

Brandmark usage

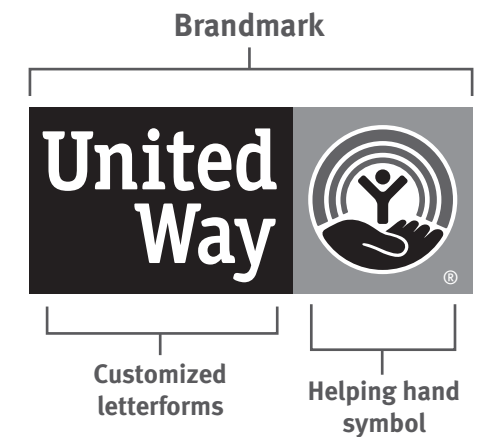
Our new brandmark

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.



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.

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 preferred brandmark is full-color.



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 and files.

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.

Note:

These brandmarks should never appear on a website, four-color brochure or any other application where a full-color brandmark is useable.

The one-color brandmarks may not be reproduced in any color other than United Way Blue and black.

One-color blue brandmark



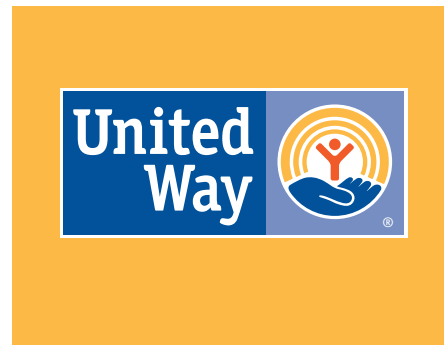
One-color black brandmark



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.



Brandmark: Special usage

The special usage United Way brandmarks are used when printing on colored surfaces, or screening of inks is not possible. This may occur when reproducing on plastic, glass, metal, fabric or other materials used for merchandise or signage. For printed materials, these brandmarks may only be used when the method of reproduction is faxing and photocopying or the surface of the paper is a color other than white. For example, this may occur when printing a black & white laser print on blue paper. When printing on white paper, the full-color or one-color brandmarks should be used at all times. See the artwork finder on page 2.25 for complete specifications and files.

Blue special usage brandmark



Black special usage brandmark



White special usage brandmark



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

90 pixels or
1.25" wide



Print

.75" wide



Special usage

.75" wide



Brandmark: Unacceptable uses

The consistent and correct application of the United Way brandmark 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.

Note:

Never attempt to redraw or rescale the elements of 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. See exceptions for video, animation and interactive on page 4.11.



Never substitute type in the brandmark



Never alter the colors in the brandmark



Never separate the symbol from the United Way name



Never put other words or phrases inside the brandmark



Never extract the words "United Way" from the brandmark



Never tilt the brandmark



Never distort the shape of the brandmark



Never alter the shape of the brandmark in any way



Never add elements inside the brandmark



Never extract any of the graphic elements contained in the brandmark to use separately



Never add elements over the brandmark



Never add a local name inside the brandmark



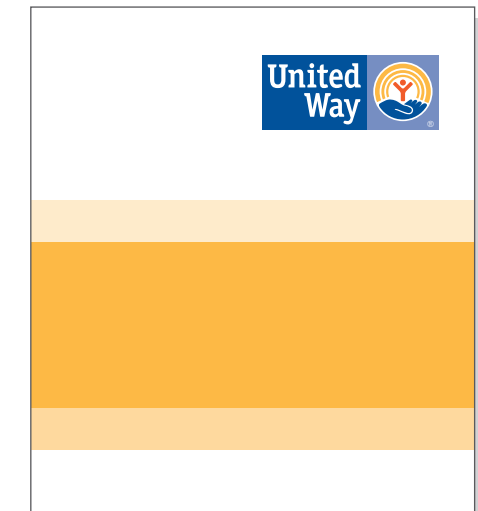
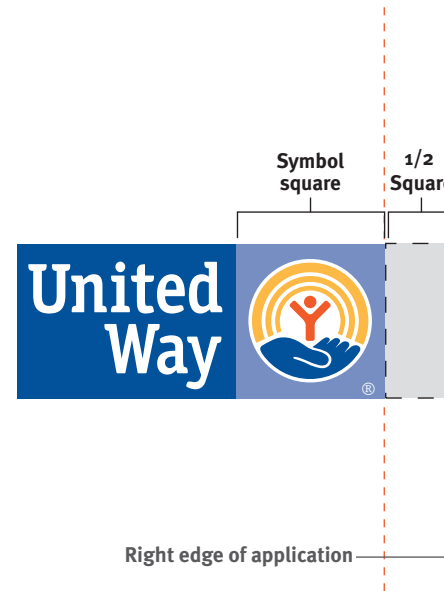
Never rearrange the elements of the brandmark



Never reverse the brandmark to white

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.



