



# BRAND STANDARDS & GUIDELINES



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# USING THE BRAND STANDARDS & 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're a trusted partner across the world and 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 voice, landmark, typography, color palette and other visual elements, specific directions are included to help you manage marketing and communications materials. By accurately and consistently implementing this brand identity system, you protect the equity of the United Way brand and make the brand positioning stronger.



# OUR CREDO & BRAND PROMISE

**Brand Credo:** **United Way fights for the health, education and financial stability of every person in every community.**

**Brand Promise:** We win when we LIVE UNITED®. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources. And by inspiring individuals to join the fight against their community's most daunting social crises.





# OUR MANIFESTO



Problems.

The ones most people don't have the stomach for.

The ones nobody talks about at cocktail parties.

The ones that can't be solved.

We go looking for them.

In unforgiving cities, desolate towns, and seemingly docile suburbs.

We find every dollar we can to address them.

But we are more than the fundraisers.

We are the hand raisers. The game changers.

The-stop-talking-start-doing-band-together-and-take-on-the-impossible-task-masters.

United, we face teen pregnancy in Milwaukee.

United, we stand up for the children left behind in China.

United, we battle for veterans in Broward County.

United, we confront the struggles of refugees in Europe.

No matter the obstacles. No matter the odds.

We surround a community's most critical problems. And we fight.

We fight for Teegan. We fight for David. We fight for Xiao Lin and Saraya and Kim.

We fight for those who need a voice and those whose names we do not know.

United Way fights for the health, education and financial stability of every person in every community.

Because change doesn't happen alone.

Hope isn't a one-man band.

And there's no such thing as self taught or self made.

We have one life.

To live better, we must LIVE UNITED.

# BRAND FRAMEWORK OVERVIEW

## Vision

*Long term statement that describes what the organization is trying to accomplish and where it wants to be in the future.*

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

## Mission

*Foundational statement describing how the organization will achieve its vision by making its core objective clear.*

**To improve lives by mobilizing the caring power of communities around the world.**

## Brand Promise

*What drives our unique promise and proposition in the marketplace, and frames how we communicate and innovate.*

**We win when we LIVE UNITED. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources. And by inspiring individuals to join the fight against their community's most daunting social crises.**

## Brand Credo

*The articulation of how our brand drives value, which should be actively communicated to the target audience.*

**United Way fights for the health, education and financial stability of every person in every community.**

## Brand Idea

*The singular motivating idea that drives action in the marketplace.*

**In order to live better, we must LIVE UNITED.**





# COMMUNICATION GUIDELINES

A brand is brought to life not just through images, but also words. As with imagery and design, it's important to maintain consistency in brand language, tone and voice. The following guidelines and examples demonstrate the appropriate voice of United Way.

# THE TWO SIDES OF UNITED WAY

When creating any communication piece, begin by asking yourself, “Is this piece about the problem or the solution?” In other words, “Is this piece about the fight or the win?” **There are separate guidelines for each.** And the visual elements for fight (the problem) and win (the solution) are distinctly different through color, tone, and imagery. For additional resources, visit the Messaging Guide at <https://online.unitedway.org/messaging101>.



When introducing a challenge and encouraging involvement and support, we are asking the audience to join the fight for the cause. Communications for this stage should be bold and direct. They should serve as a rally cry that inspires action, be that through volunteerism or donation. The intent is to communicate the seriousness of the cause and the importance of participation.



After participation has ended or milestones have been reached in fighting for a cause, communications should focus on the success. These pieces should be celebratory, uplifting and bright. The intent is to congratulate those who joined the fight and inspire them to do so again by highlighting the fulfilling feeling that comes from tackling the most difficult and important challenges.



# BRAND TONE

## **As a reflection of the work United Way does, the tone of brand communications must be one of strength.**

It's our charge to be both uplifting and empowering. To be motivating and inspiring. It is not enough for our communications to make people think. Our messages must inspire them to act. And our brand tone plays a key role in encouraging this action.

