

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.

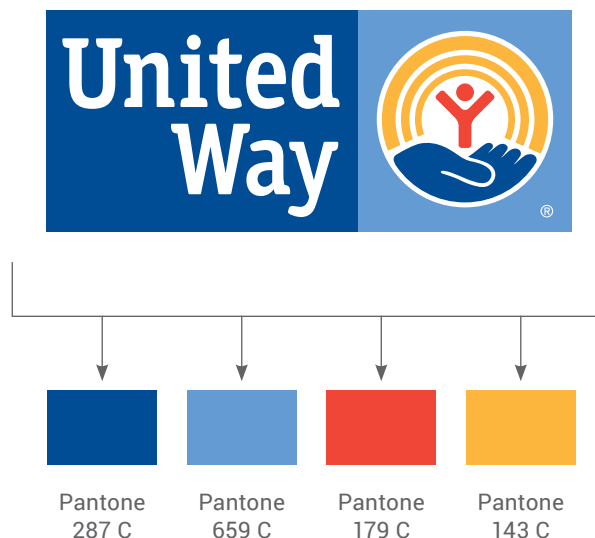
All brandmark files are available on United Way Online (UWO): <https://online.unitedway.org/brandmarks>

Note:

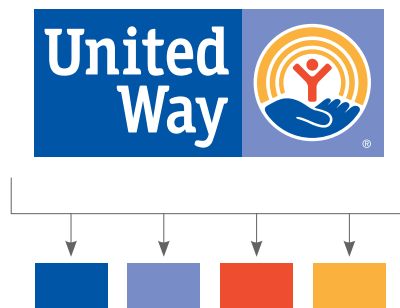
As one of our most important assets, the brandmark must always appear as shown on this page or in one of the color variations described in these guidelines. Never attempt to redraw or rescale the brandmark or add other graphic elements to its presentation. **Do not extract any of the graphic elements 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.

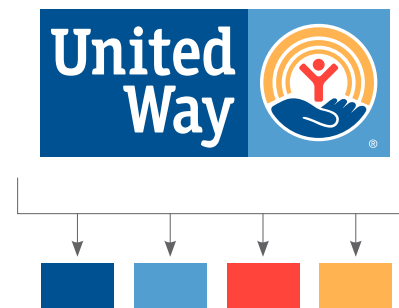
Preferred Spot Color version



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



LOGO USAGE

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.

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.

Note:

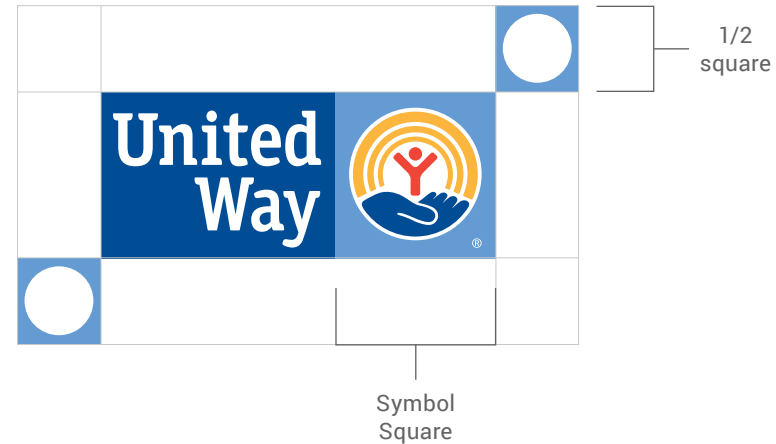
These brandmarks should never appear on a website, four-color brochure or any other application where a full-color brandmark is usable. The one-color brandmarks may not be reproduced in any color other than black, white or United Way Blue.



