UNITED WAY BRAND GUIDELINES

2024
V1.4

UNITED WAY

TABLE OF CONTENTS

INTRODUCTION

Informed by extensive global research, United Way embarked on a process to clarify its brand strategy and story; refocus its brand architecture; and refresh its visual identity for greater recognition, relevance and reach.

The following guidelines provide an overview of the elements that make up our brand and the tools necessary to own and implement it with consistency.

Our brand depends on all of us working collectively to present United Way as a unified network. Together, we are mobilizing communities to action so all can thrive.

01
OUR BRAND STRATEGY
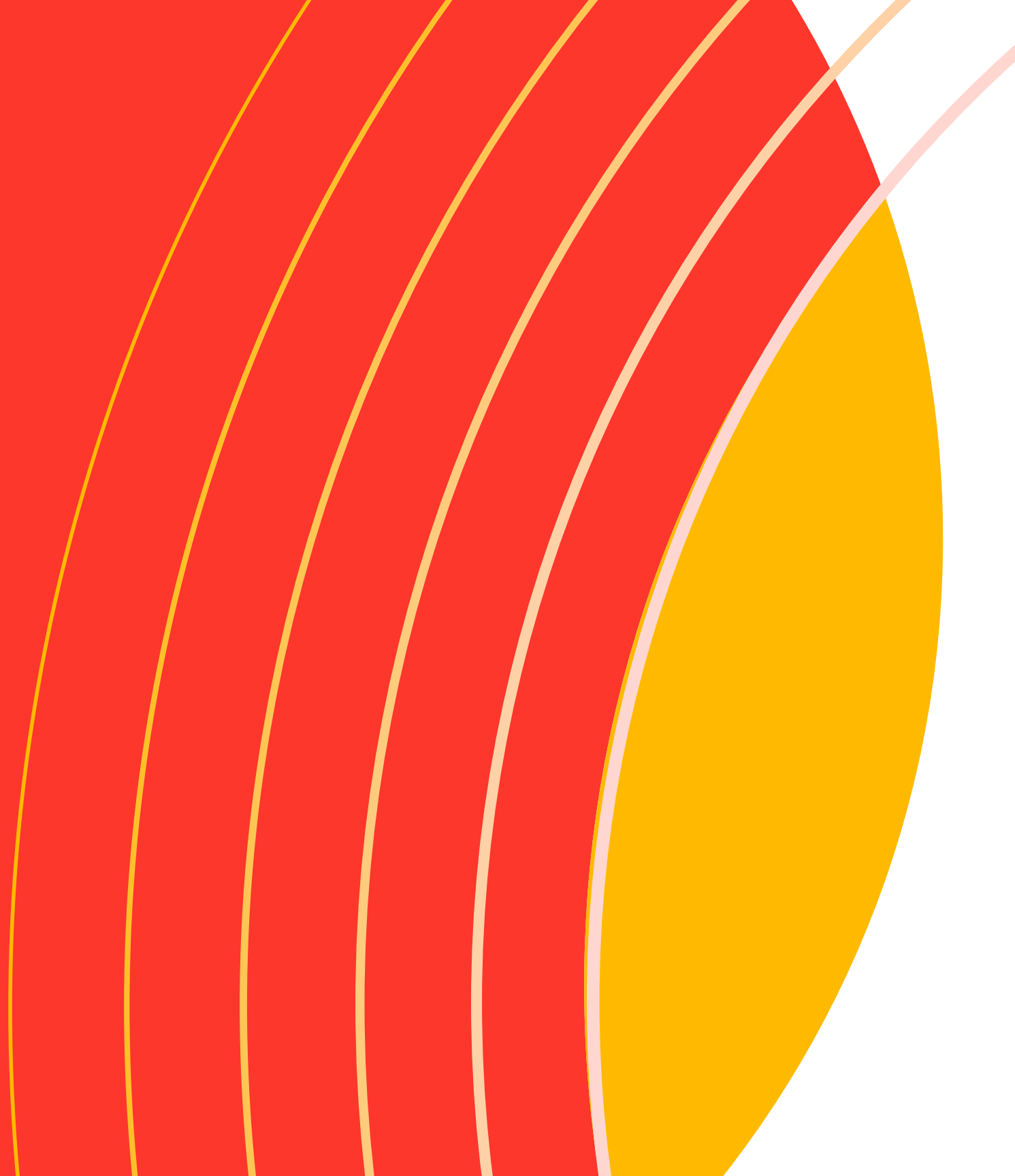
BRAND STRATEGY OVERVIEW

Our brand strategy clarifies what we are about, how we benefit communities and why audiences should engage with us. It guides the way we think, act and communicate.

To responsibly manage our brand, we must present ourselves as having a shared promise, pillars and personality.

OUR PROMISE

Our brand promise crystallizes what United Way stands for and how we're different, and makes the case for why audiences should engage.

United Way mobilizes communities to action so all can thrive.

- Claims our identity as a community action network
- Counters misperceptions as "passive" and a "middleman"
- Can be scaled from local to regional to global

- Uses plain language to express our shared goal – addressing the root causes of inequality
- Speaks to equitable solutions in terms that can be embraced by all

- Uplifts language from local United Ways, and is a nod to "Thriving United Ways"

OUR PILLARS

Our brand pillars capture the defining strengths of United Way.

CONNECTIVE

We bring a comprehensive approach to every challenge.

RESPONSIVE

We actively listen and swiftly respond to community needs.

SCALABLE

We share knowledge and scale impact so all can thrive.

OUR PERSONALITY

Our personality codifies the voice, look and feel of United Way across expressions and experiences.

We're…	So in all communications…	That means…	But never…
ENGAGING	We are real, relatable and purposeful, connecting people to possibility.	Personal Purposeful Accessible	Unprofessional Unbending Undiscerning
ENERGIZING	We are dynamic and forward-facing, rallying our audiences to action.	Inspiring Mobilizing Activating	Unrealistic Exhausting Frenetic
ELEVATING	We show how we seek to build up strength in every community, so all can rise.	Hopeful Emboldening Amplifying	Trite Intimidating Overwhelming

BRAND STRATEGY SUMMARY

PROMISE

United Way mobilizes communities to action so all can thrive.

