Brand Identity Guidelines with Brand Architecture

Version 2.0 © United Way Worldwide 2009
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.
2.2 Brandmark usage

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.

The preferred brandmark is full-color.

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.
### 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.

#### 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.

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**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 United Way Blue and black.

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![One-color blue brandmark](image1)

![One-color black brandmark](image2)
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.
2.8 Brandmark usage

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.
Support elements
3.1 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
C:0 M:0 Y:0 K:100
R:0 G:0 B:0

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.

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.

These are the only five color options for the impact graphic.

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

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The brandmark distance from the right edge is consistent with or without local identifier.
6.6 Brand Architecture visualization

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.

Program dominant with United Way endorsement visualization

Partner/Program logo

WITH

A United Way Community Partner OR 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

United Way

Community Partner

Event Name
July 3, 2006

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