Our voice should be thoughtful and matter-of-fact. It has to be challenging, because we don't back down. It must project confidence and elicit trust. We avoid clichés and passive language. We don't muddy the message with complexities. Our statements are straightforward and our questions inspire thoughtfulness.

Our mission is powerful, so our interactions must be purposeful. We should always ask ourselves:

**Is this message honest? Is it clear, simple and straightforward? Does it inspire emotion and action?**

# VOICE STYLE

## This is what we sound like.

Sometimes it's helpful to think of a brand as a person. How do they talk? How do they make people feel? Are they outgoing, or more reserved? Are they entertaining, or especially thought-provoking?

By understanding United Way's brand personality, we can remain true to our voice in communications. This consistency will enable audiences throughout the world to recognize and connect with our brand.

### United Way is

...the hand raiser and the soldier. We're friend to the underdog and foe to the oppressor. We're the steadfast leader you can count on to rally the troops and to choose battles wisely. We don't wait for problems to land in our laps. Instead, we dig for the challenges that need us most.

Honest | Optimistic | Purposeful | Credible | Encouraging  
Empathetic | Inclusive | Human

### United Way is not

...only a fundraiser. We don't wait passively for a problem to address. And we aren't afraid to take on the toughest challenges. We won't approach donors with vague requests and undefined causes, and we won't give up when the going gets tough.

Fabricated | Ungrateful | Vague | Passive | Exclusive  
Disrespectful | Stuffy | Careless



# WE'RE LOCAL

## Applying our global message to local communities.

In order to fight for the health, education and financial stability of every person in every community, we must LIVE UNITED against each of our community's most daunting social crises.

*For example:*

In Milwaukee, we **LIVE UNITED AGAINST TEEN PREGNANCY.**

In L.A., we **LIVE UNITED AGAINST POVERTY.**

In Atlanta, we **LIVE UNITED AGAINST HOMELESSNESS.**

In Europe, we **LIVE UNITED AGAINST THE HARDSHIPS OF REFUGEES.**

In China, we **LIVE UNITED AGAINST THE PROBLEMS FACED BY CHILDREN LEFT BEHIND.**

We fight for our causes and LIVE UNITED against the crises that stand in our way. **We always use the language "LIVE UNITED against" when possible.** If it is not feasible to use this language for a particular message, it is acceptable to say "fight for." In an effort to maintain a positive call to action, **we should not use the language "fight against."**

*Preferred:*

In Milwaukee, we **LIVE UNITED AGAINST TEEN PREGNANCY.**

*Circumstantially Acceptable:*

In Milwaukee, we fight for the health of teens.

*Incorrect:*

In Milwaukee, we fight against teen pregnancy.

# BEST PRACTICES

## Capitalization

- Headlines in League Gothic Regular typeface (preferred) should be written in all caps.
- Headlines and subheads in Roboto-Bold typeface (secondary option) should be written in sentence case when using a complete sentence, and in title case when not a complete sentence.

## Punctuation

- Punctuation should be included in all headlines.
- Punctuation should always be included at the end of complete sentences and fragments. Punctuation should not be included at the end of phrases where it is not necessary.
- To shy away from being disingenuous, we avoid exclamation points, only using them very sparingly and never in headlines.

## Grammar

For grammar rules outside of those previously addressed for capitalization and punctuation, please refer to the Associated Press Stylebook.

## Brevity

Long messages tend to be less effective. Always try to be concise.

# BEST PRACTICES

## United

As a tribute to the brand, the letter “U” in the word “United” should be capitalized when used in any written context, other than a proper noun (e.g., “United States”) or as part of “LIVE UNITED”.

*Examples:*

The group United to bring new opportunities to the community.

The volunteers were United in their dedication to the cause.

## LIVE UNITED

LIVE UNITED should always be expressed in all caps.

