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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.
Our Master Brandmark

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.

Live United® Tagline

Our tagline is our primary marketing message. All communications and creative materials are rooted in the “LIVE UNITED®” concept. The tagline should be used on all marketing communications, including print collateral, advertising and websites. The tagline always appears in all upper case, Trade Gothic Bold Condensed Twenty typeface, followed by the registered trademark symbol (®) in Trade Gothic Condensed Eighteen. Do not use Meta for the tagline.

When LIVE UNITED is used as a primary message or branding element, LIVE UNITED should appear in black. It should not appear in blue as it does in the LIVE UNITED/master brandmark lock-up on the next page.
**LIVE UNITED/ MASTER BRANDMARK LOCK-UP**

The LIVE UNITED/master brandmark lock-up is our primary signature and should be the default signature for all communications, except in special circumstances.

This lock-up has been created using precise proportional relationships. The white box forms an integral part of the LIVE UNITED/master brandmark lock-up and should not be removed or altered in any way. The lock-up is fixed artwork and should only be reproduced from provided artwork from the Brand Management site.

Those special circumstances where usage of the lock-up are inappropriate include when LIVE UNITED is used as a primary message, such as the LIVE UNITED print campaign and on premium items, for example T-shirts.

**HORIZONTAL LIVE UNITED/MASTER BRANDMARK LOCK-UP**

In cases where the LIVE UNITED/master brandmark lock-up is unsuitable for the nature of the communication, a horizontal version may be used.

The horizontal version is intended for very limited use only. This would apply, for example, to websites and in email marketing.

**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 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.
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 USAGE

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.

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.
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.
KEY TO FILE NAMING

Many custom artwork files have been developed for the United Way brandmark. These files follow a specific naming convention so you may quickly understand the contents of each file and locate them easily. Each part of the file name is an abbreviated form of information about the file. All file names consist of lowercase letters and use underscores to separate information.

```
united-way-lockup - cmyk . eps
united-way-lockup - spot - black . eps
united-way-lockup - spot - black - special . eps
```

### Company
- **United Way**

### Color
- **cmyk**
  - 4-color process
- **spot**
  - 4-color spot
  - 1-color spot
- **spot-3**
  - 3-color spot
- **rgb**
  - on-screen applications
- **blue**
  - Pantone 287 blue
- **black**
  - black
- **white**
  - white

### Version
- **special**
  - special-usage

### Format suffix
- **eps**
  - Hi-resolution vector artwork created in Adobe Illustrator
  - Use these .eps files to create other formats

Note: All logos are also available in JPEG file format.
### ARTWORK FINDER

Reproduction art for the United Way brandmark and the brandmark with tagline lockup is available for both Mac and PC in eps format. The files are available on the United Way Online Website.

Use the file name next to each brandmark variation to properly identify the file you need.

