



BRAND STANDARDS & GUIDELINES

United Way Brand Guidelines v3.0 | April 2022





OUR BRANDMARK

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 for corporate identity materials (i.e. business cards, letterhead, envelopes, etc.), office signage and merchandise (i.e. shirts, promotional materials, etc.). CMYK is for use in printed materials (i.e. brochures, reports, sell sheets, etc.) and RGB is for use on-screen, digital applications and in video.

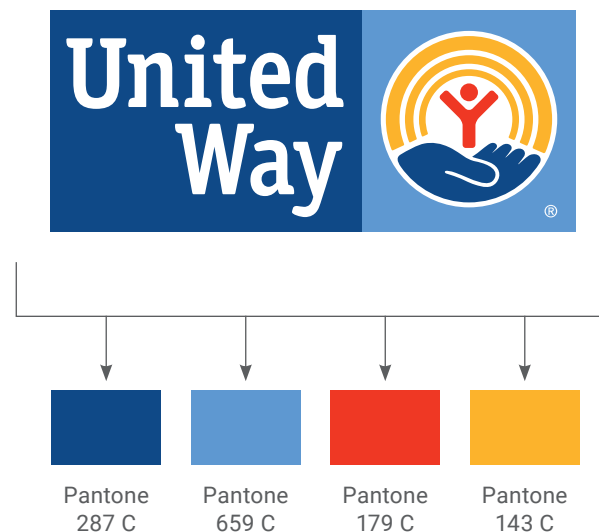
All brandmark files are available on United Way Online (UWO): <https://online.unitedway.org/brandmarks>

Note:

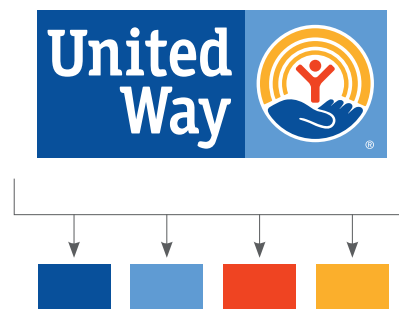
As one of our most important assets, the brandmark must always appear as shown on this page or in one of the color variations described in these guidelines. Never attempt to redraw or rescale the brandmark or add other graphic elements to its presentation.

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.

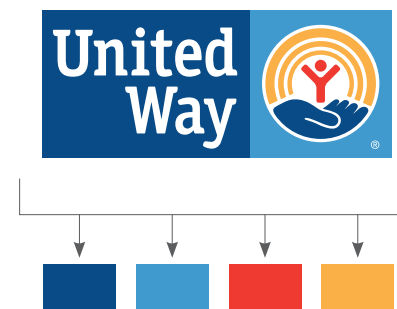
Preferred Spot Color version



CMYK Version (Print Use)



RGB Version (Digital Use)



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. **The control box should never be removed.**

The color variations between the logos is due to the United Way logo being optimized for each medium.



LOGO USAGE

Special Use

A special use brandmark 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.

One-Color

Full-color brandmark should be used whenever possible. 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 37 for complete specifications.

One-color black brandmark

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

Note:

These 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.



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 circle.

Minimum Size

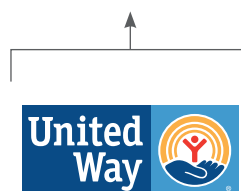
A special usage brandmark has been developed for limited use. It may be reproduced in black, white or United Way Blue. This would apply, for example, when reproducing on fabric, plastic, glass or other materials used for merchandise or signage, and does not require the white control box.

Note:

These 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.



Screen (RGB)
MINIMUM SIZE
90 PIXELS OR 1.25" wide



Print (CMYK) and
One Color
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 create a localized logo for your United Way on pages 26-32.

Note:
Never attempt to redraw or rescale the brandmark or add other graphic elements to its presentation.

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.

The circle and square mark (see page 33) may be extracted from the brandmark to be used in social media profiles.



