

Brand Identity Guidelines

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Introduction

Building our brand

Founded upon a unique heritage of voluntarism and community building, United Way has served generations of Americans from all walks of life, providing both fund-raising and organizational resources to local charitable agencies.

Today, United Way is the nation's leading community impact organization, investing in and activating the resources that make the greatest possible impact in communities across America. We bring communities together to focus on their most important needs—building partnerships, forging consensus and leveraging resources in order to make a sustainable change in conditions.

We have a significant opportunity to build upon our traditional strengths, as well as to signal our organization's movement towards a more meaningful and powerful mission—measurable community impact. Now is the time to declare what we stand for, what we value and what we are determined to achieve. This is the foundation of our brand promise. We fulfill our brand promise to all of our stakeholders by serving our communities with diligence and integrity.

Vision, mission and positioning

Vision

The vision we embrace is that United Way will build a stronger America by mobilizing our communities to improve people's lives.

Mission

Our mission is to improve lives by mobilizing the caring power of communities.

Positioning

We recognize that a change in the approach to community building is necessary to improve conditions in the communities we serve. United Way is determined that it can best fulfill its mission by shifting its role from fundraiser to leading community impact organization.

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 program will help 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 your visual communication materials. By accurately implementing this brand identity system, you protect the equity of the United Way brand and better support its repositioning.

Brandmark usage

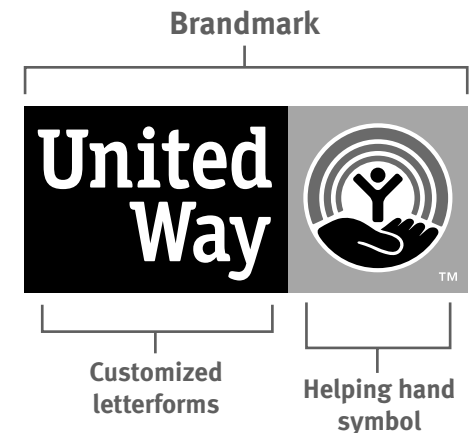
Our new brandmark

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 2.23 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. We must use a trademark symbol (TM) with the brandmark to ensure our legal rights are protected. Always display the trademark symbol (TM) 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 2.23 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 blue brandmark



One-color black brandmark

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

One-color black brandmark



Note:

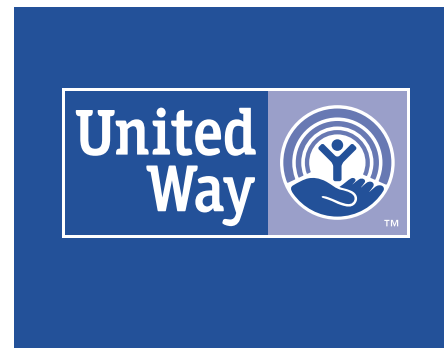
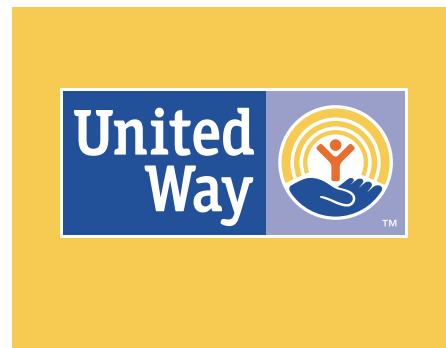
These brandmarks should never appear on a website, four-color brochure or any other application where a full-color brandmark is useable.

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

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 2.23 for complete specifications and files.

Blue special usage brandmark



Black special usage brandmark



White special usage brandmark



Note:

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

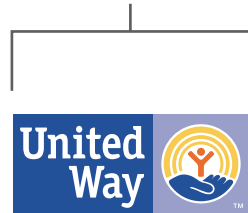
The special usage brandmarks may not be reproduced in any color other than United Way Blue, black and white.

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.



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 tilt the brandmark



Never distort the shape of the brandmark



Never alter the shape of the brandmark in any way



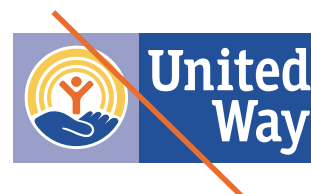
Never add elements inside the brandmark



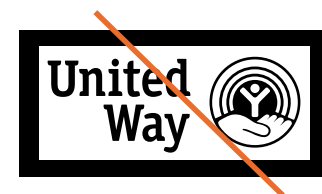
Never add elements over the brandmark



Never add a local name inside the brandmark



Never rearrange the elements of the brandmark



Never reverse the brandmark to white

Our new brandmark with tagline

Our tagline is our primary marketing message. All communications and creative materials are rooted in the “what matters” concept. The tagline should be used on all marketing communications, including print collateral, advertising and websites.

The tagline can be placed in two ways: with a fixed lock-up and flexible placement relative to the brandmark. The tagline always appears in all lower case, Meta Book Roman typeface, followed by a period and trademark symbol (TM). See color, placement and size specifications on the following pages. Refer to the artwork finder on page 2.23 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.

what matters.TM



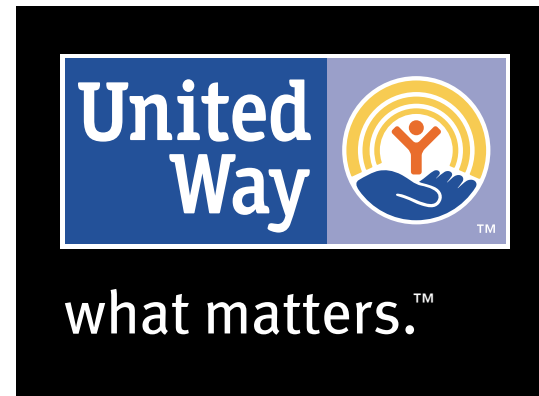
Tagline: Lockup treatment

When the tagline is locked up with the brandmark it appears in a fixed position underneath the brandmark. The size relationship and position have been determined for optimal communication of both the United Way brandmark and the tagline. Both brandmark and tagline must appear with a trademark symbol (TM).