<table>
<thead>
<tr>
<th>Artwork Type</th>
<th>Description</th>
<th>File Name</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Three-color spot</strong></td>
<td>This file should be used when four spot colors will be printed. Examples of items that would typically be printed in spot color are silk-screened items such as T-shirts, tote bags and some signage. This file might also be useful for items printed on a digital press.</td>
<td></td>
</tr>
<tr>
<td>Pantone 287c, Pantone 179c, Pantone 143c</td>
<td>Use the file name next to each brandmark variation to properly identify the file you need.</td>
<td>united-way-lockup-spot-3.eps</td>
</tr>
<tr>
<td><strong>Four-color spot</strong></td>
<td>This file should be used when four spot colors will be printed. Examples of items that would typically be printed in spot color are silk-screened items such as T-shirts, tote bags and some signage. This file might also be useful for items printed on a digital press.</td>
<td></td>
</tr>
<tr>
<td>PMS 287c, PMS 659c, PMS 179c, PMS 143c</td>
<td>Use the file name next to each brandmark variation to properly identify the file you need.</td>
<td>united-way-lockup-spot.eps</td>
</tr>
<tr>
<td><strong>Special usage blue</strong></td>
<td>Use the Blue special usage brandmark when the screening of inks is not possible, such as when reproducing on plastic, glass, metal, fabric or other materials.</td>
<td>united-way-lockup-spot-special-blue.eps</td>
</tr>
<tr>
<td>Pantone 287c</td>
<td>Use the Blue special usage brandmark when the screening of inks is not possible, such as when reproducing on plastic, glass, metal, fabric or other materials.</td>
<td>united-way-lockup-spot-blue-special.eps</td>
</tr>
<tr>
<td><strong>One-color black</strong></td>
<td>This brandmark is to be used when black is the only available color selection.</td>
<td>united-way-lockup-spot-black.eps</td>
</tr>
<tr>
<td>Black 100%</td>
<td>Use the Black special usage brandmark when the method of reproduction is faxing and photocopying or the surface of the paper is a color other than white. This brandmark may also be used when reproducing on plastic, glass, metal, fabric or other materials.</td>
<td>united-way-lockup-spot-black-special.eps</td>
</tr>
<tr>
<td><strong>Special usage white</strong></td>
<td>Use the White special usage brandmark when reproducing on plastic, glass, metal, fabric or other materials on a dark background.</td>
<td>united-way-lockup-spot-white-special.eps</td>
</tr>
<tr>
<td>C:0, M:0, Y:0, B:0</td>
<td>Use the White special usage brandmark when reproducing on plastic, glass, metal, fabric or other materials on a dark background.</td>
<td>united-way-lockup-spot-white-special.eps</td>
</tr>
<tr>
<td><strong>RGB</strong></td>
<td>Refer to United Way color palette for color specifications</td>
<td>united-way-lockup-rgb.eps</td>
</tr>
<tr>
<td><strong>Four-color process</strong></td>
<td>Use this brandmark file when four-color process printing will be used to reproduce your document. Any document containing full-color photographs will be printed in four-color process printing.</td>
<td>united-way-lockup-cmyk.eps</td>
</tr>
<tr>
<td>Refer to United Way color palette for color specifications</td>
<td>Use this brandmark file when four-color process printing will be used to reproduce your document. Any document containing full-color photographs will be printed in four-color process printing.</td>
<td>united-way-lockup-cmyk.eps</td>
</tr>
<tr>
<td><strong>One-color blue</strong></td>
<td>Use the Blue special usage brandmark when the screening of inks is not possible, such as when reproducing on plastic, glass, metal, fabric or other materials.</td>
<td>united-way-lockup-spot-one-color-blue.eps</td>
</tr>
<tr>
<td>Pantone 287c</td>
<td>Use the Blue special usage brandmark when the screening of inks is not possible, such as when reproducing on plastic, glass, metal, fabric or other materials.</td>
<td>united-way-lockup-spot-one-color-blue.eps</td>
</tr>
<tr>
<td><strong>Special usage blue</strong></td>
<td>Use the Blue special usage brandmark when the screening of inks is not possible, such as when reproducing on plastic, glass, metal, fabric or other materials.</td>
<td>united-way-lockup-spot-one-color-blue.eps</td>
</tr>
<tr>
<td>Pantone 287c</td>
<td>Use the Blue special usage brandmark when the screening of inks is not possible, such as when reproducing on plastic, glass, metal, fabric or other materials.</td>
<td>united-way-lockup-spot-one-color-blue.eps</td>
</tr>
<tr>
<td><strong>One-color black</strong></td>
<td>This brandmark is to be used when black is the only available color selection.</td>
<td>united-way-lockup-spot-black.eps</td>
</tr>
<tr>
<td>Black 100%</td>
<td>Use the Black special usage brandmark when the method of reproduction is faxing and photocopying or the surface of the paper is a color other than white. This brandmark may also be used when reproducing on plastic, glass, metal, fabric or other materials.</td>
<td>united-way-lockup-spot-black-special.eps</td>
</tr>
<tr>
<td><strong>Special usage black</strong></td>
<td>Use the Black special usage brandmark when the method of reproduction is faxing and photocopying or the surface of the paper is a color other than white. This brandmark may also be used when reproducing on plastic, glass, metal, fabric or other materials.</td>
<td>united-way-lockup-spot-black-special.eps</td>
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<td>Black 100%</td>
<td>Use the Black special usage brandmark when the method of reproduction is faxing and photocopying or the surface of the paper is a color other than white. This brandmark may also be used when reproducing on plastic, glass, metal, fabric or other materials.</td>
<td>united-way-lockup-spot-black-special.eps</td>
</tr>
<tr>
<td><strong>Special usage white</strong></td>
<td>Use the White special usage brandmark when reproducing on plastic, glass, metal, fabric or other materials on a dark background.</td>
<td>united-way-lockup-spot-white-special.eps</td>
</tr>
<tr>
<td>C:0, M:0, Y:0, B:0</td>
<td>Use the White special usage brandmark when reproducing on plastic, glass, metal, fabric or other materials on a dark background.</td>
<td>united-way-lockup-spot-white-special.eps</td>
</tr>
<tr>
<td><strong>RGB</strong></td>
<td>Refer to United Way color palette for color specifications</td>
<td>united-way-lockup-rgb.eps</td>
</tr>
</tbody>
</table>
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.
The extended color palette must be used only in conjunction with the main color palette. It should never be used alone.