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.



Control box should never be removed.

SOCIAL MEDIA & SPECIAL-USE BRANDMARKS

Social engagement happens primarily on mobile devices, so it is crucial that United Way's brand is easily identifiable on small screens. To enable brand identification at a smaller size, the United Way symbol is used.

Note:

Social media brandmarks are to be used for social media applications only. Use of social media brandmarks for any other application is not permitted.



The square mark should only be used for profiles that display the picture as a square such as Facebook.

Correct:

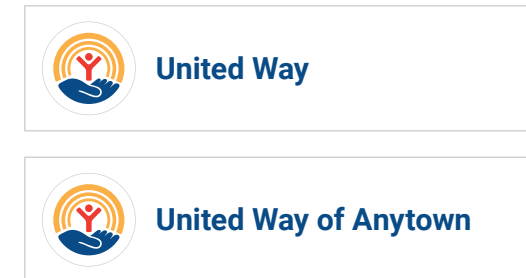


Incorrect:

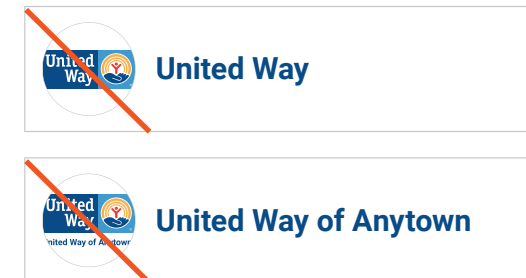


The circle mark should only be used for profiles that display the picture as a circle such as Pinterest, Instagram and Twitter.

Correct:



Incorrect:



SPECIAL-USE BRANDMARK ELEMENTS

In certain circumstances it is allowed to use the “Circle of Hope” as a stand alone design element.

A few general rules to follow:

It should always appear with the United Way brandmark and never in place of the United Way brandmark.

Never alter the colors in the circle to anything outside of the 4 main United Way Brand Colors.

Never distort or skew the circle.

Never pull separate elements out of the circle (hand, figure or rainbow elements). It should stay intact as it appears in the full brandmark.

It should not be represented as or substituted for a letter or number (e.g., the letter ‘o’ or ‘0’).

Note:

For questions on usage, ASK UNITED WAY:
<https://online.unitedway.org/questions>



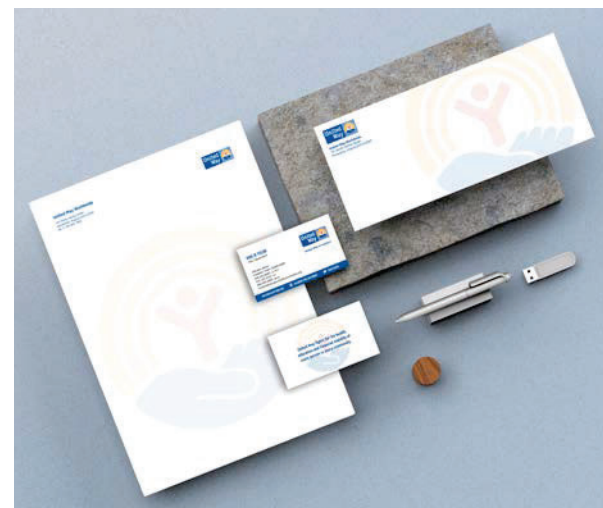
The “Circle of Hope” can be used in a variety of ways including, special-use logo lockups, stationery packages or for the purpose of enhancing visual interest in design materials.

Special-use anniversary mark (locked up with full United Way brandmark):



Celebrating 135 years of helping communities.

Watermarked on a stationery package:



Design Examples:





SUPPORTING ELEMENTS

LIVE UNITED TAGLINE

“**LIVE UNITED**” is not just a tagline but also a rally cry. It should be used as the closing to headlines and key statements both as a messaging component and a visual piece.

