OUR BRANDMARK

LIVE UNITED®

UNITED WAY BRANDMARK

The most fundamental visual element of a brand identity is its brandmark.

The evolution of our brandmark is most dramatic in its configuration. The United Way symbol is now joined together with the United Way name in a permanent, bold alliance. Its holding device is a simple rectangular shape that is unifying and inviolable.

The components of our brandmark – the rainbow of hope, the hand of support and the person as a symbol of humanity – communicate the important United Way brand characteristics — caring, inspiring, trustworthy and approachable.

Note:
LIVE UNITED is no longer required as part of the United Way brandmark lockup.
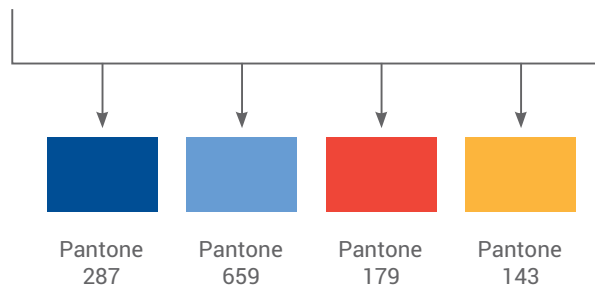
LOGO USAGE

FULL COLOR

The full-color version of the United Way brandmark is the primary brandmark of the identity system. It is required that this version be used in branded applications whenever possible.

Pantone spot color is the preferred usage, but CMYK and RGB reproduction files of the full-color brandmark are available for specific application requirements. See page 33 for CMYK and RGB builds of pantone colors for print and web.

Note:
As one of our most important assets, the brandmark must always appear as shown on this page or in one of the color variations described in these guidelines. Never attempt to redraw or rescale the brandmark or add other graphic elements to its presentation. **Do not extract any of the graphic elements contained in the brandmark to use separately.** We must use the registered trademark symbol (®) with the brandmark to ensure our legal rights are protected. Always display the registered trademark symbol (®) in the position indicated.
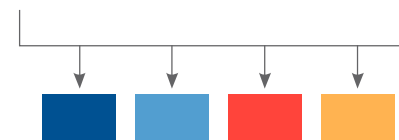
Preferred Spot Color version

Pantone 287   Pantone 659   Pantone 179   Pantone 143

CMYK Version
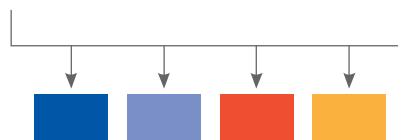
RGB Version

LOGO USAGE

CONTROL BOX

The control box is the white border that surrounds the logo. It is used to create separation when the logo is placed on colored backgrounds without the need for alternate logo color options.

Preferred Spot Color version

Control Box

CMYK Version

RGB Version

LOGO USAGE

ONE-COLOR

When reproduction constraints prevent the use of the primary full-color United Way brandmark, use one of the alternative one-color versions. The white control box is still present in these one-color solutions.

One-color blue brandmark
The one-color blue brandmark is to be used when United Way Blue is the only available color selection. See the United Way color palette on page 33 for complete specifications.

One-color black brandmark
The one-color black brandmark is to be used when black is the only available color selection.

SPECIAL USAGE

A special usage lock-up has been developed for limited use. It may be reproduced in black, white or United Way Blue. This would apply, for example, when reproducing on fabric, plastic, glass or other materials used for merchandise or signage, and does not require the white control box.

Note:
These lock-up brandmarks should never appear on a website, four-color brochure or any other application where a full-color brandmark is usable. The one-color brandmarks may not be reproduced in any color other than black, white or United Way Blue.

One-color blue Brandmark lock-up

One-color black Brandmark lock-up

One-color blue special lock-up

One-color black special lock-up

One-color white special lock-up

CLEAR SPACE & MINIMUM SIZE

CLEAR SPACE

Clear space frames the logo and separates it from other elements including text and the edge of printed materials. The logo must be surrounded with at least the required minimum of clear space which is determined by 1/2 the height of the symbol square.

MINIMUM SIZE

A special usage lock-up has been developed for limited use. It may be reproduced in black, white or United Way Blue. This would apply, for example, when reproducing on fabric, plastic, glass or other materials used for merchandise or signage, and does not require the white control box.

Note:
These lock-up brandmarks should never appear on a website, four-color brochure or any other application where a full-color brandmark is usable. The one-color brandmarks may not be reproduced in any color other than black, white or United Way Blue.

1/2 square

Symbol Square
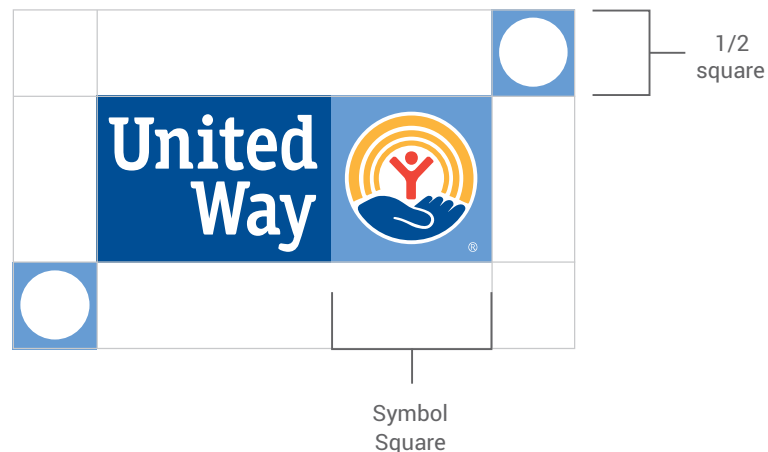
Screen
MINIMUM SIZE
90 PIXELS OR 1.25 ” wide