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.
CALL TO ACTION

GIVE. ADVOCATE. VOLUNTEER. should be used in United Way marketing communications including advertising and collateral.

It should not be used in cause-related communications or other communications involving multiple partners, nor should it be used on premium items.

This call to action is fixed artwork and should only be reproduced from authorized artwork. It should not be typeset. White may be used for dark backgrounds and black is acceptable when black is the only available color, but other colors should not be used.

IMPACT AREAS

ADVANCING EDUCATION INCOME AND HEALTH should be used in those communications where the content focuses on our work in education, income and health. It should also be used on broadly-focused corporate communications such as annual reports and websites.

It should not be used in cause-related communications or other communications involving multiple partners, nor should it be used on premium items.

This succinct statement of our impact areas is fixed artwork and should only be reproduced from authorized artwork. It should not be typeset. White may be used for dark backgrounds and black is acceptable when black is the only available color, but other colors should not be used.

The impact area statement should be placed in proximity to the message it supports, for example, a headline, title, etc. It should not be placed in the space reserved for the LIVE UNITED/United Way lock-up and call to action.
Three standardized typefaces have been chosen for the United Way brand identity. They are to be used in all printed and online communications. Each of the fonts was selected for its visual compatibility with the United Way brandmark and for its ability to convey a personality that is consistent with our brand. Only use the weights and styles shown on this page.

**BODY COPY**

Meta Book LF Roman
*Meta Book LF Italic*

Meta Bold LF
*Meta Bold LF Italic*

**HEADLINES**

Trade Gothic Condensed Eighteen
*Trade Gothic Condensed Eighteen Oblique*

Trade Gothic Bold Condensed Twenty
*Trade Gothic Bold Condensed Twenty Oblique*

**SUBSTITUTE FONT**

Arial Regular
Arial Italic

Arial Bold
Arial Bold Italic

**BODY COPY**

*Meta LF typeface* is the primary typeface in the United Way brand identity system. Meta LF is a simple and clean typeface that conveys a humanistic and caring, yet professional tone. Justify paragraphs with the last line aligned left is the preferred style.

Use the complete range of styles and weights available as needed, for example: Meta Book LF Roman; Meta Book LF Italic; Meta Bold LF Roman; Meta Bold LF Italic. Use of the Meta LF versions will ensure that the numerals are consistent in height, for example: 123456789.

