

---

# 2025 BRAND GUIDELINES

---

COMMUNITIES FOUNDATION *of* TEXAS

**NORTH TEXAS**  
**GIVING DAY**

SPONSORED BY **amazon**

# TRADEMARK & MESSAGING

**This document includes approved messaging, logo guidelines, and color palette for the 2025 North Texas Giving Day campaign, for use by registered nonprofit organizations and approved partners.**

## Trademark Notice

North Texas Giving Day™ is a registered trademark of Communities Foundation of Texas. Use of the North Texas Giving Day name and marks is granted to current registered nonprofit organizations. Unauthorized use of these trademarks may violate trademark laws and other applicable regulations.

## Approved Messaging

*For use in marketing materials promoting North Texas Giving Day.*

### **The need is great. The time is now.**

North Texas, it's time for action. Your community needs your help now more than ever, and North Texas Giving Day is the easy way to do it.

### **Every dollar in goes all out.**

Thanks to help from generous givers and sponsors, Communities Foundation of Texas covers all transaction and technology fees.

### **Donate through September 18 on [NorthTexasGivingDay.org](https://NorthTexasGivingDay.org).**

## About North Texas Giving Day

*For use to describe North Texas Giving Day in internal communications and media relations.*

North Texas Giving Day is Communities Foundation of Texas' largest community initiative, and the largest community-wide giving event in the Nation. Thanks to help from generous givers and sponsors, CFT covers all transaction and technology fees, ensuring 100% of each donation goes to nonprofits in more than 25 cause areas across 20 North Texas counties. Last year, the program connected over 3,200 local nonprofits with givers, raising more than \$70 million.

North Texas Giving Day culminates on Thursday, September 18, 2025. Giving through the website for this year's event opens on Thursday, August 28.

# LOGOS

## [Download logo files](#)



## Clearspace

The minimum area of open space that must surround the various logo lockups is shown here. No other element should intrude and the clear space ratio is to always remain as designed here. When possible, provide more open space.



# LOGO USAGE

Unauthorized additions, deletions, or manipulation of the North Texas Giving Day logo is prohibited.

Do not use old logos



Do not substitute typography



Do not omit or add elements



Do not stretch or distort



Do not rearrange



Do not enclose within a shape



Do not outline



Do not recolor



Do not screen



Do not overlay logo on patterned background or photo



# COLORS & FONTS

## Approved Brand Colors

<b>CMYK</b> 44-17-0	<b>CMYK</b> 69-17-16-0	<b>CMYK</b> 97-73-52-56	<b>CMYK</b> 73-0-62-0	<b>CMYK</b> 87-27-71-11	<b>CMYK</b> 82-56-70-65
<b>RGB</b> 135-210-230	<b>RGB</b> 68-167-198	<b>RGB</b> 0-42-58	<b>RGB</b> 0-192-139	<b>RGB</b> 0-128-100	<b>RGB</b> 22-48-41
<b>HEX</b> 87D2E6	<b>HEX</b> 44A7C6	<b>HEX</b> 002A3A	<b>HEX</b> 00C08B	<b>HEX</b> 008064	<b>HEX</b> 163029

**RGB** – Use when preparing digital materials like social media, email, and websites.

**CMYK** – Use when preparing printing materials, like postcards, posters, or letters.

---

## Typography

### Figtree

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890