Print
MINIMUM SIZE
.75” wide

Special Usage
MINIMUM SIZE
.75” wide

UNACCEPTABLE USES

The consistent and correct application of the United Way brandmark and the local identifier is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate some of the unacceptable uses of the United Way brandmark. You can find more details on how to typeset your local United Way on page 25.

Note:
Never attempt to redraw or rescale the elements of the brandmark with the tagline or the local identifier or add other graphic elements in its presentation.

Never alter the colors in the brandmark

Never tilt the brandmark

Never distort the shape of the brandmark

Never add elements inside the brandmark

Never rearrange the elements of the brandmark

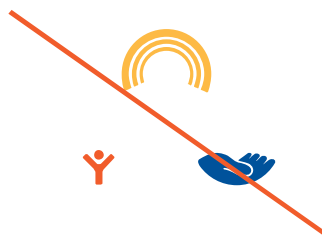Never alter the shape of the brandmark in any way

Never change the font or color of the local identifier (page 25)

Never substitute type in the brandmark

Never put other words or phrases inside the brandmark

Never extract any of the graphic elements or words "United Way" contained in the brandmark to use separately

COLOR PALETTE

PRIMARY COLOR PALETTE

It is important that local United Ways maintain a consistent appearance of the brandmark and all visual communications across various media types and materials. Using colors consistently in all communications will strengthen brand recognition, create impact and differentiate our programs.

The United Way color palette is comprised of colors used in the United Way brandmark. In addition, black, orange, grey and white are included for added flexibility and one-color scenarios. On this page you will find specifications for reproducing the United Way colors in a variety of ways.

Note:
The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards, refer to the current edition.

Pantone 287
C:100 M:74 Y:0 K:0
R:0 G:81 B:145
HEX: #005191

Pantone 659
or 287C at 52%
C:55 M:40 Y:0 K:0
R:83 G:158 B:208
HEX: #539ED0

Pantone 179
C:0 M:85 Y:89 K:0
R:255 G:68 B:59
HEX: #FF443B

Pantone 143
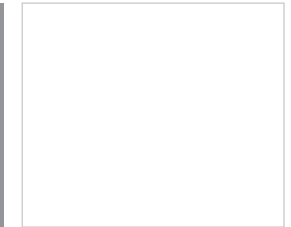C:0 M:34 Y:86 K:0
R:255 G:179 B:81
HEX: #FFB351

Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
HEX: #000000

Spot: Pantone 152
C:0 M:60 Y:100 K:0
R:245 G:120 B:20
HEX: #f57814

Pantone Black 50%
C:0 M:0 Y:0 K:50
R:150 G:150 B:150
HEX: #969696

White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX: #ffffff

TYPOGRAPHY USAGE

These fonts are to be utilized for all correspondence, presentations, collateral and marketing materials.

HEADLINES

League Gothic typeface is the headline font. It should be used sparingly in marketing communications to draw attention to important text. When legibility is an issue, use the block behind the text.

HEADINGS

Roboto Condensed Bold is the heading font. It should be used in multipage documents and websites to denote a new section.

SUB HEADLINES

Roboto bold is the subhead font. It should be used under headlines or headers when necessary. Sub headlines may also be used as the first sentence of a paragraph in marketing communications.

BODY COPY

Roboto Regular is the paragraph font. It should be used for supportive messaging.

THIS IS A HEADLINE.

League Gothic Regular | 25 Tracking | .9–1.1X line spacing

THIS IS A HEADLINE.

League Gothic Regular | 25 Tracking | .9–1.1X line spacing

THIS IS A HEADING.

Roboto Condensed - Bold | -10 Tracking | 1.1–1.3X line spacing

This is a sub headline.

Roboto - Bold | 8-14 pt type | 1.5–2X line spacing

This is body copy.

Roboto - Regular | 8-14 pt type | 1.5–2X line spacing

PHOTOGRAPHY

Photography plays an important role in sharing the stories of the challenges we fight and the successes we share. Whether the image is for "Fight" or "Win" it should be journalistic and authentic. Each image should make you feel something, or place you in that environment.

When using multiple photos in a composition, there should be a blend of perspectives ranging from "close up" to "mid range" and "far away/landscape."

We use distinctly different photography styles for communications surrounding the "Fight" and the "Win."

UNITED WE FIGHT PHOTOGRAPHY

These images feature who or what we are fighting for. They boldly showcase the challenges we're facing with the intent of inspiring emotion and action. They are heavily desaturated, but not "black and white." Some trace of color should remain present.

UNITED WE WIN PHOTOGRAPHY

Images in these communications are colorful and positive. They feature the faces of those who are experiencing the fulfilling and rewarding feeling that results from having dedicated themselves to the cause.