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.
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, but CMYK and RGB reproduction files of the full-color brandmark are available for specific application requirements. See page 33 for CMYK and RGB builds of pantone colors for print and web.

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.
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.
ONE-COLOR

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 33 for complete specifications.

One-color black brandmark
The one-color black brandmark is to be used when black is the only available color selection.

SPECIAL USAGE

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

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

MINIMUM SIZE

A special usage lock-up 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 lock-up 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.
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 typeset your local United Way on page 25.

Note:
Never attempt to redraw or rescale the elements of the brandmark with the tagline or the local identifier or add other graphic elements in its presentation.

- Never alter the colors in the brandmark
- Never tilt the brandmark
- Never distort the shape of the brandmark

- Never add elements inside the brandmark
- Never rearrange the elements of the brandmark
- Never alter the shape of the brandmark in any way

- Never change the font or color of the local identifier (page 25)
- Never substitute type in the brandmark
- Never put other words or phrases inside the brandmark

- Never extract any of the graphic elements or words
  “United Way” contained in the brandmark to use separately
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.

The square mark should be used for profiles that display the picture as a square such as Facebook and Twitter.

Correct:

United Way

United Way of Anytown

Incorrect:

United Way

United Way of Anytown

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

Correct:

United Way

United Way of Anytown

Incorrect:

United Way

United Way of Anytown
“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.

In “UNITED WE FIGHT” communications, the orange version of the tagline lock up should be included.

In “UNITED WE WIN” communications, the yellow version should be used.

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, but CMYK and RGB reproduction files of the full-color brandmark are available for specific application requirements. See page 33 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.
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 2 vertical, 2 horizontal or 1 diagonal unit of the logo.
Supporting Elements

PRIMARY COLOR PALETTE

It is important that local United Ways 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, black, orange, grey 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.

**Pantone 287**
- C:100 M:74 Y:0 K:0
- R:0 G:81 B:145
- HEX: #005191

**Pantone 659**
- C:55 M:40 Y:0 K:0
- R:83 G:158 B:208
- HEX: #539ED0

**Pantone 179**
- C:0 M:85 Y:89 K:0
- R:255 G:68 B:59
- HEX: #FF443B

**Black**
- C:0 M:0 Y:0 K:100
- R:0 G:0 B:0
- HEX: #000000

**Spot: Pantone 152**
- C:0 M:60 Y:100 K:0
- R:245 G:120 B:20
- HEX: #f57814

**Pantone Black 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
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.
LOCALIZATION OF LEVEL 3

PARTNER DOMINANT WITH UNITED WAY ENDORSEMENT

Level 3 visualization reflects the need for mutual affiliation of a partner with United Way generally. Where multiple United Ways’ service areas overlap, however, it may be 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.