CLEAR SPACE & MINIMUM SIZE

Clear Space

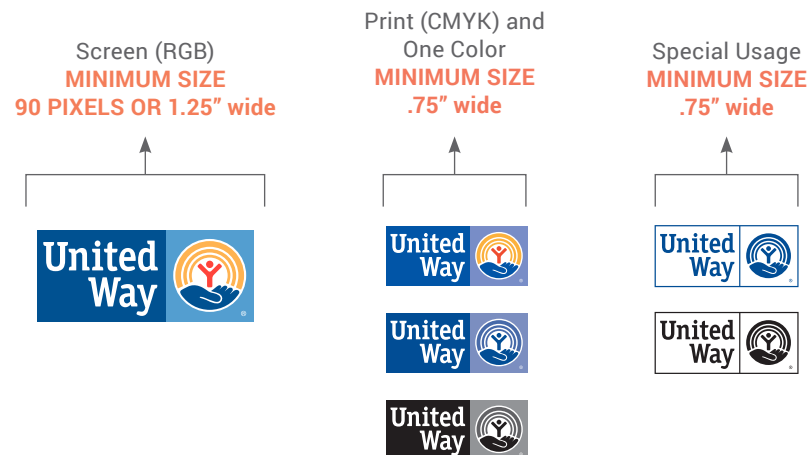
Clear space frames the logo and separates it from other elements including text and the edge of printed materials. The logo must be surrounded with at least the required minimum of clear space which is determined by 1/2 the height of the symbol square.



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.



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:

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.

The circle and square mark (see page 33) may be extracted from the brandmark to be used only in social media profiles and should not be used in any other situation.



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.



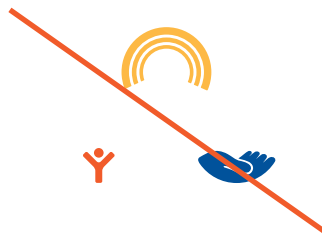
Never change the font or color of the local identifier (page 25).



Never substitute type in the brandmark.



Never put other words or phrases inside the brandmark.

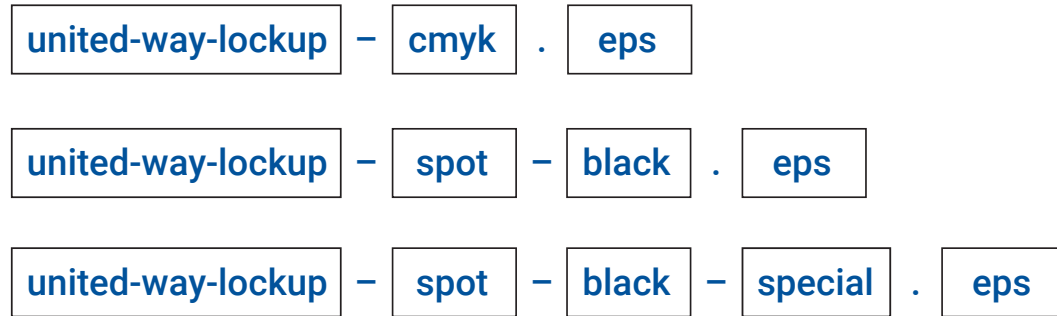


Never extract any of the graphic elements or words "United Way" contained in the brandmark to use separately.



FILE NAMING

Many custom artwork files have been developed for the United Way brandmark. These files follow a specific naming convention so you may quickly understand the contents of each file and locate them easily. Each part of the file name is an abbreviated form of information about the file. All file names consist of lowercase letters and use dashes to separate information.





















Company	Color	Version	Format suffix
United Way	CMYK	special	.eps Hi-resolution vector artwork created in Adobe Illustrator
	Spot		
	Spot-3		
	RGB		Use these .eps files to create other formats
	blue		
	black		
	white		

ARTWORK FINDER

Reproduction art for the United Way brandmark is available for both Mac and PC in EPS format. The files are available on United Way Online.

Use the file name next to each brandmark variation to properly identify the file you need.