PILLARS

Connective

Responsive

Scalable

PERSONALITY

Engaging

Energizing
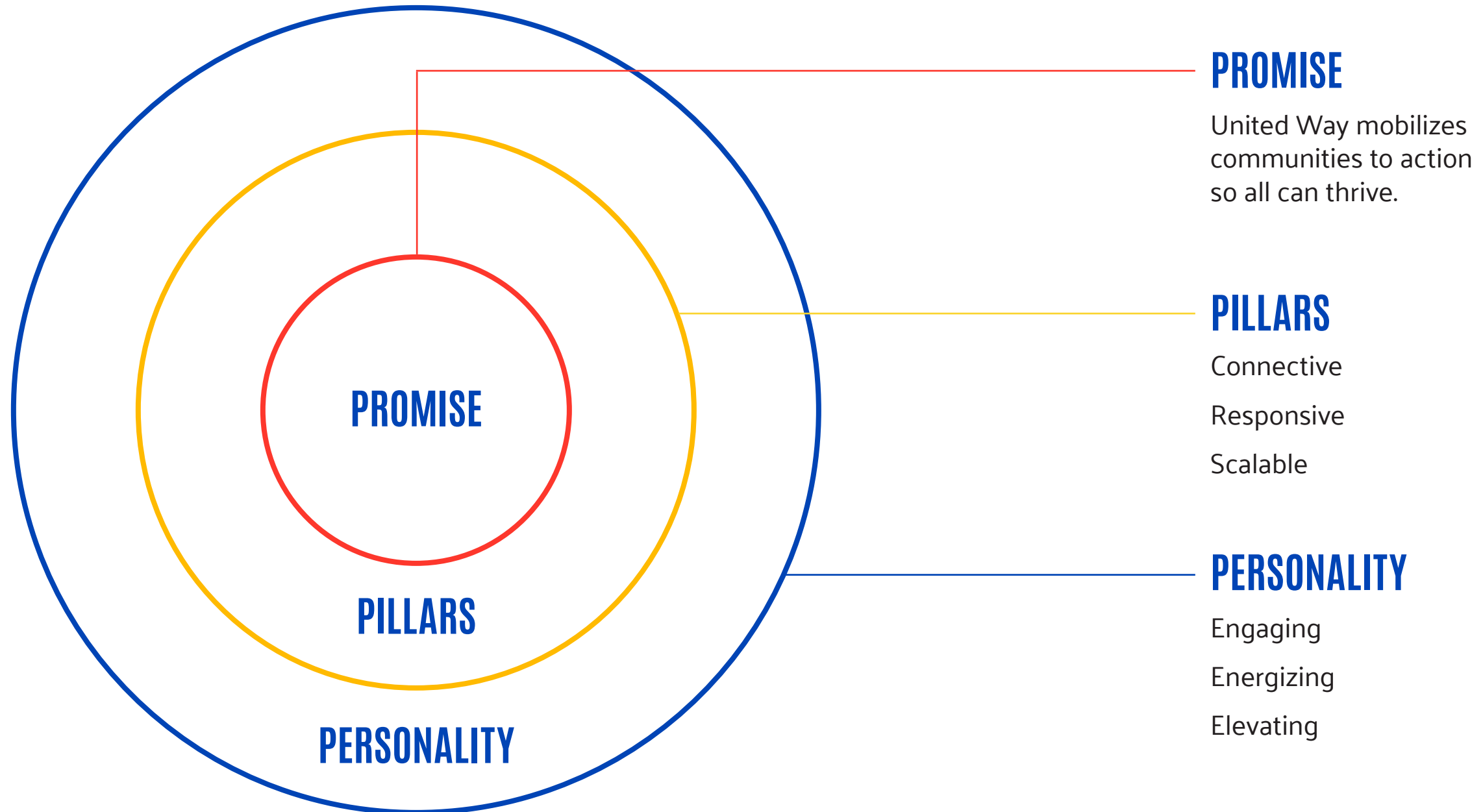
Elevating

02
OUR VISUAL IDENTITY
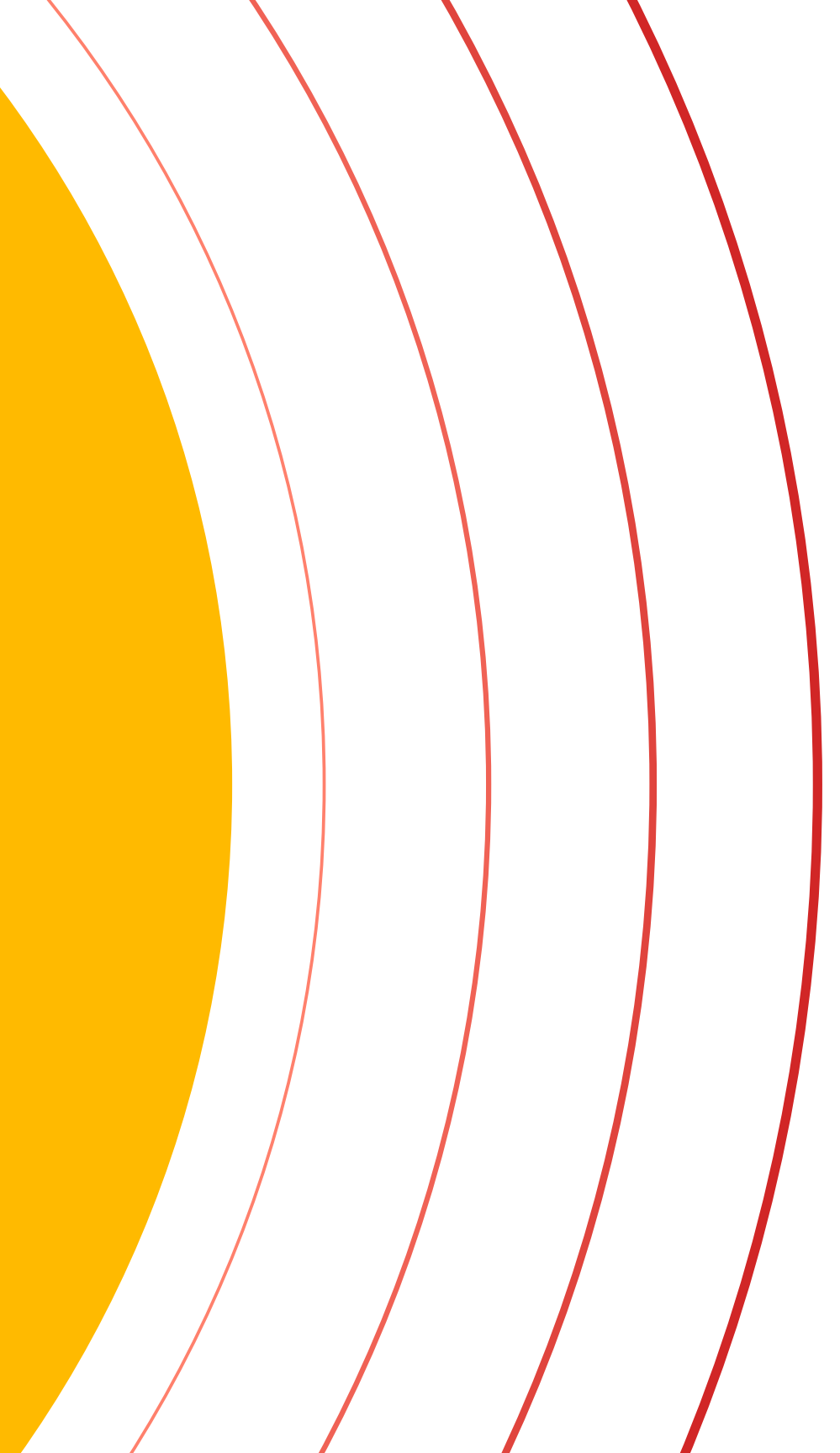
VISUAL IDENTITY OVERVIEW

The United Way visual identity is engaging, energizing and elevating, showcasing how we actively listen and respond to local needs to improve lives around the world.

Our toolkit includes our logo, color palette, typography and graphic elements, as well as our photography, iconography and data visualization styles.

When applied together, these visual identity elements can be modulated across regions, audiences, channels and applications to help us effectively convey the United Way brand.

PRIMARY LOGO

Our primary logo consists of the logo symbol, the Circle of Hope, and our logotype, which is our name set in customized type.

Our Logo Symbol

Our logo symbol, the Circle of Hope, which was created by famed graphic designer Saul Bass in 1972 and has evolved over time, consists of the rainbow of hope, the hand support and the person as a symbol of humanity. Together, they exemplify our personality, which is engaging, energizing and elevating. As originally intended, the logo symbol has been repositioned to show how we are leading the way, and rerendered for greater utility and legibility. The logo symbol should always appear in its entirety and never be deconstructed.

Our Logotype

The logotype has been refreshed to demonstrate our bold commitment to communities today – and for generations to come.

Our Logo Structure

The logo symbol and logotype have been removed from the rectangular holding shape to better convey our open, inclusive and dynamic approach.

By repositioning and re-rendering the logo symbol, refreshing the logotype and removing the holding shape, the logo has been optimized for small spaces and digital media.

Logo symbol
(Circle of Hope)

Logotype

LOGO ARRANGEMENTS

Our horizontal logo is our preferred version. The vertical logo works best for vertical layouts to optimize space and legibility.
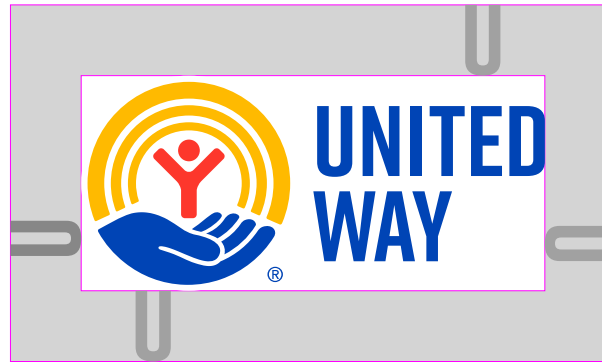
Horizontal logo

Vertical logo

The full logo should be used in all contexts, except for small spaces (e.g., favicon or social media icon). In these instances, the logo symbol may be used on its own. See page 15 for additional details.

Logo symbol (Circle of Hope)

LOGO CLEAR SPACE AND MINIMUM SIZE

Clear Space

Keep the logo clear of competing text, images and graphics by maintaining a minimum amount of clear space, equal to the height of "U" of the logo on all sides.

Minimum Size

Keep the logo legible by always using it in widths equal to or greater than 2.0" for print, and 200px for digital applications for the horizontal logo. For the vertical logo, always use a widths equal to or greater than 1.0" for print, and 100px for digital applications.

2.0" for print,
200px for digital

1.0" for print,
100px for digital

1.0" for print,
100px for digital

WEB ICONS

For web and social media applications, where space is limited, use the logo symbol to represent the brand.

Social Media Icon

For social media such as Facebook and Twitter, use the logo symbol as the icon.

Here are minimum sizes for the following platforms:

- Twitter: 400 x 400px
- Facebook: 200 x 200px
- Instagram: 150 x 150px
- LinkedIn: 400 x 400px
- YouTube: 800 x 800px

Favicon

Use the logo symbol as the favicon (i.e., the small icon displayed in the browser's address bar, or displayed next to the page's name in a list of bookmarks). The minimum size for our favicon is 16 x 16px.
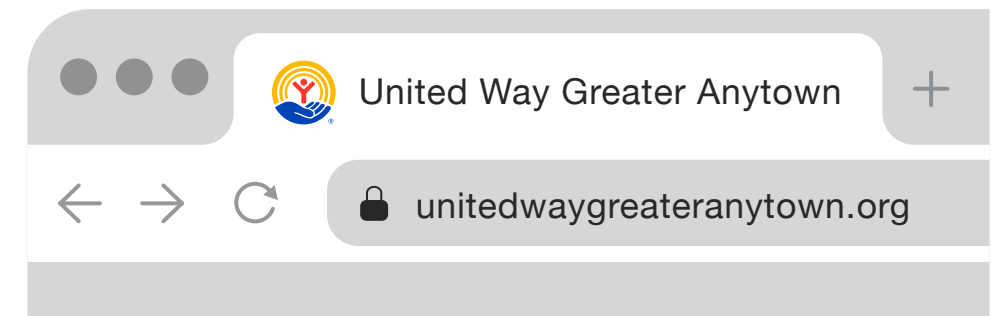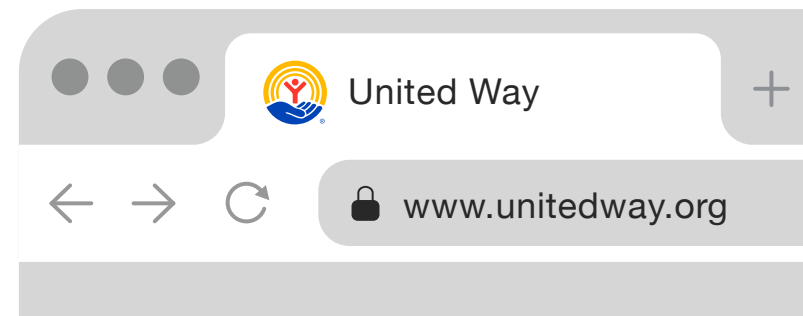
LOGO DON'TS

Our logo is the most recognizable representation of our brand. As such, it should not be altered under any circumstances.

Here are some examples of things to avoid:

1. Don't rotate the logo
2. Don't change the logo's colors
3. Don't crop the logo
4. Don't skew, distort or stretch the logo
5. Don't reconfigure or change the logo elements
6. Don't add a drop shadow to the logo
7. Don't add artistic effects to the logo
8. Don't use translucency
9. Don't integrate the logo into messaging (i.e., replace an "O" with the logo)

1. Don't rotate

2. Don't change colors

3. Don't crop

4. Don't skew/distort/stretch

5. Don't reconfigure

6. Don't add drop shadow

7. Don't add effects

8. Don't use translucency

9. Don't integrate into messaging

LOGO VARIATIONS

Full-Color (Preferred)

The full-color version of the logo is preferred and, whenever possible, should be used on all branded materials. Do not adjust the colors of the logo symbol in any way. The United Way logotype is blue unless there is low contrast with the background, in which case it should be in white. Ensure that there is sufficient contrast for clarity and legibility when used with photography.

Knockout (White)

The knockout version is for use on dark backgrounds or photographs where the full-color logo will not work. When using this version, ensure that the background is dark enough to provide sufficient contrast for clarity and legibility.

One-Color Version (Black)

The one-color version is for use in applications where full-color or knockout logos would not provide sufficient contrast. It can also be used for grayscale or one-color printing.

Full-Color

Knockout (White)

One-Color Version (Black)

LOGO AND PHOTOGRAPHY

When using the United Way logo over photography, ensure there is sufficient contrast between the background and logo for optimal clarity and legibility.

If the photograph is very busy or has low contrast, use a gradient between above photo and below the logo. Use the following steps:

· Place the photo in your document

· Add a gradient and set it to Multiply in Blending Mode

· Add a version of the logo in a section of the photo with enough contrast

Photography on the bottom

Gradient in the middle

Logo on top

Composition of all the elements

COLOR PALETTE

Our color palette helps us express the story and personality of United Way. For this reason, it's important to be consistent and use only the colors that we've chosen as part of our brand.

