BRAND STANDARDS & GUIDELINES

United Way Brand Guidelines v2.0 | June 2019

United Way

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.

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 are separate guidelines for each.** And the visual elements for fight (the problem) and win (the solution) are distinctly different through color, tone, and imagery. For additional resources, visit the Messaging Guide at https://online.unitedway.org/messaging101.

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.

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

LOGO USAGE

Full Color

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

Pantone spot color is the preferred usage for corporate identity materials (i.e. business cards, letterhead, envelopes, etc.), office signage and merchandise (i.e. shirts, promotional materials, etc.). CMYK is for use in printed materials (i.e. brochures, reports, sell sheets, etc.) and RGB is for use on-screen, digital applications and in video.
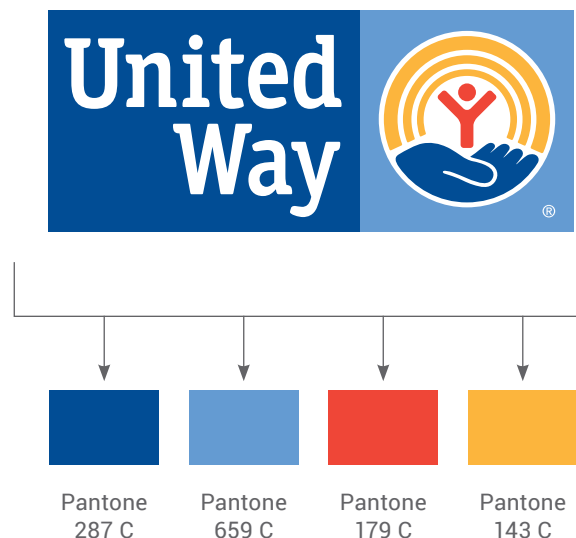
All brandmark files are available on United Way Online (UWO): https://online.unitedway.org/brandmarks
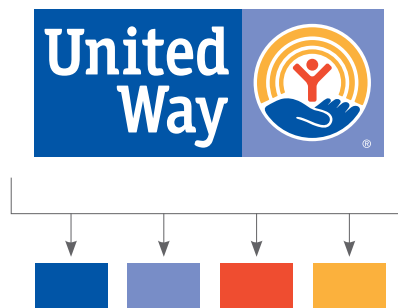
Note:
As one of our most important assets, the brandmark must always appear as shown on this page or in one of the color variations described in these guidelines. Never attempt to redraw or rescale the brandmark or add other graphic elements to its presentation. **Do not extract any of the graphic elements contained in the brandmark to use separately.**

We must use the registered trademark symbol (®) with the brandmark to ensure our legal rights are protected. Always display the registered trademark symbol (®) in the position indicated.
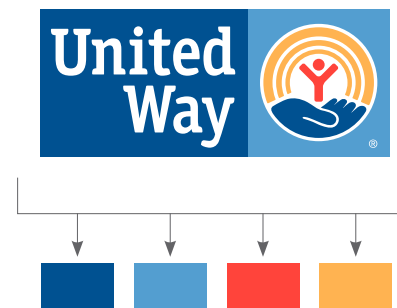
Preferred Spot Color version

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

CMYK Version (Print Use)

RGB Version (Digital Use)

UNACCEPTABLE USES

The consistent and correct application of the United Way brandmark and the local identifier is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate some of the unacceptable uses of the United Way brandmark. You can find more details on how to create a localized logo for your United Way on pages 26-32.

Note:
As one of our most important assets, the brandmark must always appear as shown on this page or in one of the color variations described in these guidelines. **Never attempt to redraw or rescale the brandmark or add other graphic elements to its presentation.**

Do not extract any of the graphic elements contained in the brandmark to use separately. We must use the registered trademark symbol (®) with the brandmark to ensure our legal rights are protected. Always display the registered trademark symbol (®) in the position indicated.

The circle and square mark (see page 33) may be extracted from the brandmark to be used only in social media profiles and should not be used in any other situation.

Never alter the colors in the brandmark.

Never tilt the brandmark.

Never distort the shape of the brandmark.

Never add elements inside the brandmark.

Never rearrange the elements of the brandmark.

Never alter the shape of the brandmark in any way.

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

Never substitute type in the brandmark.

Never put other words or phrases inside the brandmark.

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

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.

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 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 37 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.

UNITED WE FIGHT

LIVE UNITED®

UNITED WE WIN

LIVE UNITED®

LIVE UNITED®

LIVE UNITED®

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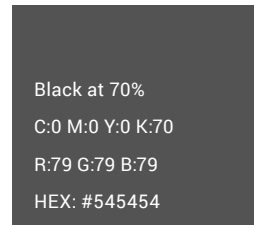C:100 M:74 Y:0 K:0
R:0 G:81 B:145
HEX: #005191

Pantone 659 C
or 287C at 52%
C:55 M:40 Y:0 K:0
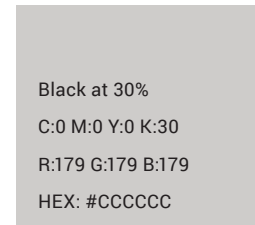R:83 G:158 B:208
HEX: #539ED0

Pantone 143 C
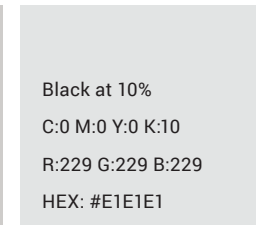C:0 M:34 Y:86 K:0
R:255 G:179 B:81
HEX: #FFB351