 Four-color process Refer to United Way color palette for color specifications File Name: united-way-lockup-cmyk.eps		Use this brandmark file when four-color process printing will be used to reproduce your document. Any document containing full-color photographs will be printed in four-color process printing.
 Four-color spot Pantone 287C, Pantone 659C, Pantone 179C, Pantone 143C File Name: united-way-lockup-spot.eps		This file should be used when four spot colors will be printed. Examples of items that would typically be printed in spot color are silk-screened items such as T-shirts, tote bags and some signage. This file might also be useful for items printed on a digital press.
 Three-color spot Pantone 287C, Pantone 179C and Pantone 143C File Name: united-way-lockup-spot-3.eps		The three-color file provides full color while printing only in three inks by deriving the lighter blue from the dark blue ink. Use this where you will only be printing in the three colors.
 RGB Refer to United Way color palette for color specifications File Name: united-way-lockup-rgb.eps		Use this file for all on-screen (i.e. PowerPoint), digital, web applications and video.
 One-color blue Pantone 287C File Name: united-way-lockup-spot-blue.eps		This logo is to be used when United Way Blue (Pantone 287) is the only available color.
 Special-use blue Pantone 287C File Name: united-way-lockup-blue-special.eps		Use the special-use blue brandmark when the screening of inks is not possible, such as when reproducing on plastic, glass, metal, fabric or other materials.
 One-color black Black 100% File Name: united-way-lockup-spot-black.eps		This brandmark is to be used when black is the only available color selection.
 Special-use black Black 100% File Name: united-way-lockup-black-special.eps		Use the special-use black brandmark when the method of reproduction is faxing and photocopying or the surface of the paper is a color other than white. This brandmark may also be used when reproducing on plastic, glass, metal, fabric or other materials.
 Special-use white C:0, M:0, Y:0, K:0 File Name: united-way-lockup-white-special.eps		Use the special-use white brandmark when reproducing on plastic, glass, metal, fabric or other materials on a dark background.

NAMING CONVENTION

With our focus on community impact, it is important that we localize our communications. The brandmark and local identifier should be used on all marketing communications, including print collateral, advertising and website. Localization can be accomplished in three ways: with two fixed brandmarks and a flexible placement treatment. Regardless of its placement, **the local identifier always appears in first upper case and then all lower case Roboto Bold**. See color, placement and size specifications on the following pages.

Note:

The brandmark with local identifier must always appear as shown in one of the variations illustrated in these guidelines. Never attempt to redraw or rescale the local identifier in relationship to the brandmark or add other graphic elements to its presentation.

Roboto Bold ←

United Way Country

Region United Way

United Way Region

United Way of Anytown

Anytown United Way

NAMING CONVENTION: WORLDWIDE

A naming convention specific to countries, regions and cities will help to clarify and shape the name of the organization within the larger United Way brand.

With the recent addition of United Way offices across the globe, the naming of these local entities has been standardized.

Pantone, CMYK and RGB reproduction files of the full-color brandmark are available for specific application requirements.

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.

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Tier 1 Worldwide Brands and Countries

Examples

United Way Australia
United Way Chile
United Way Peru

Rule

Preferred arrangement for use in countries with a single office, use "United Way" first, "Country Name" second.

Second Preferred Arrangement

United Way of India. "United Way of" first, then "Country Name" The only difference being the addition to the name "of" to join United Way and the Country Name.



Tier 2 International Countries with City-Based Offices

Examples

United Way of Delhi
United Way of Mumbai
United Way of Chennai

Rule

Preferred arrangement for use in countries with a single office, it is preferable to use "United Way of" first, "City Name" second.

Second Preferred Arrangement

"United Way" first, then "City Name."

NAMING CONVENTION: UNITED STATES

A naming convention specific to a geographic area such as a city or county will help to clarify and shape the name of the local organization within the larger United Way brand.

The naming of these local entities has been standardized across the United States.

Pantone, CMYK and RGB reproduction files of the full-color brandmark are available for specific application requirements.

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.



