Brand Identity Guidelines with Brand Architecture

Version 2.0 © United Way Worldwide 2009

PROUD MEMBER OF

United Way
of the National Capital Area

Using the brand identity 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 are a beacon of trust and support 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 program will help 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 brandmark, typography, color palette and other visual elements, specific directions are included to help you manage your visual communication materials. By accurately implementing this brand identity system, you protect the equity of the United Way brand and better support its repositioning.

Brandmark usage

Our new brandmark

The most fundamental visual element of a brand identity is its brandmark. The new United Way brandmark signals a change for a new approach to the future while preserving the heritage of our past.

The evolution of our brandmark is most dramatic in its new configuration. The 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 original components of our traditional brandmark–the rainbow of hope, the hand of support and the person as a symbol of humanity–have been maintained because they are still effective in communicating important United Way brand characteristics—caring, inspiring, trustworthy and approachable.

The changes to these key elements are intended to express new brand characteristics—innovative, dynamic and results oriented—characteristics that we need to help us achieve our community impact mission.

Brandmark

Customized letterforms

Helping hand symbol
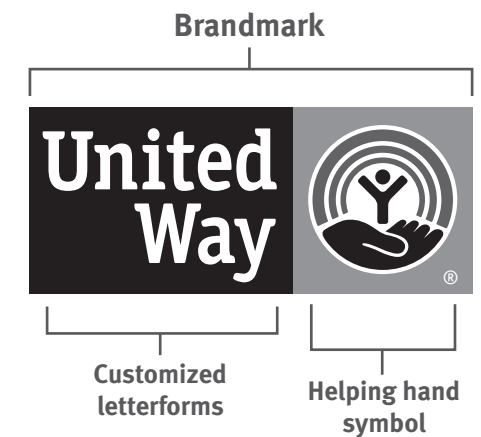
Brandmark:
Full-color

The full-color version of the United Way brandmark is the primary brandmark of the identity system. It is strongly recommended that this version be used in branded applications whenever possible.

Pantone, CMYK and RGB reproduction files of the full-color brandmark are available for specific application requirements. See the artwork finder on page 2.25 for complete specifications and files.

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 preferred brandmark is full-color.

Brandmark:
One-color

When reproduction constraints prevent the use of the primary full-color United Way brandmark, use one of the alternative one-color versions. See the artwork finder on page 2.25 for complete specifications and files.

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 3.1 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 useable.

The one-color brandmarks may not be reproduced in any color other than United Way Blue and black.
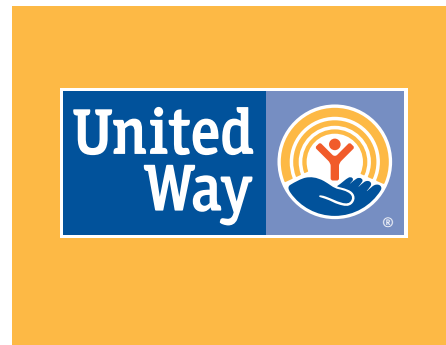
One-color blue brandmark

One-color black brandmark
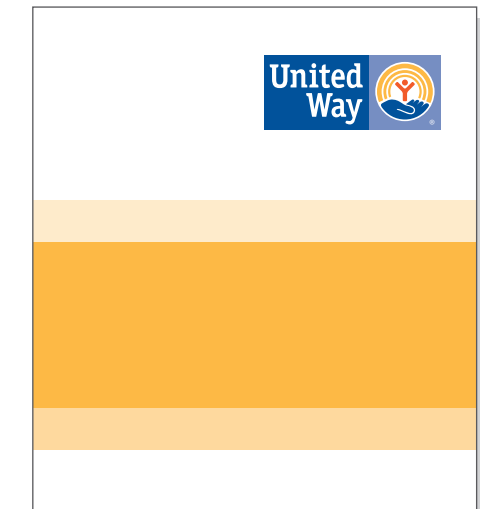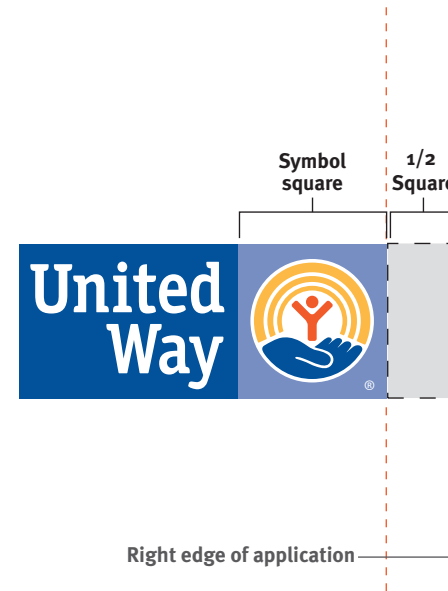
Brandmark:
Background control

