# Brand identity at a glance



**United Way of Rhode Island**

## Logo suite

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 a part of the United Way brandmark lockup.*
*Check that the logo you are using includes a 'Register' mark [®], not a 'Trademark' [™].*

**Logo files are available in Allstaff > Communications > UWRI Brand**
*File formats available: .jpg, .png, .eps, and .pdf*

**Quick reference for which file format to use:**
*For web/electronic applications, use .jpg or .png files (pixel-based files that can be viewed on any monitor, but cannot be enlarged without losing resolution/quality.*

*For print applications, use .eps or .pdf (vector-based files that can be re-sized without losing resolution/quality.*

*Full color*



**United Way of Rhode Island**

*One color*



**United Way of Rhode Island**

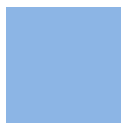*Special use, one color - for use on merchandise or signage*



**United Way of Rhode Island**

## Color palette

The United Way color palette is comprised of colors used in the United Way brandmark. In addition, black, grey, and white are included for added flexibility and one-color scenarios.

| Pantone 287 | Pantone 659 | Pantone 179 | Pantone 143 | Black | Black 70% | White |
|---|---|---|---|---|---|---|
| C:100 M:74 Y:0 K:0 | C:55 M:40 Y:0 K:0 | C:0 M:85 Y:89 K:0 | C:0 M:34 Y:86 K:0 | C:0 M:0 Y:0 K:100 | C:0 M:0 Y:0 K:70 | C:0 M:0 Y:0 K:0 |
| R:0 G:81 B:145 | R:83 G:158 B:208 | R:255 G:68 B:59 | R:255 G:179 B:81 | R:0 G:0 B:0 | R:79 G:79 B:79 | R:255 G:255 B:255 |
| HEX: #005191 | HEX: #59ED0 | HEX: #FF443B | HEX: #FFB351 | HEX: #000000 | HEX: #545454 | HEX: #ffffff |

## Typography

These typefaces have been selected for the United Way brand identity. They are to be used in all printed and online communications. In addition to Roboto Bold and Regular, the rest of the Roboto family may be used for extended weight options.

**To download fonts go to:**
theleagueofmoveabletype.com/league-gothic
fonts.google.com/specimen/Roboto
fonts.google.com/specimen/Roboto+Condensed

**Substitute font:**
Arial is an acceptable substitution for Roboto when Roboto is unavailable. Arial can also be used in correspondence, in word-processed documents, for text in publications, for PowerPoint presentations, and for narrative text on websites.

LEAGUE GOTHIC REGULAR | THIS IS A HEADLINE. *Use sparingly.*
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,:'"/!?)

**ROBOTO CONDENSED BOLD | This is a heading.**
**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890$%&(.,:'"/!?)**

**ROBOTO BOLD | This is a sub-head.**
**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890$%&(.,:'"/!?)**

ROBOTO REGULAR | This is body copy.
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,:'"/!?)

## Our voice

Did you know? How we say it is as important as what we say.

Voice matters. Take a look at the various ways we could say hello:

*Hi. Hello. Good afternoon. Yo. Greetings. What's up?*

- Our UWRI voice is human, upbeat, friendly, relevant, and confident.
- We focus on the positive and ask thoughtful questions.
- We speak simply and avoid jargon.
- We use an active voice that inspires our audience to take action (learn more, donate, advocate, volunteer, and attend our event).

We should ask ourselves:
- Is my message as clear, simple, and concise as possible?
- Is what I'm saying honest and relevant to the audience?
- Do my words inspire an action?