Primary Colors

Our primary colors are derived from the logo symbol and are blue, red and yellow. Each has four shades to provide dimension and dynamism. The preferred shade, which is used in the logo, is the larger representation.

Secondary and Tertiary Colors

Our secondary color is green, and our tertiary colors are purple and black to round out the palette. Use the secondary and tertiary colors in supporting roles in communications, not as the main or dominant color.

Usage

The primary colors (one, two or all three) should be applied across all communications, unless it is in black and white context. The tones can be used to apply texture and depth to the primary colors, but should not be used as a replacement. The secondary and tertiary colors may be used as accents and/or in data visualization. White is a universal color that can be applied alongside the primary, secondary, and tertiary colors to add visual clarity and contrast. Refer to the Bringing the Elements to Life section (pages 61–68) to see color in application.

Primary colors

R:0 G:68 B:181 #0044B5 — C:93 M:78 Y:0 K:0 Pantone 2728 C	R:253 G:55 B:44 #FD372C — C:0 M:91 Y:88 K:0 Pantone Bright Red C	R:255 G:186 B:0 #FFBA00 — C:0 M:30 Y:100 K:0 Pantone 7549 C
R:33 G:41 B:107 #21296B — C:100 M:97 Y:28 K:16 Pantone 3581 C	R:209 G:38 B:38 #D12626 — C:12 M:100 Y:100 K:0 Pantone 1795 C	R:244 G:121 B:37 #F47925 — C:0 M:65 Y:98 K:0 Pantone 6018 C
R:80 G:130 B:240 #5082F0 — C:69 M:49 Y:0 K:0 Pantone 2718 C	R:255 G:128 B:108 #FF806C — C:0 M:63 Y:53 K:0 Pantone 170 C	R:250 G:212 B:47 #FAD42F — C:3 M:14 Y:91 K:0 Pantone 115 C
R:167 G:210 B:255 #A7D2FF — C:31 M:9 Y:0 K:0 Pantone 2717 C	R:255 G:215 B:208 #FFD7D0 — C:0 M:18 Y:12 K:0 Pantone 698 C	R:255 G:234 B:208 #FFEAD0 — C:0 M:8 Y:18 K:0 Pantone 7401 C

Secondary color

R:0 G:148 B:100 #009464 — C:85 M:18 Y:78 K:3 Pantone 340 C
R:21 G:107 B:76 #156B4C — C:88 M:34 Y:80 K:24 Pantone 6160 C
R:130 G:216 B:164 #82D8A4 — C:48 M:0 Y:48 K:0 Pantone 345 C
R:198 G:247 B:218 #C6F7DA — C:21 M:0 Y:20 K:0 Pantone 2253 C

Tertiary colors

R:108 G:118 B:211 #6C76D3 — C:63 M:56 Y:0 K:0 Pantone 2124 C	R:100 G:101 B:103 #646567 — C:61 M:52 Y:50 K:20 Pantone 4195 C
R:78 G:74 B:166 #4E4AA6 — C:82 M:82 Y:0 K:0 Pantone 2103 C	R:34 G:30 B:31 #221E1F — C:70 M:68 Y:64 K:75 Pantone 419 C
R:142 G:151 B:239 #8E97EF — C:44 M:39 Y:0 K:0 Pantone 7452 C	R:158 G:158 B:158 #9E9E9E — C:0 M:0 Y:0 K:38 Pantone 4276 C
R:192 G:198 B:252 #C0C6FC — C:22 M:19 Y:0 K:0 Pantone 2120 C	R:204 G:204 B:204 #CCCCCC — C:0 M:0 Y:0 K:20 Pantone 2330 C

| R:255 G:255 B:255 | #FFFFFF | C:0 M:0 Y:0 K:0 |

COLOR ACCESSIBILITY

It's important that our communications are accessible to all. This page includes approved color combinations that meet accessibility standards. When choosing typography and background colors, always promote visibility and legibility by ensuring sufficient contrast.

These contrast ratios of text and background color combinations meet the level AA standards of the Web Content Accessibility Guidelines (WCAG) 2.1 guidelines.

Use an online tool such as the Adobe Color Contrast Analyzer (color.adobe.com/create/color-contrast-analyzer) to check the contrast ratios.

Dark blue text on white background	Dark red text on white background	Blue text on white background
White text on dark blue background	White text on dark red background	White text on blue background

Black text on yellow background	Dark blue text on yellow background
Black text on light yellow background	Dark blue text on light yellow background

Text 18pt and above / 14pt bold and above

| **Large/bold white text on red background**	**Large/bold red text on white background**	**Large/bold white text on light blue background**

SECONDARY AND TERTIARY COLORS IN APPLICATION

When applying colors to our brand communications, it's important to maintain consistency and cohesion.

To achieve this, all core communications should prominently feature at least one, but preferably all three, primary colors as the dominant color(s). While the primary color tones can add texture and depth, they should not replace or overshadow the primary colors.

Secondary and tertiary colors may be used as supporting elements to enhance visual interest, but they should not take precedence over the primary colors in our communications.

The following examples demonstrate how to integrate the primary colors as the focal point, complemented by the secondary and tertiary colors and tones, which have been applied as accents to infuse energy and depth without detracting from the primary palette.
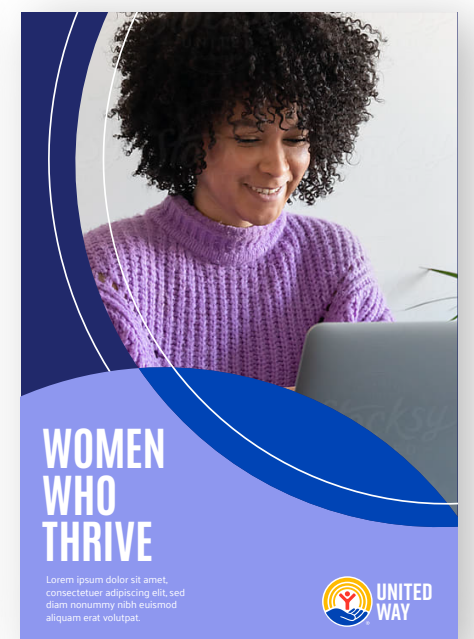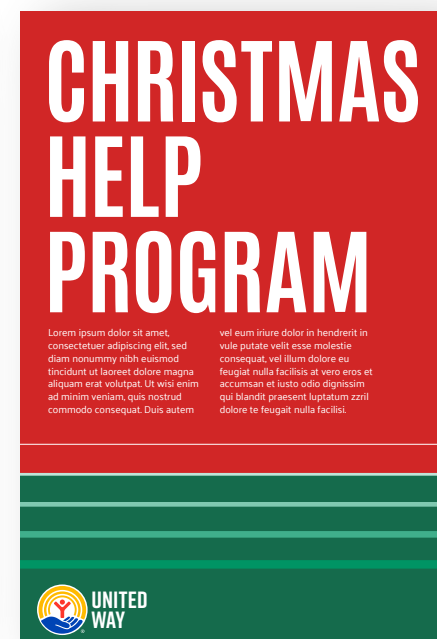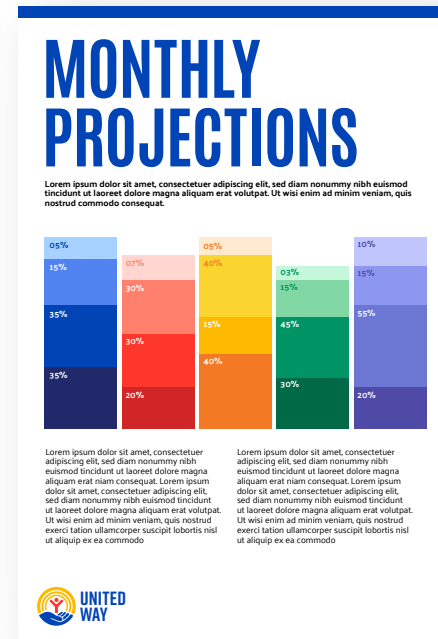
TYPOGRAPHY

Brand Fonts

Antonio is our brand font for headlines; its all-uppercase style is suitable for bold headlines and large-scale messaging. Antonio is available for download at fonts.google.com.

Palanquin is our brand font for body copy; its design is optimized for legibility. Palanquin is available for download at fonts.google.com.

Alternate Brand Font

In languages where Antonio and Palanquin are not available, use Noto as an alternative font. Noto is also available for download at fonts.google.com.

Special Use Font

For events and collateral where a more sophisticated style is required (i.e., a fundraising gala), use Monte Carlo Script. Monte Carlo Script is also available for download at fonts.google.com.

Brand fonts

ANTONIO THIN
ANTONIO LIGHT
ANTONIO REGULAR
ANTONIO SEMIBOLD
ANTONIO BOLD

Palanquin Thin
Palanquin ExtraLight
Palanquin Light
Palanquin Regular
Palanquin Medium
Palanquin SemiBold
Palanquin Bold

Alternative brand font

Noto Serif Hebrew
שׁוֹרכהב וְעבקנש

Noto Serif Korean
인권에

Noto Sans Devanagari
चूंकि मानव अधिकारों

Noto Serif
Traditional Chinese
人皆生而自由

Noto Serif
Vietnamese
Việc thừa nhận nhân

Special use font

MonteCarlo Script Regular

TYPOGRAPHY USAGE

Usage

Together, our typography and color palette can be used to create clear and compelling messaging. The following example shows how we can apply typography and color to establish a consistent messaging hierarchy.

We do not recommend the use of italics. The italics appear disruptive with our headline font (Antonio). If absolutely necessary, use the italics of the alternate brand font (Noto).

HEADLINES
ANTONIO BOLD

UNITED WE RISE

SUB-HEADLINES

Palanquin
SemiBold

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet magna aliquam erat volutpat.

BODY COPY

Palanquin
Regular

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vule putate velit esse molestie

consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril dolore te feugait nulla facilisi. Lorem adipiscing elit, sed diam nonummy nibh euismod tincidunt erat volutpat. Ut wisi enim minim ex modo consequat.
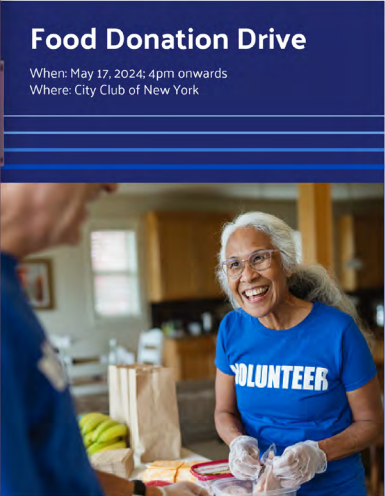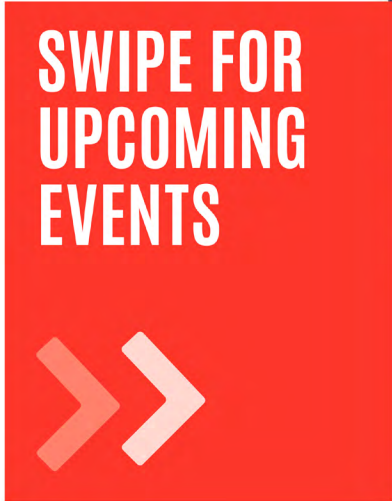
PULL QUOTES

Palanquin
Bold

"Lorem ipsum dolor sit amet, adipiscing elit, sed diam nonummy nibh euismod."