Background colors and graphics can easily
overpower or compete with brandmarks.
A white outline has been built into the artwork
to maintain separation between the United Way
brandmark and the backgrounds where it will
appear. This outline will not appear when
the brandmark is staged on a white background.

The white outline helps the brandmark stand out from any kind of background.

Brandmark placement

Correct placement of the brandmark will help ensure the integrity of United Way communications. The brandmark should always be placed at a distance of a half of the symbol square from the right edge of any print or on-screen application. This applies to all versions of the brandmark, with or without the tagline and local identifier. While the brandmark will not necessarily align with the grid, its placement on the right and correctly measured spacing from the edge relative to the brandmark will ensure a consistent presentation.

Symbol square **1/2 Square**

Right edge of application

**United Way
of Cleveland County**

| The United Way System | Programs & Services | How to Give | Media Center | Contact Us | Job Opportunities |

Find a United Way

postal code GO

Volunteer Now

postal code GO

Give Now

Programs

Initiatives

United Way International

United Way of Canada

About United Way

My Profile

Impact Matters

Lorem ipsum dolor sit amet consectetur adipiscing elit

Sed diam nonumy eiusmod tempor incidunt ut laore et dolore magna liquam erat volupat Ut enim ad minim veniam, quis nostrud exercitation ullamcorpor suscipit laboris nisi ut aliquip ex ea commodo consequat. Duis autem vel eum est irure dolor in reprehenderit volumptate velit esse mosetaie consequat, vel illum dolore eu fugiat nulla pariatur. Duis autem est vel eum irure dolor in reprehenderit in voluptate velit esse molestaie consequat, vel illum dolore eu fugiat nulla pariatur.

At vero eos et accusam et iusto odogio dignissum

Qui blandit est paesent luptatum delenit aigue duos dolor et molestias excepteur sint occaecat cupidatat non provident, simil tempor sunt in culpa qui officia deserunt mollit anim id est laborum et dolor fuga Et harumd dereud facilis est er expedit distinct.

Get Involved

En epular et soluta nobis eligent optio congue nih

Est impedit doming id quod maxim religuard cupiditat, qwuas nulla praid om umdant. Improb pary minuit, los potius inflammad ut coercend magist et dodecendense videantur.

Et invitat igitur vera ratio bene sanos as iustitiam, aequitated fidem. Neque Lorem ipsum dolor sit amet, conse ctetur adipiscing elit, sed diam nonuat igitur vera ratio bene sanos as iustitiam, aequitated fidem.

Neque Lorem ipsum dolor

Sit amet, consectetur adipiscing elit, sed diam nonumy eiusmod tempor incidunt ut labore et dolore magna aliquam erat volupat Ut enim ad minim veniam, quis nostrud exercitation ullamcorpor suscipit laboris nisi ut aliquip ex ea commodo consequat. Duis autem vel eu7m irure dolor in reprehenderit in voluptate

POV

Veniam, quis nostrud exercitation ullamcorpor

Fact of the Week

Et invitat igitur vera ratio bene sanos as iustitiam, aequitated fidem.

Neque Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumy eiusmod tempor incidunt ut labore et dolore magna aliquam erat volupat Ut enim ad minim veniam, quis nostrud exercitation ullamcorpor su scipit laboris nisi ut aliquip ex ea comm odo consequat.