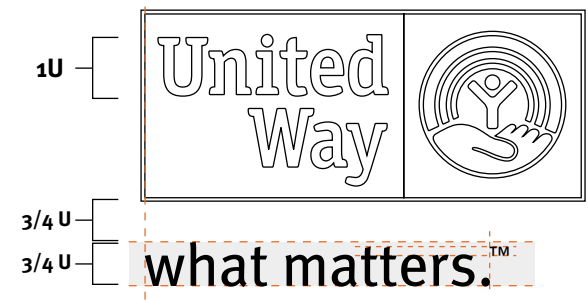
The tagline is placed in a fixed position relative to the brandmark



When placed on a colored background, the tagline letters reverse to white



Specifications for tagline lockup

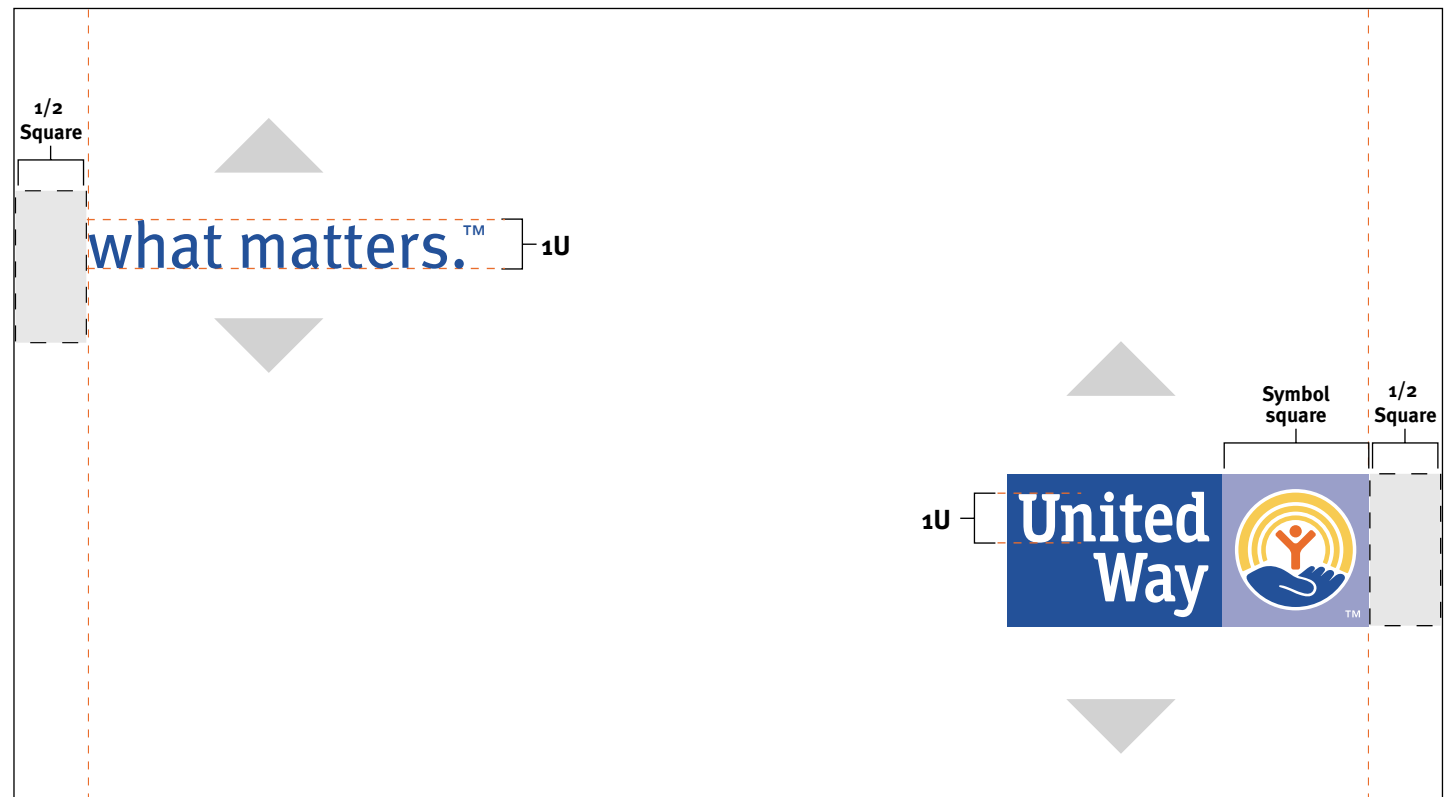


Tagline: Flexible placement treatment

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



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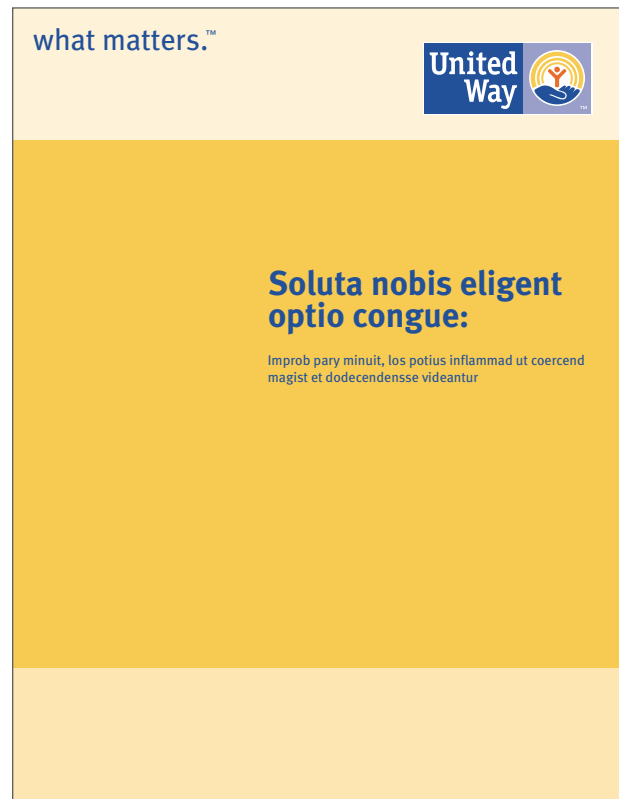


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Tagline: Examples

The consistent and correct application of the United Way tagline is essential. The examples on this page illustrate some of its acceptable uses in both the flexible placement and the lockup treatments.

Flexible placement treatment of tagline with full-color brandmark



Tagline lockup treatment with one-color blue brandmark



Our new brandmark and 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. 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.

United Way of Anytown
Anytown United Way

— First upper and then lower case

United Way of Anytown
Anytown United Way

— Meta Bold

Localization: Vertical lockup treatment

When the local identifier is locked up with the brandmark, it appears in a fixed position underneath the brandmark holding shape. 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.

Note:

The size of the local identifier should never be increased larger than specified.

