I Live Here
I Give Here®

Amplify Austin Day

Brand Guide

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2026 Campaign

Table of Contents

Download all toolkit resources

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.

2025 will mark the 13th Amplify Austin Day. Since the beginning, Amplify Austin Day has changed the way Central Texans think about giving back locally. With your help, we have raised $112.7 Million for 1,507 nonprofits. 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

Amplify Austin Day

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

X **I Live Here I Give Here®**   X **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.

Typography

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 5-6. 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 4-5
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
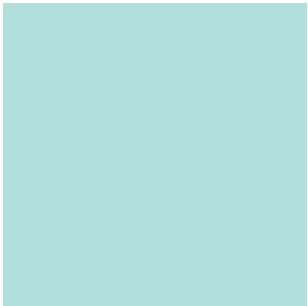CMYK 12 31 100 0
RGB 227 175 37

196e70
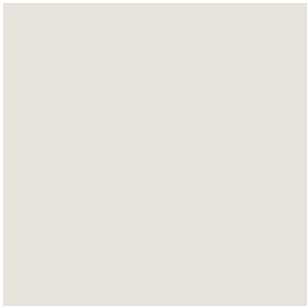CMYK 87 40 52 16
RGB 25 110 112

161b1f
CMYK 78 68 62 76
RGB 22 27 31

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CMYK 30 0 15 0
RGB 185 222 220

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CMYK 10 8 11 0
RGB 228 226 220