Tier 3
United States Regional and City-Based Offices

Examples

United Way of Greater Los Angeles
 United Way of New York City

Rule

Preferred arrangement for use with city names is "United Way of" and "City Name"

Second Preferred Arrangement

"City Name" and "United Way"



Tier 3
United States Regional and City-Based Offices

Examples

Mile High United Way
 Foothills United Way
 Tulsa Area United Way

Rule

Preferred for use with regions is "Region" and "United Way"

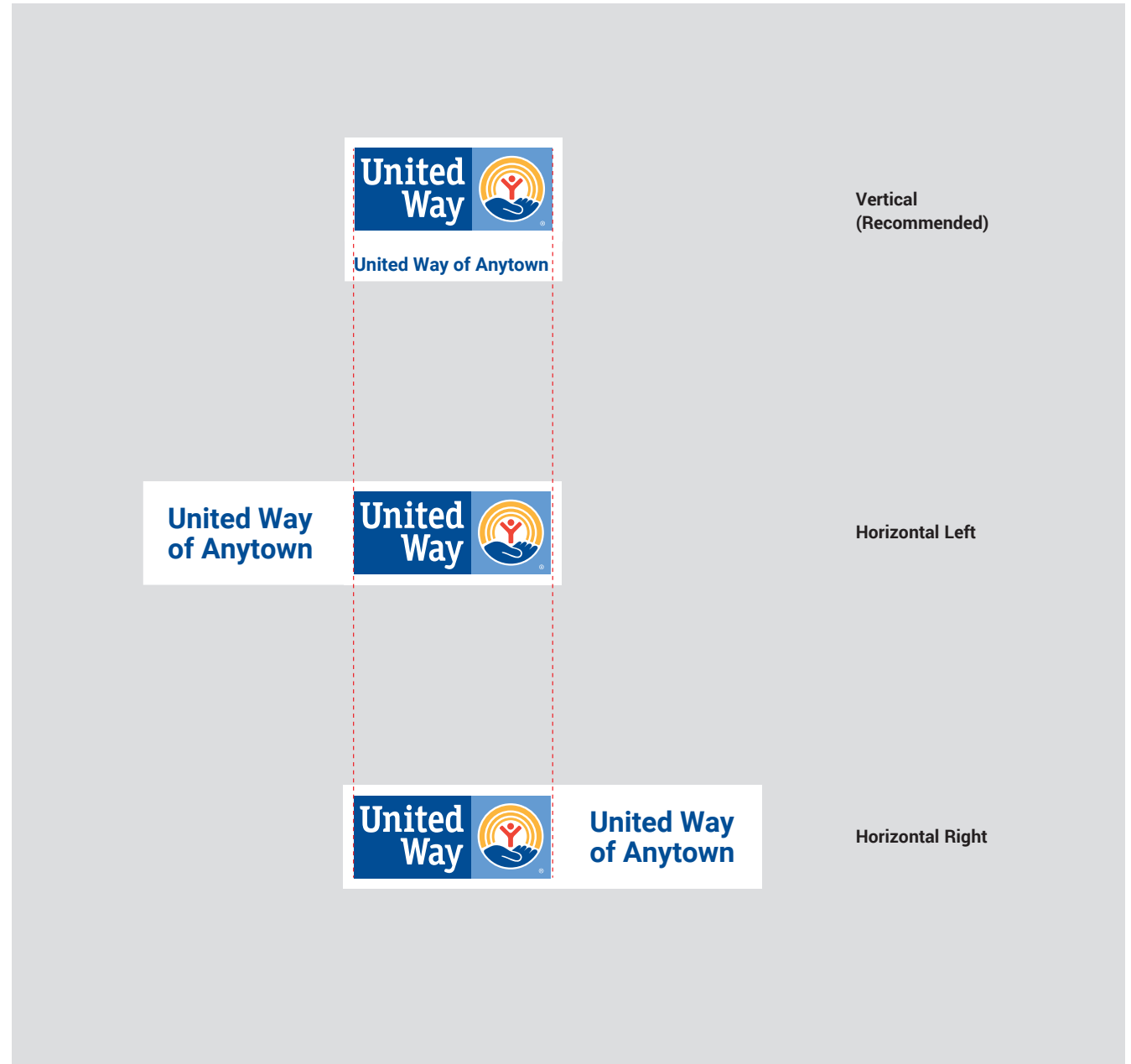
Second options for Region name is "United Way of" and "Region."