Our brandmark with 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 must always appear with the master brandmark. The tagline always appears in all upper case, Trade Gothic Bold Condensed Twenty typeface, followed by the trademark symbol (TM) in Trade Gothic Condensed Eighteen. Do not use Meta for the tagline.

See color, placement and size specifications on the following pages. Refer to the artwork finder on page 2.25 for complete specifications and files.

Note:

As one of our most important assets, the tagline 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 tagline in relationship to the brandmark or add other graphic elements to its presentation. We must use a trademark symbol (TM) with the tagline to ensure our legal rights are protected. Always display the trademark symbol (TM) in the position indicated.

LIVE UNITED™



Tagline: Lockup treatment

When the tagline is locked up with the brandmark it appears in a fixed position to the left of the brandmark. The size relationship and position have been determined for optimal communication of both the United Way brandmark and the tagline. The brandmark must appear with a

registered trademark symbol (®). The tagline must appear with a trademark symbol (TM), which may be placed within the offset space between the tagline and the brandmark.

The tagline is placed in a fixed position relative to the brandmark. When placed on a dark-colored background, the tagline letters reverse to white.



Specifications for tagline lockup

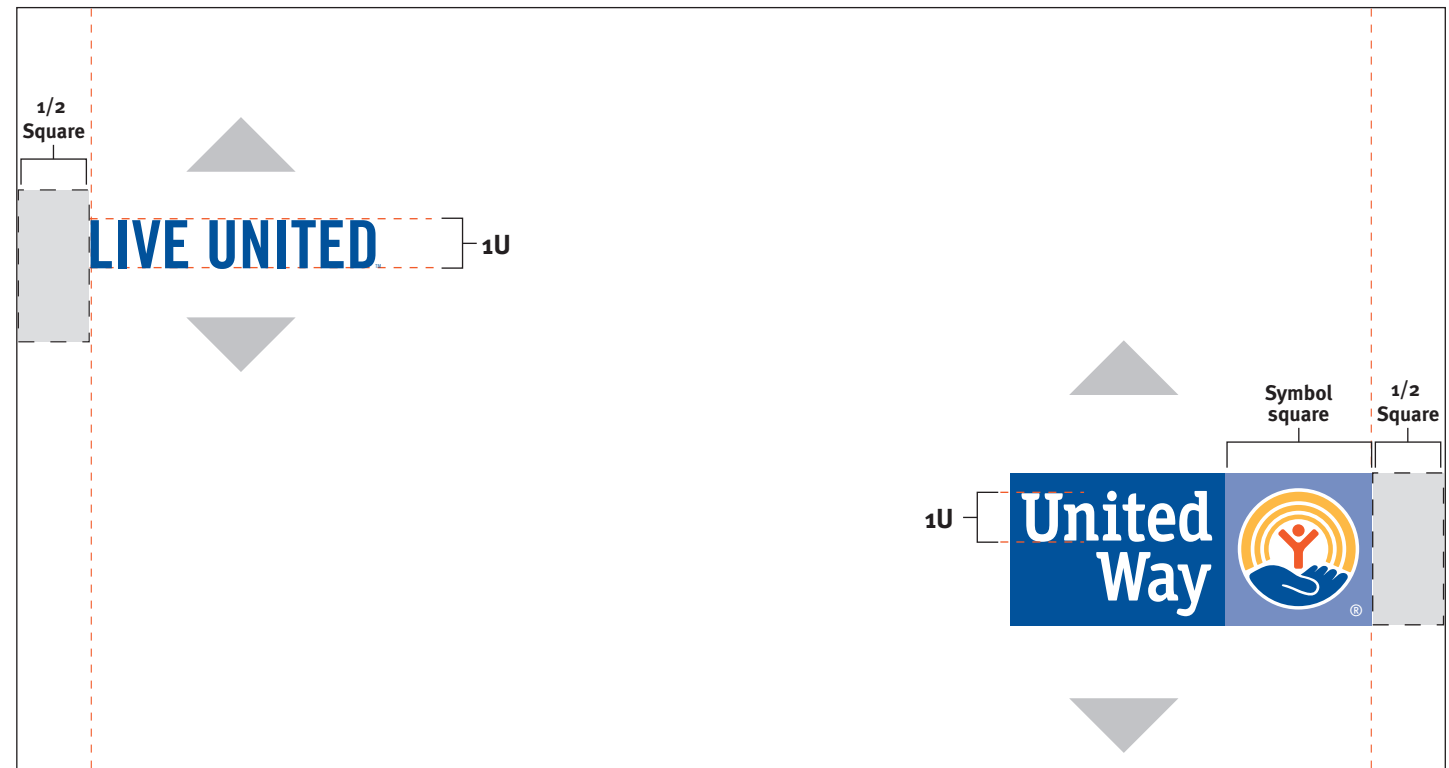


Tagline: Flexible placement treatment

You may choose not to lock up the tagline with the brandmark. However, in order to protect the integrity of the brandmark and tagline, you must place both on the same page in the size proportions indicated.