The local identifier is placed in a fixed position relative to the brandmark holding shape

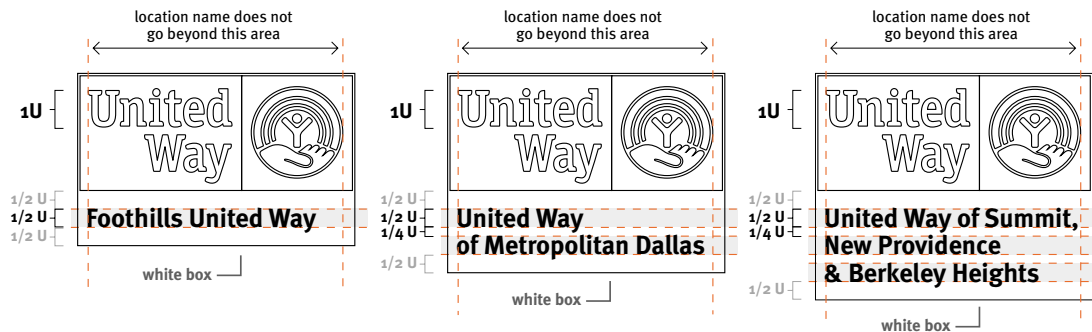


Foothills United Way

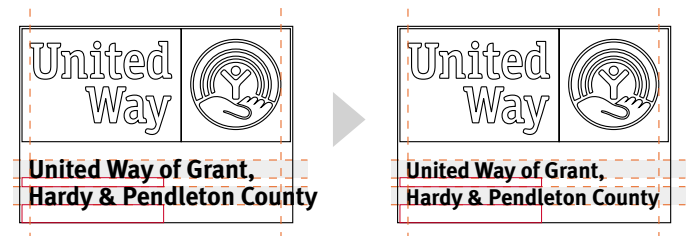
When placed on a colored background, the white background control line expands to provide an area to hold the local identifier



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 slightly beyond the width of the brandmark.



Localization: Horizontal lockup treatment

When the local identifier is locked up with the brandmark, it appears in a fixed position on the left-hand side of the brandmark holding shape. The horizontal lockup is better suited for horizontal formats such as web pages and banners. The size relationship and position have been determined for optimal communication of both the United Way brand and the local identifier.

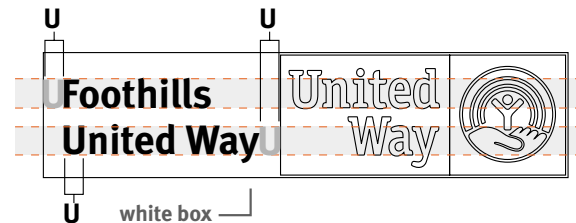
The local identifier is placed in a fixed position relative to the brandmark holding shape



When placed on a colored background, the white background control line expands to provide an area to hold the local identifier.



Specifications for horizontal local identifier lockup. The local identifier should always be on two lines

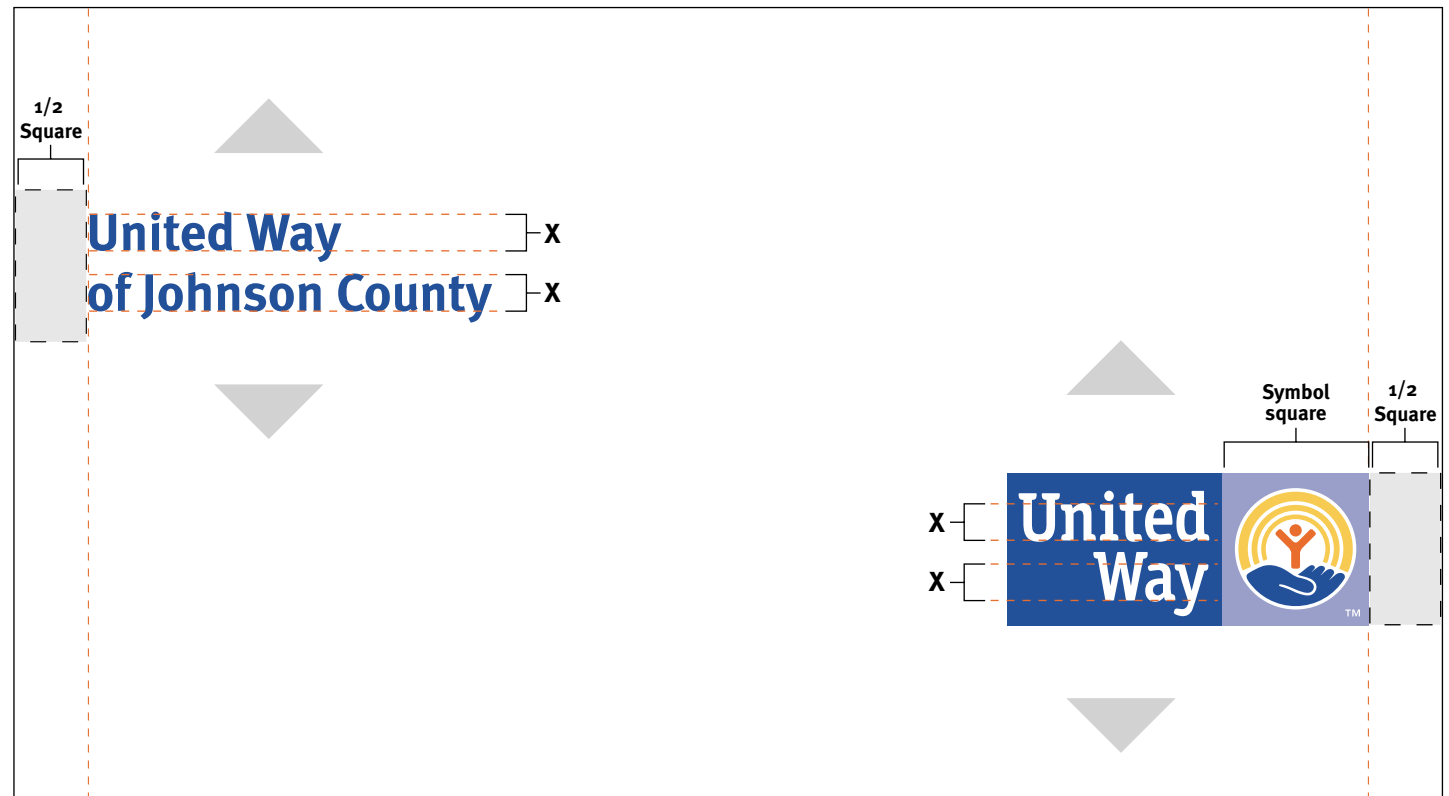


Localization: Flexible placement treatment

You may choose not to lock up the local identifier with the brandmark. However, in order to protect the integrity of the brandmark and local identifier you must place both on the same page in the 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 local identifier is placed at the same distance from the left edge. You may place both elements anywhere along the edge as long as you maintain the distance and the size relationship prescribed.