BRANDMARK LOCALIZATION

There are three available constructs for logo localizations for use across all local communications.

These logo localizations have been created using precise proportional relationships which should not be altered.

Note:
The brandmark with local identifier must always appear as shown in one of the variations illustrated in these guidelines. Never attempt to redraw or rescale the local identifier in relationship to the brandmark or add other graphic elements to its presentation.



BRANDMARK LOCALIZATION – VERTICAL

There is a precise localization option for each situation of use.

Best for:

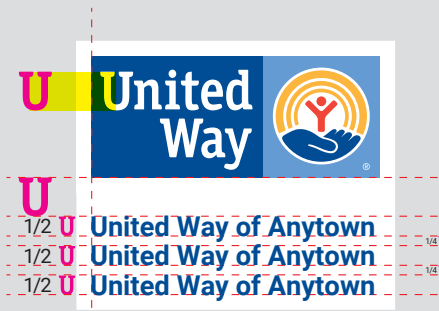
- Brochures
- Flyers
- Posters

LINE 1 OPTION
(20–23 characters per line)



The local identifier above illustrates an example of a United Way with a short naming convention.

LINE 3 OPTION
(20–23 characters per line)



The local identifier above illustrates an example of a United Way with a longer naming convention.

BRANDMARK LOCALIZATION – VERTICAL

A naming convention specific to countries, regions and cities will help to clarify and shape the name of the organization within the larger United Way brand.

With the recent addition of United Way offices across the globe, the naming of these local entities has been standardized.

Pantone, CMYK and RGB reproduction files of the full-color brandmark are available for specific application requirements.

Note:
The brandmark with local identifier must always appear as shown in one of the variations illustrated in these guidelines. Never attempt to redraw or rescale the local identifier in relationship to the brandmark or add other graphic elements to its presentation.

The local identifier is placed in a fixed position relative to the brandmark holding shape.

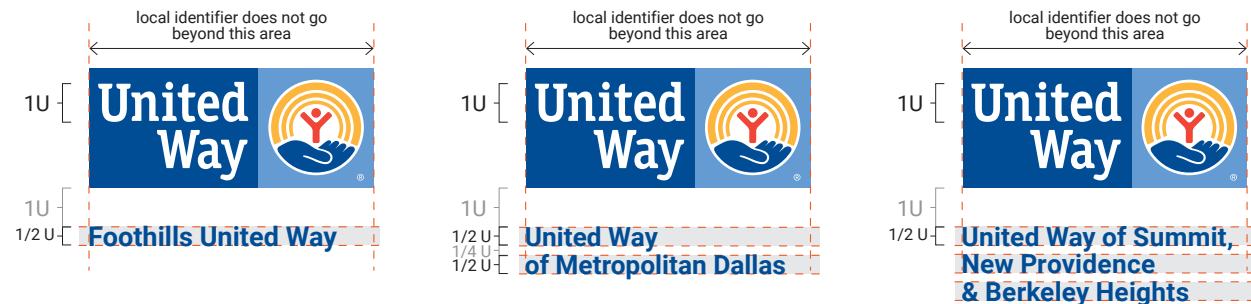


United Way of Anytown

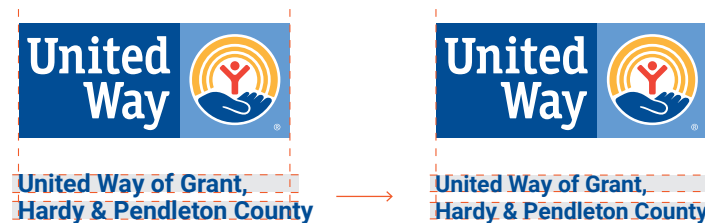
When placed on a colored background, the white background control box expands to provide an area to hold the local identifier.



Specifications for vertical local identifier lockup. The local identifier can extend to maximum three lines.



The local identifier may be decreased in size to fit in the designated area when it extends beyond the width of the brandmark by only two or three letters.