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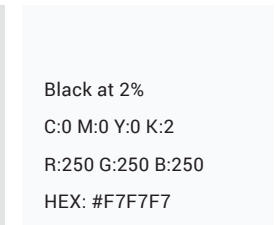C:0 M:85 Y:89 K:0
R:255 G:68 B:59
HEX: #FF443B

Black at 70%
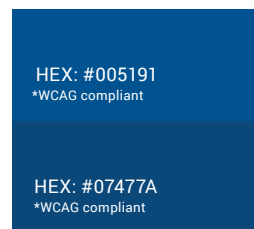C:0 M:0 Y:0 K:70
R:79 G:79 B:79
HEX: #545454

Black at 30%
C:0 M:0 Y:0 K:30
R:179 G:179 B:179
HEX: #CCCCCC

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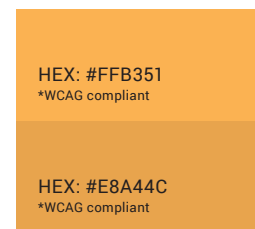C:0 M:0 Y:0 K:10
R:229 G:229 B:229
HEX: #E1E1E1

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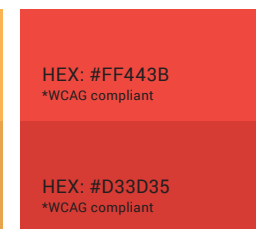C:0 M:0 Y:0 K:2
R:250 G:250 B:250
HEX: #F7F7F7

HEX: #005191
*WCAG compliant
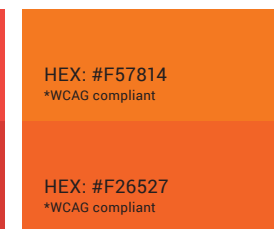
HEX: #07477A
*WCAG compliant

HEX: #FFB351
*WCAG compliant

HEX: #E8A44C
*WCAG compliant

HEX: #FF443B
*WCAG compliant

HEX: #D33D35
*WCAG compliant

HEX: #F57814
*WCAG compliant

HEX: #F26527
*WCAG compliant

COLOR PALETTE

United We Fight.
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.

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.
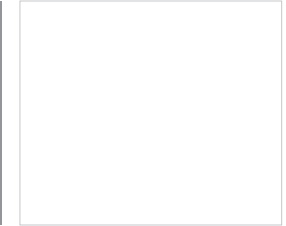
United We Fight Colors

Black	Spot: Pantone 152 C	Black at 50%	White
C:0 M:0 Y:0 K:100	C:0 M:60 Y:100 K:0	C:0 M:0 Y:0 K:50	C:0 M:0 Y:0 K:0
R:0 G:0 B:0	R:245 G:120 B:20	R:150 G:150 B:150	R:255 G:255 B:255
HEX: #000000	HEX: #F57814	HEX: #969696	HEX: #FFFFFF

United We Win Colors

Pantone 659 C or 287C at 52%	Pantone 143 C	Black at 50%	White
C:55 M:40 Y:0 K:0	C:0 M:34 Y:86 K:0	C:0 M:0 Y:0 K:50	C:0 M:0 Y:0 K:0
R:83 G:158 B:208	R:255 G:179 B:81	R:150 G:150 B:150	R:255 G:255 B:255
HEX: #539ED0	HEX: #FFB351	HEX: #969696	HEX: #FFFFFF

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.
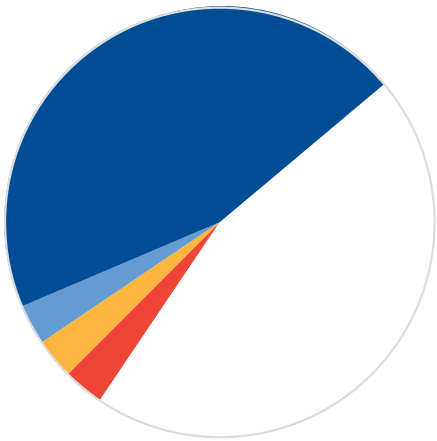
United Way

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 primarily reserved for internal or multi-page informational documents that do not have a fight or win message, including corporate identity materials or brand specific items and assets.
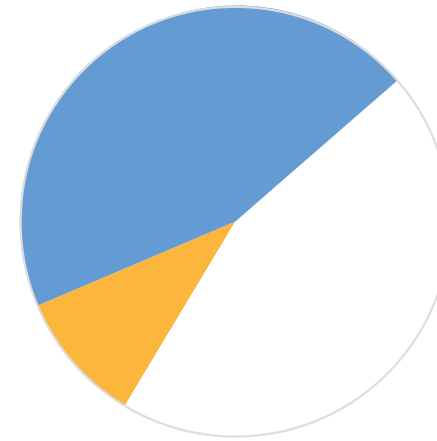
United We Fight

This color palette is simple and bold. It highlights the seriousness of the challenges we fight. Black and white serve as the primary colors, with orange used to accent. **This palette should be used in "fight" layouts only.**

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.**

Note:
These color palettes are intentional and should not be mixed or combined in ways other than what is shown.

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 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

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

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   Fight   Win

UNITED WE FIGHT.
LIVE UNITED®

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.