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



Localization: Serving multiple areas

Some local United Way organizations serve multiple areas. These areas should not be included in the horizontal or vertical lockups. If they must be used with the brandmark, they can be used in the flexible placement treatment of the local identifier. They can also be treated as text within the application.

It is preferred to communicate service areas in text but not with the brandmark

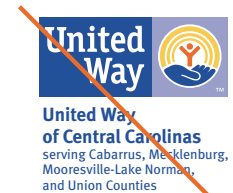
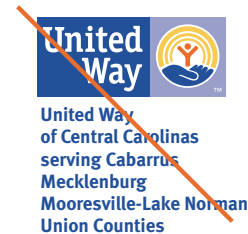


When using the flexible placement treatment, it is acceptable to use service areas as shown here

United Way of Central Carolinas
*serving Cabarrus, Mecklenburg,
Mooresville-Lake Norman and Union Counties*



Never lock up service areas to the brandmark



Specifications for flexible placement treatment of the local identifier

United Way of Central Carolinas
*serving Cabarrus, Mecklenburg,
Mooresville-Lake Norman and Union Counties*



└─ Meta Book Italic └─ Upper and lower case

Localization: Color treatments

The local identifier 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 local identifier. 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.

Local identifier with full color and one-color blue brandmarks

When using the horizontal or vertical lockup treatment with a full-color or one-color blue brandmark, the local identifier should always be United Way Blue. The white background control box will separate it from the background.

When using the flexible placement treatment of the full-color or one-color blue brandmark on a light background, the local identifier should appear in United Way Blue.

When using the flexible placement of the full-color or one-color blue brandmark on dark background, the local identifier reverses to white.

Local identifier with one-color black brandmark

When using the horizontal or vertical lockup treatment with a one-color black brandmark, the local identifier should always be black. The white background control box will separate it from the background.

When using the flexible placement treatment of the one-color black brandmark on a light background, the local identifier should appear in black.

When using the flexible placement of the one-color black brandmark on a dark background, the local identifier reverses to white.

Local identifier with special usage brandmarks

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

Note:

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

Color for local identifier horizontal and vertical lockup treatment



Color for local identifier flexible placement treatment



Localization: Examples

The consistent and correct application of the local identifier is essential. The examples on this page illustrate some of the acceptable uses of both the flexible placement and the lockup treatments of the local identifier.

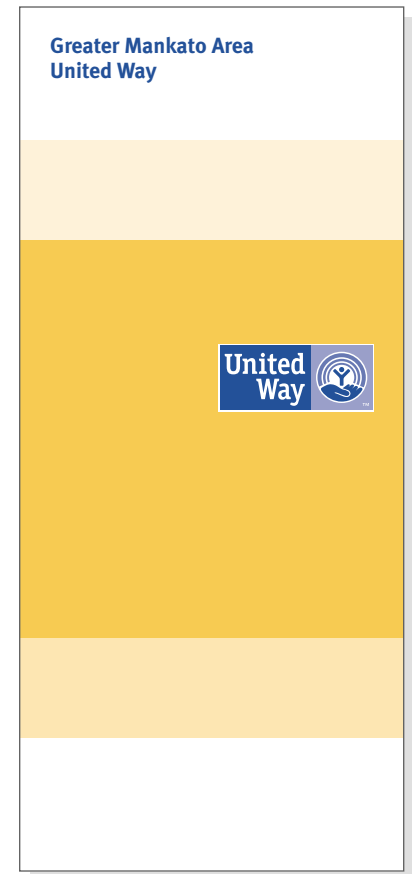
Local identifier vertical lockup treatment with one-color black brandmark



Local identifier horizontal lockup treatment with full-color brandmark



Flexible placement treatment of local identifier with one-color blue brandmark



Localization & tagline together

When using both the local identifier and tagline on the same application, one of them must be treated as a lockup, while the other should follow the flexible placement treatment rules.

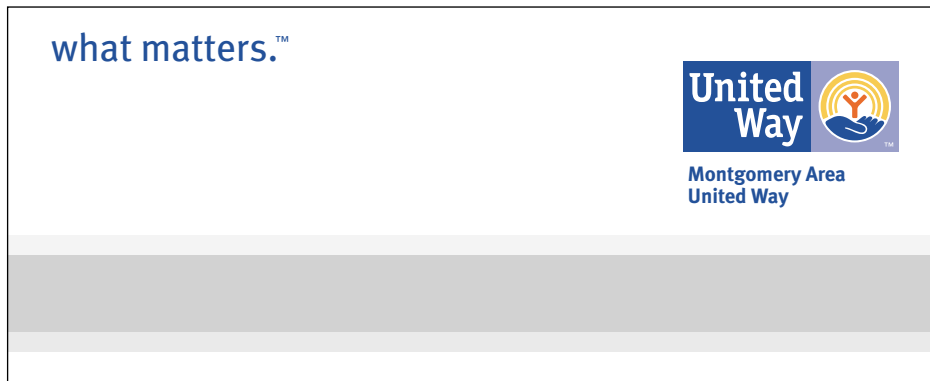
Note:

Never lock up both the tagline and the local identifier to the brandmark.

Choose whether to lock up the brandmark with the tagline or the local identifier



Local identifier vertical lockup with a flexible placement treatment of the tagline



Tagline lockup with a flexible placement treatment of the local identifier



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



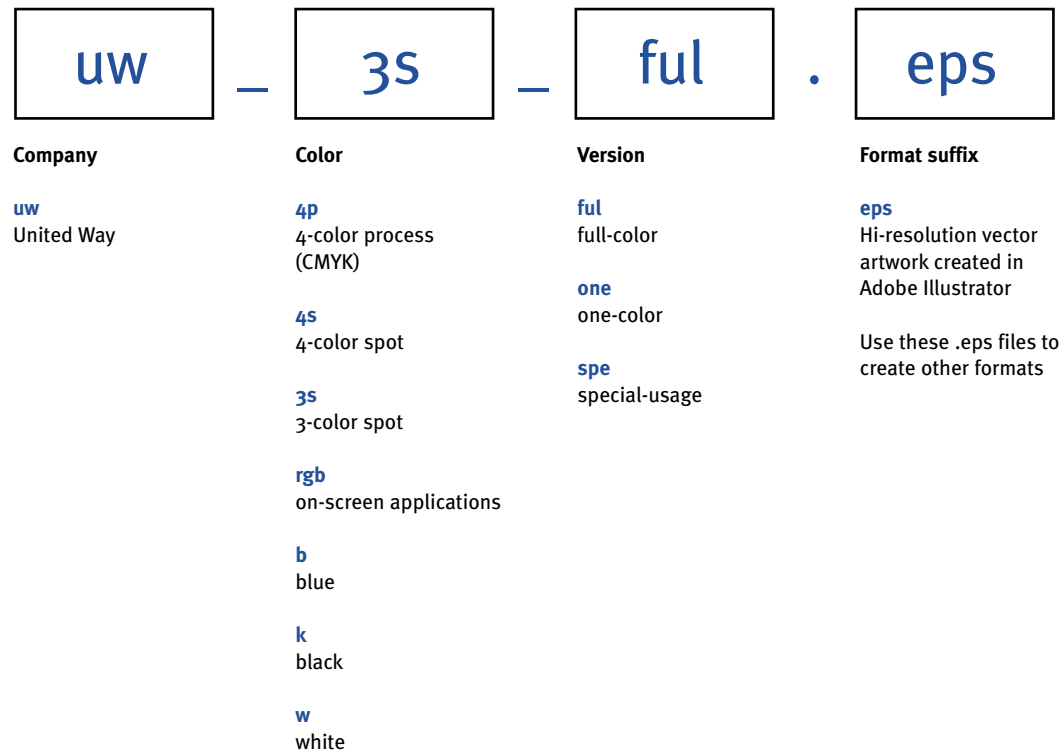
Never change the lockup placement or alignment of the tagline or local identifier



