BRAND STANDARDS & GUIDELINES

United Way Brand Guidelines v3.0 | April 2022

United Way

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USING THE BRAND STANDARDS & GUIDELINES

The United Way brand identity is the tangible expression of all that we stand for. It embodies what we do, how we do it and why we're a trusted partner across the world and throughout the communities we serve. In a very real way, members of our communities, our partners, and our investors experience the United Way brand through our deeds, as well as through the verbal and visual messages we send.

A carefully managed and well-implemented brand identity system helps carry our brand message to the world. These guidelines are provided to ensure the correct and consistent use of the brand identity system. Along with the voice, brandmark, typography, color palette and other visual elements, specific directions are included to help you manage marketing and communications materials. By accurately and consistently implementing this brand identity system, you protect the equity of the United Way brand and make the brand positioning stronger.

Note: Based on feedback, in 2022, we modified these Standards & Guidelines to reflect what's resonating in the market.

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.

OUR MANIFESTO
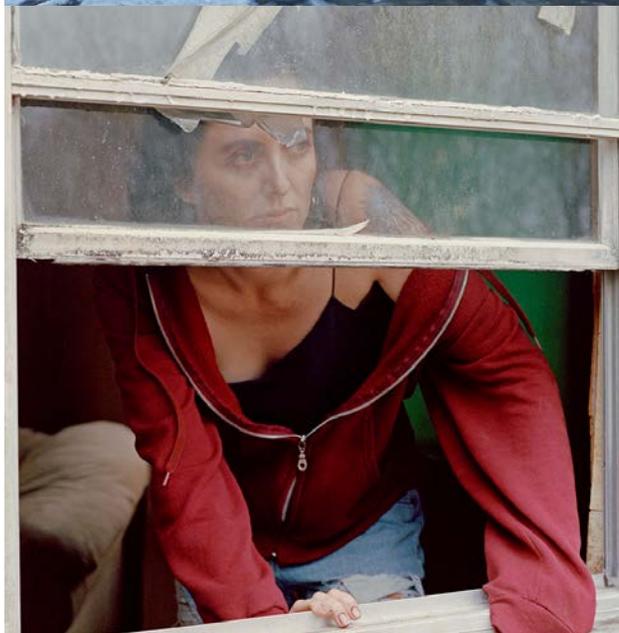
Problems.

The ones most people don't have the stomach for.

The ones nobody talks about at cocktail parties.

The ones that can't be solved.

We go looking for them.

In unforgiving cities, desolate towns, and seemingly docile suburbs.

We find every dollar we can to address them.

But we are more than the fundraisers.

We are the hand raisers. The game changers.

The-stop-talking-start-doing-band-together-and-take-on-the-impossible-task-masters.

United, we face teen pregnancy in Milwaukee.

United, we stand up for the children left behind in China.

United, we battle for veterans in Broward County.

United, we confront the struggles of refugees in Europe.

No matter the obstacles. No matter the odds.

We surround a community's most critical problems. And we fight.

We fight for Teegan. We fight for David. We fight for Xiao Lin and Saraya and Kim.

We fight for those who need a voice and those whose names we do not know.

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

Because change doesn't happen alone.

Hope isn't a one-man band.

And there's no such thing as self taught or self made.

We have one life.

To live better, we must LIVE UNITED.

BRAND FRAMEWORK OVERVIEW

Vision

Long term statement that describes what the organization is trying to accomplish and where it wants to be in the future.

United Way envisions a world where all individuals and families achieve their human potential through education, income stability, and healthy lives.

Mission

Foundational statement describing how the organization will achieve its vision by making its core objective clear.

To improve lives by mobilizing the caring power of communities around the world.

Brand Promise

What drives our unique promise and proposition in the marketplace, and frames how we communicate and innovate.

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.

Brand Credo

The articulation of how our brand drives value, which should be actively communicated to the target audience.

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

Brand Idea

The singular motivating idea that drives action in the marketplace.

In order to live better, we must LIVE UNITED.

COMMUNICATION GUIDELINES

A brand is brought to life not just through images, but also words. As with imagery and design, it's important to maintain consistency in brand language, tone and voice. The following guidelines and examples demonstrate the appropriate voice of United Way.

THE TWO SIDES OF UNITED WAY

When creating any communication piece, begin by asking yourself, "Is this piece about the problem or the solution?" In other words, "Is this piece about the fight or the win?" **There were separate guidelines for each.** And the visual elements for fight (the problem) and win (the solution) are distinctly different through color, tone, and imagery. In 2022 and moving forward, United Ways are to focus on the "solution" or WIN.

UNITED WE WIN
LIVE UNITED®

UNITED WE FIGHT
LIVE UNITED®

After participation has ended or milestones have been reached, communications should focus on the success. These pieces should be celebratory, uplifting and bright. The intent is to congratulate those who supported the success and inspire them to do so again by highlighting the fulfilling feeling that comes from tackling the most difficult and important challenges.

Note: Based on feedback, in 2022, we modified these Standards & Guidelines to reflect what's resonating in the market. Messaging is being updated and the "fight" language and look will be discontinued.

When introducing a challenge and encouraging involvement and support, we are asking the audience to join the fight for the cause. Communications for this stage should be bold and direct. They should serve as a rally cry that inspires action, be that through volunteerism or donation. The intent is to communicate the seriousness of the cause and the importance of participation.

BRAND TONE

As a reflection of the work United Way does, the tone of brand communications must be one of strength.

It's our charge to be both uplifting and empowering. To be motivating and inspiring. It is not enough for our communications to make people think. Our messages must inspire them to act. And our brand tone plays a key role in encouraging this action.

Our voice should be thoughtful and matter-of-fact. It has to be challenging, because we don't back down. It must project confidence and elicit trust. We avoid clichés and passive language. We don't muddy the message with complexities. Our statements are straightforward and our questions inspire thoughtfulness.

Our mission is powerful, so our interactions must be purposeful. We should always ask ourselves:

Is this message honest? Is it clear, simple and straightforward? Does it inspire emotion and action?

VOICE STYLE

This is what we sound like.

Sometimes it's helpful to think of a brand as a person. How do they talk? How do they make people feel? Are they outgoing, or more reserved? Are they entertaining, or especially thought-provoking?

By understanding United Way's brand personality, we can remain true to our voice in communications. This consistency will enable audiences throughout the world to recognize and connect with our brand.

United Way is

…the hand raiser and the soldier. We're friend to the underdog and foe to the oppressor. We're the steadfast leader you can count on to rally the troops and to choose battles wisely. We don't wait for problems to land in our laps. Instead, we dig for the challenges that need us most.

Honest | Optimistic | Purposeful | Credible | Encouraging

Empathetic | Inclusive | Human

United Way is not

…only a fundraiser. We don't wait passively for a problem to address. And we aren't afraid to take on the toughest challenges. We won't approach donors with vague requests and undefined causes, and we won't give up when the going gets tough.

Fabricated | Ungrateful | Vague | Passive | Exclusive

Disrespectful | Stuffy | Careless

WE'RE LOCAL

Applying our global message to local communities.

In order to fight for the health, education and financial stability of every person in every community, we must LIVE UNITED against each of our community's most daunting social crises.

For example:

In Milwaukee, we **LIVE UNITED AGAINST TEEN PREGNANCY.**

In L.A., we **LIVE UNITED AGAINST POVERTY.**

In Atlanta, we **LIVE UNITED AGAINST HOMELESSNESS.**

In Europe, we **LIVE UNITED AGAINST THE HARDSHIPS OF REFUGEES.**

In China, we **LIVE UNITED AGAINST THE PROBLEMS FACED BY CHILDREN LEFT BEHIND.**

We fight for our causes and LIVE UNITED against the crises that stand in our way. **We always use the language "LIVE UNITED against" when possible.** If it is not feasible to use this language for a particular message, it is acceptable to say "fight for." In an effort to maintain a positive call to action, **we should not use the language "fight against."**

Preferred:

In Milwaukee, we **LIVE UNITED AGAINST TEEN PREGNANCY.**

Circumstantially Acceptable:

In Milwaukee, we fight for the health of teens.

Incorrect:

In Milwaukee, we fight against teen pregnancy.

BEST PRACTICES

Capitalization

- Headlines in League Gothic Regular typeface (preferred) should be written in all caps.

- Headlines and subheads in Roboto-Bold typeface (secondary option) should be written in sentence case when using a complete sentence, and in title case when not a complete sentence.

Punctuation

- Punctuation should be included in all headlines.

- Punctuation should always be included at the end of complete sentences and fragments. Punctuation should not be included at the end of phrases where it is not necessary.

- To shy away from being disingenuous, we avoid exclamation points, only using them very sparingly and never in headlines.

Grammar

For grammar rules outside of those previously addressed for capitalization and punctuation, please refer to the Associated Press Stylebook.

Brevity

Long messages tend to be less effective. Always try to be concise.

BEST PRACTICES

United

As a tribute to the brand, the letter "U" in the word "United" should be capitalized when used in any written context, other than a proper noun (e.g., "United States") or as part of "LIVE UNITED".

Examples:

The group United to bring new opportunities to the community.

The volunteers were United in their dedication to the cause.

LIVE UNITED

LIVE UNITED should always be expressed in all caps.

We win when we LIVE UNITED.

Call to Action

A call to action (CTA) is intended to inspire and direct action.

The language used in a CTA must clearly and simply communicate one specific action that should be taken.

Listed in order of preference:

LIVE UNITED

Get Involved

Learn More

GIVE. ADVOCATE. VOLUNTEER.

Avoid passive, vague, long-winded or crude language like:

Give Money

Click

This Is How You Can

Learn More and Donate

OUR BRANDMARK

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.

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.
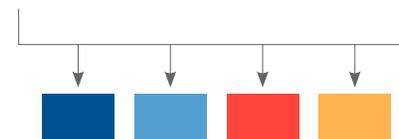
Preferred Spot Color version

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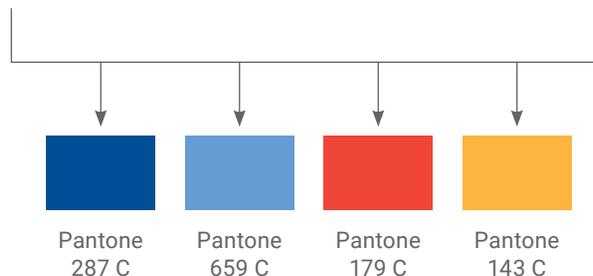
CMYK Version (Print Use)
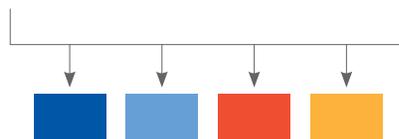
RGB Version (Digital Use)

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 control box should never be removed.**

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

Preferred Spot Color version

Control Box

CMYK Version

RGB Version

LOGO USAGE

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.

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.

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.

One-color blue special use

One-color black special use

One-color white special use

United Way of Anytown

United Way of Anytown

United Way of Anytown

One-color blue Brandmark

One-color black Brandmark

United Way of Anytown

United Way of Anytown
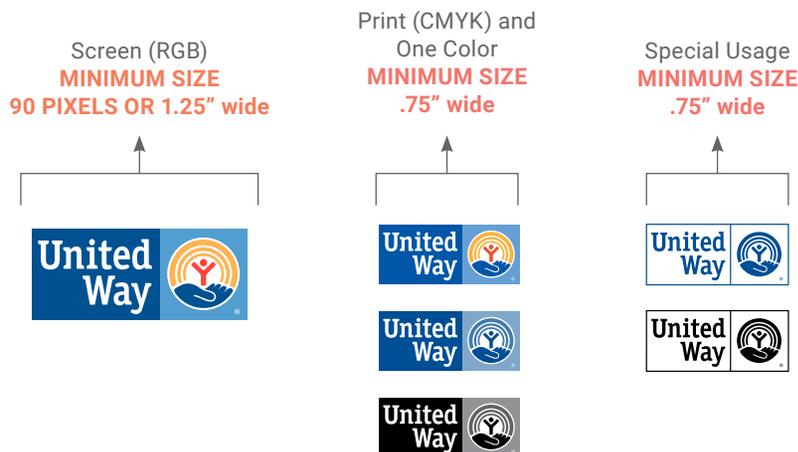
CLEAR SPACE & MINIMUM SIZE

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 circle.