Support elements

Color palette

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.

The United Way color palette is comprised of colors used in the United Way brandmark. In addition, two grays, black and white are included for added flexibility and one-color scenarios. On this page you will find specifications for reproducing the United Way colors in a variety of ways.

Note:
The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards, refer to the current edition.

United Way Blue
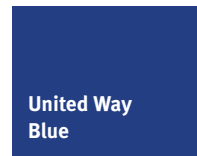
Pantone 287

C:100 M:74 Y:0 K:0

R:16 G:22 B:127

United Way Light Blue

Pantone 287C at 52% or Pantone 659

C:55 M:40 Y:0 K:0

R:124 G:129 B:184

United Way Red
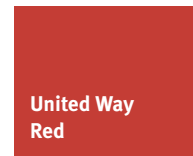
Pantone 179

C:0 M:85 Y:89 K:0

R:254 G:35 B:10
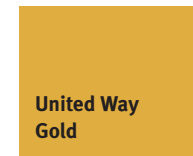
United Way Gold

Pantone 143

C:0 M:34 Y:86 K:0

R:255 G:150 B:0

United Way Dark Gray
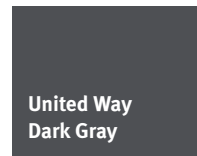
Pantone Cool Gray 11

C:0 M:0 Y:0 K:80

R:54 G:54 B:54

United Way Light Gray
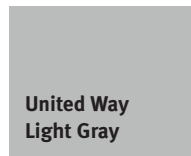
Pantone Cool Gray 4

C:0 M:0 Y:8 K:27
or C:0 M:0 Y:0 K:27

R:186 G:186 B:186
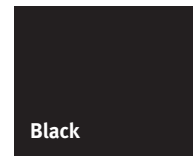
Black

Black

C:0 M:0 Y:0 K:100

R:0 G:0 B:0
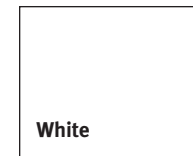
White

White

C:0 M:0 Y:0 K:0

R:255 G:255 B:255

Impact graphic

The United Way impact graphic is a motif that
helps create a distinct and consistent visual
presence across our print and digital applications.
The impact graphic should appear once on all
covers and website home pages, except when
using full bleed images or full bleed United Way
color. The impact graphic may also appear on
interior pages although this is not a requirement.

The impact graphic extends from the left to
the right edge of the application and can be
stretched vertically as long as it remains in the
same proportions. While the motif can extend to
a full bleed, the minimum height is .625 inches.

These are the exact size and color proportions of the impact graphic and must be used at all times.

1/4 X — 25% of color

X — 100% of color
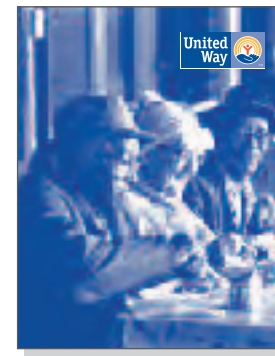
1/4 X — 50% of color

**The impact graphic can be stretched vertically as long
as in proportion.**
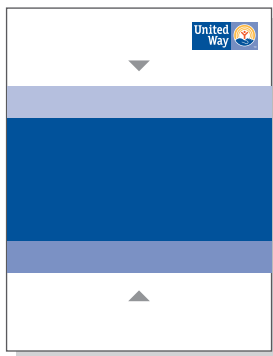
**The impact graphic can move from top to bottom as long
as it is not cropped.**
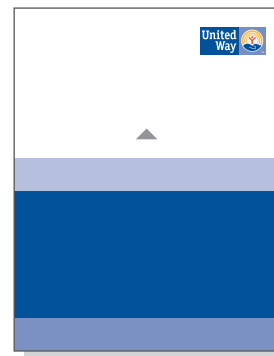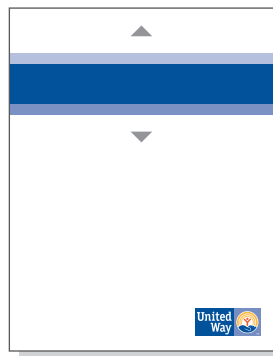
**The only alternative to using the impact graphic on covers
is using a full bleed image or full bleed United Way color.**
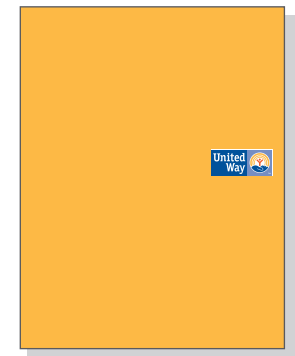
Impact graphic:
Color

