BRAND STANDARDS & GUIDELINES

PARTNER EDITION

United Way Partner Brand Guidelines v2.0 | July 2022

United Way

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UNITED WAY BRANDMARK

Full Color

The components of the United Way brandmark - the rainbow of hope, the hand support and the person as a symbol of humanity - communicate the important United Way brand characteristics - caring, inspiring, trustworthy and approachable.

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.

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.

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.
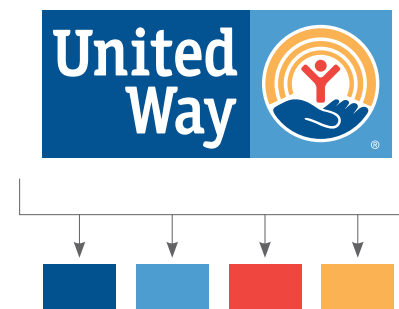
Spot Color version

| Pantone 287 C | Pantone 659 C | Pantone 179 C | Pantone 143 C |
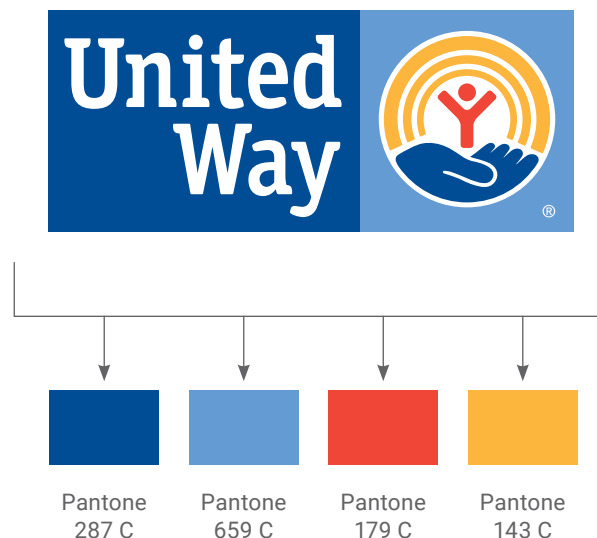
CMYK Version (Print Use)
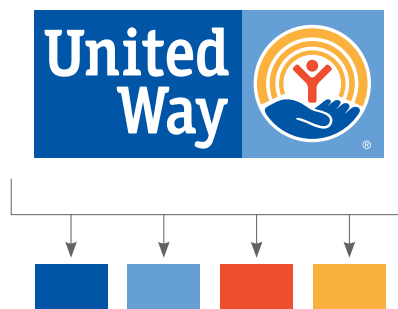
RGB Version (Digital Use)

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.

Note:
The control box is intentional. Please do not adjust nor clip this white border as it is a part of the United Way logo.