Full Color

The full-color version of the LIVE UNITED tagline is the primary landmark of the identity system. It is required that this version be used in branded applications whenever possible.

Pantone spot color is the preferred usage for corporate identity materials (business cards, letterhead, envelopes, etc.), office signage and merchandise (shirts, promotional materials and other items). CMYK is for use in printed materials (brochures, reports, sell sheets, etc.) and RGB is for use on-screen, digital applications and in video. See page 38 for CMYK and RGB builds of Pantone colors for print and web.

One-color

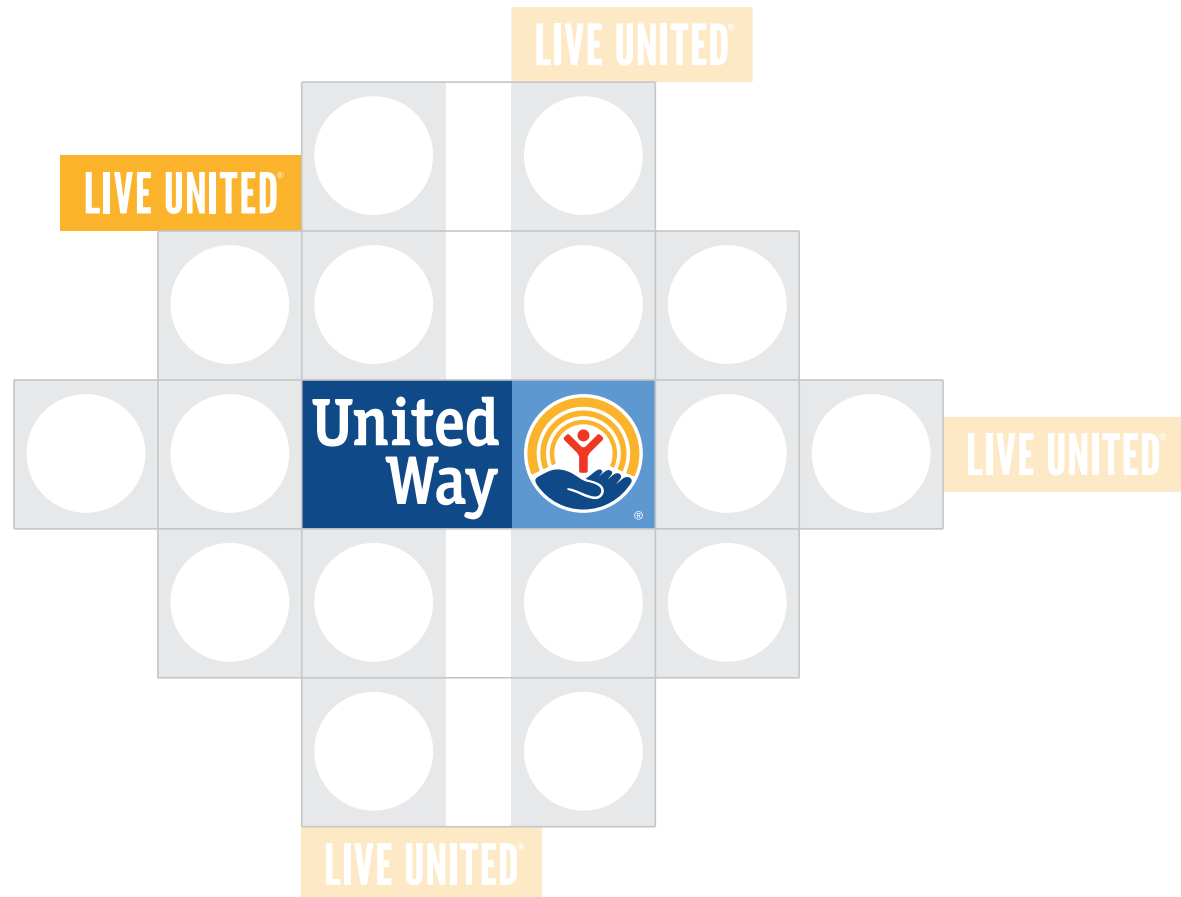
When reproduction constraints prevent the use of the primary full-color LIVE UNITED tagline, use one of the alternative one-color versions.