The colors used for the United Way impact graphic are limited to five colors from the United Way color palette. These colors, United Way Blue, United Way Red, United Way Gold, United Way Dark Gray and United Way Light Gray, have been selected for maximum impact. See the United Way color palette on page 3.1 for complete specifications.

The color proportions of 25%, 100%, and 50%, respectively must never change regardless of which of the five colors is used. The impact graphic may be given transparency as long as the color palette and color proportions are maintained.

Note:
Never use United Way Light Blue, black, white or any colors not in the United Way color palette for the impact graphic.

These are the only five color options for the impact graphic.
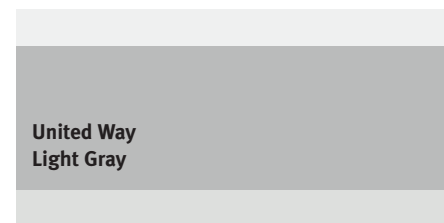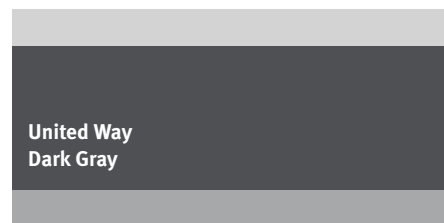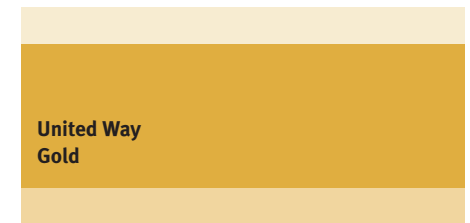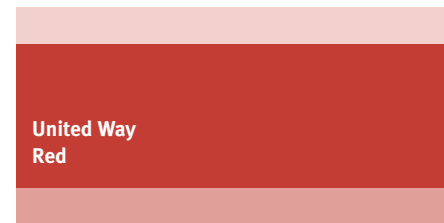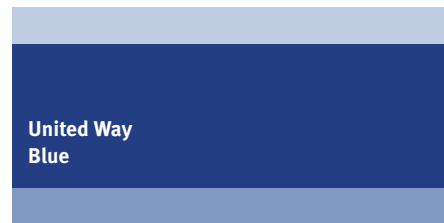
United Way
Blue

United Way
Red

United Way
Gold

United Way
Dark Gray

United Way
Light Gray

Brandmark placement

Correct placement of the brandmark will help ensure the integrity of United Way communications. The brandmark should always be placed at a distance of a half of the symbol square from the right edge of any print or on-screen application. This applies to all versions of the brandmark, with or without the local identifier. While the brandmark will not necessarily align with the grid, its placement on the right and correctly measured spacing from the edge relative to the brandmark will ensure a consistent presentation.

**Symbol
square**   **1/2
Square**

Right edge of application
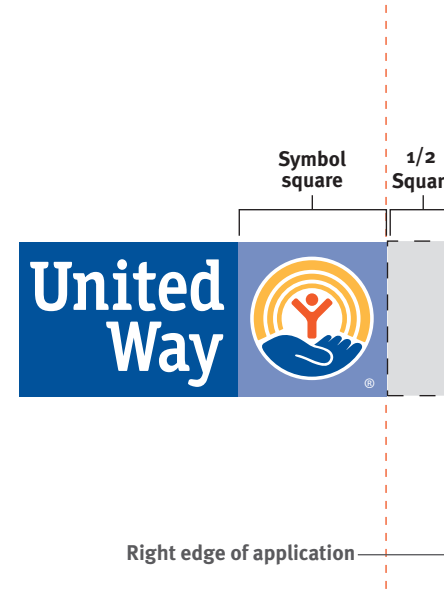
The brandmark distance from the right edge is consistent with or without local identifier.