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

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.





















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 Brand Identity Guidelines CD or may be obtained by contacting: susan.carpenter@uwa.unitedway.org

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

 <p>Four-color process Refer to United Way color palette for color specifications File Name: uw_4p_ful.eps</p>		
 <p>Four-color spot PMS 287c, PMS 659c, PMS 179c, PMS 143c File Name: uw_4s_ful.eps</p>		
 <p>Three-color spot Pantone 287c, Pantone 179c and Pantone 143c File Name: uw_3s_ful.eps</p>		
 <p>RGB Refer to United Way color palette for color specifications File Name: uw_rgb_ful.eps</p>		
 <p>One-color blue Pantone 287c File Name: uw_b_one.eps</p>		
 <p>Special usage blue Pantone 287c File Name: uw_b_spe.eps</p>		
 <p>One-color black Black 100% File Name: uw_k_one.eps</p>		
 <p>Special usage black Black 100% File Name: uw_k_spe.eps</p>		
 <p>Special usage white C:o, M:o, Y:o, B:o File Name: uw_w_spe.eps</p>		

Support elements

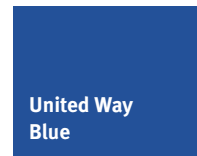
Color palette

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:

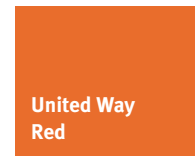
The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards, refer to the current edition.



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



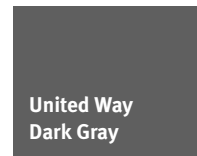
Pantone 287C at 52%
or Pantone 659
C:55 M:40 Y:0 K:0
R:124 G:129 B:184



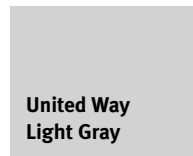
Pantone 179
C:0 M:85 Y:89 K:0
R:254 G:35 B:10



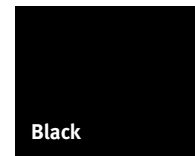
Pantone 143
C:0 M:34 Y:86 K:0
R:255 G:150 B:0



Pantone Cool Gray 11
C:0 M:0 Y:0 K:08
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

Impact graphic

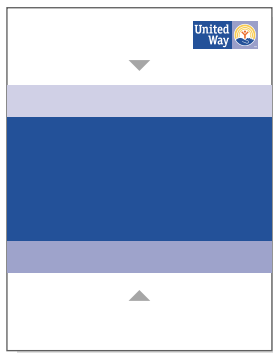
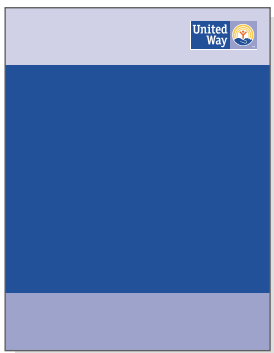
The United Way impact graphic is a motif that helps create a distinct and consistent visual presence across our print and digital applications. The impact graphic should appear once on all covers and website home pages, except when using full bleed images or full bleed United Way color. The impact graphic may also appear on interior pages although this is not a requirement.

The impact graphic extends from the left to the right edge of the application and can be stretched vertically as long as it remains in the same proportions. While the motif can extend to a full bleed, the minimum height is .625 inches.

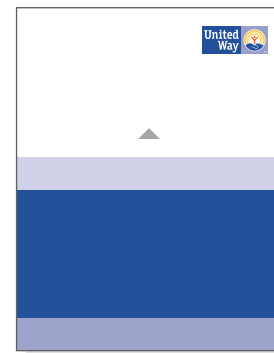
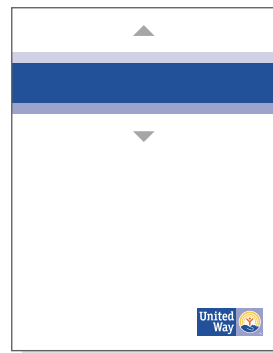
These are the exact size and color proportions of the impact graphic and must be used at all times



The impact graphic can be stretched vertically as long as in proportion



The impact graphic can move from top to bottom as long as it is not cropped



The only alternative to using the impact graphic on covers is using a full bleed image or full bleed United Way color



Impact graphic: Color

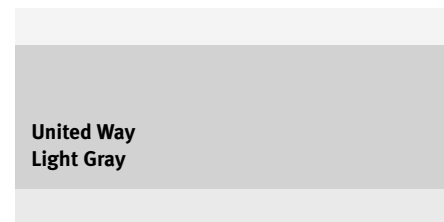
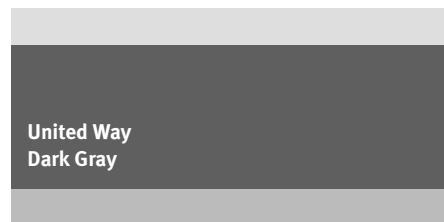
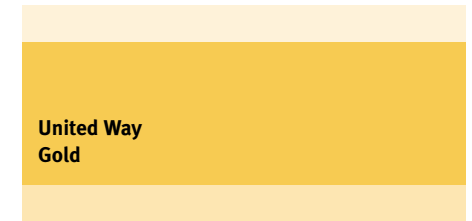
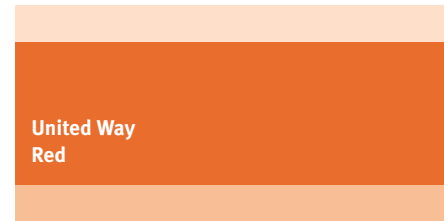
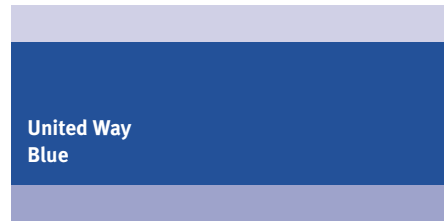
The colors used for the United Way impact graphic are limited to five colors from the United Way color palette. These colors, United Way Blue, United Way Red, United Way Gold, United Way Dark Gray and United Way Light Gray, have been selected for maximum impact. See the United Way color palette on page 3.1 for complete specifications.