LIVE UNITED CLEAR SPACE

The LIVE UNITED tagline should never appear on its own. It must always be accompanied by the United Way logo.

The LIVE UNITED tagline should never be placed within two vertical, two horizontal or one diagonal square of the logo.



COLOR PALETTE

United Way Color Palette

The United Way color palette is comprised of colors used in the United Way brandmark. On this page you will find specifications for reproducing the United Way colors in a variety of ways.

The colors shown are not direct conversions, but rather carefully selected formulas to ensure the best and most accurate color representation for that format/use.

Grayscale

Grayscale should be used sparingly and in support of the primary color palette. In event that contrast is an issue, additional shades of gray may be used.

Digital Accent Colors

These colors are best used to indicate state changes in web applications such as a hover state on buttons. See pages 55 & 56 for reference.

* WCAG are web content accessibility guidelines which are recommendations for making web content more accessible for people with disabilities.

			
Pantone 287 C C:100 M:74 Y:0 K:0 R:0 G:81 B:145 HEX: #005191	Pantone 659 C or 287C at 52% C:59 M:27 Y:0 K:0 R:83 G:158 B:208 HEX: #539ED0	Pantone 143 C C:0 M:34 Y:86 K:0 R:255 G:179 B:81 HEX: #FFB351	Pantone 179 C C:0 M:85 Y:89 K:0 R:255 G:68 B:59 HEX: #FF443B
			
Black at 70% C:0 M:0 Y:0 K:70 R:79 G:79 B:79 HEX: #545454	Black at 30% C:0 M:0 Y:0 K:30 R:179 G:179 B:179 HEX: #CCCCCC	Black at 10% C:0 M:0 Y:0 K:10 R:229 G:229 B:229 HEX: #E1E1E1	Black at 2% C:0 M:0 Y:0 K:2 R:250 G:250 B:250 HEX: #F7F7F7
			
HEX: #005191 *WCAG compliant	HEX: #FFB351 *WCAG compliant	HEX: #FF443B *WCAG compliant	HEX: #F57814 *WCAG compliant
HEX: #07477A *WCAG compliant	HEX: #E8A44C *WCAG compliant	HEX: #D33D35 *WCAG compliant	HEX: #F26527 *WCAG compliant

COLOR PALETTE

United We Win.

It is important that United Way local member organizations 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.

Note: Based on feedback, in January 2022, we modified these Standards & Guidelines to reflect what's resonating in the market. Messaging is being updated and the "fight" language and look will be discontinued. Updated Messaging TBD.

United We Win Colors



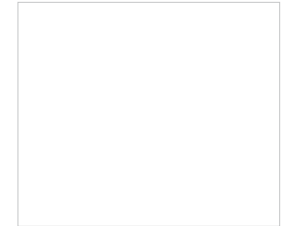
Pantone 659 C
or 287C at 52%
C:55 M:40 Y:0 K:0
R:83 G:158 B:208



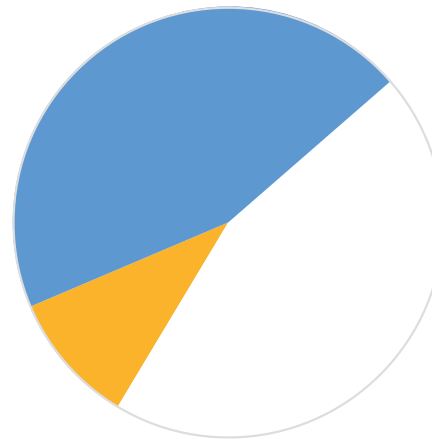
Pantone 143 C
C:0 M:34 Y:86 K:0
R:255 G:179 B:81
HEX: #FFB351



Black at 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



United We Win

This palette is light and bright to channel the positivity of the wins made against challenges. Light blue and white should serve as primary colors with yellow used to accent. **This palette should be used in "win" layouts only.**

EXTENDED COLOR PALETTE

United Way Extended Color Palette

The United Way Dark Blue Blue, Light Blue, Orange and Red are the brand's primary colors. An expanded color palette that includes darker and lighter shades of the primary palette may be used when more colors are required.