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.

1/2 circle

1/2 width and height of the circle

Screen (RGB)
MINIMUM SIZE
90 PIXELS OR 1.25" wide

Print (CMYK) and One Color
MINIMUM SIZE
.75" wide

Special Usage
MINIMUM SIZE
.75" wide

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:
Never attempt to redraw or rescale the brandmark or add other graphic elements to its presentation.

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 in social media profiles.

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.

Control box should never be removed.

SOCIAL MEDIA & SPECIAL-USE 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.

The circle mark should only be used for profiles that display the picture as a circle such as Pinterest, Instagram and Twitter.

Correct:

 United Way

 United Way of Anytown

Correct:

 United Way

 United Way of Anytown

Incorrect:

 United Way

 United Way of Anytown

Incorrect:

 United Way

 United Way of Anytown

SPECIAL-USE BRANDMARK ELEMENTS

In certain circumstances it is allowed to use the "Circle of Hope" as a stand alone design element.

A few general rules to follow:
It should always appear with the United Way brandmark and never in place of the United Way brandmark.

Never alter the colors in the circle to anything outside of the 4 main United Way Brand Colors.

Never distort or skew the circle.

Never pull seperate elements out of the circle (hand, figure or rainbow elements). It should stay intact as it appears in the full brandmark.

It should not be represented as or substituted for a letter or number (e.g., the letter 'o' or '0').

Note:
For questions on usage, ASK UNITED WAY:
**https://online.unitedway.org/questions**

The "Circle of Hope" can be used in a variety ways including, special-use logo lockups, stationery packages or for the purpose of enhancing visual interest in design materials.

Special-use anniversary mark (locked up with full United Way brandmark):

Celebrating 135 years **of helping communities.**
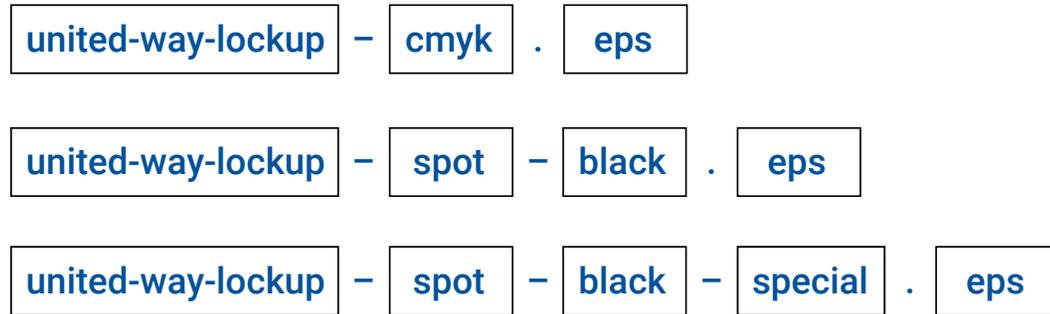
Watermarked on a stationery package:
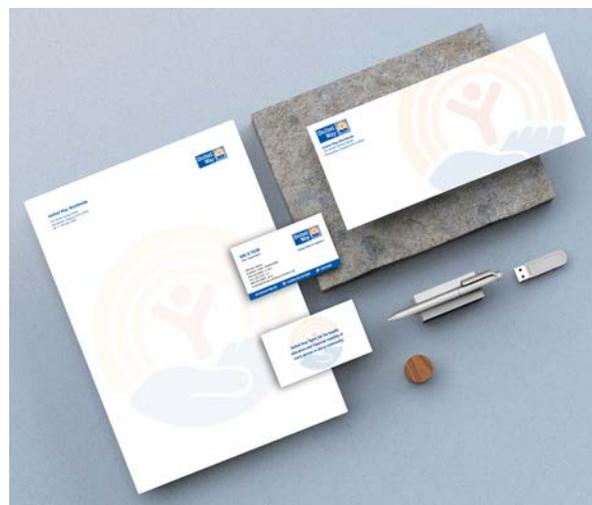
Design Examples:

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.

| united-way-lockup | – | cmyk | . | eps |

| united-way-lockup | – | spot | – | black | . | eps |

| united-way-lockup | – | spot | – | black | – | special | . | eps |

Company	**Color**	**Version**	**Format suffix**
United Way	CMYK	special	.eps
	Spot		Hi-resolution vector artwork created in Adobe Illustrator
	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.

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.

United Way Peru

United Way of Chennai

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.

**United Way
of New York City**

Mile High United Way

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.

Vertical (Recommended)

Horizontal Left

Horizontal Right

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.

United Way of Anytown
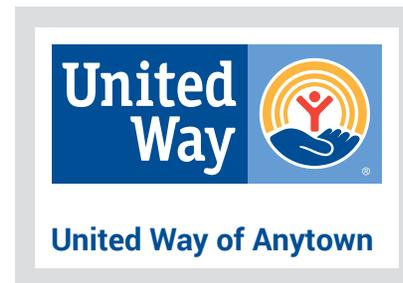
Specifications for vertical local identifier lockup. The local identifier can extend to maximum three lines.

local identifier does not go beyond this area

1U

1U
1/2 U

Foothills United Way

local identifier does not go beyond this area

1U

1U
1/2 U
1/4 U
1/2 U

United Way of Metropolitan Dallas

local identifier does not go beyond this area

1U

1U
1/2 U

United Way of Summit, New Providence & Berkeley Heights
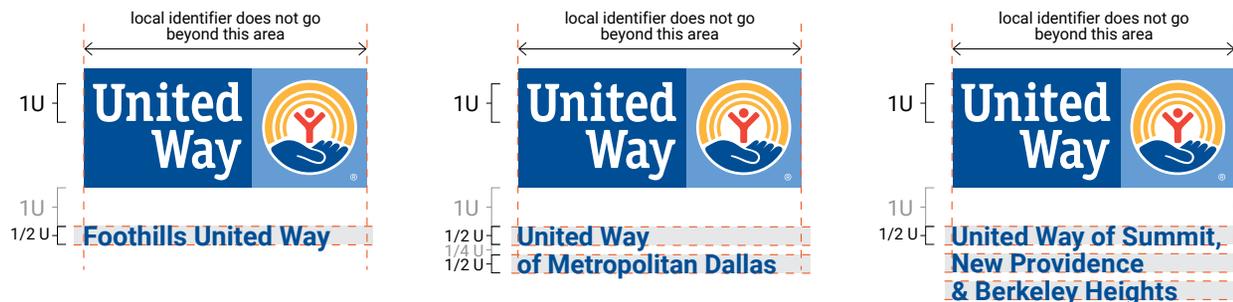
The local identifier may be decreased in size to fit in the designated area when it extends beyond the width of the brandmark by only two or three letters.

United Way of Grant, Hardy & Pendleton County → **United Way of Grant, Hardy & Pendleton County**
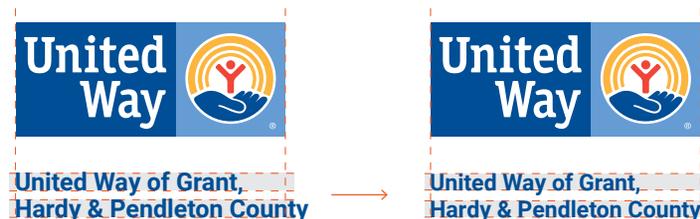
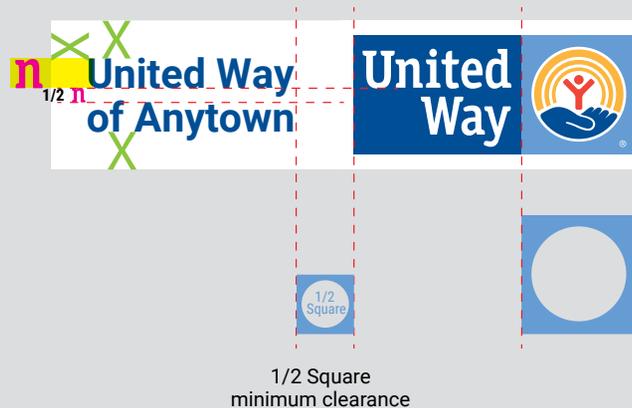# BRANDMARK LOCALIZATION – HORIZONTAL LEFT

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

Best for:

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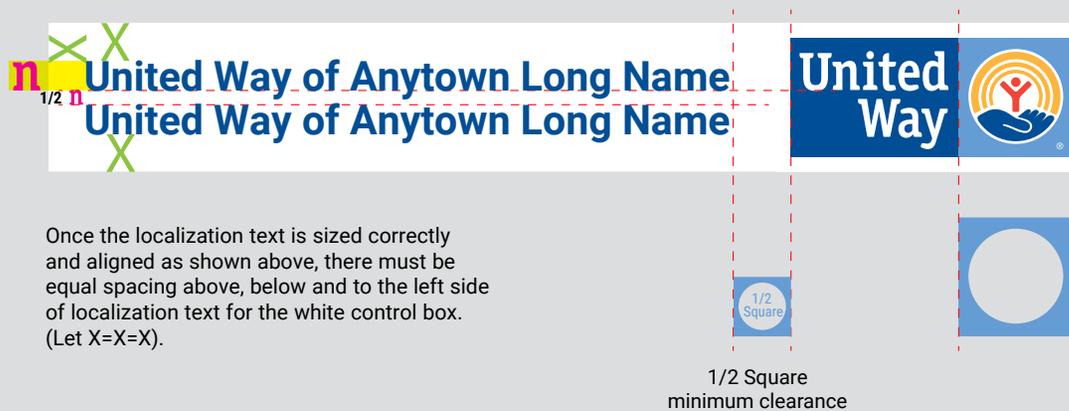
- Horizontal merchandise (i.e. pens, pencils, etc.)

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.

United Way of Anytown

1/2 Square
minimum clearance

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.

United Way of Anytown Long Name
United Way of Anytown Long Name

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).

1/2 Square
minimum clearance

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)

Mile High
United Way

WIDTH 2 OPTION
(11–15 characters per line)

United Way
of Central Ohio

WIDTH 3 OPTION
(16–21 characters per line)

United Way of Santa
Barbara County

WIDTH 4 OPTION
(22–27 characters per line)

United Way of
Southwestern Pennsylvania

WIDTH 5 OPTION
(28–32 characters per line)

United Way of Greater Milwaukee
& Waukesha County

1/2
Square

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
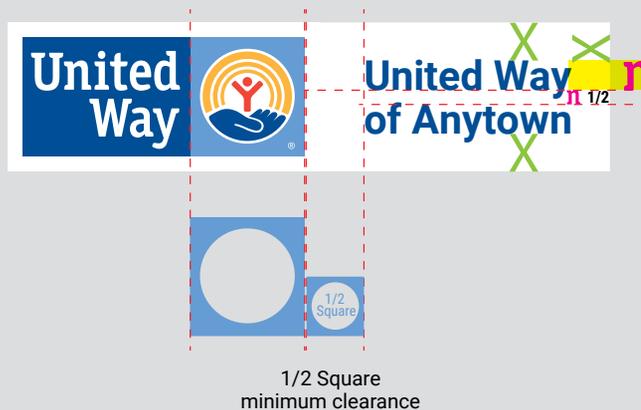
1/2 Square
minimum clearance

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.

