

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, self-contained, unified device in a simple rectangular shape that is unifying and inevitable.

The components of our brandmark – the colors 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:
 Our 1982 logo is no longer required as part of the United Way brandmark usage.

