



Agents Giving

Colour palette

Blue The Agents Giving primary colour.	CMYK: 65, 0, 0, 0 RGB: 76, 207, 255 HEX: #4CCFFF
Charcoal Used within the Agents Giving logo name.	CMYK: 63, 60, 64, 65 RGB: 51, 48, 43 HEX: #33302B
Stone Used as a background colour as an alternative to white.	CMYK: 3, 4, 14, 8 RGB: 234, 234, 226 HEX: #EAEAE2
Bright Purple The Agents Giving highlight colour used for call to actions.	CMYK: 27 67, 0, 0 RGB: 213, 99, 255 HEX: #D563FF
Dark Purple Used as a background colour.	CMYK: 80, 100, 0, 70 RGB: 35, 0, 63 HEX: #23003F

Fonts

Poppins is a modern sans-serif typeface that blends clean lines and geometric shapes for a versatile, professional aesthetic.

Font free download

<https://fonts.google.com/specimen/Poppins/>

Poppins SemiBold (headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Poppins Light (Body copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Logo – Stacked



Agents Giving

Logo – Stacked with registered address



Agents Giving

Registered Charity No. 1124410

Logo – Horizontal



Logo – Horizontal with registered address



Colour variations, demonstrating how the logo should appear against different brand colour backgrounds.



Agents Giving



Agents Giving



Agents Giving



Agents Giving

supporter



Agents Giving

Registered Charity No. 1124410

Ambassador



Agents Giving

Registered Charity No. 1124410

Board Member



Agents Giving

Registered Charity No. 1124410

Award Winner



Agents Giving

Registered Charity No. 1124410

Brand application examples

Examples of campaign visuals showing a mixture of humorous, collective and empathetic campaign concepts. They demonstrate how the branding and colours can work consistently across different styles of imagery.



Every pound has a story.

Like the children of Nottingham who woke up to presents on Christmas morning thanks to people like the team at Holden Copley Estate Agents.

The white shirt brigade

The 'I'm different' crew

The Pin-Strippers!

The Gillet lovers

The Uncategorizables

When property people come together, good happens.

Join in, have fun and do good this Blue Nose Day, 26 July.



The white shirt brigade

The 'I'm different' crew

The pinstripe collection

The gillet lovers

The Uncategorisables

Imagine if every estate agent made a difference

Small actions from thousands of property people can create something extraordinary



The official charity for the property industry

Registered Charity No. 1124410

Visit agentsgiving.org to find out how you can play your part.



Let's get every office
cycling for lifesaving
defibrillators.

**On
your
bike**
Save a life.

**When property
people come together,
good happens.**

Join in, have fun and do good this
Blue Nose Day, 26 July.



**Imagine if every
estate agent made
a difference**



**Every pound has
a story.**



Be the heart
of your
community.





On your bike. Save a life.

**The Great British Property
Cycle Challenge | October 2026**

**Let's get every office cycling
for lifesaving defibrillators.**

Be the heart of your community.

 **Agents Giving**

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For guidance on using the Agents Giving brand in your marketing

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Agents Giving

Design by  PropertyStream