1/2 Square
minimum clearance
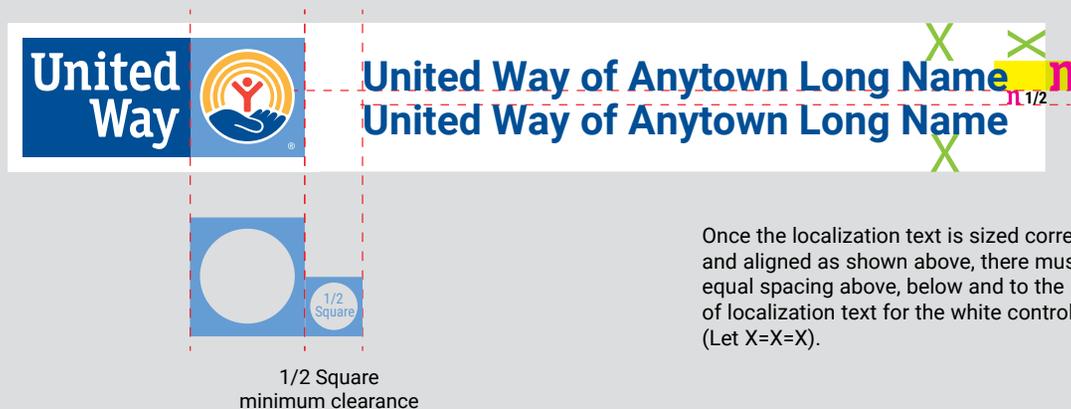
Once the localization text is sized correctly and aligned as shown above, there must be equal spacing above, below and to the left side of localization text for the white control box. (Let X=X=X).

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)

United Way

Mile High United Way

WIDTH 2 OPTION
(11–15 characters per line)

United Way

United Way of Central Ohio

WIDTH 3 OPTION
(16–21 characters per line)

United Way

United Way of Santa Barbara County

WIDTH 4 OPTION
(22–27 characters per line)

United Way

United Way of Southwestern Pennsylvania

WIDTH 5 OPTION
(28–32 characters per line)

United Way

United Way of Greater Milwaukee & Waukesha County

1/2 Square

SUPPORTING ELEMENTS

LIVE UNITED TAGLINE

"LIVE UNITED" is not just a tagline but also a rally cry. It should be used as the closing to headlines and key statements both as a messaging component and a visual piece.

Full Color

The full-color version of the LIVE UNITED tagline 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 (business cards, letterhead, envelopes, etc.), office signage and merchandise (shirts, promotional materials and other items). CMYK is for use in printed materials (brochures, reports, sell sheets, etc.) and RGB is for use on-screen, digital applications and in video. See page 38 for CMYK and RGB builds of Pantone colors for print and web.

One-color

When reproduction constraints prevent the use of the primary full-color LIVE UNITED tagline, use one of the alternative one-color versions.

LIVE UNITED CLEAR SPACE

The LIVE UNITED tagline should never appear on its own. It must always be accompanied by the United Way logo.

The LIVE UNITED tagline should never be placed within two vertical, two horizontal or one diagonal square of the logo.
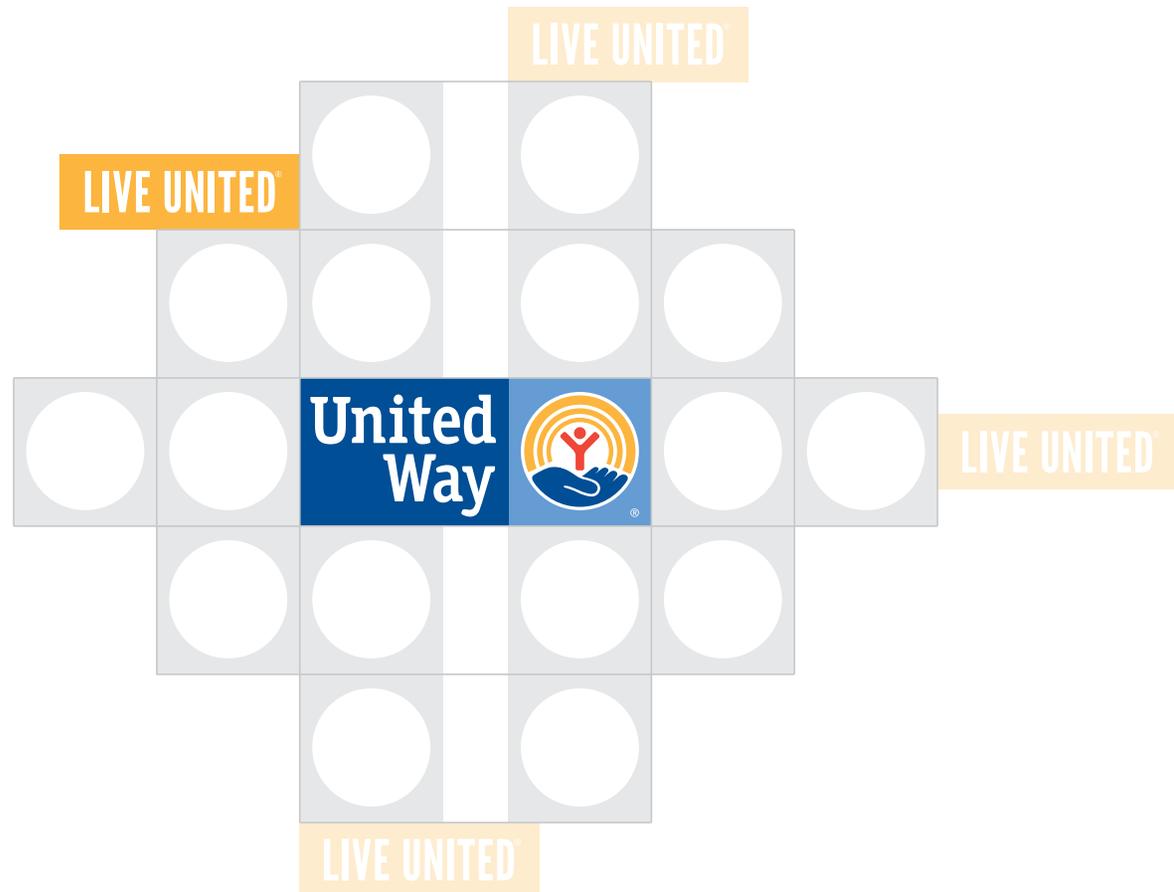
COLOR PALETTE

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.

Grayscale

Grayscale should be used sparingly and 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.
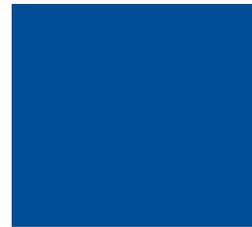
Pantone 287 C
C:100 M:74 Y:0 K:0
R:0 G:81 B:145
HEX: #005191
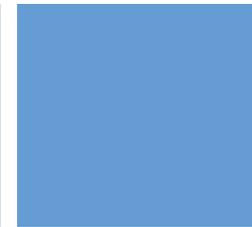
Pantone 659 C
or 287C at 52%
C:59 M:27 Y:0 K:0
R:83 G:158 B:208
HEX: #539ED0

Pantone 143 C
C:0 M:34 Y:86 K:0
R:255 G:179 B:81
HEX: #FFB351
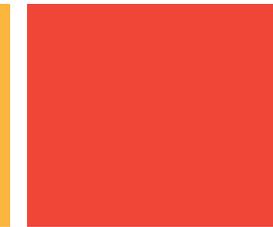
Pantone 179 C
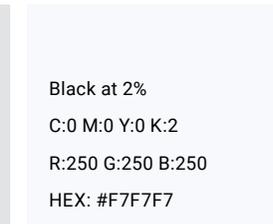C:0 M:85 Y:89 K:0
R:255 G:68 B:59
HEX: #FF443B
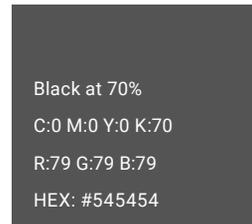
Black at 70%
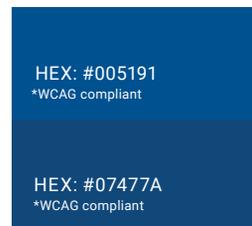C:0 M:0 Y:0 K:70
R:79 G:79 B:79
HEX: #545454
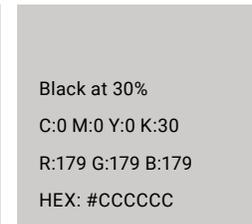
Black at 30%
C:0 M:0 Y:0 K:30
R:179 G:179 B:179
HEX: #CCCCCC

Black at 10%
C:0 M:0 Y:0 K:10
R:229 G:229 B:229
HEX: #E1E1E1

Black at 2%
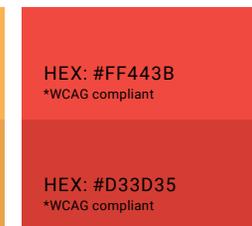C:0 M:0 Y:0 K:2
R:250 G:250 B:250
HEX: #F7F7F7

HEX: #005191
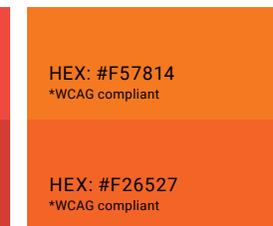*WCAG compliant

HEX: #FFB351
*WCAG compliant

HEX: #FF443B
*WCAG compliant

HEX: #F57814
*WCAG compliant

HEX: #07477A
*WCAG compliant

HEX: #E8A44C
*WCAG compliant

HEX: #D33D35
*WCAG compliant

HEX: #F26527
*WCAG compliant

COLOR PALETTE

United We Win.

It is important that United Way local member organizations maintain a consistent appearance of the brandmark and all visual communications across various media types and materials. Using colors consistently in all communications will strengthen brand recognition, create impact and differentiate our programs.

Note: Based on feedback, in January 2022, we modified these Standards & Guidelines to reflect what's resonating in the market. Messaging is being updated and the "fight" language and look will be discontinued. Updated Messaging TBD.
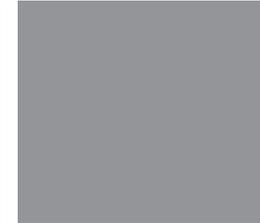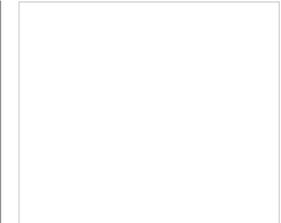
United We Win Colors

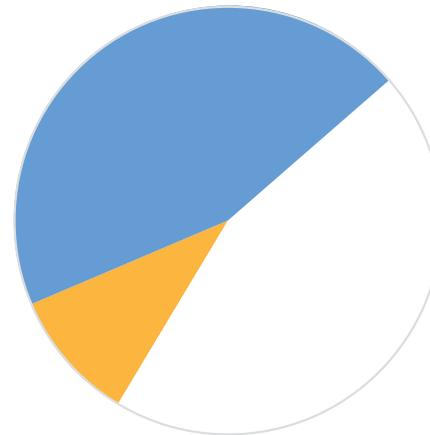|			
Pantone 659 C or 287C at 52% C:55 M:40 Y:0 K:0 R:83 G:158 B:208	Pantone 143 C C:0 M:34 Y:86 K:0 R:255 G:179 B:81 HEX: #FFB351	Black at 50% C:0 M:0 Y:0 K:50 R:150 G:150 B:150 HEX: #969696	White C:0 M:0 Y:0 K:0 R:255 G:255 B:255 HEX: #FFFFFF

United We Win

This palette is light and bright to channel the positivity of the wins made against challenges. Light blue and white should serve as primary colors with yellow used to accent. **This palette should be used in "win" layouts only.**

EXTENDED COLOR PALETTE

United Way Extended Color Palette

The United Way Dark Blue Blue, Light Blue, Orange and Red are the brand's primary colors. An expanded color palette that includes darker and lighter shades of the primary palette may be used when more colors are required.