The color proportions of 25%, 100%, and 50%, respectively must never change regardless of which of the five colors is used.

Note:

Never use United Way Light Blue, black, white or any colors not in the United Way color palette for the impact graphic.

These are the only five color options for the impact graphic



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 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.

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. Use Meta in all headlines and subheads in printed and online applications. Meta may also be used for text.

Meta Book Roman
Meta Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Meta Bold
Meta Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial typeface

Arial is an acceptable substitute for Meta only when Meta is unavailable. Arial can also be used in text, PowerPoint™ presentations and for non-graphical text on websites.

Arial Regular
Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman typeface

Times New Roman is a classic serif font that may be used in text, but should not be used in headlines or subheads.

Times New Roman Regular
Times New Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Bold
Times New Roman Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Imagery

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.

Communities

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.

Portraits

United Way portraits capture the personality of the individual by featuring the person's face when dramatically lit or tightly cropped. This enables the viewer to establish an intimate, engaging connection with the subject. The background should not overpower or compete with the portrait.

Communities



Portraits



Monotones can be made with any color in the United Way color palette

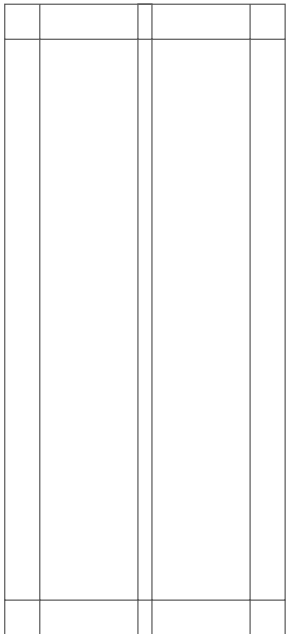


Grids

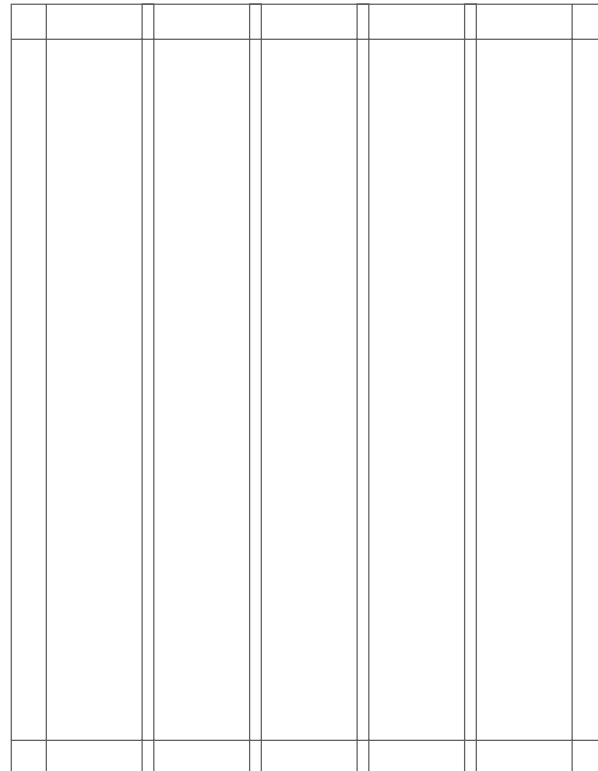
When developing layouts for print applications, follow the grid proportions shown below. These grids will help you place copy and imagery in a consistent manner. All grids should have a .5" margin on all sides and .2" gutters.

Other formats may require the alteration of existing grids or creation of new grids.

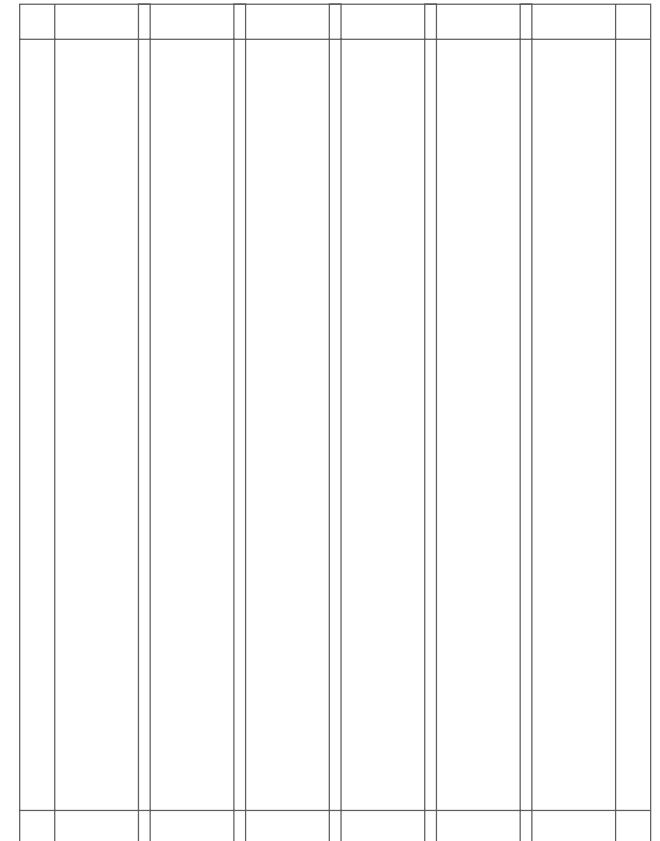
The 2-column grid is used to create items such as 4"x9" rack cards and brochures



The 5-column grid is used to create items such as 8.5"x11" brochures and newsletters