**HEADLINES**

*Trade Gothic Condensed typeface* was introduced with the launch of the LIVE UNITED campaign, Trade Gothic Condensed has been added as a headline font. It should be used sparingly in marketing communications to draw attention to important text.

**SUBSTITUTE FONT**

*Arial* is an acceptable substitute for *Meta only when Meta is unavailable.* Arial can also be used in correspondence, in word-processed documents, for text in publications, for PowerPoint presentations and for narrative text on websites.
The LIVE UNITED T-shirt is a critical element of our identity system and should be prominently featured in communications. Candid images that include two or more people engaged in activity portray real examples of what it means to LIVE UNITED and add tangible examples of the work we do through our communications.

A carefully managed approach to selecting photography will help position the United Way brand and create a distinctive and lasting impression. There are two general photographic categories for image selection, communities and portraits. Using images from these categories can help support text messages. It is important to select imagery that is dynamic, uplifting, caring and optimistic.

The main photographs in any communication should include people. This approach is in line with our evolution from a fundraiser to a community impact organization. It is important to show diversity in age, ethnic background, profession and personal interests.

United Way community photos show the interaction and contributions of people in their communities. Showing families in their homes, people in their business environments and friends having fun reinforces the benefits derived from United Way initiatives and programs. Dramatic perspective and interesting cropping help give images an inspired feeling.
CANDID IMAGERY

Candid images that include two or more people engaged in activity portray realism and add tangible examples of the work we do through our communications. Where possible, the image should focus or be cropped closely on the people and the action.
CANDID IMAGERY CONTINUED
A white frame has been developed as a key feature of the brand identity system. In layout, the “frame” forms a rigid foundation upon which all other components of the system are built.

In special circumstances, a limited amount of flexibility in applying the frame is allowable. These include interior pages of brochures and other multi-page documents. In those circumstances, all other components should be applied as specified.

The minimum size of frame width is 1/8 of an inch when printing or 8 pixels for digital applications.

Logo size is determined proportionally to the width of the medium and ranges between 5 and 7 widths of the brandmark. When the medium is less than 4 inches wide, 1 to 3 widths of the brandmark may be used to ensure proper proportion.
SIMPLIFIED LAYOUT

Documents with dimensions that are 9 inches or less in width, by 12 inches or less in height, may use the following simplified page layout formula. By making the width of the white frame 1/4 of an inch wide with 6 widths of the brandmark.
United Way graphic elements should maintain a consistent look and feel and only use United Way brand colors. When creating icons, charts and tables, a circle shape is preferred. Please follow the directions below on how to accomplish the preferred look.
Map graphic using the main color palette.

Map graphic using the main color palette in conjunction with the extended color palette.
OUR BRANDMARK WITH LOCALIZATION

With our focus on community impact, it is important that we localize our communications. The brandmark and local identifier should be used on all marketing communications, including print collateral, advertising and website. Localization can be accomplished in three ways: with two fixed lock-ups and a flexible placement treatment. Regardless of its placement, the local identifier always appears in first upper case and then all lower case Meta Bold LF. See color, placement and size specifications on the following pages.

Note:
The brandmark with local identifier must always appear as shown in one of the variations illustrated in these guidelines. Never attempt to redraw or rescale the local identifier in relationship to the brandmark or add other graphic elements to its presentation.
The preferred LIVE UNITED/Master Brandmark lock-up localization is at the left of the lock-up (top). The vertical lockup is better suited for vertical formats such as flyers and brochures. The size relationship and position have been determined for optimal communication of both the United Way brand and location.

However, positioning the localization under the lock-up is also acceptable (bottom). When the local identifier is locked up with the brandmark, it appears in a fixed position underneath the brandmark holding shape.

These localizations should be considered the primary local signature constructs and should be the default signatures for all local communications, unless they are unsuitable for the nature of the communication.

The localizations have been created using precise proportional relationships which should not be altered.
A naming convention specific to countries, regions and cities will help to clarify and shape the name of the organization within the larger United Way brand.

With the recent addition of United Way offices across the globe, the naming of these local entities has been standardized.

Pantone, CMYK and RGB reproduction files of the full-color brandmark are available for specific application requirements.
NAMING CONVENTION: UNITED STATES

A naming convention specific to countries, regions and cities will help to clarify and shape the name of the organization within the larger United Way brand.

With the recent addition of United Way offices across the globe, the naming of these local entities has been standardized.

Pantone, CMYK and RGB reproduction files of the full-color brandmark are available for specific application requirements.

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 local identifier is placed in a fixed position relative to the brandmark holding shape. When placed on a colored background, the white background control line expands to provide an area to hold the local identifier.

Specifications for vertical local identifier lockup. The local identifier can extend to maximum three lines.

The local identifier may be decreased in size to fit in the designated area when it extends beyond the width of the brandmark by only two or three letters.
BRAND IDENTITY:
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 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.

LIVE UNITED
United Way

United Way of Anytown
Anytown United Way

ADVANCING EDUCATION
INCOME AND HEALTH

GIVE. ADVOCATE. VOLUNTEER.
BROCHURES

Brochures are effective communication vehicles used to convey information about our programs in a compelling and engaging way.

REPORT COVERS

Using report covers helps to create visually distinct and professional presentations.
BECOME A VOLUNTEER READER, TUTOR OR MENTOR

CHANGE WON'T HAPPEN WITHOUT YOU

The Challenge

Fewer Americans are likely to earn a diploma than their parents, a distinction not shared by any other industrialized country. We know that when students drop out of school, communities suffer. The scope of the dropout problem is staggering.

About one quarter of all students – one million students a year, 3,000 a day – fail to graduate on time. In some large urban districts, the percentage is closer to half of students, with the problem most acute for African American and Hispanic youth.

To combat this problem, United Way spent time listening to people in communities across the country to learn more about their hopes and aspirations when it comes to education.

Above all, we heard that people are willing to do whatever it takes to set children up for success.

While much of the attention and responsibility has been placed on schools, the people we heard from said again and again that while schools play a very important role, communities and individuals have to step forward too.

This is why United Way is committed to recruiting one million volunteer readers, tutors and mentors.

It takes 12 years to create a student who graduates or who drops out, but during that time:

- **VOLUNTEER READERS** can help ensure children can read well by 4th grade, when they will start using their reading skills to learn;
- **VOLUNTEER TUTORS** can help prepare students for a successful transition into middle and high school and be ready for new challenges; and
- **VOLUNTEER MENTORS** can help prepare high school students for college or work.

United Way is seeking one million people just like you to join us to help children succeed in school. Anyone with passion and commitment can help a young person achieve greater academic success.

Thank you for joining us. Change won’t happen without you.

GIVE. ADVOCATE. VOLUNTEER.

UnitedWay.org/volunteer

---

1. Read or download Voices for the Common Good: America Speaks Out on Education at unitedway.org/report.
NEWSLETTERS

A newsletter can accommodate a large body of text and still convey the essence of the United Way brand.
PRINT ADVERTISEMENTS

When promoting United Way on both a national and local level, you might want to use advertising. Because advertising is a very visible form of communication, it must adhere to the brand identity guidelines to ensure consistency of our brand image.
The local identifier always appears in upper and lower case Meta Bold.

Arial can be used for non-graphical text on websites.

WEBSITES

The web page shown here brings to life our unique positioning and personality through use of the core brand identity elements. It also provides a visual benchmark for guiding the development of all United Way sites.
FACEBOOK AND TWITTER

Engaging with our supporters through social media provides an opportunity to collaborate with supporters and create authentic relationships in a personalized way.
Guidelines for video production align closely to those for print and other media: the brandmark and preferred placement, the brand color palette, typography and impact graphic should be used.

The full-color version of the United Way brandmark is the only version that should be used in screen applications.

To take advantage of the dynamic nature of video media, however, exceptions to some of the guidelines can be made. For example, the preferred placement for the brandmark is on the right side of the screen, but this may not be technically possible or esthetically desirable, so the brandmark may be centered.

The brand color palette and the font Trade Gothic Bold Condensed No. 20 should be used.
Goals for the common good
The United Way challenge to America

2012 Summit Meeting
February 2, 2012

POWERPOINT PRESENTATIONS

PowerPoint presentations continue to be a common format for presenting information. The United Way PowerPoint template, available for download on the Brand Management site, makes it easy to create a branded presentation.

The masterbrand mark should be presented at the bottom right hand corner of every slide.
EXTERIOR SIGNAGE

Signage provides a means to consistently identify, locate, direct and inform across operating sites and offices around the country.

Shown here are two types of monument signs and one building sign that might appear in front or on a United Way building or office. Exterior signs must use the white background control box around the brandmark as specified in these guidelines.
INTERIOR SIGNAGE

Effective signage is an important opportunity to make a positive impression on internal and external audiences.

Shown here are a few signs that might appear near or behind a reception desk. Interior full-color signs must use the white background control box around the brandmark as specified in these guidelines. Metal signs should be made of one metal type and do not need to use the white background control outline.

The trademark symbol does not need to appear on signage.

Note:
For interior signage there are many types of signs available. The example shown here is for design intent only. It can be used to guide the development of engineering drawings. The precise fabrication methods and exact measurements are determined with your signage vendor.
WHAT IS BRAND ARCHITECTURE?

In concept, brand architecture is a systematic means of ordering the relationships between corporate, member and offer brands and rationalizing the creation of new brands to ensure that key audiences understand these offers and how they meet their needs.

In practice, brand architecture is an approach, in effect a roadmap, to classifying existing entities based upon their relationship to United Way. It also serves as a guide to help us name and create visual identities for new programs, products and initiatives.

What does brand architecture do for us?

• It builds awareness and understanding for United Way that is both consistent with our intent and aligned with our audience's needs.

• It extends and transfers the United Way brand strengths to build value throughout the whole organization.

• It promotes simplicity and consistency in our communications.
## VISUAL ARCHITECTURE: OVERVIEW

The levels shown here define the correct visual representation of the brandmark for United Way entities, offerings, products, events and other branding opportunities.

<table>
<thead>
<tr>
<th>Program or Brand</th>
<th>United Way Brandmark</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LIVE UNITED</strong></td>
<td>WITH N/A</td>
</tr>
<tr>
<td>United Way</td>
<td></td>
</tr>
<tr>
<td><em>United Way of Anytown</em></td>
<td></td>
</tr>
<tr>
<td>Level 1: United Way masterbrand only</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Affinity Group</th>
<th>WITH</th>
<th><strong>LIVE UNITED</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>United Way</td>
<td></td>
<td>United Way</td>
</tr>
<tr>
<td><em>United Way of Anytown</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Level 2A: United Way affinity group identities (see page 40)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product or event</th>
<th>WITH</th>
<th><strong>LIVE UNITED</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>United Way</td>
<td></td>
<td>United Way</td>
</tr>
<tr>
<td><em>United Way of Anytown</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Level 2B: United Way product and event identities (see page 42)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Partner/Program logo</th>
<th>WITH</th>
<th><strong>LIVE UNITED</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>A United Way Community Partner</td>
<td></td>
<td>Community Partner</td>
</tr>
<tr>
<td>(optional)</td>
<td></td>
<td><em>United Way of Anytown</em></td>
</tr>
<tr>
<td>Level 3: Partner dominant with United Way endorsement (see page 44)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>211 United Way</th>
<th>WITH</th>
<th><strong>LIVE UNITED</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>American Red Cross</td>
<td></td>
<td>United Way</td>
</tr>
<tr>
<td><em>United Way of Anytown</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Level 4: Legacy brands and collective initiative identities (see page 46)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NFL United Way</th>
<th>WITH</th>
<th><strong>LIVE UNITED</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>A United Way Global Corporate Leader</td>
<td></td>
<td>United Way</td>
</tr>
<tr>
<td><em>United Way of Anytown</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Level 5: National/local partnerships and co-sponsorships (see page 47)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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
United Way

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.

EXAMPLE of Identity Specifications

United Way of Anytown Tocqueville Society

First upper and then lower case

Meta Bold

Meta Book Italic
EXAMPLES OF LEVEL 2A: UNITED WAY AFFINITY GROUP IDENTITY VISUALIZATIONS

As the following examples illustrate, graphics identified with the affinity group may be incorporated into designs using the Level 2A visualizations.

Artwork for Tocqueville societies is available from United Way Worldwide. Visit the Brand Management site on United Way Online for more information and artwork for download.

Logos previously used for affinity groups should be retired; however, any associated artwork that does not include the affinity group name may be repurposed for use in association with the Level 2A identities.

Other United Way affinity groups include:
- Global/National/Local Corporate Leadership
- National Professional Council
- Million Dollar Roundtable
- Legacy Giving Circle
- Women’s Leadership Council
LEVEL 2B: UNITED WAY PRODUCT AND EVENT IDENTITIES

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.

EXAMPLE of Identity Specifications

United Way Product or Event

WITH Live United

United Way of Anytown

OR

United Way of Anytown Product or Event

WITH Live United

United Way of Anytown Day of Action

Meta Bold

United Way of Anytown

First upper and then lower case

Meta Book Italic
Other United Way products and events include:
- Community Leaders Conference
- Minority Roundtable
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.
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.
LEVEL 4: LEGACY BRANDS AND COLLABORATIVE IDENTITIES

This level is for those identities that represent relationships that are so invested with history, equity and/or legal constraints that the existing brand identity should remain as is. They are identities that are recognized and promoted on a national 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 for these and all legacy brands.

Legacy brand examples

United Way · AIRS
2-1-1
Get Connected. Get Answers.

bornlearning.org®
LEVEL 5: GLOBAL/NATIONAL/LOCAL PARTNERSHIPS AND CO-SPONSORSHIPS

The logos of partners and co-sponsors should always be center-aligned, spaced equally and optically at the same size. Use the diagrams here to guide their placement. The United Way brandmark should always appear last and farthest to the right or bottom.

Note:
These examples and specifications apply when United Way is the lead partner in a cooperative effort. When one of many or a lesser partner in the effort, United Way can recommend or request that these visualization guidelines be followed. But it is understood that these guidelines may not prevail in a program that United Way does not control.
TOOLS AND RESOURCES

Find more tools and resources on the United Way Brand Management Website at online.UnitedWay.org/brand.
UNITED WAY VISION

United Way envisions a world where all individuals and families achieve their human potential through education, financial stability and healthy lives.

Imagine a world that fosters hope and opportunity for everyone. A world where...

■ All children receive a quality education that offers a pathway to a brighter tomorrow.

■ The cycle of poverty and financial dependence ends, and productive livelihoods begin for even the most disadvantaged.

■ Everyone receives effective health care that improves quality of life.

■ Communities not only set significant and measurable goals to advance these fundamental elements of human development, but achieve them.

UNITED WAY MISSION

To improve lives by mobilizing the caring power of communities around the world to advance the common good.

To do this we will...

■ Ignite a worldwide social movement, and thereby mobilize millions to action — to give, advocate and volunteer to improve the conditions in which they live.

■ Galvanize and connect all sectors of society — individuals, businesses, nonprofit organizations and governments — to create long-term social change that produces healthy, well-educated and financially-stable individuals and families.

■ Raise, invest and leverage billions of funds annually in philanthropic contributions to create and support innovative programs and approaches to generate sustained impact in local communities.

■ Hold ourselves accountable to this cause through our steadfast commitment to continually measure — in real terms — improvement in education, income and health.
For more information contact:

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