Examples for when the extended Palette Should be used:

- Charts and Graphs where there are more than the 4 primary colors needed
- Infographics
- Powerpoints and presentations where alternate colors are needed

**Extended Color Palette –
Shades Darker**
(Use only when additional
colors or shades are needed)



Pantone 288 C
C:100 M:61 Y:0 K:55
R: 0 G:45 B:114
HEX: #002d72



Pantone 660 C
C:68 M:37 Y:0 K:21
R:64 G:126 B:201
HEX: #407ec9



Pantone 144 C
C:0 M:41 Y:100 K:7
R:237 G:140 B:0
HEX: #ed8c00



Pantone 180 C
C:0 M:69 Y:73 K:25
R:191 G:59 B:52
HEX: #bf3b34

Primary Colors
(For reference - color values
shown on page 38)



Pantone 287 C



Pantone 659 C



Pantone 143 C



Pantone 179 C

**Extended Color Palette –
Shades Lighter**
(Use only when additional
colors or shades are needed)



Pantone 287 C at 75%
C:84 M:60 Y:6 K:0
R:69 G:100 B:161
HEX: #4564A1



Pantone 658 C at 75%
C:37 M:19 Y:0 K:0
R:161 G:185 B:225
HEX: #A1B9E1



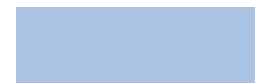
Pantone 143 C at 75%
C:2 M:23 Y:66 K:0
R:240 G:199 B:124
HEX: #F0C77C



Pantone 179 C at 75%
C:2 M:70 Y:55 K:0
R:220 G:120 B:108
HEX: #DC786C



Pantone 287 C at 50%
C:53 M:34 Y:7 K:0
R:130 G:151 B:191
HEX: #8297BF



Pantone 658 C at 50%
C:24 M:11 Y:0 K:0
R:191 G:208 B:234
HEX: #BFD0EA



Pantone 143 C at 50%
C:2 M:15 Y:41 K:0
R:244 G:217 B:167
HEX: #F4D9A7



Pantone 179 C at 50%
C:1 M:45 Y:31 K:0
R:131 G:164 B:156
HEX: #E7A49C



Pantone 287 C at 25%
C:24 M:14 Y:3 K:0
R:193 G:203 B:223
HEX: #C1CBDF



Pantone 658 C at 25%
C:11 M:5 Y:0 K:0
R:223 G:231 B:245
HEX: #DFE7F5



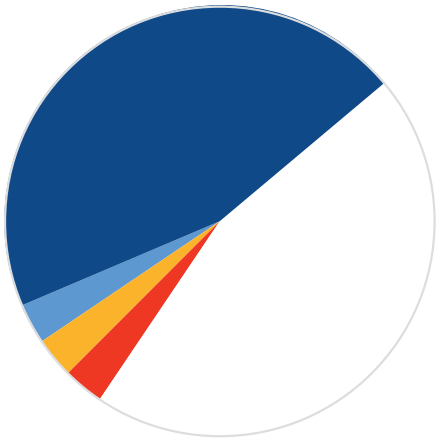
Pantone 143 C at 25%
C:1 M:7 Y:19 K:0
R:250 G:236 B:211
HEX: #FAECD3



Pantone 179 C at 25%
C:0 M:21 Y:12 K:0
R:243 G:210 B:206
HEX: #F3D2CE

COLOR PALETTE

When a piece is not specific to the “fight” call to action or the “win” celebration of success, the general United Way color palette should be utilized.