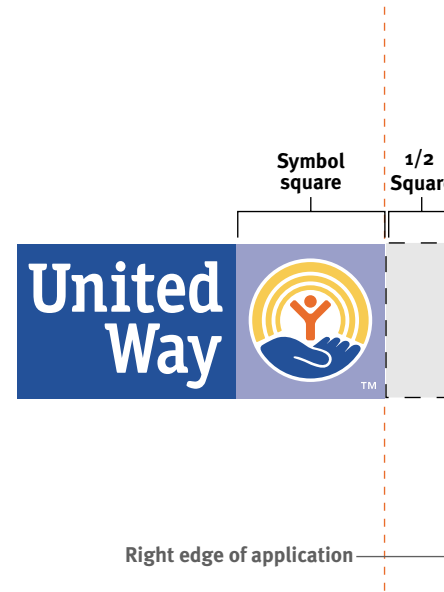


The 6-column grid is used to create items that are 9"x12" or larger such as folders and posters

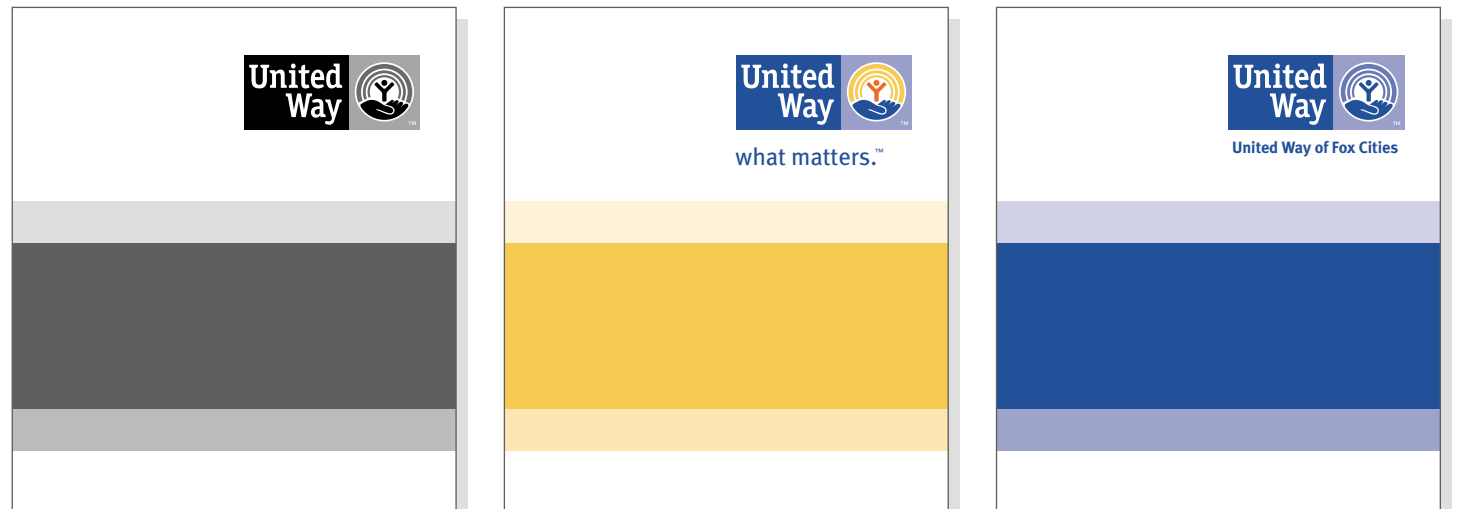


Brandmark placement

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.



The brandmark distance from the right edge is consistent with or without tagline and local identifier



Sample applications

Brand identity: System overview

The brand identity elements reviewed in Section Two and Three 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.

United Way

United Way of Anytown
Anytown United Way

what matters.™

Meta Book Roman
Meta Book Italic

Arial Regular
Arial Italic

Times New Roman Regular
Times New Roman Italic

Meta Bold Roman
Meta Bold Italic

Arial Bold
Arial Bold Italic

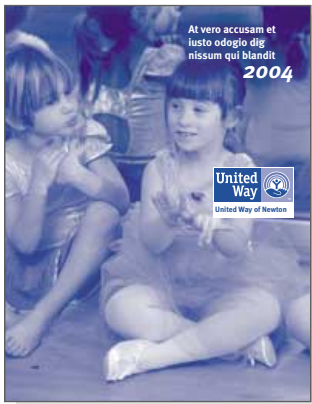
Times New Roman Bold
Times New Roman Bold Italic

Symbol square
1/2 Square

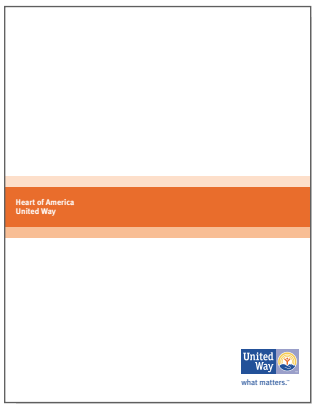
Brochure: Front and back covers

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

Brochure cover design alternatives



Back covers



With the flexible placement treatment for the local identifier, place it at a half of the landmark symbol square from the left edge

Full-color brochure cover



The impact graphic may only be one of five colors specified on page 3.3

When the tagline is locked up with the landmark, it appears in a fixed position underneath the landmark

Brochure: Interior spreads

Based on United Way grids, interior spreads afford enough flexibility to suit different styles of communications.

Interior spread design alternatives



Monotones can be made with any color in the United Way color palette

One-color interior spread



Meta typeface can be used for headlines as well as text

The 5-column grid is used for 8.5"x11" brochures

Newsletters

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

Newsletter design alternatives



One-color newsletter

The local identifier always appears in first upper case and then all lower case Meta Bold



The one-color blue landmark is always used in one-color applications other than black and white

The impact graphic always extends from the left to the right edge

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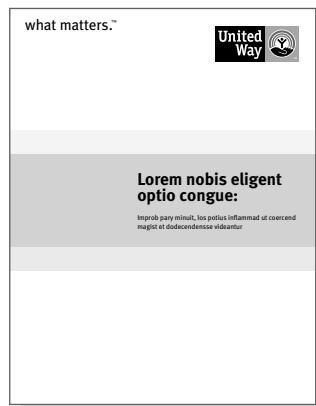
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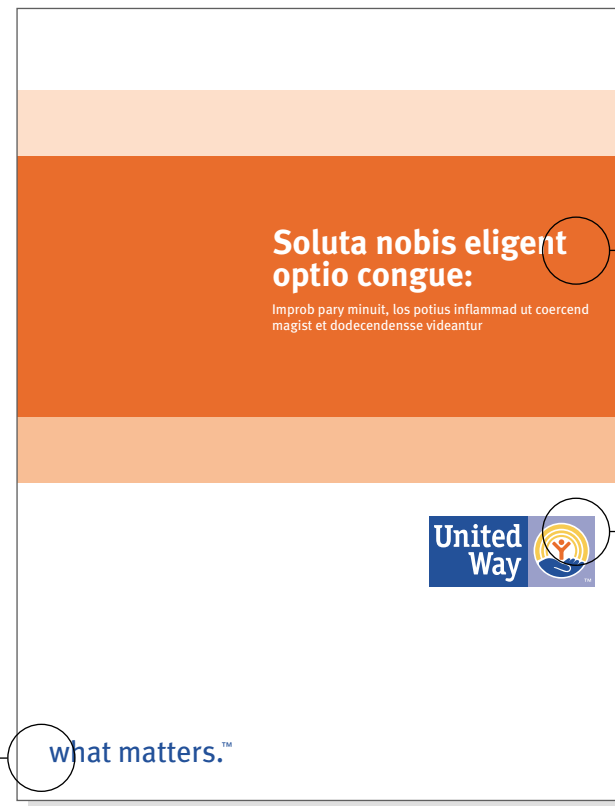
Report covers

Using report covers helps to create visually distinct and professional presentations.