Preferred Spot Color version

Control Box

CMYK Version

RGB Version
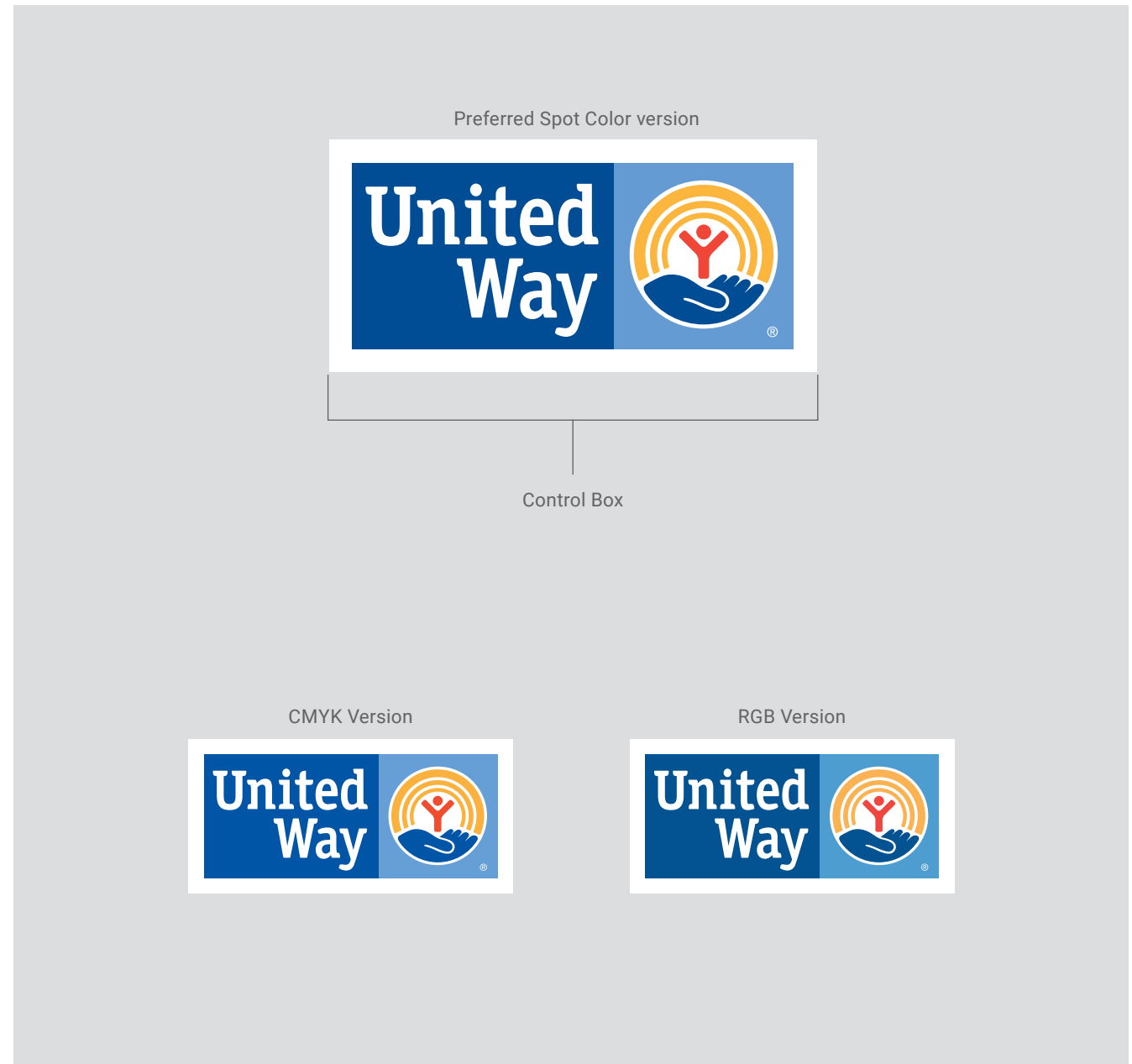
CLEAR SPACE & LOGO LOCK-UPS

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 circle.

1/2 circle

1/2 width and height of the circle

Logo Lock-Ups

The logos of partners and co-sponsors should always be center-aligned, spaced equally and optically at the same size. Use the diagrams here to guide their placement. **It is recommended that the United Way brandmark be shown in the farthest to the right (horizontal lock-up) or bottom position (vertical lock-up) as shown.**

Unit of measure:

=

Important:
All marks shown are registered trademarks and require permission from the trademark holder to use.

National/local partnership examples and specifications

Global Corporate Leadership tagline examples and specifications

Sponsored by

Sponsored by

Co-sponsorship vertical examples and specifications

Sponsored by

Sponsored by

OUR CREDO & BRAND PROMISE

Brand Credo:

United Way fights for the health, education and financial stability of every person in every community.

Brand Promise:

We win when we LIVE UNITED.® By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources. And by inspiring individuals to join the fight against their community's most daunting social crises.

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.
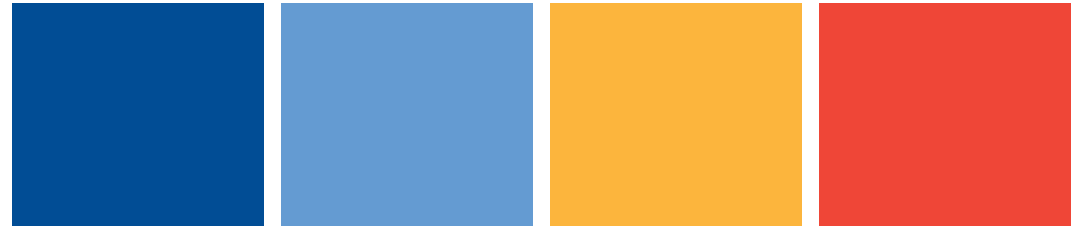
Secondary Colors and Grayscale

The secondary colors and grayscale options should be used 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 accessability guidelines which are recommendations for making web content more accessible for people with disabilities.

United Way Primary Color Palette

Pantone 287 C	Pantone 659 C	Pantone 143 C	Pantone 179 C
C:100 M:74 Y:0 K:0	or 287C at 52%	C:0 M:34 Y:86 K:0	C:0 M:85 Y:89 K:0
R:0 G:81 B:145	C:59 M:27 Y:0 K:0	R:255 G:179 B:81	R:255 G:68 B:59
HEX: #005191	R:83 G:158 B:208	HEX: #FFB351	HEX: #FF443B
	HEX: #539ED0		

