

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.

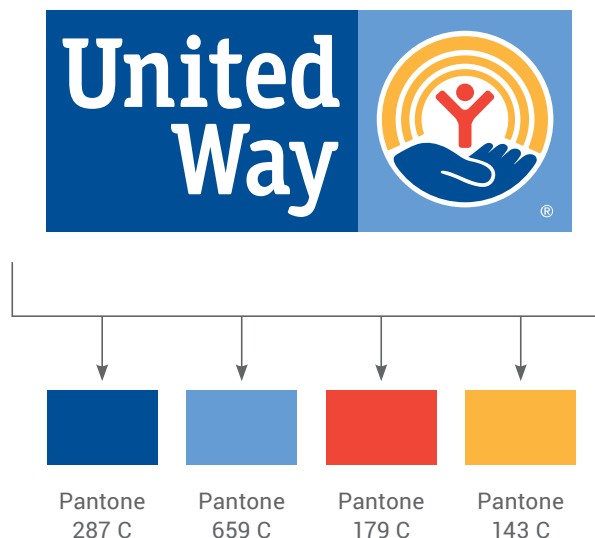
All brandmark files are available on United Way Online (UWO): <https://online.unitedway.org/brandmarks>

Note:

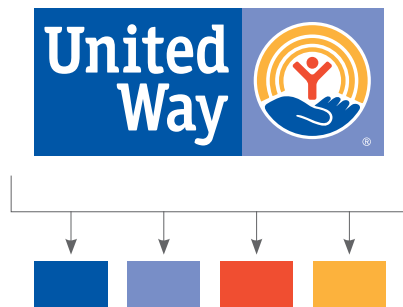
As one of our most important assets, the brandmark must always appear as shown on this page or in one of the color variations described in these guidelines. Never attempt to redraw or rescale the brandmark or add other graphic elements to its presentation. **Do not extract any of the graphic elements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

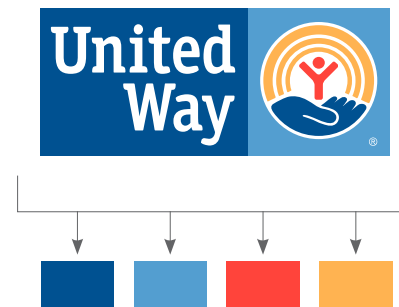
Preferred Spot Color version



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:

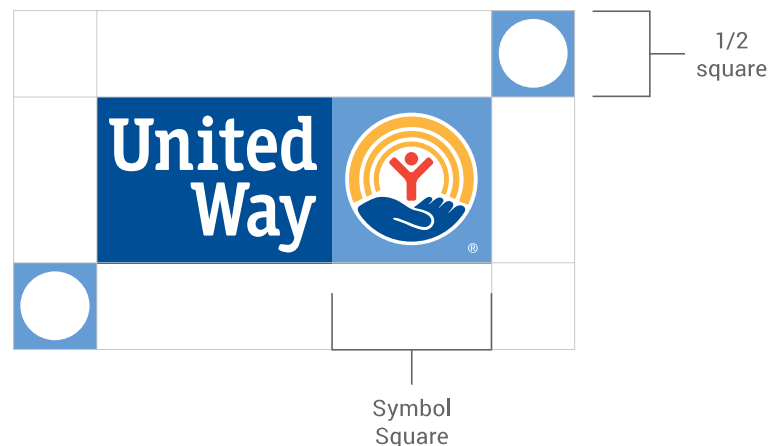
These brandmarks should never appear on a website, four-color brochure or any other application where a full-color brandmark is usable. The one-color brandmarks may not be reproduced in any color other than black, white or United Way Blue.



CLEAR SPACE & MINIMUM SIZE

Clear Space

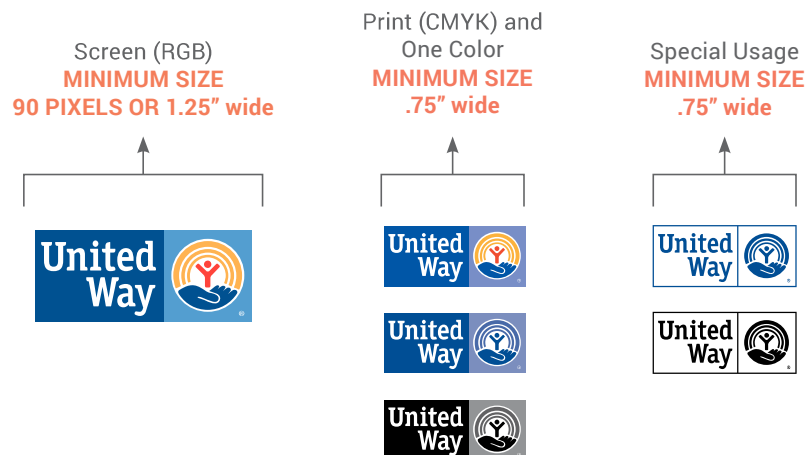
Clear space frames the logo and separates it from other elements including text and the edge of printed materials. The logo must be surrounded with at least the required minimum of clear space which is determined by 1/2 the height of the symbol square.



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.



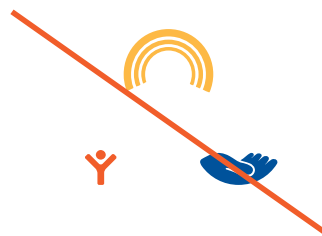
Never change the font or color of the local identifier (page 25).



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.