Report design alternatives



Full-color report



An approved weight and style of the Meta typeface is used for all headlines

The full-color brandmark is always used in 4-color applications

The tagline color is blue when used with the full-color brandmark

what matters.™

Posters

Posters are a popular way to communicate locally.

Poster design alternatives



Full-color poster



Only use photographs that show the new landmark

The 6-column grid is used for posters

When placed on a colored background, the white outline expands to accommodate the local identifier

Print advertisements

When promoting the 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.

Print advertisement design alternatives



Print advertisement



The minimum height for the impact graphic is .625 inches

This community image is the communication's primary photograph

The tagline always appears in all lower case, Meta Book Roman typeface, followed by a period and trademark symbol (TM)

Website

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.

Home page

Arial can be used for non-graphical text on websites

Three colors from the United Way color palette were selected for the design of this website

The local identifier has a fixed size relationship with the landmark

United Way of Cleveland County

The United Way System Programs & Services How to Give Media Center Contact Us Job Opportunities

Find a United Way
 postal code **GO**

Volunteer Now
 postal code **GO**

Give Now

- Programs
- Initiatives
- United Way International
- United Way of Canada
- About United Way
- My Profile

Impact Matters

Lorem ipsum dolor sit amet consectetur adipiscing elit

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Get Involved

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POV

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Fact of the Week

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Exterior signage

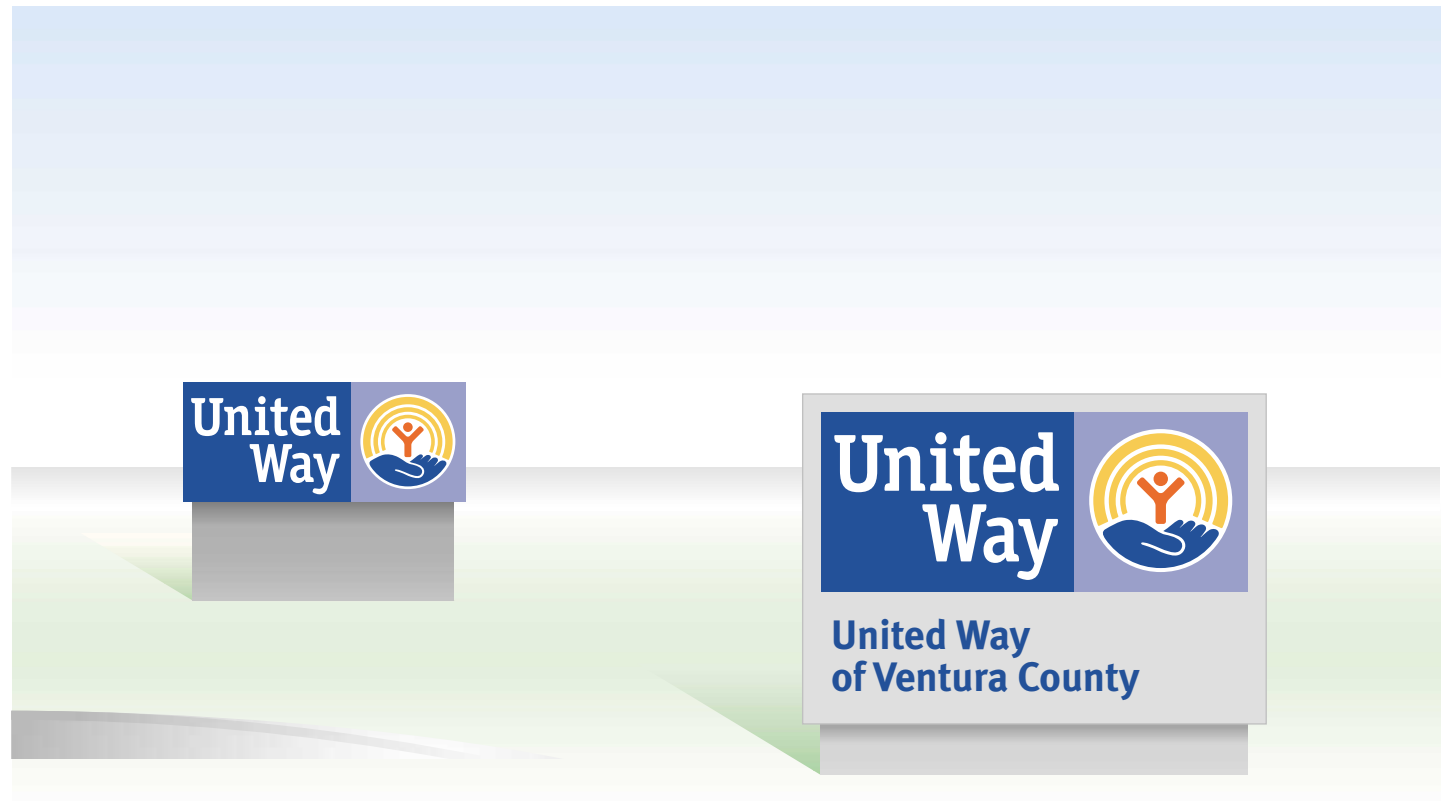
Signage provides a means to consistently identify, locate, direct and inform across operating sites and offices around the country.

Shown here are two types of monument signs that might appear in front of a United Way building or office. Exterior signs do not need to use the white background control outline around the brandmark as long as it is placed on a light background.

The trademark symbol does not need to appear on signage.

Note:

For exterior signage there are several types of signs available. The examples shown here are for design intent only. They can be used to guide the development of engineering drawings. Precise fabrication methods and exact measurements are determined with your signage vendor.



Interior signage

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

Shown here is a sign that might appear near or behind a reception desk. Interior signs use the white background control box around the brandmark as specified in these guidelines.

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.