The brandmark is placed at a distance of a half of the symbol square from the right edge of the application and the tagline is placed at the same distance from the left edge. You may place both elements anywhere along their edge as long as you maintain the distance and the size relationship prescribed. However, it is preferred that the brandmark and tagline appear in close proximity, especially when there is a large body of copy on the same page. Greater flexibility of placement is allowed when there is little or no body copy on the page.

Maintain a fixed size relationship between the tagline and brandmark when using them in the flexible placement treatment.



Tagline: Color treatments

The tagline may appear with the full-color brandmark, as well as the one-color and special usage brandmarks. The color of the brandmark dictates the color of the tagline. The color specifications on this page apply to both the tagline lockup and the flexible placement treatments. See the color palette on page 3.1 for complete color specifications.

Tagline color with full-color and one-color blue brandmarks

When using the full-color or one-color blue brandmark on a light background, the tagline should appear in United Way Blue.

When used over a dark background, the tagline should reverse to white.

Tagline color with one-color black brandmark

When using the one-color black brandmark on a light background, the tagline should appear in black.

When used over a dark background, the tagline should reverse to white.

Tagline color with special usage brandmarks

When using special usage brandmarks, the tagline should always appear in the same color as the brandmark.

Note:

Never use the tagline over a complicated part of an image or a color that hinders its legibility.

Color for tagline lockup and flexible placement treatments



Tagline and localization: Unacceptable uses

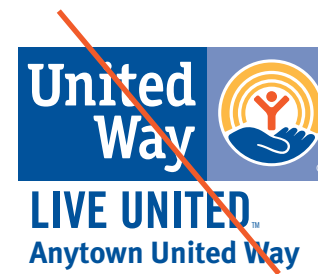
The consistent and correct application of the tagline and the local identifier is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate some of the unacceptable uses of the United Way brandmark with the tagline and the local identifier.

Note:

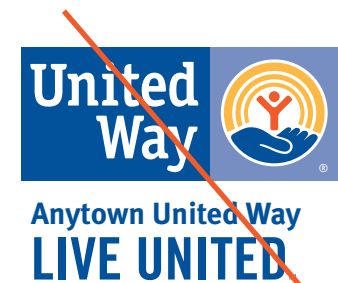
Never attempt to redraw or rescale the elements of the brandmark with the tagline or the local identifier or add other graphic elements in its presentation.



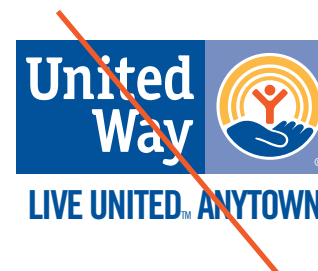
Never change the typeface, color or size relationship of the tagline or local identifier



Never combine the lockups of the tagline and local identifier



Never change the lockup placement or alignment of the tagline or local identifier



Never add words or change the phrasing of the tagline or local identifier



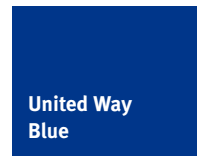
Color palette

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:

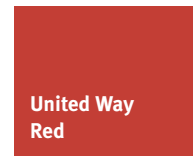
The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards, refer to the current edition.



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



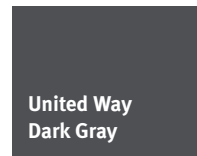
Pantone 287C at 52%
or Pantone 659
C:55 M:40 Y:0 K:0
R:124 G:129 B:184



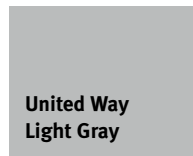
Pantone 179
C:0 M:85 Y:89 K:0
R:254 G:35 B:10



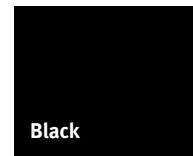
Pantone 143
C:0 M:34 Y:86 K:0
R:255 G:150 B:0



Pantone Cool Gray 11
C:0 M:0 Y:0 K:80
R:54 G:54 B:54



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

Typography

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 landmark and for its ability to convey a personality that is consistent with our brand. Only use the weights and styles shown on this page.

Meta typeface

The primary typeface in the United Way brand identity system is Meta. Meta is a simple and clean typeface that conveys a humanistic and caring, yet professional tone.

Meta Book Roman *Meta Book Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Meta Bold *Meta Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Condensed typeface

NEW 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. See 3.8 LIVE UNITED™ Art Direction on page 39 for details.

Trade Gothic Condensed Eighteen *Trade Gothic Condensed Eighteen Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LIVE UNITED™ Call to Action

Be sure to include the LIVE UNITED Call to Action (give, advocate, volunteer) in marketing communications. It communicates a very important aspect of the campaign. The Call to Action should always appear along with the brandmark and LIVE UNITED tagline. See typesetting instructions below.