BODY COPY

Palanquin
Medium

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh

TYPOGRAPHY USAGE IN APPLICATION

PHOTOGRAPHY

Photography is a central to our storytelling. To express our brand promise, pillars and personality in a compelling and credible way, use photography that is community-rooted and responsive, and highlights people in action. Whether photos are of individuals or groups, ensure that they are engaging, energizing; and elevating, and showcase people connecting to their community and each other. Trust and transparency are also key associations of our brand, and, as such, AI-generated photography and/or people-based illustrations should never be used as a substitute for place-based, people-focused imagery.

To ensure that our imagery embodies an authentic look and feel, avoid the following when selecting photography:

1. Don't use photos that are out of focus
2. Don't use photos with unnatural or extreme filters or effects
3. Don't use photos that are overly posed
4. Don't use photos that are on blank backgrounds/silhouetted and lack context
5. Don't use images of low resolution or poor quality
6. Don't use photos that are overly busy or complex in composition
7. Don't use AI-generated images or people-based illustrations

Add captions when necessary to provide greater context. Captions should be left-aligned and appear below the photo.

Individual   Collective

In Action

Portrait

Local

Global

GRAPHIC ELEMENTS OVERVIEW

The Circle of Hope, our logo symbol, consists of the rainbow of hope, the hand of support and the person as a symbol of humanity. Together with our name, these elements reinforce our brand promise, pillars and personality.

To expand our visual toolkit, which includes our logo, typography, color palette, photography style and more, we have created a set of graphic elements to help us advance our strategy and story.

Inspired by the logo symbol, our graphic elements include the arc, arrow and circle, which show how we are connective, responsive and scalable.

The arc, inspired by the shapes of the rainbow and hand, emphasizes our comprehensive approach to every challenge, and shows how we connect people to possibility.

The arrow, which evokes a thriving person, shows how we are solution-oriented and forward-moving, listening and responding to the needs of local communities.

The circular shape, which echoes the Circle of Hope, reflects the ripple effect of our impact.

Arc

Arrow
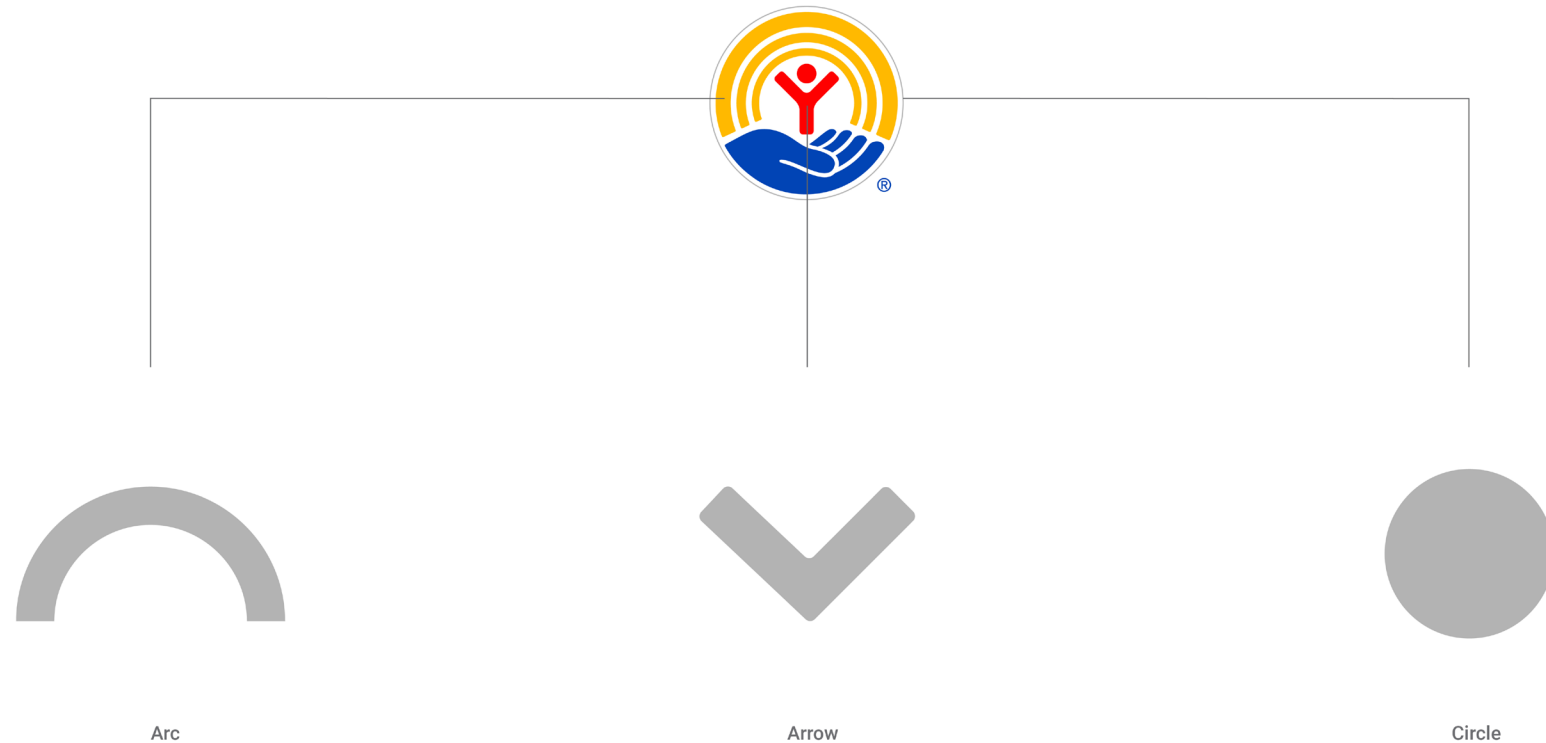
Circle

GRAPHIC ELEMENTS CONFIGURATION

Our graphic elements, inspired by our logo symbol, should always be used to advance our brand strategy and story. When applying the graphic elements, prioritize the circle and arc as heroic components as they represent the core focal points of our logo symbol. As for the arrow, which stems from the thriving person within our logo symbol, incorporate it as a supportive element to signal points of impact, complementing and rounding out our communications seamlessly.

They can be applied in the following ways:

- **Connective**: Use the arc, arrow or circle in an overlapping arrangement to depict our comprehensive and interconnected approach.

- **Responsive**: Create dynamic arrangements of the arc, arrow or circle to evoke movement, and symbolize our proactive and solution-oriented approach to addressing the needs of local communities.

- **Scalable**: Apply a ripple effect to the arc, arrow or circle to mirror the cascading impact of our efforts.
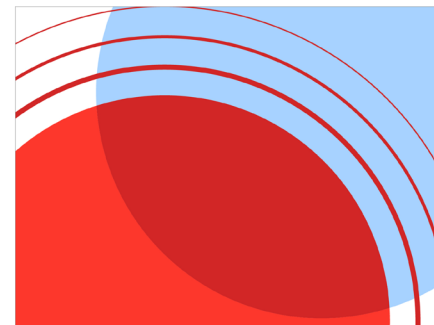
Primary Elements
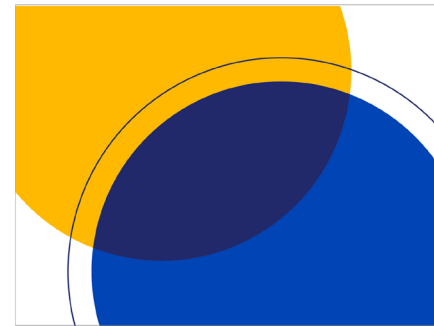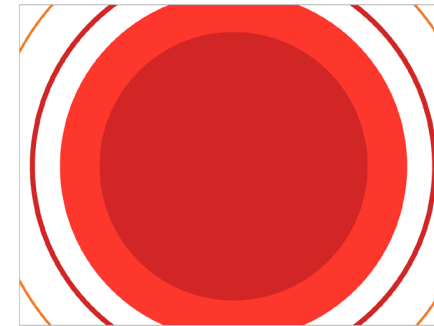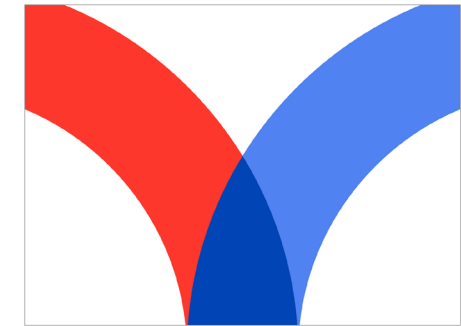
	Connective	Scalable	Responsive
Circle			
Arc			
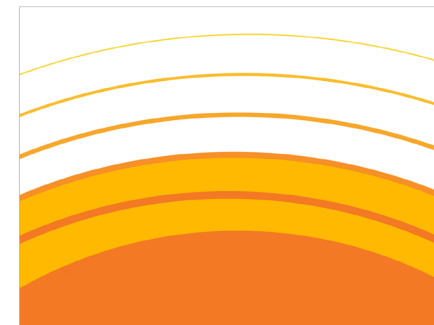
Secondary Elements
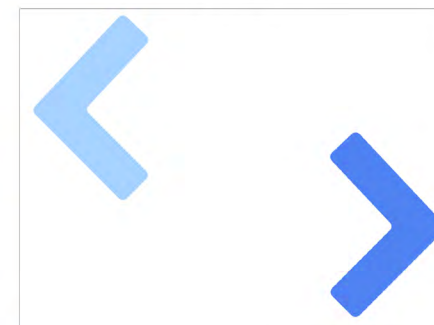
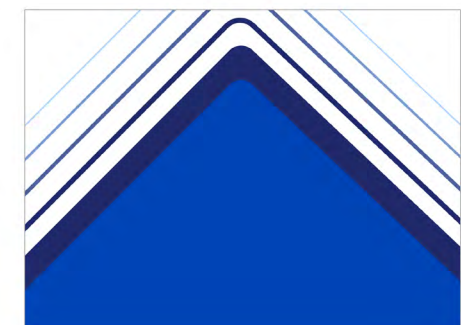|	Connective	Scalable	Responsive
Arrow			

GRAPHIC ELEMENTS DON'TS

Our graphic elements are strategic tools that play a vital role in advancing our strategy and story. Apply them purposefully to reinforce our brand, and never as decoration.