Examples for when the extended Palette Should be used:

- Charts and Graphs where there are more than the 4 primary colors needed
- Infographics
- Powerpoints and presentations where alternate colors are needed

Extended Color Palette – Shades Darker
(Use only when additional colors or shades are needed)

Pantone 288 C	Pantone 660 C	Pantone 144 C	Pantone 180 C
C:100 M:61 Y:0 K:55	C:68 M:37 Y:0 K:21	C:0 M:41 Y:100 K:7	C:0 M:69 Y:73 K:25
R: 0 G:45 B:114	R:64 G:126 B:201	R:237 G:140 B:0	R:191 G:59 B:52
HEX: #002d72	HEX: #407ec9	HEX: #ed8c00	HEX: #bf3b34

Primary Colors
(For reference - color values shown on page 38)

Pantone 287 C	Pantone 659 C	Pantone 143 C	Pantone 179 C

Extended Color Palette – Shades Lighter
(Use only when additional colors or shades are needed)

Pantone 287 C at 75%	Pantone 658 C at 75%	Pantone 143 C at 75%	Pantone 179 C at 75%
C:84 M:60 Y:6 K:0	C:37 M:19 Y:0 K:0	C:2 M:23 Y:66 K:0	C:2 M:70 Y:55 K:0
R:69 G:100 B:161	R:161 G:185 B:225	R:240 G:199 B:124	R:220 G:120 B:108
HEX: #4564A1	HEX: #A1B9E1	HEX: #F0C77C	HEX: #DC786C
Pantone 287 C at 50%	Pantone 658 C at 50%	Pantone 143 C at 50%	Pantone 179 C at 50%
C:53 M:34 Y:7 K:0	C:24 M:11 Y:0 K:0	C:2 M:15 Y:41 K:0	C:1 M:45 Y:31 K:0
R:130 G:151 B:191	R:191 G:208 B:234	R:244 G:217 B:167	R:131 G:164 B:156
HEX: #8297BF	HEX: #BFD0EA	HEX: #F4D9A7	HEX: #E7A49C
Pantone 287 C at 25%	Pantone 658 C at 25%	Pantone 143 C at 25%	Pantone 179 C at 25%
C:24 M:14 Y:3 K:0	C:11 M:5 Y:0 K0	C:1 M:7 Y:19 K:0	C:0 M:21 Y:12 K:0
R:193 G:203 B:223	R:223 G:231 B:245	R:250 G:236 B:211	R:243 G:210 B:206
HEX: #C1CBDF	HEX: #DFE7F5	HEX: #FAECD3	HEX: #F3D2CE

COLOR PALETTE

When a piece is not specific to the "fight" call to action or the "win" celebration of success, the general United Way color palette should be utilized.
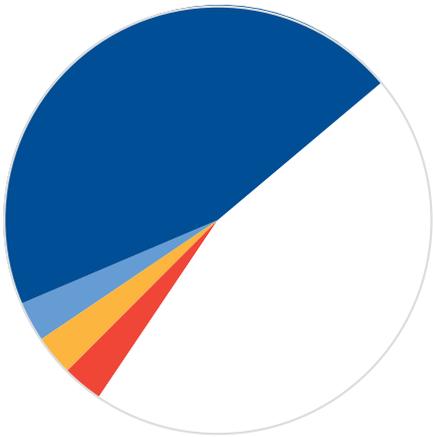
United Way — General Branding

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 used for anything branded United Way generally, including corporate identity materials or brand specific items and assets.

Note:
The extended color palette should be used when more colors are required and never in place of the primary color palette.

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 fonts are to be utilized 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

SUBSTITUTE TYPOGRAPHY

Arial is an acceptable substitute for Roboto and Impact is an acceptable substitute for League Gothic Regular only when Roboto and League Gothic Regular are unavailable. Arial can also be used in correspondence, in word-processed documents, for text in publications, for PowerPoint presentations, emails and for narrative text on websites.

Impact

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,:' " / !?)

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,:' " / !?)

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,:' " / !?)

SUBSTITUTE TYPOGRAPHY USAGE

These fonts are to be utilized **only** when League Gothic and Roboto are unavailable.

Headlines

Impact is the substitute 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 Arial Bold can be substituted for increased legibility.

Subheadlines

Arial bold is the substitute subhead font. It should be used under headlines or headers when necessary. Subheadlines may also be used as the first sentence of a paragraph in marketing communications.

Body Copy

Arial Regular is the substitute paragraph font. It should be used for supportive messaging.

THIS IS A HEADLINE.

Impact Regular | > 18 pt print | > 24 px digital | 25 Tracking | .9–1.1X line spacing

THIS IS A HEADLINE.

Impact Regular | > 18 pt print | > 24 px digital | 25 Tracking | .9–1.1X line spacing

This is a headline.

Arial - Bold | 16-18 pt print | 22-24 px digital | 1.1–1.3X line spacing

This is a subheadline.

Arial - Bold | 8-14 pt print | 12-18 px digital | 1.5–2X line spacing

This is body copy.

Arial - 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."
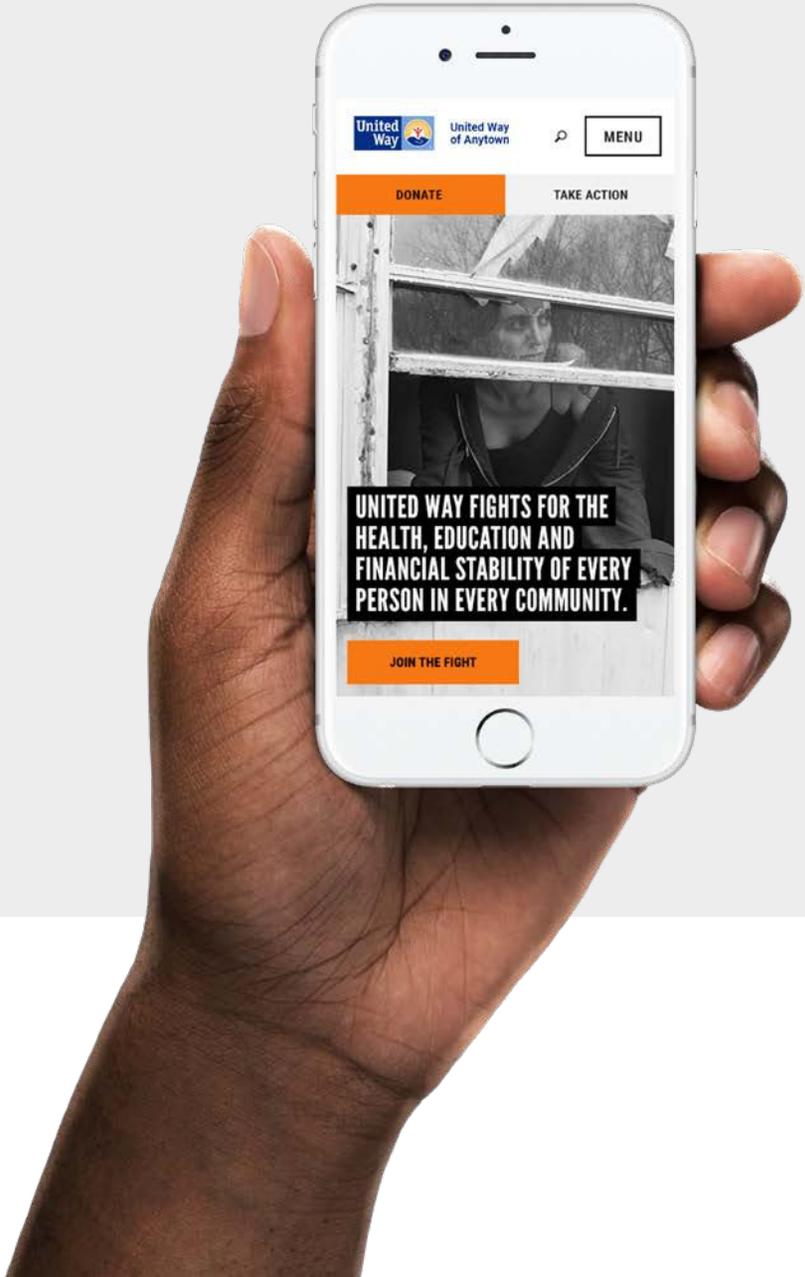
PHOTOGRAPHY

Images in these communications are colorful and positive. They feature the faces of those who are experiencing the fulfilling and rewarding feeling that results from having dedicated themselves to or being a beneficiary of the cause.

Approved copyright images available on UWO: https://online.unitedway.org/marketingtoolkit/photos

DIGITAL

WEBSITE HOMEPAGE

The website is a key tool for sharing the stories of the challenges we fight and the successes we share. Since the majority of calls to action in other mediums will send readers to the site, it's important that the site be not only useful, but also clean and easy to navigate.

To provide a consistent and user-friendly experience, the homepage should consist of for main components:

1. The United Way logo lets them know they landed on the website and provides a consistent element if they have seen other marketing materials.

   The preferred logo for the website is the localized horizontal right logo. However, the localized vertical logo is also acceptable.

2. What is the one thing you need to communicate? Your primary fight message should be front and center.

3. The donate button is important to keep in a prominent, fixed place to encourage participation throughout the site experience.

   The donate button and take action button are important to feature on the homepage as a digital marketing best practice.

4. Simple, clear navigation is the key to a user-friendly experience that encourages extended site interaction.

Note: Based on feedback, in 2022, we modified these Standards & Guidelines to reflect what's resonating in the market.