BRANDMARK LOCALIZATION – HORIZONTAL LEFT

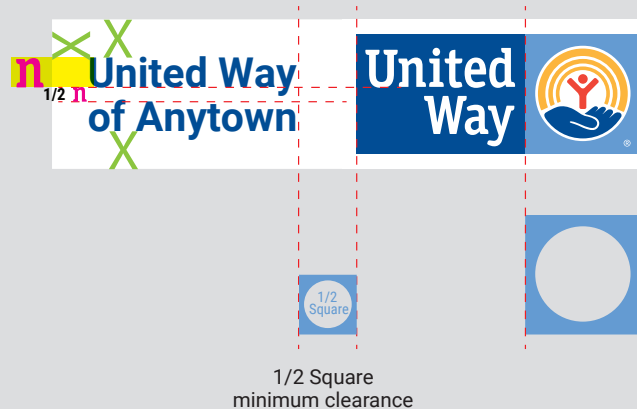
There is a precise localization option for each situation of use.

Best for:

- Signage/Banners
- Horizontal merchandise (i.e. pens, pencils, etc.)

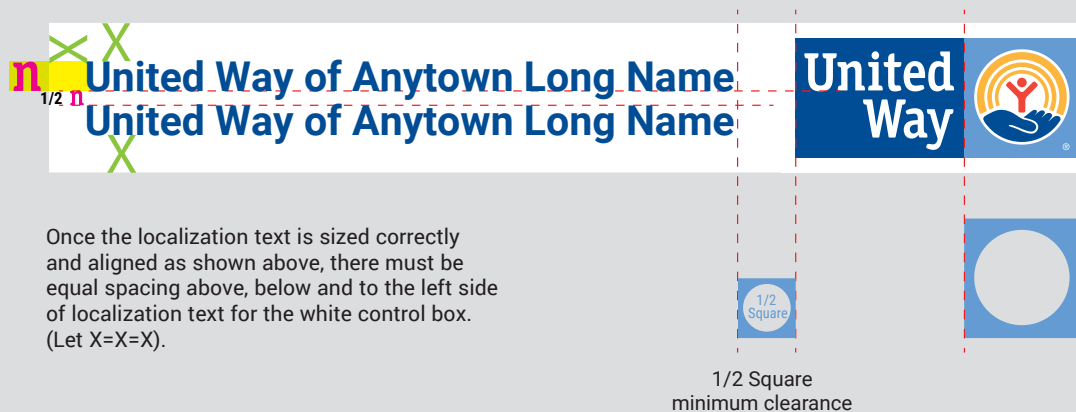
WIDTH 1 OPTION
(Up to 10 characters per line)

The local identifier illustrates an example of a local United Way with a short naming convention.



WIDTH 5 OPTION
(28–32 characters per line)

The local identifier below illustrates an example of a local United Way with a much longer naming convention.



Once the localization text is sized correctly and aligned as shown above, there must be equal spacing above, below and to the left side of localization text for the white control box. (Let X=X=X).

BRANDMARK LOCALIZATION – HORIZONTAL LEFT

Five width localization options have been created using precise proportional relationships which should not be altered.

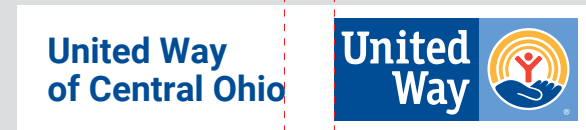
Note:
The brandmark with local identifier must always appear as shown in one of the variations illustrated in these guidelines. Never attempt to redraw or rescale the local identifier in relationship to the brandmark or add other graphic elements to its presentation.