1. No bullseye: When presenting the circular shape, ensure the innermost circle isn't too small to avoid resembling a bullseye, which could evoke unintended associations.

2. No using multiple graphic elements at once: Use one graphic element style at a time to ensure clarity in visual communication.

3. No polka dots: Steer clear of decorative compositions like polka dots, as they lack a strategic connection to our visual identity.

4. No chevron: The shape of the arrow, including the angle, is derived from the person in our logo symbol and is distinct to our brand. Avoid using alternative arrow shapes or interpretations, like the chevron, which are not directly borne out of our logo symbol and could cause confusion with other brands.

5. No mosaics: Avoid creating mosaics with multiple graphic elements, as this may result in compositions that are overly complex and chaotic.

6. No uneven line art – clean orbits only: Apply line art in a clean and consistent way to maintain a polished appearance that mirrors our focus and intentionality.

No bullseye

No using multiple styles at once
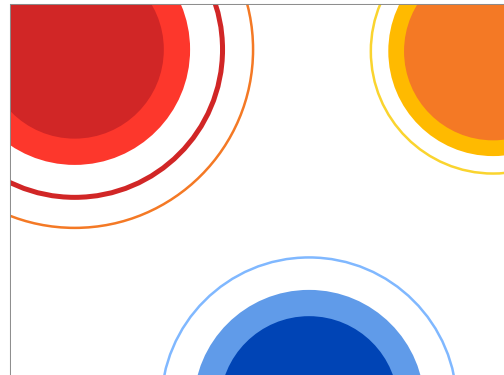
No polka dots

No chevron

No mosaics

No uneven line art – clean orbits only

GRAPHIC ELEMENTS IN APPLICATION

ICONOGRAPHY

While other visual elements, such as photography, complement narratives and tell a story, iconography has a more functional purpose. Icons can enhance navigation and comprehension by quickly drawing attention to important messages and to actions audiences should take. Icons help people find their way, both in-person and online.

Our iconography style is a simple line treatment with rounded edges to mirror the radiating lines in our logo symbol. The icons are designed to help audiences navigate content and contexts, and are designed to inspire audiences to learn more, get involved and take action. Icons should be optimized to ensure legibility and clarity in small spaces.

The icons may be rendered in any of the primary colors; however, a set of icons should ideally be displayed in the same primary color. Ensure proper contrast between the background and icon.

DATA VISUALIZATION

Our data visualization employs rounded edges and color blocks to complement the logo and create a vibrant representation of our impact. Whenever possible, use our primary colors to emphasize the largest or most important data points, and use secondary/tertiary colors for smaller or less important data.
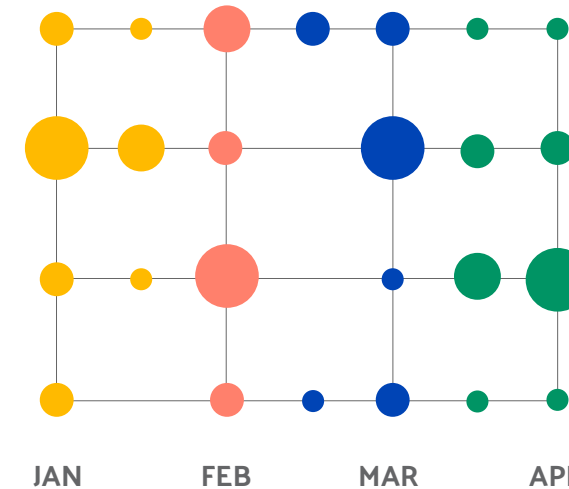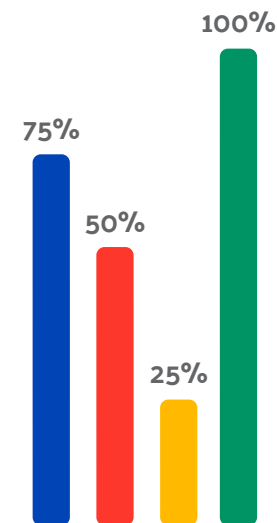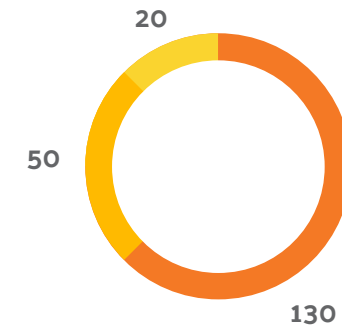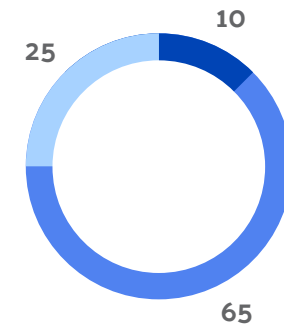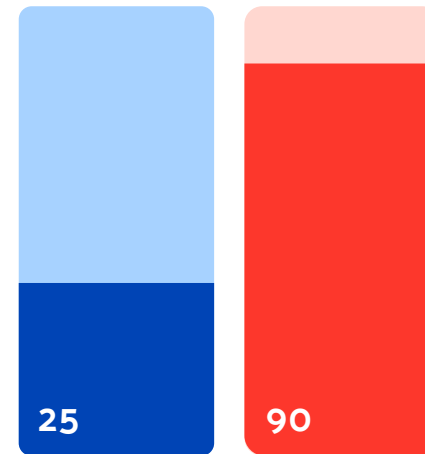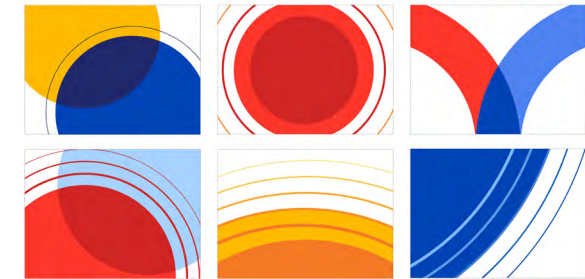
VISUAL IDENTITY TOOLKIT

Logo

Color Palette

Graphic Elements

Primary Elements
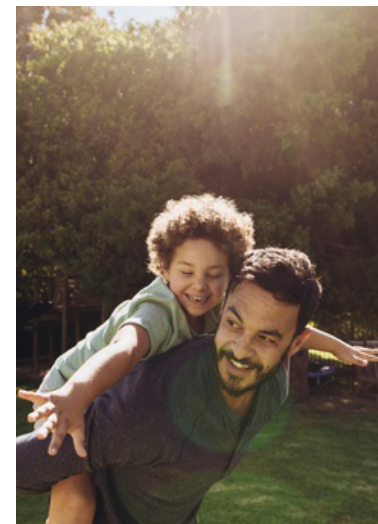

Secondary Elements

Typography

ANTONIO THIN
ANTONIO LIGHT
ANTONIO REGULAR
ANTONIO SEMIBOLD
ANTONIO BOLD

Palanquin Thin
Palanquin ExtraLight
Palanquin Light
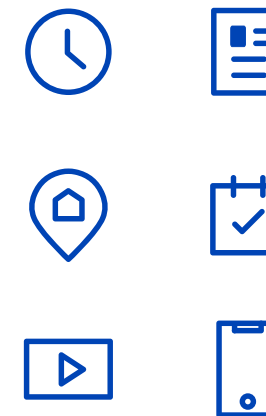Palanquin Regular
Palanquin Medium
Palanquin SemiBold
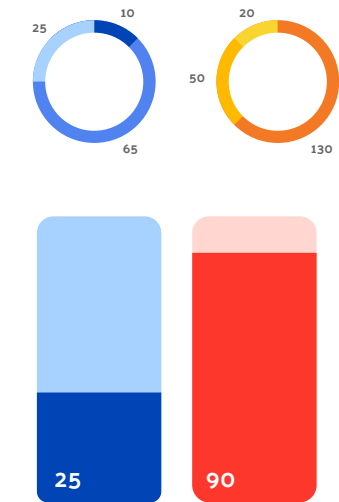**Palanquin Bold**

Special Use Font

MonteCarlo Script Regular

Photography

Icons

Data Visualization

03
OUR BRAND
ARCHITECTURE

BRAND ARCHITECTURE OVERVIEW

Our brand has many facets and moving parts – from over 1,100 local United Ways to campaigns and events to programs and partnerships.

Our brand architecture, which includes our signature system (how we visually represent offerings) and naming, brings visual and verbal clarity so audiences understand the breadth and depth of our offerings and see a clear path for engagement and action.

ORGANIZATIONAL BRAND

To elevate recognition, deepen relevance, and focus our resources and impact, we have adopted a branded house strategy that drives associations to United Way, our primary brand. We should always protect and promote our primary brand, either on its own or when connected to locations, offerings or partners.

LOCALIZATION

As a network rooted in thousands of communities, our local knowledge and impact is key to our success. Local United Ways operate locally, regionally, nationally and globally.

Local United Ways

United Ways that are wholly aligned with the organizational brand do not require significant verbal or visual distinction. Most United Ways fall into this category.

How to Name:

Local United Ways should be named "United Way + Location/Region." In cases where the naming convention already exists, "Location/Region + United Way" is also acceptable, but should not be used for naming new United Ways.

How to Visualize:

The location/region name should be locked up with the United Way logo. Use Palanquin Medium for the location/region. To avoid redundancy, do not repeat "United Way" in the name. See the schematics on the right for guidance on how to lock up the location/region name with the logo.

United Way precedes location name

UNITED WAY
Location/Region

UNITED WAY
Chile

UNITED WAY
Greater Philadelphia
and Southern New Jersey

Location name precedes United Way

Location/Region
UNITED WAY

Aloha
UNITED WAY

Northern Santa
Barbara County
UNITED WAY

LOCALIZATION (CONT'D)

Local United Ways (Cont'd)

Clear Space:

Keep the lockups clear of competing text, images and graphics by maintaining the minimum amount of clear space, equal to the height of the "U" on all sides.

Proportions:

For locations/regions on one line, keep a distance between the location/region and the logotype equal to width of the "T." Together, the location/region and logotype are centered on the logo symbol.

For locations/regions on two lines, keep a distance between the location/region and the logotype equal to twice the width of the "I." The leading between the two lines of the location/region should be equal to half of the width of the "T." Together, the location/region and logotype are centered on the logo symbol.

Clear space

Location on one line

Location on two lines

LOCALIZATION SPECIAL USE: STATE ASSOCIATIONS

State Associations

United Way state associations are a collective body of local United Ways within a specific state.