This section contains the original "Fight/Win" approach. If updating your site or digital assets, please consider implementing the "Win" palette.
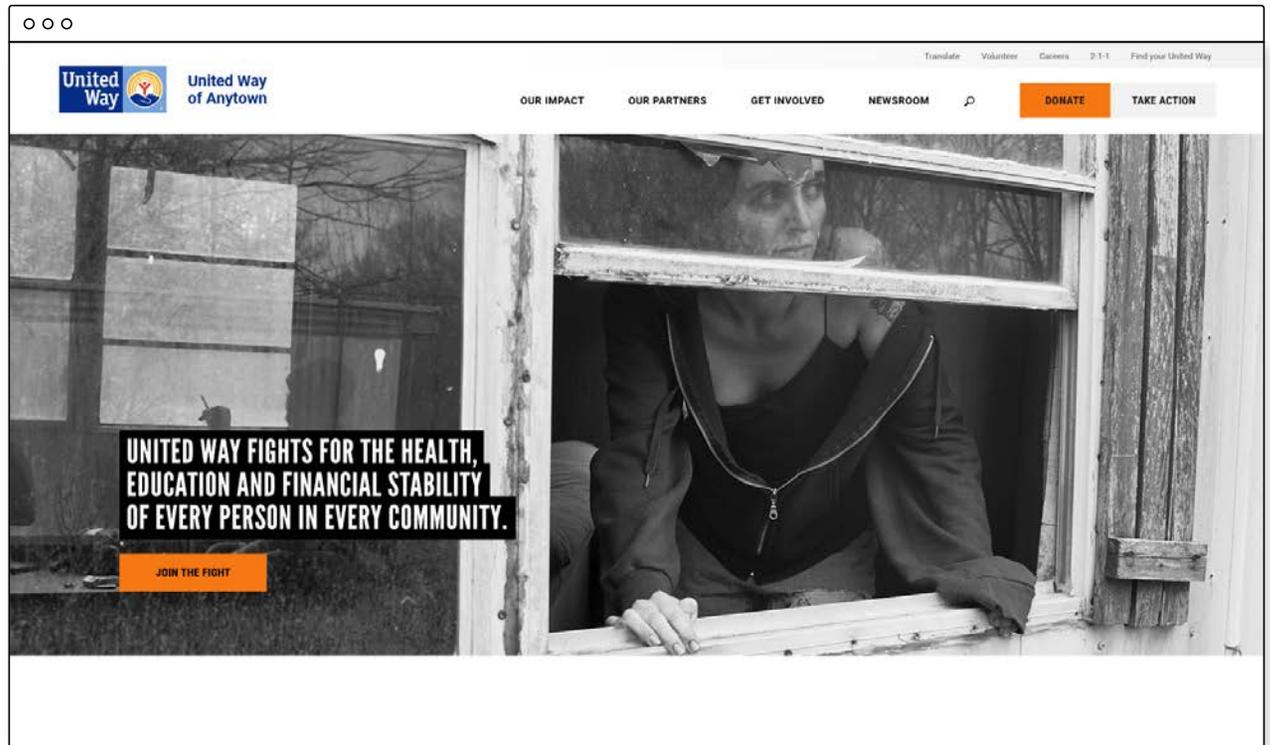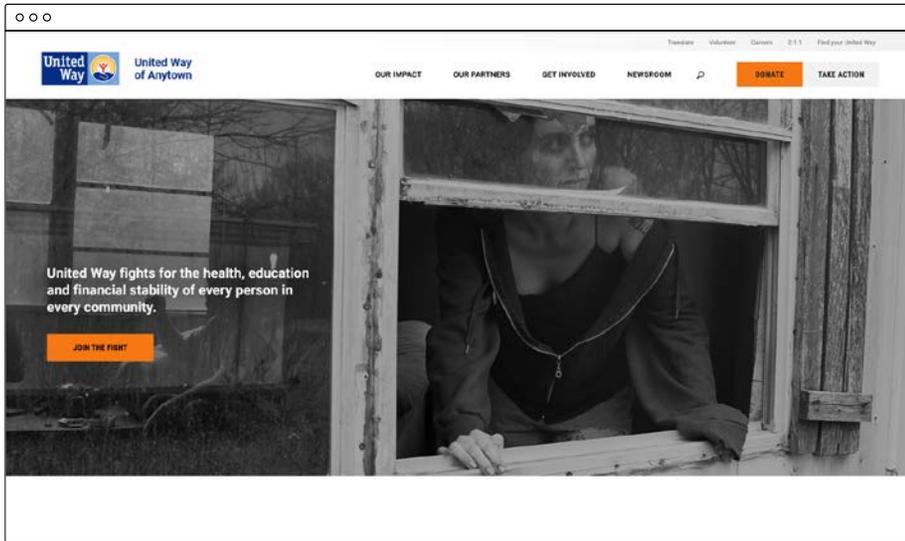
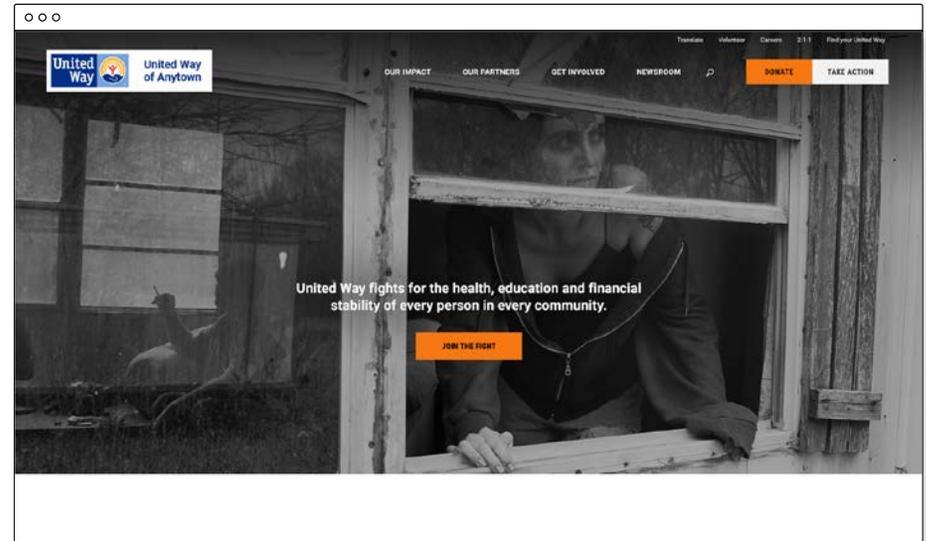# WEBSITE LAYOUTS

Primary

Alt 1

Alt 2

Alt 3

WEBSITE – THE UNITED WAY STORY

The website is a critical channel to share the United Way story. It's important to tell the story in a compelling manner. It's easiest when storytelling is broken down into these elementary steps.

These steps can be replicated on a large or small scale throughout the website as a consistent messaging template for communicating your United Way's efforts focused on health, education and financial stability.

The United Way color palette is comprised of both fight and win colors. The selection of fight or win should be case-by-case. If material skews more fight, use the fight color palette. If the material skews more win, use the win color palette.

Step 1

Briefly and clearly articulate the problems you're facing. Include statistical information to support the case when appropriate.

Step 2

What are you doing to solve these problems? Briefly and clearly articulate the actions you're taking. Include statistical information to support the case when appropriate.

Step 3

Celebrate the wins by sharing stories of success. Incorporate statistics and testimonials when appropriate. Switch to the win color palette and photography as soon as win content is presented.
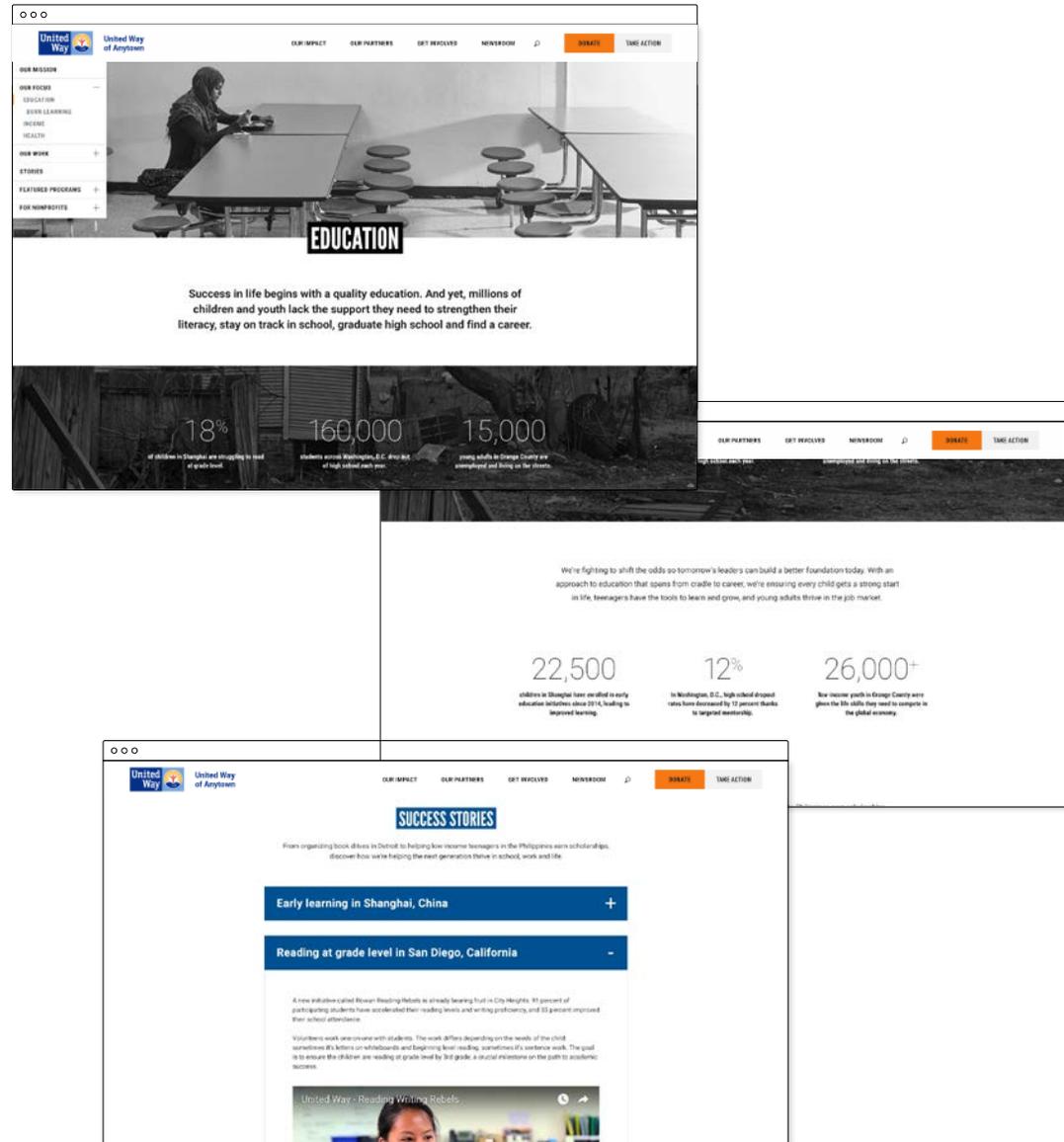
WEBSITE – BALANCE OF FIGHT & WIN

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.
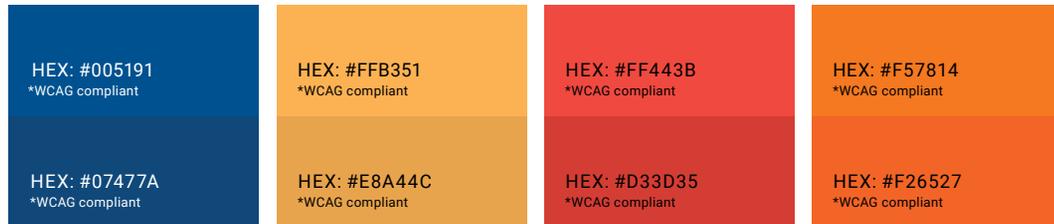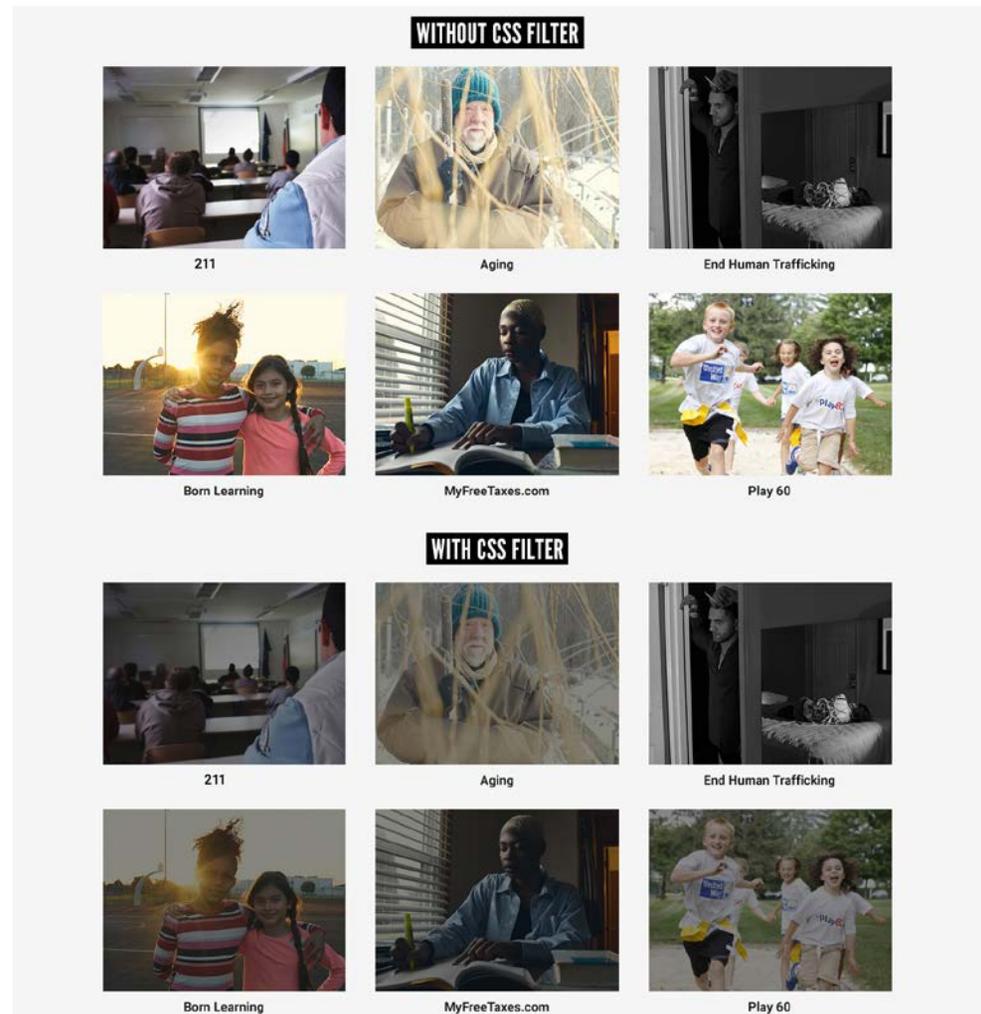
Color

The United Way color palette is comprised of both fight and win colors. The selection of fight or win should be case-by-case. If material skews more fight, use the fight color palette. If the material skews more win, use the win color palette.

