UNITED WAY
BRAND
IDENTITY
GUIDELINES

2020

United Way

United Way of Randolph County

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

LIVE UNITED
United Way

PREFERRED SPOT
COLOR VERSION

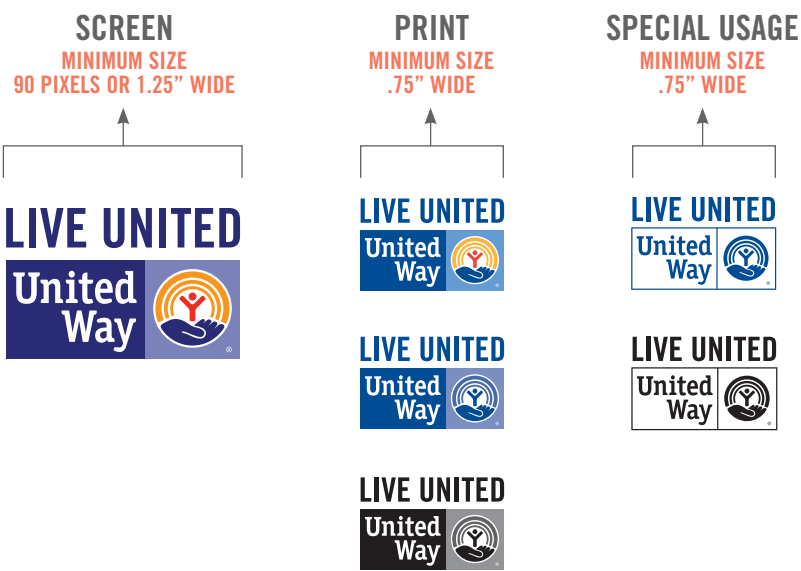PANTONE 287 PANTONE 659 PANTONE 179 PANTONE 143
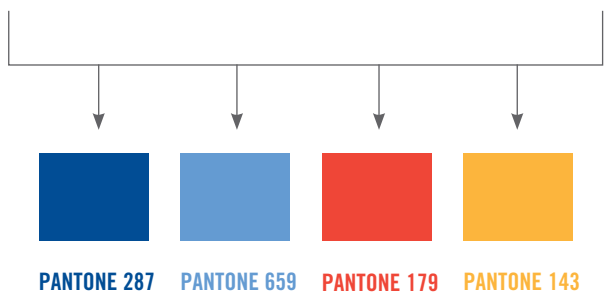
BRANDMARK LOCK-UP: FULL-COLOR

The full-color version of the LIVE UNITED/ 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.
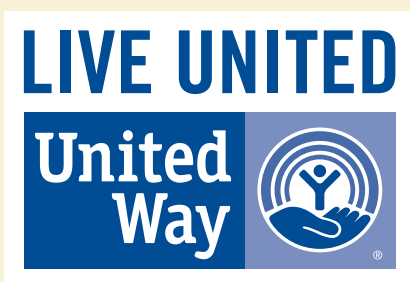
Pantone spot color is the preferred usage, but CMYK and RGB reproduction files of the full-color brandmark are available for specific application requirements. See page 10 for CMYK and RGB builds of pantone colors for print and web.
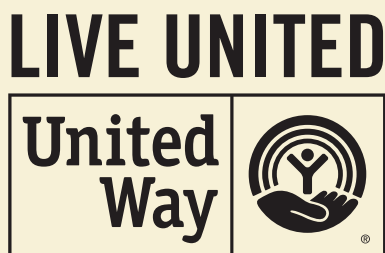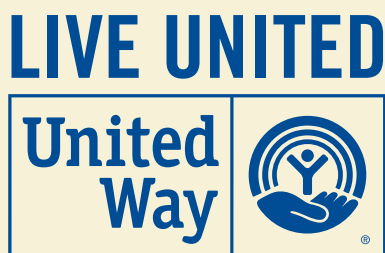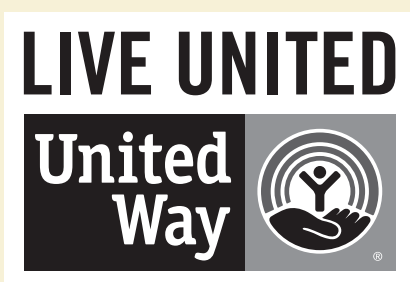
BRANDMARK: MINIMUM SIZE

To ensure the integrity of the United Way brandmark, do not reduce its width to less than .75 inches for print or special usage, and 90 pixels or 1.25 inches for screen applications. Other reproduction methods may require the minimum size to be greater than the sizes identified here.