United Way Secondary Color Palette and Grayscale
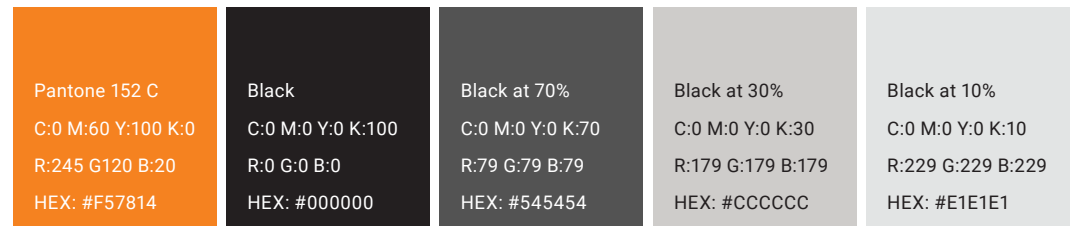
Pantone 152 C	Black	Black at 70%	Black at 30%	Black at 10%
C:0 M:60 Y:100 K:0	C:0 M:0 Y:0 K:100	C:0 M:0 Y:0 K:70	C:0 M:0 Y:0 K:30	C:0 M:0 Y:0 K:10
R:245 G120 B:20	R:0 G:0 B:0	R:79 G:79 B:79	R:179 G:179 B:179	R:229 G:229 B:229
HEX: #F57814	HEX: #000000	HEX: #545454	HEX: #CCCCCC	HEX: #E1E1E1

Digital Accent Colors
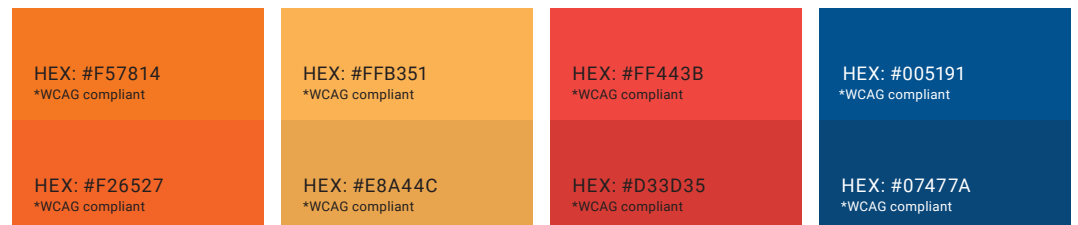
| HEX: #F57814 *WCAG compliant	HEX: #FFB351 *WCAG compliant	HEX: #FF443B *WCAG compliant	HEX: #005191 *WCAG compliant
HEX: #F26527 *WCAG compliant	HEX: #E8A44C *WCAG compliant	HEX: #D33D35 *WCAG compliant	HEX: #07477A *WCAG compliant

COLOR PALETTE

The general United Way color palette should be utilized in all marketing and promotional materials as it is represenative of the United Way Brand.
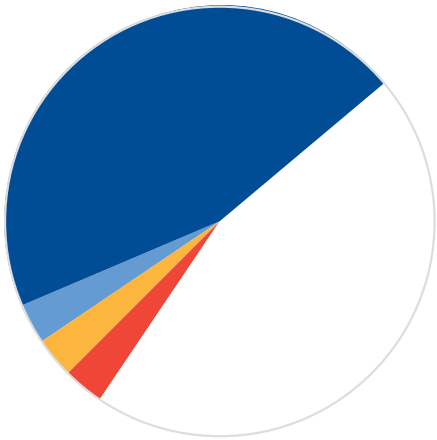
United Way

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 primarily reserved for internal or multi-page informational documents that do not have a fight or win message, including corporate identity materials or brand specific items and assets.

Note:
These color palettes are intentional and should not be mixed or combined in ways other than what is shown.

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 are the suggested fonts 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

PHOTOGRAPHY

Photography plays an important role in sharing the stories of the challenges we fight and the successes we share. **Images should be journalistic and authentic.** Each image should make you feel something, or place you in that environment.

When using multiple photos in a composition, there should be a blend of perspectives ranging from "close up" to "mid range" and "far away/landscape."

SAMPLE APPLICATIONS

We recommend that you reference and apply the below sample applications when creating United Way Brand, Fight or Win materials to ensure consistency.

Asset:

BRAND EXAMPLE

Print Ad

Digital Banner

Social Card

SYSTEM OVERVIEW

The brand identity elements inform our approach to application development. We can think of the elements of the identity system as our building blocks for all communication materials. By following the guidelines on the previous pages, we can meet the brand objectives that are defined by our positioning, mission and vision, and still maintain the flexibility to develop uniquely creative and impactful designs.

THIS IS LEAGUE GOTHIC.

THIS IS ROBOTO CONDENSED BOLD.

This is Roboto Bold.

This is Roboto Regular.

Primary Colors

General

United Way fights for the health, education and financial stability of every person in every community.