Imagery

In the instance that both fight and win imagery exist next to each other it is preferred that the win photography be darkened (by adding the brightness filter property at 40-60% within the CSS) to better reduce the contrast between the black and white fight photo and the color win photography.

HEX: #005191
*WCAG compliant

HEX: #07477A
*WCAG compliant

HEX: #FFB351
*WCAG compliant

HEX: #E8A44C
*WCAG compliant

HEX: #FF443B
*WCAG compliant

HEX: #D33D35
*WCAG compliant

HEX: #F57814
*WCAG compliant

HEX: #F26527
*WCAG compliant

WITHOUT CSS FILTER

211

Aging

End Human Trafficking

Born Learning

MyFreeTaxes.com

Play 60

WITH CSS FILTER

211

Aging

End Human Trafficking

Born Learning

MyFreeTaxes.com

Play 60

Original

40-60% CSS Brightness Filter

* WCAG are web content accessability guidelines which are recommendations for making web content more accessible for people with disabilities.

WEBSITE – RESPONSIVE DESIGN

Mobile device usage is only increasing and already accounts for the majority of most web traffic. **This means it is paramount that the website experience be mobile-responsive whenever possible.**

The goal should be to develop a singular system that allows for a unified experience across platforms and device sizes.
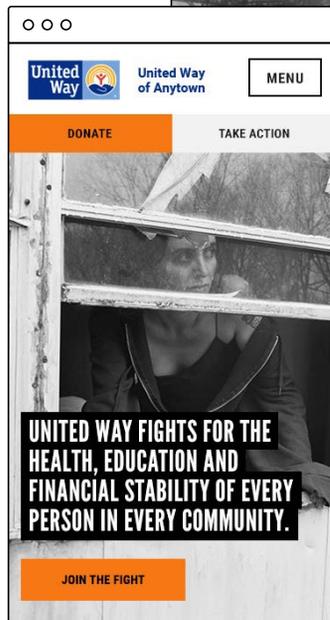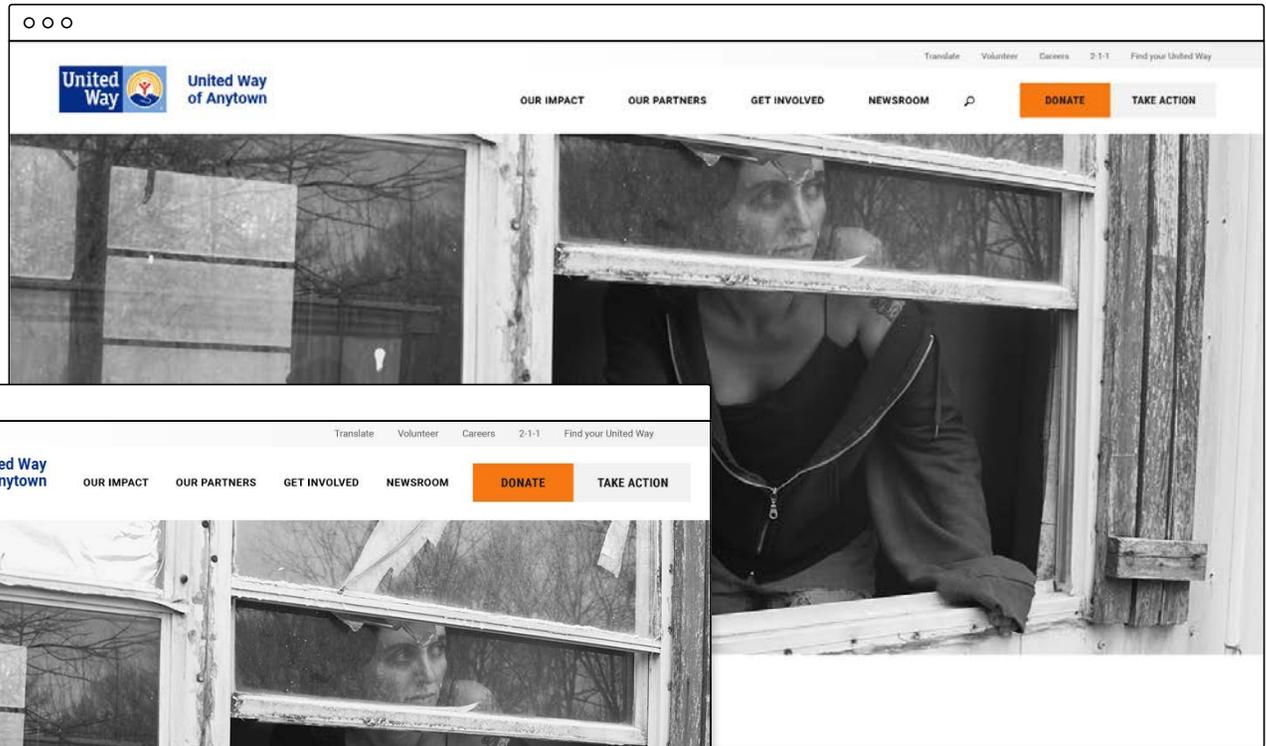
WEBSITE – HEADER & FOOTER

The header and footer should be consistent elements that live on each page of the website.

Header

The localized horizontal right logo is recommended for the header, but the localized vertical logo is also acceptable. Header should include the elements that are most important and crucial to someone navigating the website. Typically, this will include links like:

- Our Impact/Our Work
- Get Involved
- About
- News
- Donate
- Search

Footer

The localized vertical logo is recommended for the footer. The footer should include things that are important but not crucial to a visitor's experience on the website. Typically, this will include links like:

- Our History
- Our Mission
- Leadership
- Social Media
- Public Reporting
- FAQs
- Contact Us
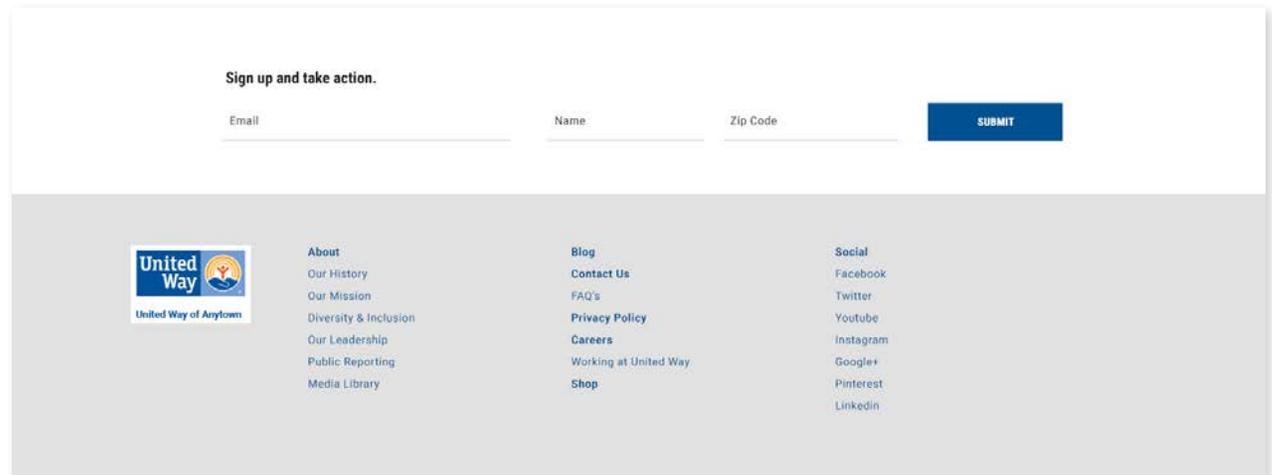
# WEBSITE – EMBEDDED VIDEO & ANIMATION

Video

Video adds an elevated dimension of storytelling to the site experience, whether used as a background element or a case study.

Animation

Web animation is widely supported across platforms and devices. It should be reserved for utilization in instances where it can enhance the user experience and tell the story in a more dynamic and compelling way.
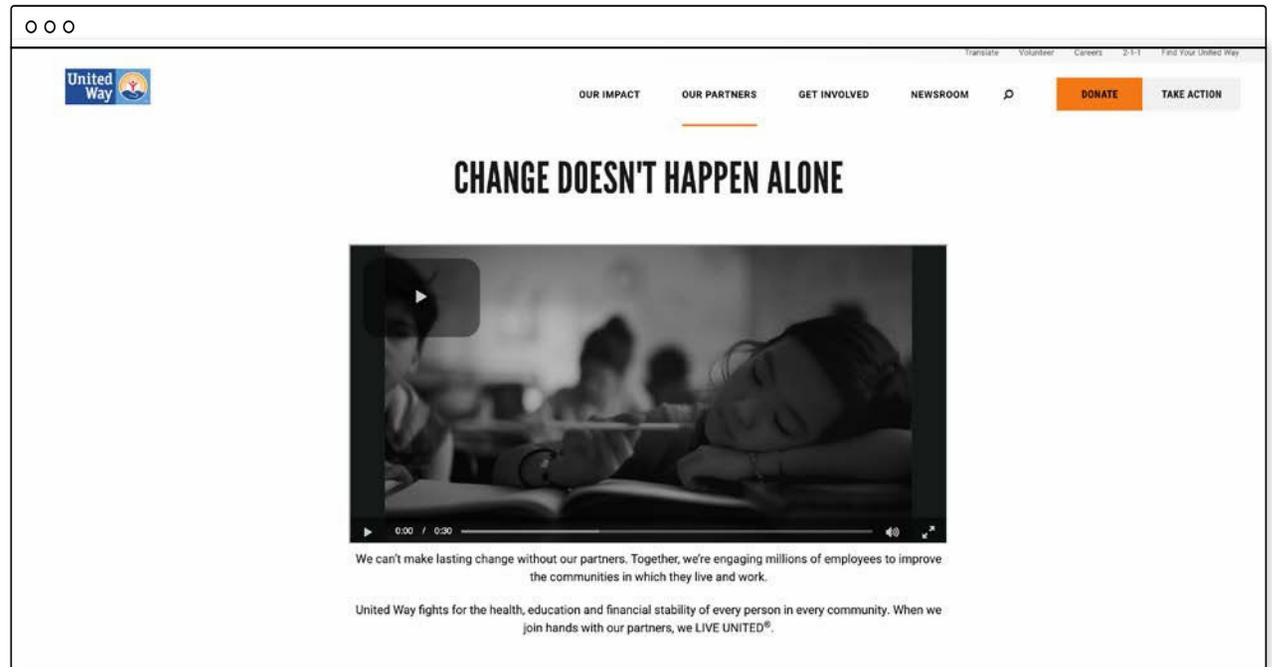
USER INTERFACE

Calls To Action

Calls to action (CTAs) live on buttons or links across the site. The design of each CTA should call attention through use of color. Use consistent color across all site CTA links and buttons for the best user experience.

Reference these examples for preferred CTA color and style.

The CTA language should clearly and simply, communicate the desired action. (See page 13 for additional CTA writing guidelines.)