SCREEN
MINIMUM SIZE
90 PIXELS OR 1.25" WIDE

LIVE UNITED
United Way

PRINT
MINIMUM SIZE
.75" WIDE

LIVE UNITED
United Way

LIVE UNITED
United Way

LIVE UNITED
United Way

SPECIAL USAGE
MINIMUM SIZE
.75" WIDE

LIVE UNITED
United Way

LIVE UNITED
United Way

**ONE-COLOR BLUE
BRANDMARK LOCK-UP**

**ONE-COLOR BLACK
BRANDMARK LOCK-UP**

BRANDMARK LOCK-UP:
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 8 for complete
specifications.

One-color black brandmark

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

BRANDMARK LOCK-UP:
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
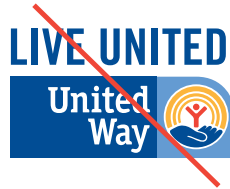black, white or United Way Blue.

BRANDMARK: UNACCEPTABLE USES

The consistent and correct application of the LIVE UNITED/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 21.

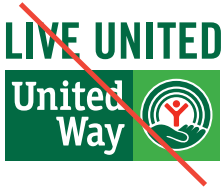NEVER EXTRACT ANY OF THE GRAPHIC ELEMENTS OR WORDS "UNITED WAY" CONTAINED IN THE BRANDMARK TO USE SEPARATELY
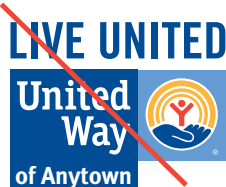
NEVER TILT THE BRANDMARK
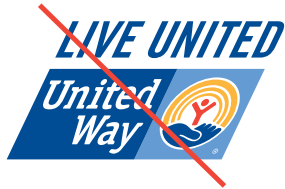
NEVER DISTORT THE SHAPE OF THE BRANDMARK

NEVER ALTER THE SHAPE OF THE BRANDMARK IN ANY WAY

NEVER ALTER THE COLORS IN THE BRANDMARK
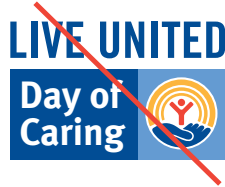
NEVER ADD A LOCAL NAME INSIDE THE BRANDMARK

NEVER REARRANGE THE ELEMENTS OF THE BRANDMARK
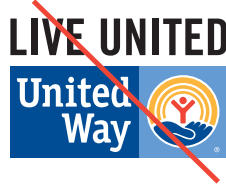
NEVER ADD ELEMENTS INSIDE THE BRANDMARK

NEVER SUBSTITUTE TYPE IN THE BRANDMARK

NEVER PUT OTHER WORDS OR PHRASES INSIDE THE BRANDMARK

NEVER CHANGE THE FONT OR COLOR OF THE LOCAL IDENTIFIER

NEVER ALTER THE COLORS OR SIZE OF LIVE UNITED WHEN LOCKED UP TO THE BRANDMARK

NEVER CHANGE THE TYPEFACE, COLOR OR SIZE RELATIONSHIP OF LIVE UNITED WHEN LOCKED UP TO THE BRANDMARK

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.

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MAIN COLOR PALETTE

Pantone 287
C:100 M:74 Y:0 K:0
R:16 G:22 B:127
HEX: #10167f

Pantone 659 or
287C at 52%
C:55 M:40 Y:0 K:0
R:124 G:129 B:184
HEX: #7c81b8

Pantone 179
C:0 M:85 Y:89 K:0
R:254 G:35 B:10
HEX: #fe230a

Pantone 143
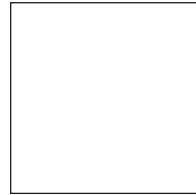C:0 M:34 Y:86 K:0
R:255 G:150 B:0
HEX: #ff9600

Pantone Black 75%
C:0 M:0 Y:0 K:75
R:80 G:80 B:80
HEX: #505050

Pantone Black 50%
C:0 M:0 Y:0 K:50
R:150 G:150 B:150
HEX: #969696

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

White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX: #ffffff

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.