cf654a
CMYK 15 72 75 2
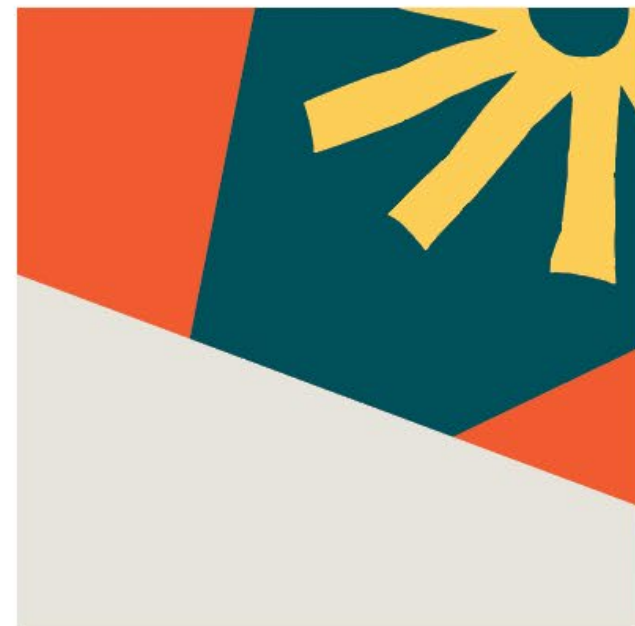RGB 207 101 74

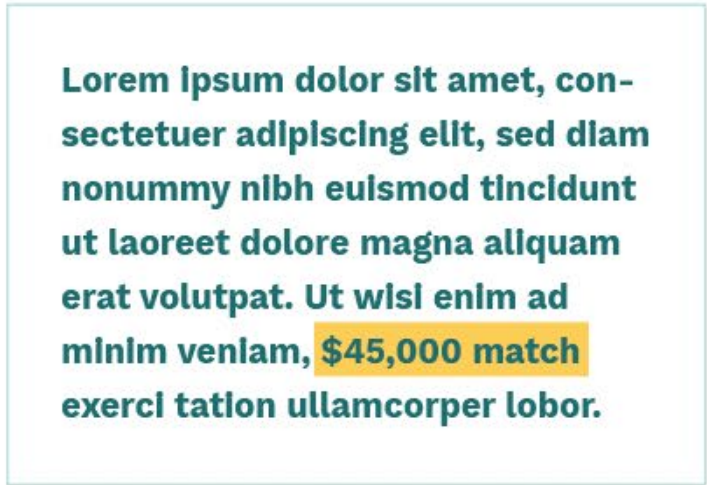# f15b32
CMYK 0 80 89 0
RGB 241 91 50

Illustration Library

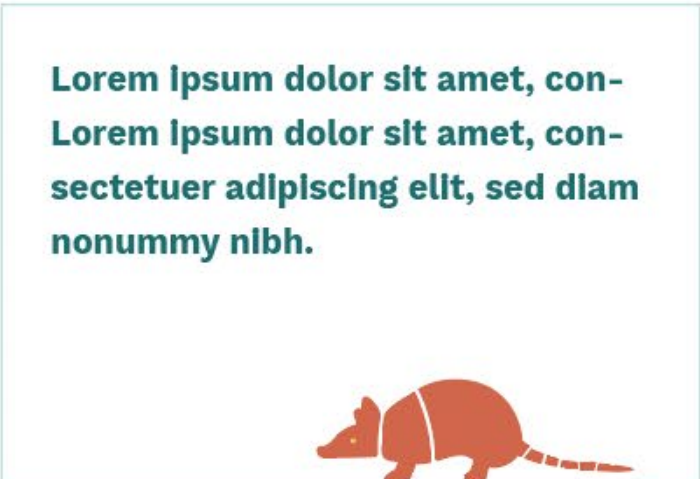# Shapes Library

Shape Combinations

Illustration Usage Examples

Lorem ipsum dolor sit amet, con

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

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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.

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, 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 ipiscing elit, sed diam nonummy nibh euismod tinc idunt ut laoreet dolore magna aliquam era iwnlsf.

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

Leverage shape combinations if the negative space allows.

Brand Photography
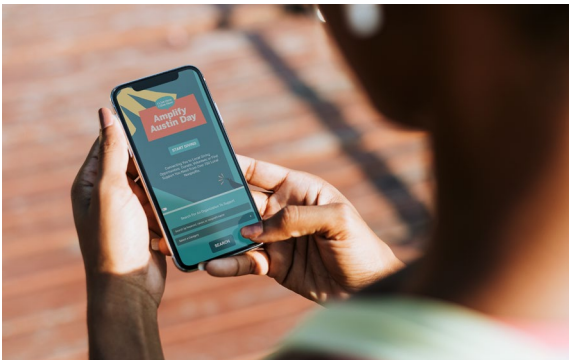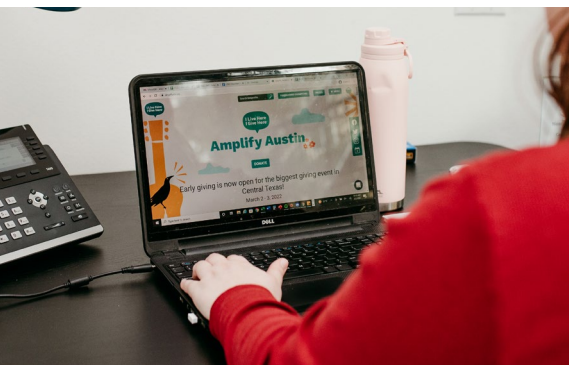
Other Tools and Resources

For Amplify Austin Day, there are a variety of resources and templates available to the community to help spread awareness for our community's biggest day of giving.
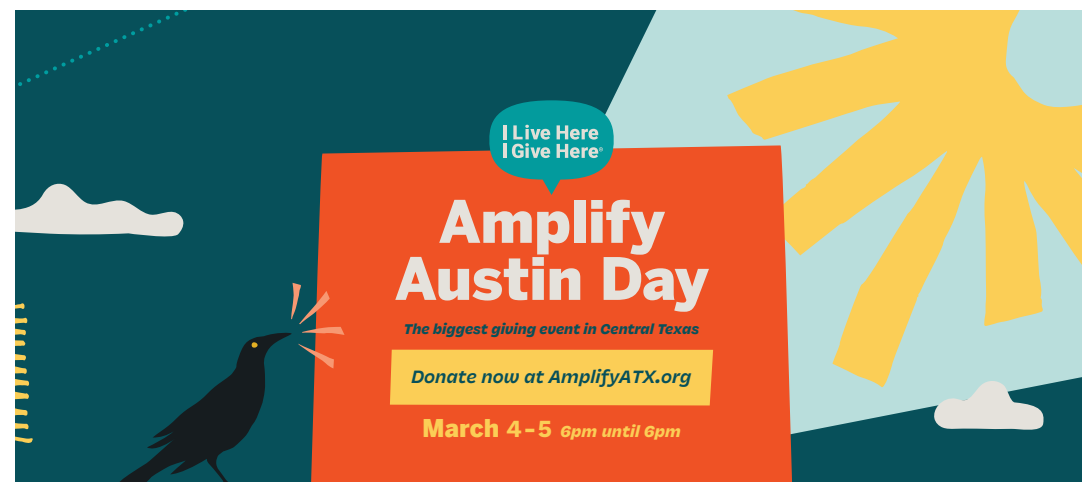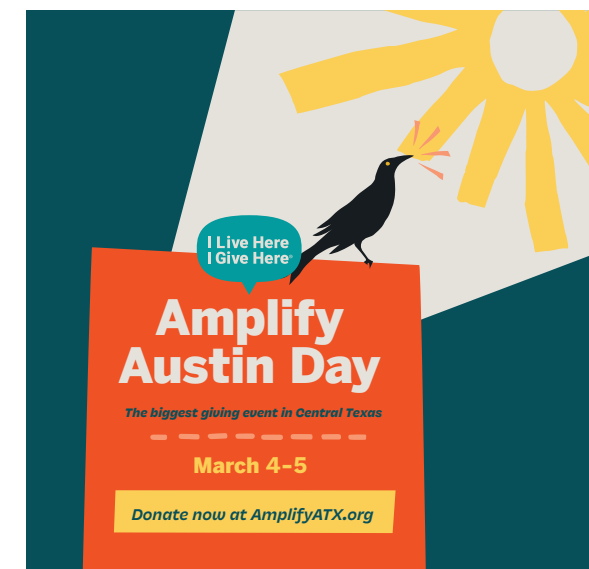
Visit AmplifyATX.org to access the best bundle for you.