How to Name:

In cases where United Way precedes the state association, use the following naming convention: "United Ways of" + "State/State Association." When United Ways follows the state association, use the following naming convention: "State/State Association" + "of United Ways."

How to Visualize:

The state association name should be locked up with the United Way logo. Use Palanquin Medium for the state association. See the schematics on the right for guidance on how to lock up the state association name with the logo.

United Ways preceeds State/State Association

UNITED WAY
United Ways of
State/State Association

United Ways follows State/State Association

UNITED WAY
State/State Association
of United Ways

one line

UNITED WAY
United Ways of Utah

UNITED WAY
Alaska United Ways

two lines

UNITED WAY
United Ways
of Tennessee

UNITED WAY
Louisiana Association
of United Ways

LOCALIZATION IN APPLICATION

IMPACT AREAS

In clear and concrete terms, our impact areas capture how we mobilize communities to action. While our offerings vary across local United Ways, we all share a commitment to four key impact areas which are listed and defined below. We should communicate these impact areas consistently, and, where possible, jointly, to help audiences understand the breadth and depth of our impact.

HEALTHY COMMUNITY

Improving health and well-being for all

YOUTH OPPORTUNITY

Helping young people realize their full potential

FINANCIAL SECURITY

Creating a stronger financial future for every generation

COMMUNITY RESILIENCY

Addressing urgent needs today for a better tomorrow

See a sample list of programs for each impact area on the following page.

IMPACT AREAS LOCALIZATION

Below are examples of our work in each area.

HEALTHY COMMUNITY

Examples:

- Healthcare access
- Maternal and child health
- Nutrition and food security
- Healthy spaces and physical activity
- Chronic and infectious disease awareness and prevention
- Mental health support
- Substance misuse recovery and prevention

YOUTH OPPORTUNITY

Examples:

- Childcare and early childhood education
- In-school, after-school and summer learning
- Family engagement
- Literacy development
- College and career readiness

FINANCIAL SECURITY

Examples:

- Adult education, job training, and career pathways
- Financial education and coaching
- Homelessness prevention, affordable housing, and homeownership
- Small business support
- Public benefits access

COMMUNITY RESILIENCY

Examples:

- Disaster relief and recovery
- Emergency preparedness
- Crisis hotline and support
- Environmental stewardship

How to Localize the Impact Areas

While the labels for overarching categories should remain the same – shared language builds brand recognition and affinity – each United Way should customize the examples list of programs/services/initiatives to reflect their own work. Overarching categories that are not relevant to a particular region/location may be removed.

IMPACT AREAS IN APPLICATION

The impact areas can be infused into all communications to convey to our audiences how they can learn more, get involved and take action. The following examples show the application of our areas of impact in copy, and across print and digital contexts.

In print communications:

In digital applications:

In content:

From strengthening local resilience to advancing health, education and financial well-being, United Way is mobilizing communities to action so all can thrive.

PROGRAMS/SERVICES

Programs/Services

Programs/services are defined as long-term, structured collections of solutions in response to local, regional or global needs or challenges. For example MyFreeTaxes.

How to Name:

Program/Service Description + ["Program" OR "Service"]

How to Visualize:

Treat in type using brand fonts. Never use a secondary or tertiary color when communicating signature programs or services.

Certifications

Certifications are endorsements of programs/services. For example, VITA.

How to Name:

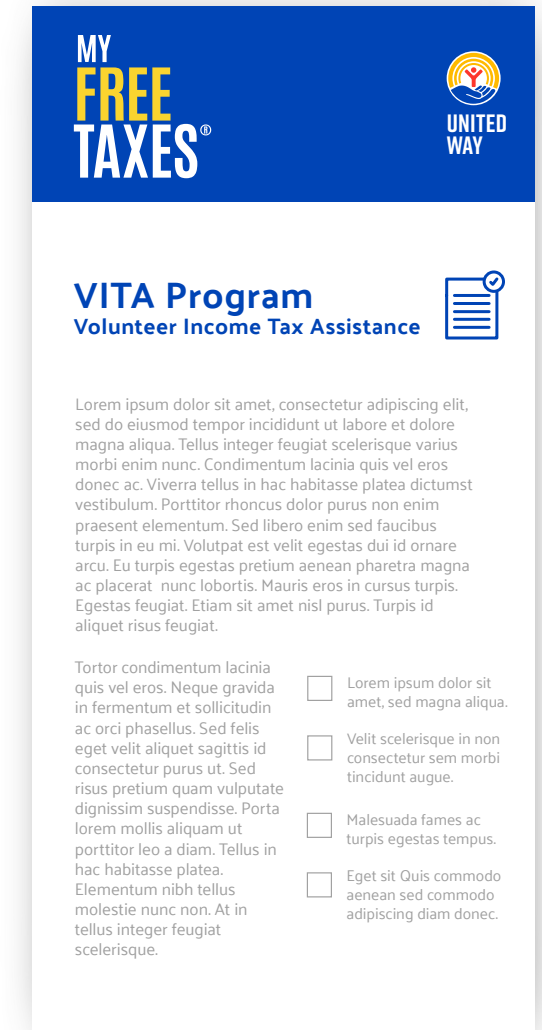Certification + ["Program" OR "Service"]

How to Visualize:

Treat in type using brand fonts OR show in relationship with the programs/services

Programs/Services

MY FREE TAXES®

Certification

VITA

INITIATIVES/PROJECTS

Initiatives/Projects are defined as a time-bound set of activities to implement work and achieve a specific goal.

How to Name:

Initiative/Project Description + [Initiative OR Project]

How to Visualize:

Treat in type using brand fonts

DIGITAL
EQUITY
INITIATIVE

AFFINITY GROUPS

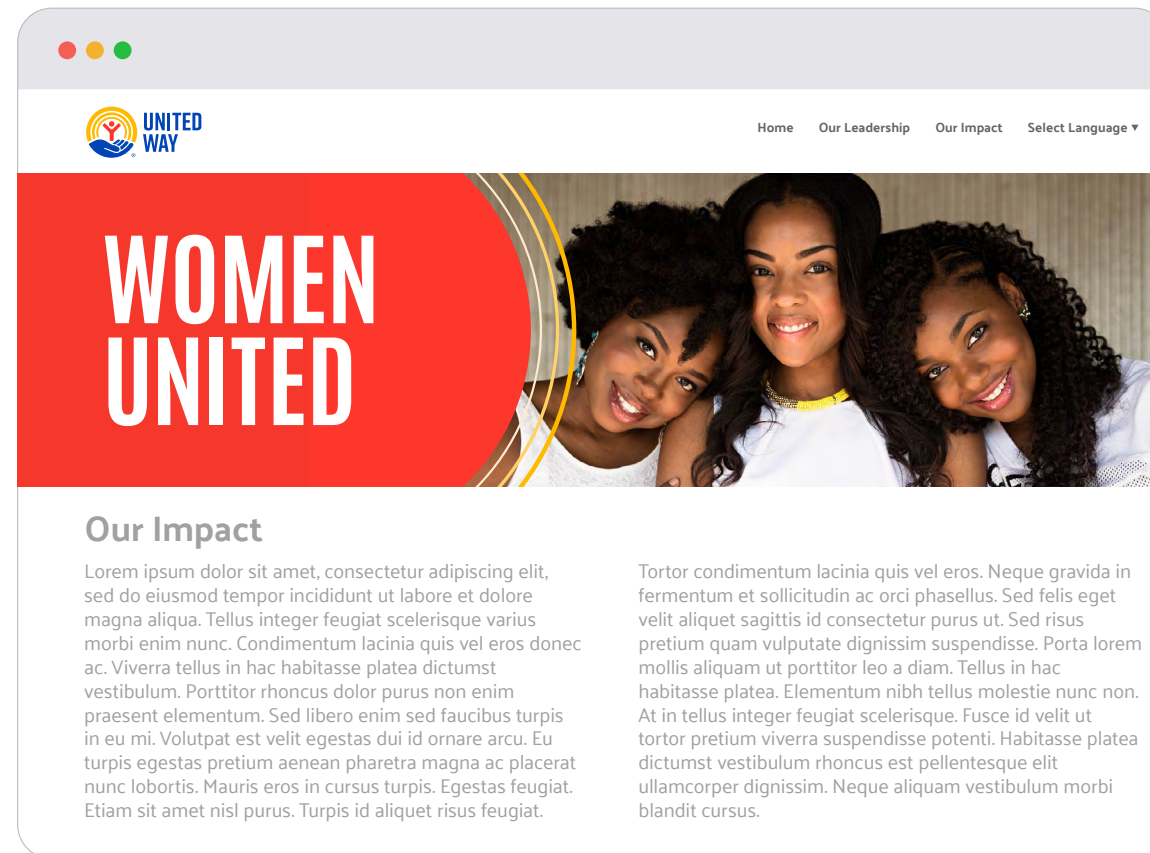Affinity groups are defined as organized groups of donors and/or supporters.
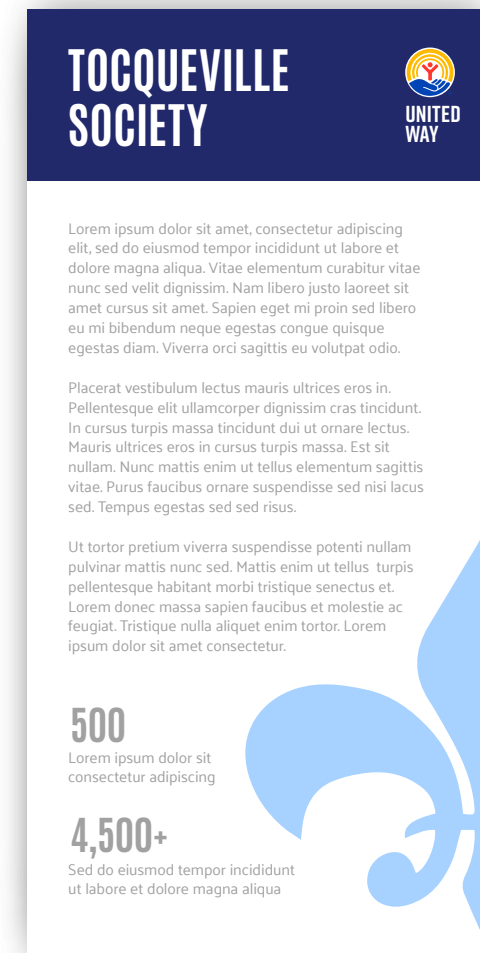
How to Name:

Group Focus/Audience + United

How to Visualize:

Treat in type using brand fonts

WOMEN UNITED

TOCQUEVILLE SOCIETY

INTERNAL GROUPS

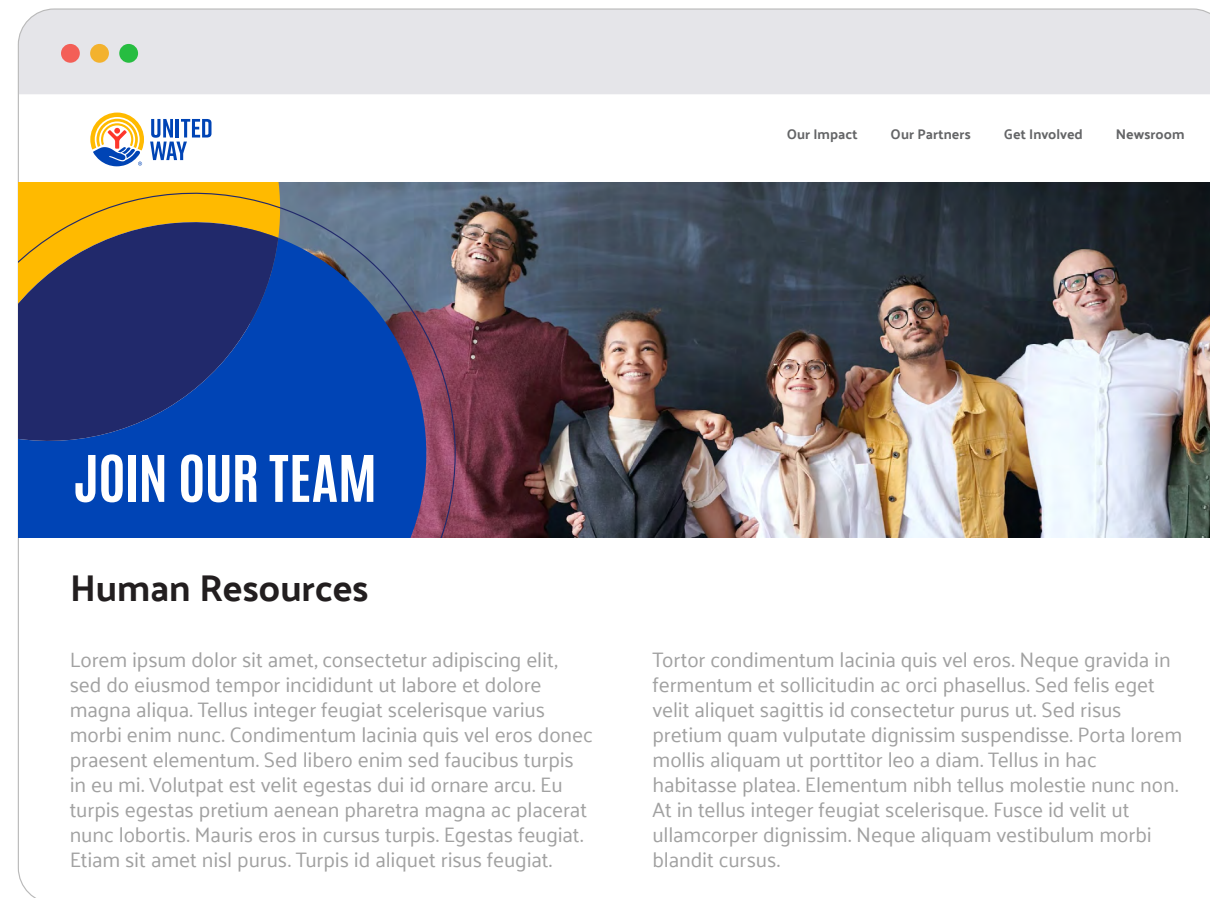Internal groups are employee groups that support the organization.

How to Name:

Group Focus

How to Visualize:

Treat in type using brand fonts

Human Resources

PUBLICATIONS

Publications are defined as official published communications from the organization or a program, initiative or project.

How to Name:

[Impact Area/Program/Initiative] + Publication Focus

How to Visualize:

Treat in type using brand fonts; mastheads may require flexible application of the design elements (e.g., stylized typography, etc.)

Annual Report

PLATFORMS/TOOLS

Platforms/Tools are defined as collections of offerings that support processes and the delivery of programs or services.

How to Name:

Type of Tool/Platform

How to Visualize:

Treat in type using brand fonts

PARTNER
PORTAL
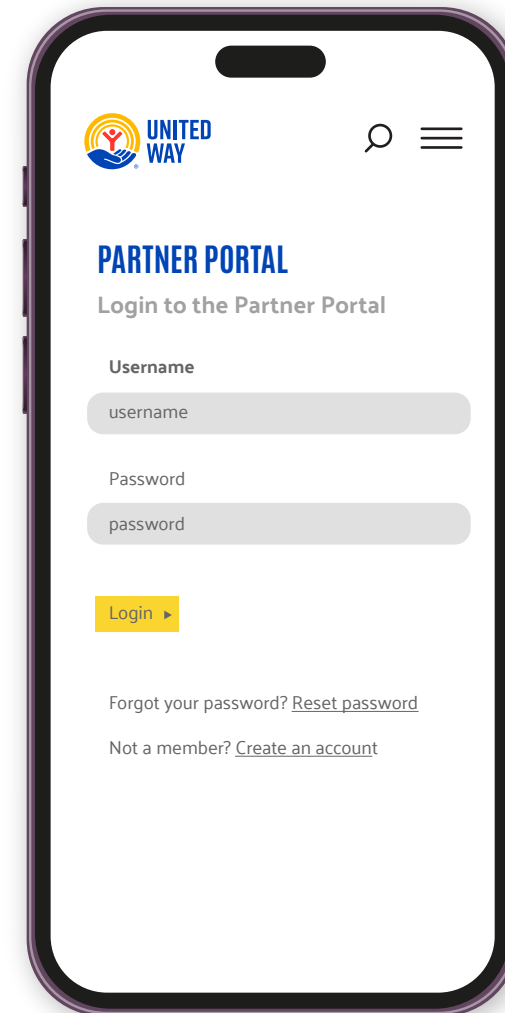
EVENTS

Events are defined as planned engagement, thought leadership or educational occasions that take place in person or online.

How to Name:

Topic + [Event Type]

How to Visualize:

Treat in type using brand fonts; graphic elements may be used to add flavor and context to events

EVENTS IN APPLICATION

The examples shown here demonstrate the full range of creative expression for event collateral, modulating our visual identity – from typography to color to graphic elements – for audience engagement and impact.

CAMPAIGNS

Campaigns are defined as time-bound and promotional in nature and usually have a specific goal attached to them, including raising funds, awareness, or advocacy, or asking people to complete another specific action.

How to Name:

Campaign Theme

How to Visualize:

Some campaigns may require a special signifier and design elements that connect to the campaign theme, but should not be locked up with the United Way logo

LIVE UNITED

UNITED IS A BETTER WAY

STRATEGIC RELATIONSHIPS

Strategic relationships are defined as external organizations with whom the organization works to achieve shared strategic goals.

Corporate Partners

Corporate Partners are corporations collaborating to support giving and getting involved

How to Reference in Text:

Describe the relationship as "A corporate partner of United Way"

How to Visualize:

Lock up partners' logos with United Way; where possible, United Way logo leads. Keep height of the partner logo equal to the height of the United Way logotype.
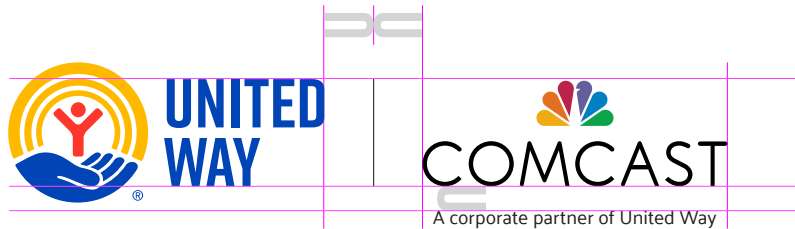
STRATEGIC RELATIONSHIPS (CONT'D)

Community Partners

Community Partners are nonprofits or government organizations collaborating to create community impact

How to Reference in Text:

Describe the relationship as "A community partner of United Way"

How to Visualize:

Lock up partners' logos with United Way; where possible, United Way logo leads. Keep height of the partner logo equal to the height of the United Way logotype.
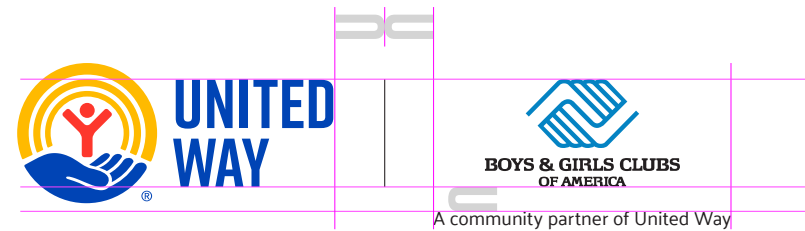
STRATEGIC RELATIONSHIPS (CONT'D)

Collaboratives

Collaboratives are a group of organizations/people that come together to develop, run or operate shared programs/services. Collaboratives must involve at least one organization outside of United Way.

When Promoting Collaborative Services

When communicating collaborative services directly to the community, lead with the collaborative signature. If the collaborative is mostly managed by United Way, the collaborative signature should be developed in United Way's look and feel. If the collaborative is mostly managed by partner organizations, the collaborative signature should be created in a distinctive look and feel.

How to Verbalize and Visualize:

Depending on the role of United Way and/or the collaborative partners, the relationship can be described as being "managed," "operated" or "powered by United Way [and XYZ Partner]."

When communicating a national, regional or local collaborative that is managed or operated, but not owned by United Way, communicate the collaborative and/or its location, and indicate that it is "powered by United Way" and/or "powered by United Way and [XYZ Partner]."

Endorsement

211
Get Connected. Get Help.™

When communicating 211 services directly to the community, you may present the collaborative signature locked up with the tagline, "Get Connected. Get Help.™"

211
Powered by United Way [Location]

When communicating a 211 that is managed or operated by United Way, lock up the collaborative signature with the endorsement language, "Powered by United Way [Location]"

211
Region
Powered by United Way

When communicating a 211 that is managed or operated by multiple United Ways within a region, lock up the collaborative signature with the region followed by the endorsement language, "Powered by United Way"

211
Powered by United Way [Location] and [XYZ Partner]

When communicating a 211 that is managed by United Way and a partner, lock up the collaborative signature with the endorsement language, "Powered by United Way [Location] and [XYZ Partner]"

211
Powered by [XYZ Partner]

When communicating a 211 that is managed or operated by a partner, lock up the collaborative signature with the endorsement language, "Powered by [XYZ Partner]"

STRATEGIC RELATIONSHIPS (CONT'D)

When Promoting United Way Together With Collaborative Services

When communicating United Way's role in the community, together with its stewardship of 211, the logo and collaborative signature may be presented as a strategic relationship.