COLOR PALETTE CONTINUED

The extended color palette must be used *only in conjunction with* the main color palette. It should *never* be used alone.

EXTENDED COLOR PALETTE

Spot: Pantone 282
C:100 M:85 Y:35 K:0
R:0 G:0 B:100
HEX: #000064

Spot: Pantone 187
C:10 M:100 Y:80 K:30
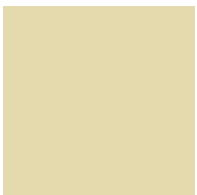R:180 G:20 B:40
HEX: #b41428

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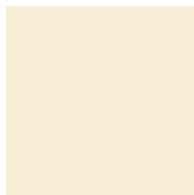C:0 M:60 Y:100 K:0
R:245 G:120 B:20
HEX: #f57814

Spot: Pantone 179
50%
C:0 M:40 Y:50 K:0
R:255 G:150 B:125
HEX: #ff967d

Spot: Pantone 143
50%
C:0 M:15 Y:50 K:0
R:255 G:200 B:125
HEX: #ffc87d

Spot: Pantone 7500
C:10 M:10 Y:35 K:0
R:230 G:215 B:170
HEX: #e6d7aa

Spot: Pantone 7500
50%
C:0 M:3 Y:15 K:3
R:240 G:230 B:200
HEX: #f0e6c8

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.

Color Palette

PRIMARY

PANTONE 287 C=100 M=74 Y=0 K=0 R=0 G=81 B=145 HEX= #005191	**PANTONE 659** **OR 287C AT 52%** 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	**PANTONE 143** C=0 M=34 Y=86 K=0 R=255 G=179 B=81 HEX= #FFB351

SECONDARY

BLACK C=0 M=0 Y=0 K=100 R=0 G=0 B=0 HEX= #000000	**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

LOGO COLOR VERSIONS

Preferred Spot Color version

Pantone 287	Pantone 659	Pantone 179	Pantone 143

CMYK Version

C=100 M=74 Y=0 K=0	C=55 M=40 Y=0 K=0	C=0 M=85 Y=89 K=0	C=0 M=34 Y=86 K=0

RGB Version

R=0 G=82 B=145 #636466	R=83 G=158 B=207 #539ECF	R=240 G=72 B=65 #F04841	R=251 G=178 B=83 #FBB253

Fonts

ROBOTO CONDENSED BOLD

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

Note: Trade Gothic and Meta have been discontinued and should no longer be used moving forward.

Roboto Bold

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

Roboto Regular

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

SUBSTITUTE FONT FOR EXTERNAL USE

Arial Regular

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

Arial Bold

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

LEVEL 2A: UNITED WAY AFFINITY GROUP IDENTITY

To be used for United Way offers 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 standalone brands. These offers 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. Level 2A programs may appear in United Way blue, black or white. See the United Way brandmark color palette on page 10.

United Way *Affinity Group*

(descriptive nomenclature)

WITH   **LIVE UNITED**

United Way of Anytown

OR

United Way of Anytown *Affinity Group*

(descriptive nomenclature)

WITH   **LIVE UNITED**

EXAMPLE of Identity Specifications

First upper and then lower case

United Way of Anytown *Tocqueville Society*

Meta Bold   Meta Book Italic

United Way
Product or Event

WITH **LIVE UNITED**

United Way of Anytown

OR

United Way of Anytown
Product or Event

WITH **LIVE UNITED**

EXAMPLE of Identity Specifications

Meta Bold

1U
1/2U
1-1/3U
United Way of Anytown
Day of Action

Meta Book Italic   First upper and then lower case

To be used for United Way offers that are controlled 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 product or event identity should appear on the left side of the page with the brandmark placed on the right.

Logos previously used for products and 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
Level 2B programs may appear in United Way Blue, black or white.

Program dominant with United Way endorsement visualization

PARTNER/PROGRAM LOGO

WITH

LIVE UNITED
United Way

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

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.

LIVE UNITED
United Way

1U

1U
1/2 U — **Community Partner**

— white box

Program dominant with local United Way endorsement visualization

LIVE UNITED

United Way

**United Way of Anytown
Community Partner**

1U

1U

1/2 U — United Way of Anytown
1/4 U
1/2 U — Community Partner

— white box

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

└Meta Book   └Meta Bold   └Meta Book

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.