b32
  - CMYK: 0 80 89 0
  - RGB: 241 91 50
Assets for Everyone
Ready-to-go Assets

All ready-to-go assets are available in English and Spanish.

Poster: 8.5in x 11in

Social Media Post: 1080px x 1080px

Facebook/Instagram Story:
1080px x 1920px

Facebook/Instagram Story:
1080px x 1920px

Email Header: 700px x 300px
Interactive 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.
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Beginner Design Templates

Canva Templates
Customizable 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.
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Advanced Design Assets

Adobe Illustrator Files
Shape Combinations
Shapes Library