United Way — General Branding

This color palette is pulled directly from the United Way logo. Blue and white serve as the primary colors, with light blue, yellow and red used to accent. This palette should be used for anything branded United Way generally, including corporate identity materials or brand specific items and assets.

Note:

The extended color palette should be used when more colors are required and never in place of the primary color palette.

TYPOGRAPHY

Three standardized typefaces have been chosen for the United Way brand identity. They are to be used in all printed and online communications. Each of the fonts have been selected for their visual compatibility with the United Way brandmark, and for their ability to convey a personality that is consistent with the brand. The rest of the Roboto family may be used for extended weight options.

To download or update the free fonts visit:
theleagueofmoveabletype.com/league-gothic
fonts.google.com/specimen/Roboto
fonts.google.com/specimen/Roboto+Condensed

Note:
 Roboto is a font that is updated periodically by Google. It is recommended that *all* fonts are updated on a regular basis to ensure the most currently available ones are being used.

Note:
 Trade Gothic and Meta fonts have been discontinued and should no longer be used.

LEAGUE GOTHIC REGULAR

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$%&(.,: ' " / !?)

Roboto Condensed Bold

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$%&(.,: ' " / !?)

Roboto Bold

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$%&(.,: ' " / !?)

Roboto Regular

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$%&(.,: ' " / !?)

Roboto Light

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$%&(.,: ' " / !?)

TYPOGRAPHY USAGE

These fonts are to be utilized for all correspondence, websites, 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/contrast is an issue, use the block behind the text. At smaller sizes Roboto Bold can be substituted for increased legibility.

Headings

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

Subheadlines

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 | > 18 pt print | > 24 px digital | 25 Tracking | .9–1.1X line spacing

THIS IS A HEADLINE.

League Gothic Regular | > 18 pt print | > 24 px digital | 25 Tracking | .9–1.1X line spacing

This is a headline.

Roboto - Bold | 16-18 pt print | 22-24 px digital | 1.1–1.3X line spacing

THIS IS A HEADING.

Roboto Condensed - Bold | 16-18 pt print | 22-24 px digital | -10 Tracking | 1.1–1.2X line spacing

This is a subheadline.

Roboto - Bold | 8-14 pt print | 12-18 px digital | 1.5–2X line spacing

This is body copy.

Roboto - Regular | 8-12 pt print | 13-18 px digital | 1.5–2X line spacing

SUBSTITUTE TYPOGRAPHY

Arial is an acceptable substitute for Roboto and Impact is an acceptable substitute for League Gothic Regular only when Roboto and League Gothic Regular are unavailable. Arial can also be used in correspondence, in word-processed documents, for text in publications, for PowerPoint presentations, emails and for narrative text on websites.

Impact

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$%&(.,: ' " / !?)

Arial Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$%&(.,: ' " / !?)

Arial Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$%&(.,: ' " / !?)

SUBSTITUTE TYPOGRAPHY USAGE

These fonts are to be utilized **only** when League Gothic and Roboto are unavailable.

Headlines

Impact is the substitute headline font. It should be used sparingly in marketing communications to draw attention to important text. When legibility/contrast is an issue, use the block behind the text. At smaller sizes Arial Bold can be substituted for increased legibility.

THIS IS A HEADLINE.

Impact Regular | > 18 pt print | > 24 px digital | 25 Tracking | .9–1.1X line spacing

THIS IS A HEADLINE.

Impact Regular | > 18 pt print | > 24 px digital | 25 Tracking | .9–1.1X line spacing

Subheadlines

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

This is a headline.

Arial - Bold | 16-18 pt print | 22-24 px digital | 1.1–1.3X line spacing

This is a subheadline.

Arial - Bold | 8-14 pt print | 12-18 px digital | 1.5–2X line spacing

Body Copy

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

This is body copy.

Arial - Regular | 8-12 pt print | 13-18 px digital | 1.5–2X line spacing