United Way of Fox Cities
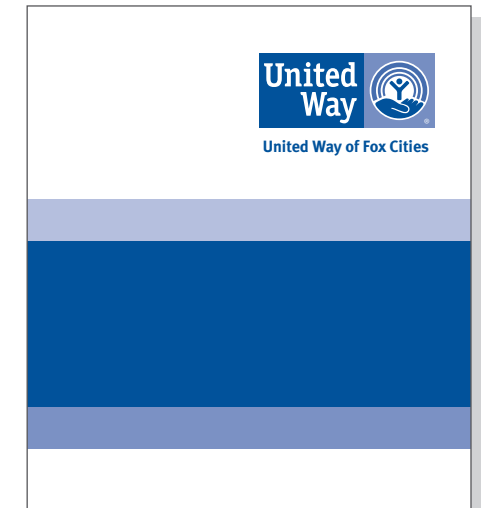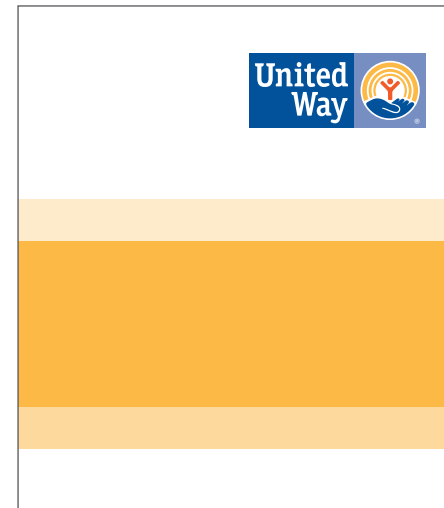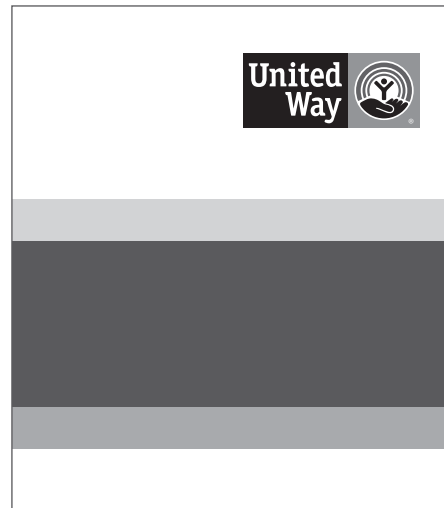
Level 3:
Partner dominant with
United Way endorsement

To be used for offers that are only partially, or not at all, controlled by United Way, have or require their own stand-alone identities, and where there is a desire for mutual affiliation.

Color treatments
Level 3 endorsements may appear in United Way Blue, black or white.

Partner dominant with United Way endorsement example

Program dominant with United Way endorsement visualization

Partner/Program logo

WITH

A **United Way** Community Partner   **OR**   United Way Community Partner

Program dominant with United Way endorsement specifications

First upper and then lower case

A **United Way** Community Partner

└ Meta Book   └ Meta Bold   └ Meta Book

1U — United Way

1/2 U —
1/2 U — **Community Partner**
1/2 U —

white box ┘

Lorem Ipsem

Aqueriusio de matza exo aferica e mantra dolarius quento sud. Do centro ef entrius mata en entrugel. Ef entrius do influenza do zupa terium.

YMCA

A **United Way** Community Partner

NATIONAL MULTIPLE SCLEROSIS SOCIETY

Event Name
July 3, 2006
Aqueriusio de matza exo aferica mantra dolarius quento sud. Do centro ef entrius mata en entrugel. Ef entrius inza do zupa terium.

United Way Community Partner