Primary CTA: Default

VIEW MORE

font-color: #FFFFFF
background-color: #005191

Primary CTA: Hover

VIEW MORE

font-color: #FFFFFF
background-color: #07477A

Secondary CTA: Default

VIEW MORE

font-color: #1A1A1A
background-color: #F2F2F2

Secondary CTA: Hover

VIEW MORE

background-color: #CCCCCC

Link: Default

View more

font-color: #F26527

Link: Hover

View more

font-color: #F26527

Link Alt: Default

View more

font-color: #005191

Link Alt: Hover

View more

font-color: #07477A

Hierarchy

When it's necessary to include two CTAs in close proximity, determine which is more important and distinguish it with a bolder color.

DONATE   **TAKE ACTION**

JOIN THE FIGHT   VIEW OUR IMPACT

USER INTERFACE

Preferred video play buttons and slider styles are simple and modern.

Small Play Button

☐ color: #FFFFFF
■ hover-fill-color: #000000
  hover-fill-opacity: 20%

Big Play Button

☐ color: #FFFFFF
■ hover-fill-color: #000000
  hover-fill-opacity: 20%

Small Play Button with Label

Lorem ipsum   Lorem ipsum

☐ color: #FFFFFF
■ hover-fill-color: #000000
  hover-fill-opacity: 20%

Carousel Control: Default

■ font-color: #545454
☐ background-color: #E1E1E1

Carousel Control: Hover

■ font-color: #545454
■ background-color: #F26527

Carousel Control Dots

■ active-color: #F26527
☐ inactive-color: #E1E1E1

USER INTERFACE

Charts and graphs are a dynamic way to share statistical information and enhance a story. Design for these elements should utilize the appropriate color palettes (reference page 37) and consist of simple, modern lines.

The United Way color palette is comprised of both fight and win colors (please refer to page 37 to ensure WCAG compliance). The selection of the color palette is case dependent. If online content skews more fight, use the fight color palette. If the online content skews more win, use the win color palette.

Pie Charts

25   50   75   100

Bar Graphs

00   01   02   03   04   00   01   02   03   04
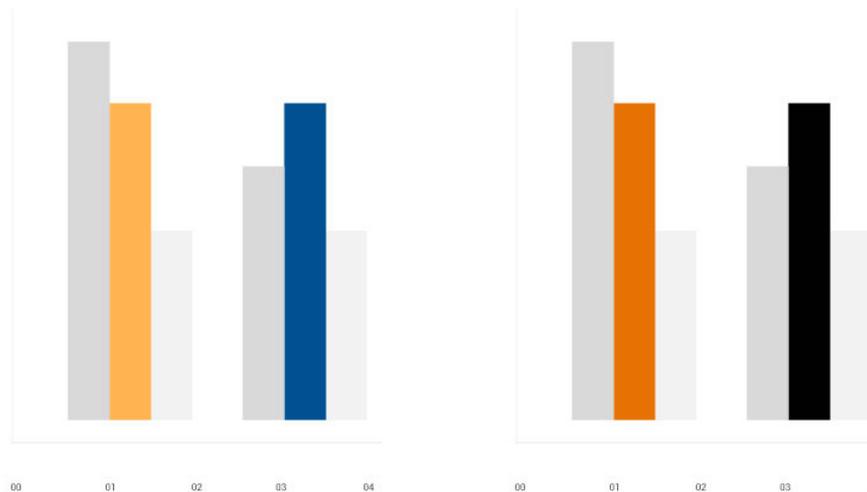
Statistics

22,500

children in Shanghai have enrolled in early education initiatives since 2014, leading to improved learning.

26,000+

low-income youth in Orange County were given the life skills they need to compete in the global economy.

12%

In Washington, D.C., high school dropout rates have decreased by 12 percent thanks to targeted mentorship.

SAMPLE APPLICATIONS

In the spirit of **One Network. One Brand. One Voice,** we recommend that you reference and apply these sample applications when creating materials to ensure brand consistency.

PRINT AD OVERVIEW

Print Ad Guidelines

Print ads are composed of six key components.

1. The images set the tone of the ad. They should align with the photography guidelines laid out on page 46.

2. The messaging should be uplifting and celebratory, focusing on the solution and accomplishments.

3. If space permits it is recommended to include the LIVE UNITED tagline.

4. Additional details should live within the body copy. If a subhead is desired, it should live as the first sentence of the body copy and be bolded.

5. A call to action should be included on all print pieces.

6. The preferred location for the localized United Way logo is in the lower right corner, to serve as the signature.

BECAUSE EVERYONE DESERVES TO BE HEALTHY.

LIVE UNITED

United Way fights for the health, education and financial stability of every person in every community. We have one life. To live better, we must LIVE UNITED. Volunteer or donate at **unitedwayofanytown.org**.

United Way

United Way of Anytown

PRINT AD LAYOUTS

Below are a few print ad options showing acceptable imagery,
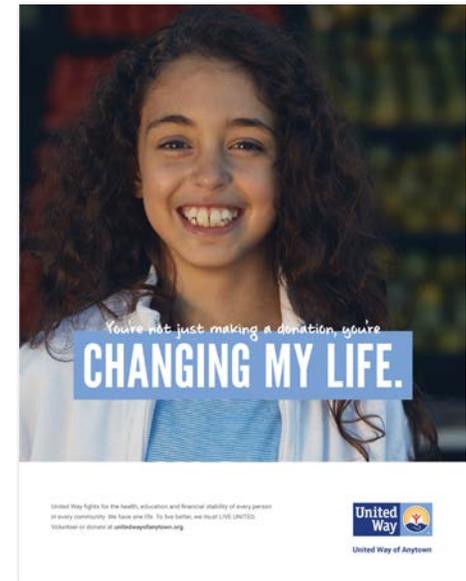text treatments and layout options.

Primary	Alt 1	Alt 2	Alt 3

Note:
In the ad above, "You're not just making a donation, you're" is intended to be a personalized script and is not an alternate font.

FULL, HALF & QUARTER PAGE ADS

Adjusting for Smaller Sizes

When working with smaller layouts it may be necessary to reduce copy and margins.

It is acceptable to reduce the white frame from 1 square to 1/2 on half page layouts and 1/3 on quarter page layouts.

BILLBOARDS

Best Practices

1. Imagery should be clear and easy to read.

2. The messaging should be clear and direct. Less is more.

Billboard Guidelines

Billboards are composed of five key components.

3. The images set the tone of the billboard. They should align with the photography guidelines laid out on page 46.

4. The messaging should be clear and direct.

5. If space permits it is recommended to include the LIVE UNITED tagline.

6. A call to action should be included.

7. The preferred location for the localized United Way logo is in the upper left corner.

BILLBOARDS

Below are a few billboard options showing acceptable imagery, text treatments and layout options.

Primary

Alt 1

Alt 2

DIGITAL DISPLAY ADS

Digital display ads are composed of four key components.

1. The images set the tone of the ad. They should align with the photography guidelines laid out on page 46.

2. The messaging should be uplifting and celebratory, focusing on the solution and accomplishments.

3. The call to action should provide clear direction and expectations for the user's next step.

Examples include:

FIND OUT HOW

TAKE ACTION

GET INVOLVED

4. The United Way localized logo.

Important:
Previously available digital display ads have been updated to ensure WCAG-compliance. Updates are specific to colors and color combinations. Visit the Marketing Toolkit on United Way online to download WCAG-compliant banners: https://online.unitedway.org/marketingtoolkit/winbannerads
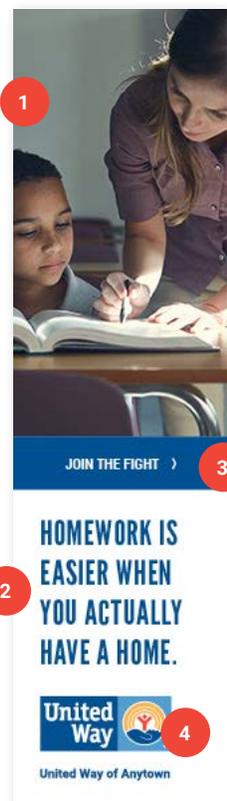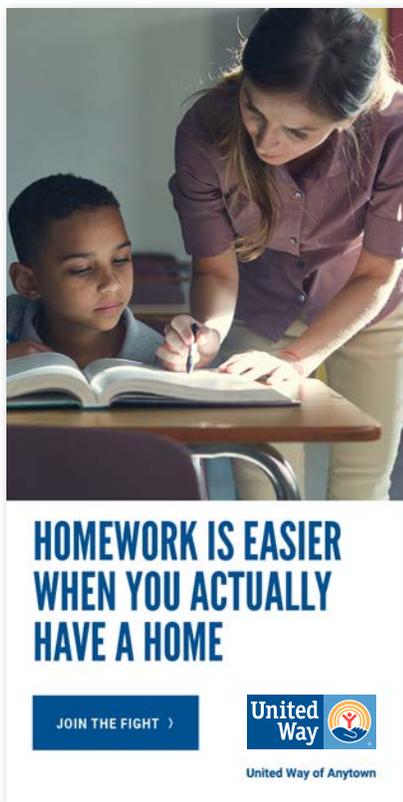

160x600

300x250

728x90

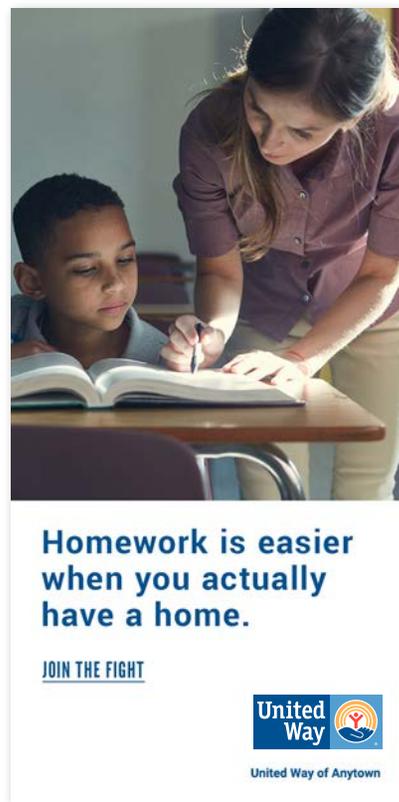# DIGITAL DISPLAY AD LAYOUTS

Below are a few digital display ad options showing acceptable imagery, text treatments and layout options.

Primary

Alt 1

Alt 2

Alt 3

Note:
In the digital display ad above, there is no clickable CTA as the entire banner is clickable.

EXTERIOR SIGNAGE

Signage provides a means to consistently identify, locate, direct and inform across operating sites and offices around the country.