8.5 x 11 Poster

Canva Templates

Social Profile Header

Social Media Templates

Amplify Wilco Day

Logos

I Live Here
I Give Here®

**Amplify
Wilco Day**

Vertical Logo

I Live Here
I Give Here®

Amplify Wilco Day

Horizontal Logo

I Live Here
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Amplify Wilco Day

Stacked Horizontal Logo

X I Live Here I Give Here®

X **Amplify Wilco Day**

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Amplify Wilco Day

Amplify Wilco Day

The biggest giving event in Central Texas

It's time to give back Wilco. On Amplify Wilco Day, we're asking our entire community to come together to support the local nonprofits that do so much good for us.

For 24 hours on March 5-6, your participation will impact your neighbors in Williamson County and across Central Texas.

March 4-5
6pm until 6pm

Colors

079da1
CMYK 85 17 40 0
RGB 7 15 7 161

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

Secondary Colors

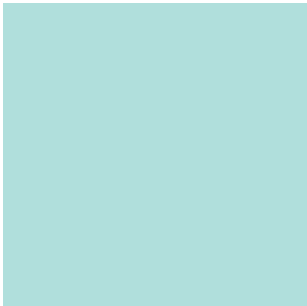# facd54
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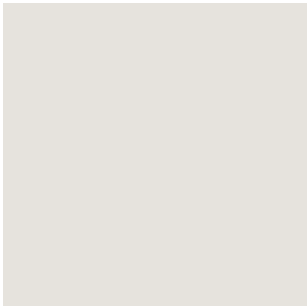RGB 250 205 84

e3af25
CMYK 12 31 100 0
RGB 227 17 5 37

196e70
CMYK 87 40 52 16
RGB 25 110 112

161b1f
CMYK 78 68 62 76
RGB 22 27 31

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CMYK 30 0 15 0
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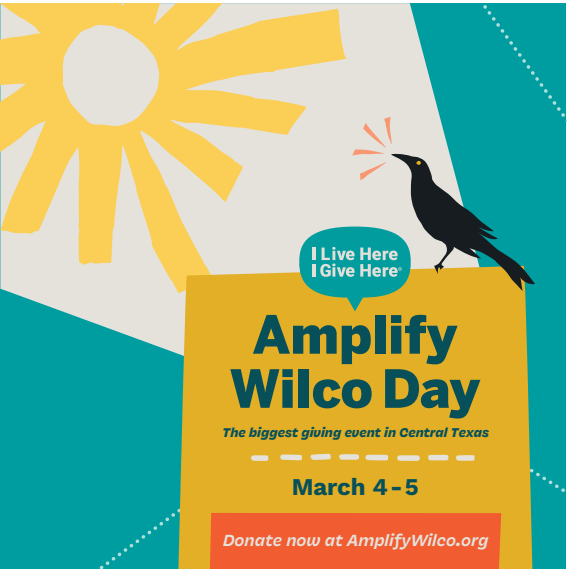Visit AmplifyATX.org to download the entire bundle.

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Social Profile Header

Social Media Templates