How to Visualize:

When promoting United Way and its vital role in supporting the 211 collaborative, the relationship may be presented as a 1:1 relationship, where United Way is presented side by side with 211, separated by a ruler line. This treatment is most appropriate in United Way contexts (e.g., websites, grant proposals, etc.) versus direct collaborative service contexts. Where possible, the United Way logo should lead the relationship.

Co-branded

When communicating United Way's role in communities, together with its stewardship of 211, the relationship may be presented as a 1:1 relationship. Where possible, United Way should appear first followed by a ruler line and the 211 signature, together with the tagline.

When communicating United Way's role in communities, together with its stewardship of a regional 211 collaborative, the relationship may be presented as a 1:1 relationship. Where possible, United Way should appear first followed by a ruler line and the regional 211 signature.

When communicating a local United Way's role in its community, together with its stewardship of 211, the relationship may be presented as a 1:1 relationship. Where possible, the local United Way signature should appear first followed by a ruler line and the 211 signature, together with the tagline.

When communicating a local United Way's role in its community, together with its support of a regional 211 collaborative, the relationship may be presented as a 1:1 relationship. Where possible, the local United Way signature should lead, followed by a ruler line and the regional 211 signature.

STRATEGIC RELATIONSHIPS (CONT'D)

Sponsors/Funders

Sponsors/Funders are organizations providing financial support to achieve a shared goal or objective

How to Reference in Text:

Describe the relationship as "Supported by [Sponsor/Funder]"

How to Visualize:

Use sponsorship/funding language with corresponding logos

Supported by

NAMING CONVENTIONS

Using consistent naming conventions for programs, services, initiatives and more will help us create greater cohesion across our portfolio and the network. Consider the following when naming a new offering:

✓ Apply naming conventions that complement the primary brand

– When using "United" in naming, "United" should lead and travel with an action or outcome, e.g., "United in Purpose"

Note: Exceptions are made for legacy naming conventions for affinity groups

✓ Use concise, descriptive names wherever possible

✓ Follow consistent structures when naming similar offerings

✗ Avoid overly clever or coined names that risk confusion (e.g., Way 2 Go!)

– Avoid acronyms as they do not enhance clarity or scale globally (e.g., U.N.I.T.Y. = **U**nited Way **N**etwork **I**nspiring **T**oday's **Y**outh)

✗ Avoid using negative or deficit-based language when developing names

SIGNATURE SYSTEM SUMMARY

Organizational Brand	UNITED WAY	
Localization	UNITED WAY Chile / Aloha UNITED WAY / UNITED WAY Greater Philadelphia and Southern New Jersey / Northern Santa Barbara County UNITED WAY	Local United Ways should be locked up with the United Way logo
Programs/Services	MY FREE TAXES®	Treat in type using brand fonts
Initiatives/Projects	DIGITAL EQUITY INITIATIVE	Treat in type using brand fonts

SIGNATURE SYSTEM SUMMARY (CONT'D)

Affinity Groups	WOMEN UNITED	TOCQUEVILLE SOCIETY	Treat in type using brand fonts
Internal Groups	Human Resources		Treat in type using brand fonts
Publications	Annual Report		Treat in type using brand fonts; mastheads may require flexible application of the design elements (e.g., stylized typography, etc.)
Platforms/Tools	PARTNER PORTAL		Treat in type using brand fonts
Events	UNITED IN PURPOSE		Treat in type using brand fonts; graphic elements may be used to add flavor and context to events
Campaigns	LIVE UNITED		Some campaigns may require a special signifier and design elements that connect to the campaign theme, but should not be locked up with the United Way logo

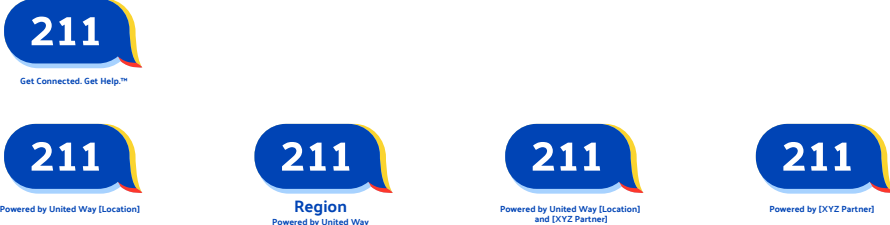# SIGNATURE SYSTEM SUMMARY (CONT'D)

Strategic Relationships

Corporate Partners			Lock up partners' logos with United Way; where possible, United Way logo leads
Community Partners			Lock up partners' logos with United Way; where possible, United Way logo leads
Collaboratives	Endorsement		
	Co-branded		Depending on the role of United Way and/or the collaborative partners, the relationship can be described as being "managed," "operated" or "powered by United Way [and XYZ Partner]"
Sponsors/Funders			Use sponsorship/funding language with corresponding logos

04
BRINGING THE ELEMENTS TO LIFE

DESIGN INSPIRATION OVERVIEW

The examples on the following pages demonstrate our visual identity system in action across a spectrum of communications, formats and applications. Refer to these examples as inspiration for bringing our brand story to life.

WEBSITE
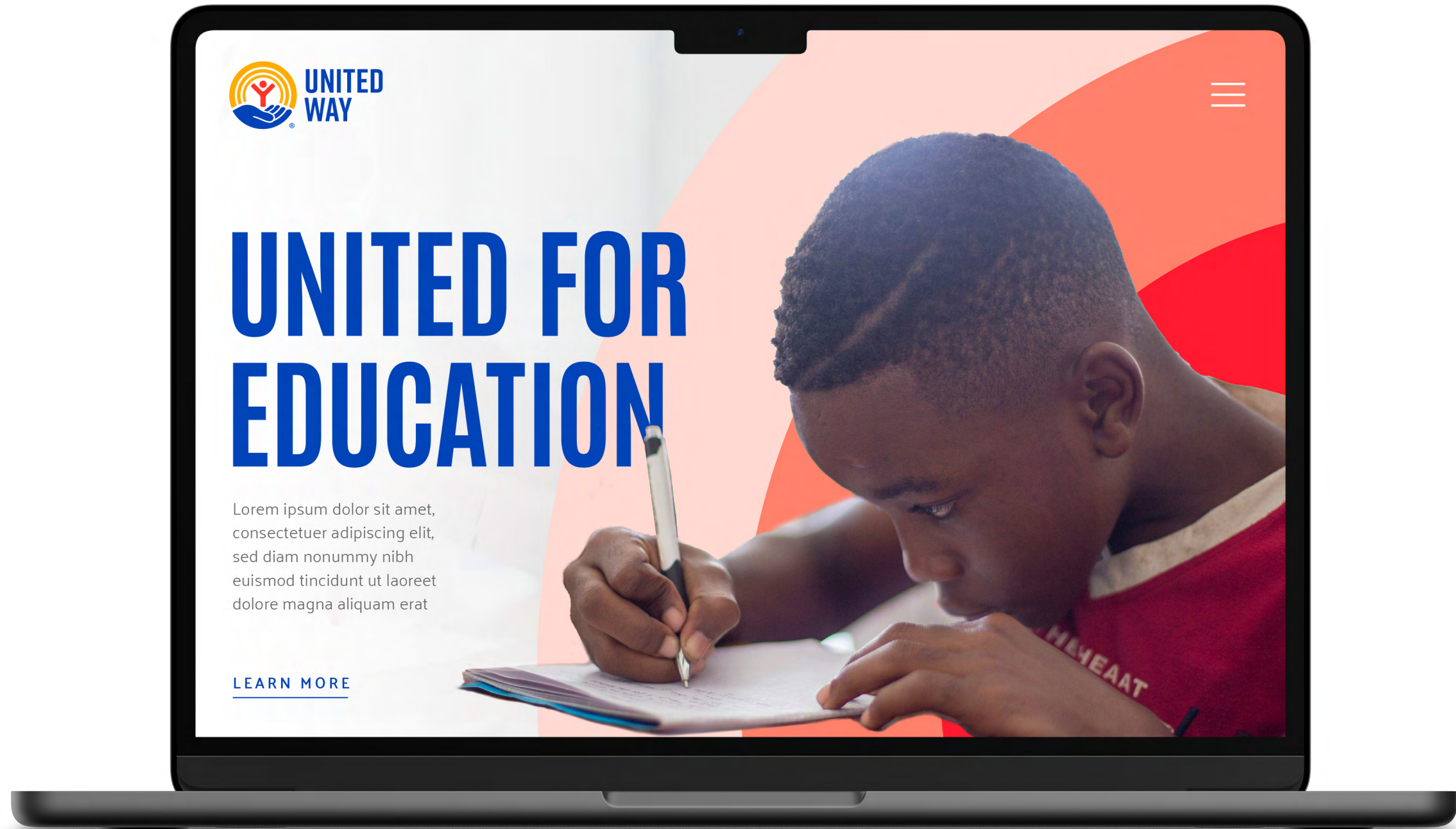
SOCIAL MEDIA

UNITED FOR
HEALTH

UNITED FOR
COMMUNITY

Instagram

@UnitedWay
Alexandria, VA ›

UNITED FOR
EDUCATION

UNITED FOR
GROWTH

UNITED
WE RISE

Liked by **g_e1980, roro_1000** and **15 others**
@UnitedWay United We Rise!
See the 1,234 comments
1 hours ago

FACT SHEET

PROMOTIONAL ITEMS

EVENT MATERIALS

UNITED WAY

UNITED WE RISE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh.

Event**23**

EVENT INVITATIONS

Save the Date

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nibh euismod ut laoreet magna aliquam erat volutpat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nibh euismod ut laoreet magna aliquam erat volutpat.

WHEN: 10 OCTOBER 2023 – 6:00PM
WHERE: WEST COUNTRY CLUB
$250 PER TICKET

UNITED WAY

Imagine Gala

UNITED WAY

JOIN US FOR OUR
2024 ANNUAL GALA

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vule putate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril dolore te feugait nulla facilisi.

WHEN: 5 JUNE 2024, 6:00PM
WHERE: BRAE BURN COUNTRY CLUB
$250 PER TICKET

ADDITIONAL RESOURCES

Here are some additional resources to help bring the United Way brand to life.

United Way Messaging Toolkit

The messaging toolkit contains everything needed to live the United Way brand in written form. Find key messages, boilerplate language, elevator speeches, proof points and other helpful tools to tell the United Way story in a consistent and compelling manner.

United Way Style Guide

The style guide details standard requirements for grammar, punctuation, tense, wording and writing best practices for the United Way Network.

Brandfolder

Brandfolder is United Way's digital asset management system. Use this resource to access logos, toolkits, templates, and photo and video assets that can be used across the United Way Network.

For further information,
please email **brand@unitedway.org**.

UNITED
WAY