Shown here are two types of monument signs and one building sign that might appear in front or on a United Way building or office. Exterior signs must use the white background control box around the brandmark as specified in these guidelines.
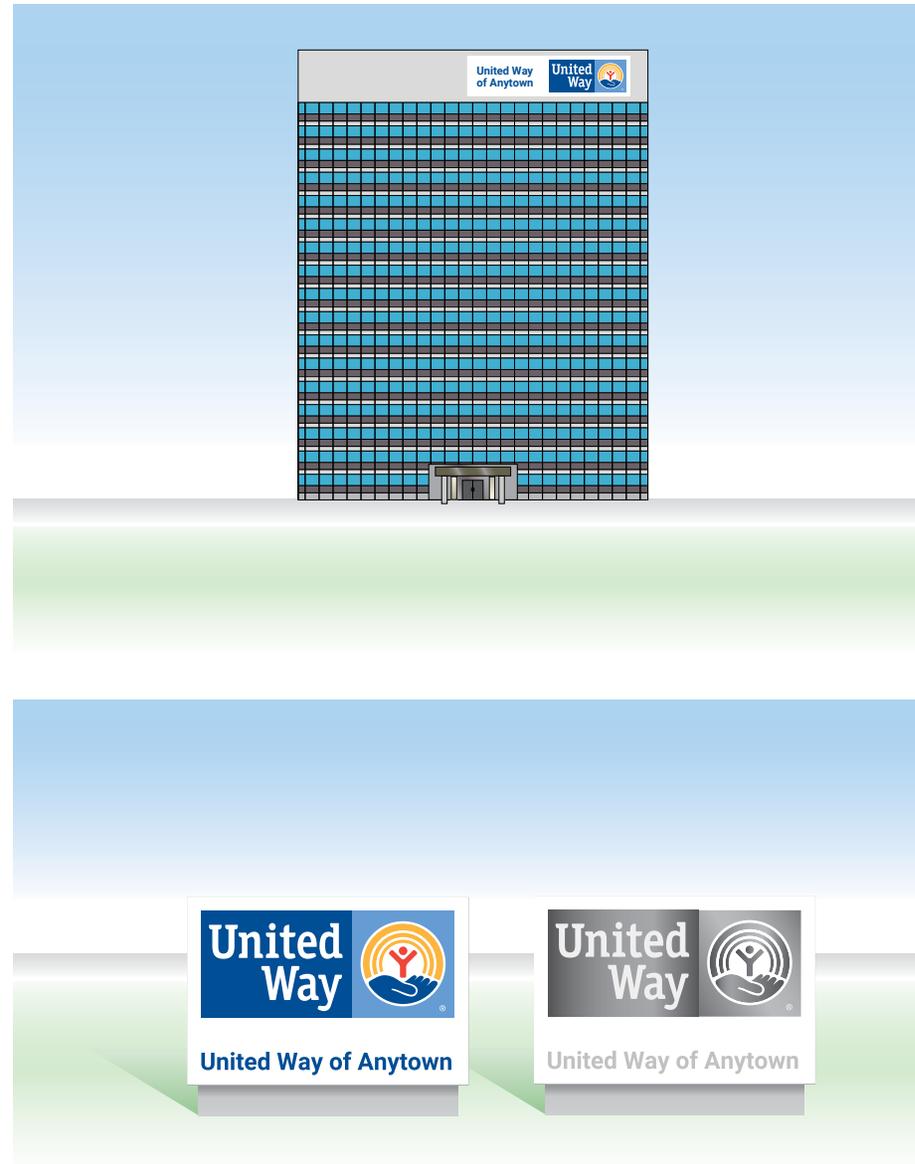
INTERIOR SIGNAGE

Effective signage is an important opportunity to make a positive impression on internal and external audiences.

Shown here are a few signs that might appear near or behind a reception desk. Full-color signs are preferred, but monochrome, metal signs are acceptable. Interior full-color signs must use the white background control box around the brandmark as specified in these guidelines. Metal signs should be made of one metal type and contain the control box.

Note:
For interior signage there are many types of signs available. The example shown here is for design intent only. It can be used to guide the development of engineering drawings. The precise fabrication methods and exact measurements should be determined with your signage vendor.

BRAND ARCHITECTURE

WHAT IS BRAND ARCHITECTURE?

In concept, brand architecture is a systematic means of ordering the relationships between corporate, member and offer brands and rationalizing the creation of new brands to ensure that key audiences understand these offers and how they meet their needs.

In practice, brand architecture is an approach, in effect a roadmap, to classifying existing entities based upon their relationship to United Way. It also serves as a guide to help us name and create visual identities for new programs, products and initiatives.

What does brand architecture do for us?

- It builds awareness and understanding for United Way that is both consistent with the our intent and aligned with our audience's needs.

- It extends and transfers the United Way brand strengths to build value throughout the whole organization.

- It promotes simplicity and consistency in our communications.

Overview

The levels shown here define the correct visual representation of the brandmark for United Way entities, offerings, products, events and other branding opportunities.

	GLOBAL USAGE	LOCAL USAGE (Refer to pages 76-80 for details)
Level 1: Brandmark only	United Way	United Way / United Way of Anytown
Level 2A: Affinity Group Identities	United Way *Affinity Group* with United Way / United Way *Affinity Group*	United Way *Affinity Group* with United Way / United Way of Anytown / United Way of Anytown *Affinity Group*
Level 2B: Event Identities	United Way *Event* with United Way / United Way *Event*	United Way *Event* with United Way / United Way of Anytown / United Way of Anytown *Event*
Level 3: Partner Dominant with Endorsement	PARTNER LOGO with United Way / Community Partner / A **United Way** Community Partner	PARTNER LOGO with United Way / United Way of Anytown Community Partner / A **United Way of Anytown** Community Partner
Level 4: Product/Program/ Service Brands and Collective Initiative Identities	2·1·1 United Way / myfreetaxes United Way	2·1·1 Get Connected. Get Help. United Way / United Way of Anytown / myfreetaxes United Way / United Way of Anytown
Level 5: Global/National/Local Partnerships and Co-Sponsorships	NFL United Way / UPS United Way / A **United Way** Global Corporate Leader	PARTNER LOGO United Way / United Way of Anytown

LEVEL 2A

United Way Affinity Group Identities

To be used for United Way initiatives that are controlled by United Way, but that will not be promoted as separate entities. For clarity, simplicity and directness, audiences do not need to know of them as stand-alone brands. These often serve as an overarching association of other, individually branded programs, products and events.

United Way masterbrand dominant initiative names should use generic or proper name descriptors.

The United Way affinity group identity should appear on the left side of the page with the brandmark placed on the right. Affinity group identities may appear in United Way blue, black or white. See the United Way brandmark color palette on page 37.

United Way *Affinity Group*   **with**

United Way of Anytown

Example of Identity Specifications

Descriptive Nomenclature
First upper and then lower case

United Way of Anytown *Affinity Group*

Roboto Bold   Roboto Italic

LEVEL 2B

Event Identities

To be used for United Way events that are hosted by United Way, and that have or require their own stand-alone identities. Because they are unique and add special value to our mission, they are promoted as individual offers in order to create a sense of belonging by their target audiences.

The United Way event identity should appear on the left side of the page with the brandmark placed on the right.

Logos previously used for events should be retired; however, any associated artwork (not including the product or event name) may be repurposed for use in association with the Level 2B identities.

Color Treatments

Event identities may appear in United Way Blue, black or white.

United Way
Day of Action

with

United Way of Anytown

Example of Identity Specifications

First upper and then lower case

1U — **United Way of Anytown** — **Roboto Bold**
1/2 U
1-1/3 U — *Day of Action* — *Roboto Italic*

LEVEL 3

Partner Dominant with United Way Endorsement

Level 3 visualization reflects the need for mutual, general affiliation with a United Way partner. Where multiple United Ways' service areas overlap, however, it is desirable to indicate which individual United Way is providing the endorsement.

For that reason, both the community partner lockup and the community partner tagline may be localized. Usage is the same as for the non-localized versions.

Note:
When no United Way brand palette color options are available, except for black, the community partner lockups and taglines should be rendered in black. When no United Way brand palette color options are available at all, including black, the special use white lockups and the white taglines should be reversed out of whatever solid color is being used.

Partner dominant with local United Way endorsement visualization

Partner/ program logo	**with**	United Way
		United Way of Anytown Community Partner

Program dominant with local United Way endorsement specifications

A **United Way of Anytown** Community Partner

First upper and then lower case

A **United Way of Anytown** Community Partner

Roboto Regular   **Roboto Bold**   **Roboto Regular**

LEVEL 4

Product/Program/ Service Brand Identities

This level is for those initiatives that are recognized on both a national and local level and in which United Way is clearly a partner with others.

In this case, as many aspects of the United Way brand identity should be incorporated as possible. Type and color should be changed to conform to the guidelines wherever possible.

Note:
Please refer to the appropriate logo usage guidelines to obtain specific usage guidelines.

Product/Program/Service Brand Identities

United Way of Anytown

United Way of Anytown

LEVEL 5

Global/National/Local Partnerships and Co-sponsorships

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. **The United Way brandmark should always appear last and farthest to the right or bottom.**

Note:
These examples and specifications apply when United Way is the lead partner in a cooperative effort. When one of many or a lesser partner in the effort, United Way can recommend or request that these visualization guidelines be followed. But it is understood that these guidelines may not prevail in a program that United Way does not control.
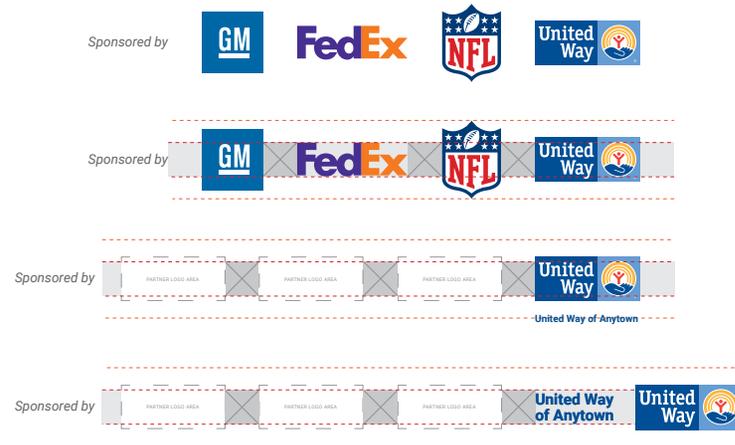
Important:
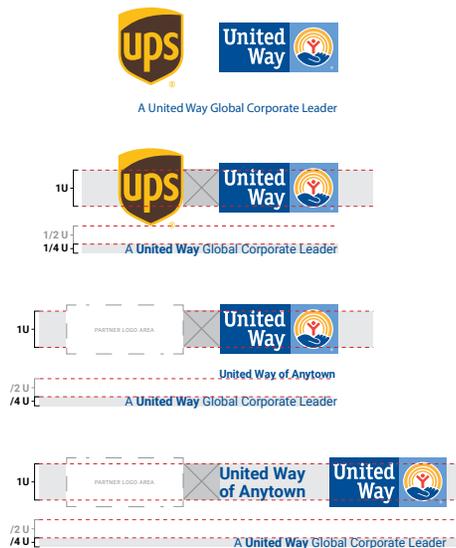All marks shown are registered trademarks and require permission from the trademark holder to use.
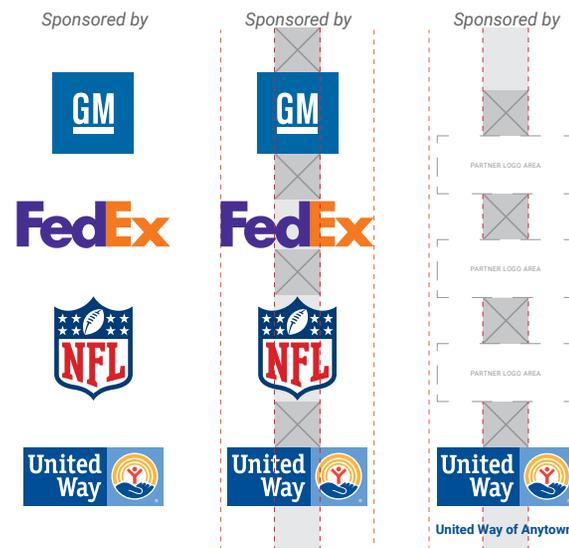
National/local partnership examples and specifications

Co-sponsorship horizontal examples and specifications

Global Corporate Leadership tagline examples and specifications

Co-sponsorship vertical examples and specifications

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.

GIVE. ADVOCATE. VOLUNTEER.

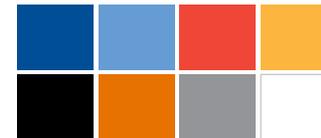**United Way of Anytown**

Anytown United Way

THIS IS LEAGUE GOTHIC.

THIS IS ROBOTO CONDENSED BOLD.

This is Roboto Bold.

This is Roboto Regular.

Primary Colors

Color Hierarchy

General   Win

UNITED WE WIN.

LIVE UNITED

In order to fight for the health, education and financial stability of every person in every community, we must LIVE UNITED against each of our community's most daunting social crises.

For more information contact:

ASK UNITED WAY

online.unitedway.org/questions

United Way Worldwide

701 North Fairfax Street

Alexandria, Virginia 22314 U.S.A.

UnitedWay.org

Find more tools and resources on UWO:

https://online.unitedway.org/

Find more tools and resources on the

United Way Brand Management Website

at **online.UnitedWay.org/brand**