Shown here are horizontal localizations with a variety of widths and character counts per line:

WIDTH 1 OPTION
(Up to 10 characters per line)



WIDTH 2 OPTION
(11–15 characters per line)



WIDTH 3 OPTION
(16–21 characters per line)



WIDTH 4 OPTION
(22–27 characters per line)



WIDTH 5 OPTION
(28–32 characters per line)

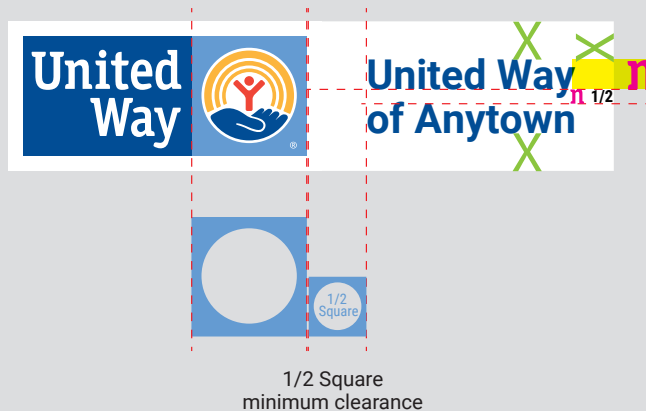


BRANDMARK LOCALIZATION – HORIZONTAL RIGHT

There is a precise localization option for each situation of use. This localization option is for digital use only (RGB).

Best for:

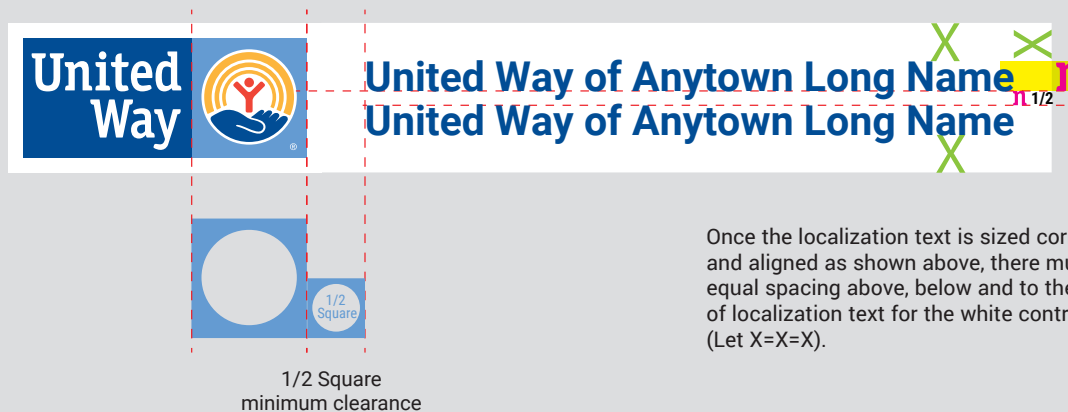
- Websites
- Email
- Desktop
- Mobile



WIDTH 1 OPTION

(Up to 10 characters per line)

The local identifier illustrates an example of a local United Way with a short naming convention.



WIDTH 5 OPTION

(28–32 characters per line)

The local identifier below illustrates an example of a local United Way with a much longer naming convention.

Once the localization text is sized correctly and aligned as shown above, there must be equal spacing above, below and to the left side of localization text for the white control box. (Let X=X=X).

BRANDMARK LOCALIZATION – HORIZONTAL RIGHT

Five width localization options have been created using precise proportional relationships which should not be altered.

Note:

The brandmark with local identifier must always appear as shown in one of the variations illustrated in these guidelines. Never attempt to redraw or rescale the local identifier in relationship to the brandmark or add other graphic elements to its presentation.

Shown here are horizontal localizations with a variety of widths and character counts per line:

WIDTH 1 OPTION
(Up to 10 characters per line)



WIDTH 2 OPTION
(11–15 characters per line)



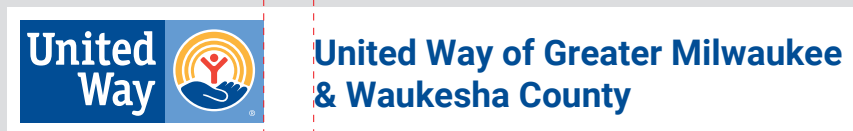
WIDTH 3 OPTION
(16–21 characters per line)



WIDTH 4 OPTION
(22–27 characters per line)



WIDTH 5 OPTION
(28–32 characters per line)



SOCIAL MEDIA 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:

