

UNITED WAY BRANDING

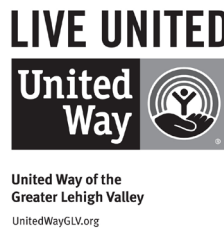
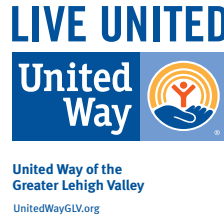
BRANDMARK

The components of the United Way brandmark – the rainbow of hope, the hand of support and the person as a symbol of humanity – communicate important United Way brand characteristics – caring, inspiring, trustworthy and approachable.

The localized brandmark is our primary signature and is available in a vertical and horizontal format. A black/white version of each orientation is also available.

- 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.
- In print applications, the minimum size of the brandmark is .75” in width, unless otherwise approved by the United Way Marketing team.
- For digital applications, the brandmark shouldn’t appear less than 90 pixels, or 1.25” wide, unless otherwise approved by the United Way Marketing team.

vertical


















horizontal



All of these logos, along with the usage guidelines, are available on our website. To download a copy, visit UnitedWayGLV.org/brand.

COLOR PALETTE

The United Way Blue*, Red* and Orange* are the brand’s primary colors. An expanded color palette that includes darker and lighter shades of the primary palette may be used when more colors are required.

 Pantone Black C:0 M:0 Y:0 K:100 R:0 G:0 B:0	 Pantone 282 C:100 M:85 Y:35 K:0 R:0 G:0 B:100	 Pantone 187 C:10 M:100 Y:80 K:30 R:180 G:20 B:40	 Pantone 152 C:0 M:60 Y:100 K:0 R:245 G:120 B:20	 Pantone 7500 C:10 M:10 Y:35 K:0 R:230 G:215 B:170
 Pantone Black @ 75% C:0 M:0 Y:0 K:75 R:80 G:80 B:80	 * Pantone 287 C:100 M:74 Y:0 K:0 R:16 G:22 B:127	 * Pantone 179 C:0 M:85 Y:89 K:0 R:254 G:35 B:10	 * Pantone 143 C:0 M:34 Y:86 K:0 R:255 G:150 B:0	 Pantone 7500 @ 50% C:0 M:3 Y:15 K:3 R:240 G:230 B:200
 Pantone Black @ 50% C:0 M:0 Y:0 K:50 R:150 G:150 B:150	 Pantone 287 @ 52% C:55 M:40 Y:0 K:0 R:124 G:129 B:184	 Pantone 179 @ 50% C:0 M:40 Y:50 K:0 R:255 G:150 B:125	 Pantone 143 @ 50% C:0 M:15 Y:50 K:0 R:255 G:200 B:125	 Pantone 7500 @ 0% C:0 M:0 Y:0 K:0 R:255 G:255 B:255

AFFINITY GROUPS, PARTNERSHIPS AND PRODUCTS

The following are United Way affinity groups, partnerships and products. They must link to United Way, and should not be treated as a standalone brand. The UWGLV logo should also appear on accompanying materials.

Some of the groups listed below utilize their own artwork. This is NOT considered a logo. The artwork can appear anywhere on a document. However, nowhere in the artwork can it read the name of the affinity group, partnership or product. See examples to the right.





Unless otherwise noted in this document, the shape or color of the artwork may not be altered.



United Way
Alexis de Tocqueville Society



United Way
Community Schools

NAME	ARTWORK	NOTES
United Way <i>Alexis de Tocqueville Society</i>		Can be shown in any UW color or black/white.
United Way <i>Women's Leadership Council</i>		Can only be shown in UW red or black/white.
United Way <i>Emerging Leaders</i>		Can only be shown in UW red or black/white.
United Way <i>Community Schools</i>		
United Way <i>Alliance on Aging</i>	TBD	
United Way <i>TeenWorks</i>	TBD	

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