Brand identity at a glance

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 #TeamUnited > General > Marketing Communications
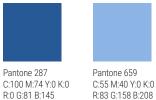*File formats available: .jpg, .png, .eps, and .pdf*

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 — United Way of Rhode Island

One color

United Way — United Way of Rhode Island

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

United Way — 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 nd Impact is an acceotable subsitition for League Gothic, only when Roboto and Leaguee Gothic are 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 BOLD | This is a sub-head.
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,:'"/!?)

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

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