We win when we LIVE UNITED.

## Call to Action

A call to action (CTA) is intended to inspire and direct action.

The language used in a CTA must clearly and simply communicate one specific action that should be taken.

Listed in order of preference:

Join the Fight

LIVE UNITED

Get Involved

Learn More

GIVE. ADVOCATE. VOLUNTEER.

Avoid passive, vague, long-winded or crude language like:

Give Money

Click

This Is How You Can

Learn More and Donate





**OUR BRANDMARK**

# UNITED WAY 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.

**Note:**

LIVE UNITED is no longer required as part of the United Way brandmark lockup.



# LOGO USAGE

## Full Color

The full-color version of the United Way brandmark is the primary brandmark of the identity system. It is required that this version be used in branded applications whenever possible.

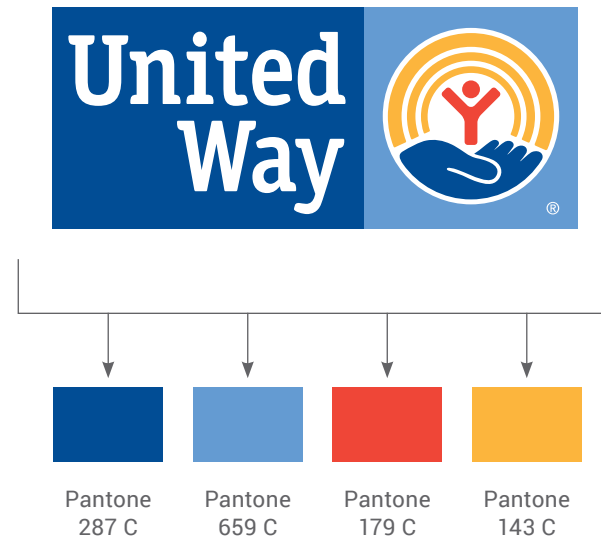
Pantone spot color is the preferred usage for corporate identity materials (i.e. business cards, letterhead, envelopes, etc.), office signage and merchandise (i.e. shirts, promotional materials, etc.). CMYK is for use in printed materials (i.e. brochures, reports, sell sheets, etc.) and RGB is for use on-screen, digital applications and in video.

All brandmark files are available on United Way Online (UWO): <https://online.unitedway.org/brandmarks>

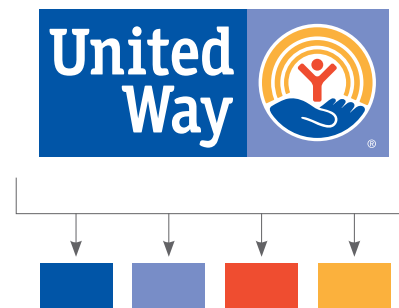
**Note:**  
As one of our most important assets, the brandmark must always appear as shown on this page or in one of the color variations described in these guidelines. Never attempt to redraw or rescale the brandmark or add other graphic elements to its presentation. **Do not extract any of the graphic 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.

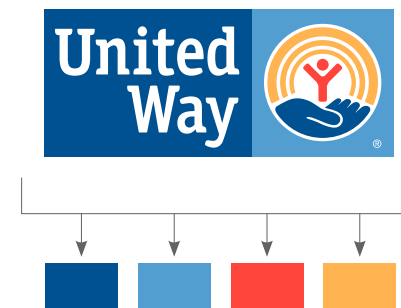
Preferred Spot Color version



CMYK Version (Print Use)



RGB Version (Digital Use)





# LOGO USAGE

## Control Box

The control box is the white border that surrounds the logo. It is used to create separation when the logo is placed on colored backgrounds without the need for alternate logo color options.

The color variations between the logos is due to the United Way logo being optimized for each medium.



# LOGO USAGE

## One-Color

Full-color brandmark should be used whenever possible. 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 37 for complete specifications.

### One-color black brandmark

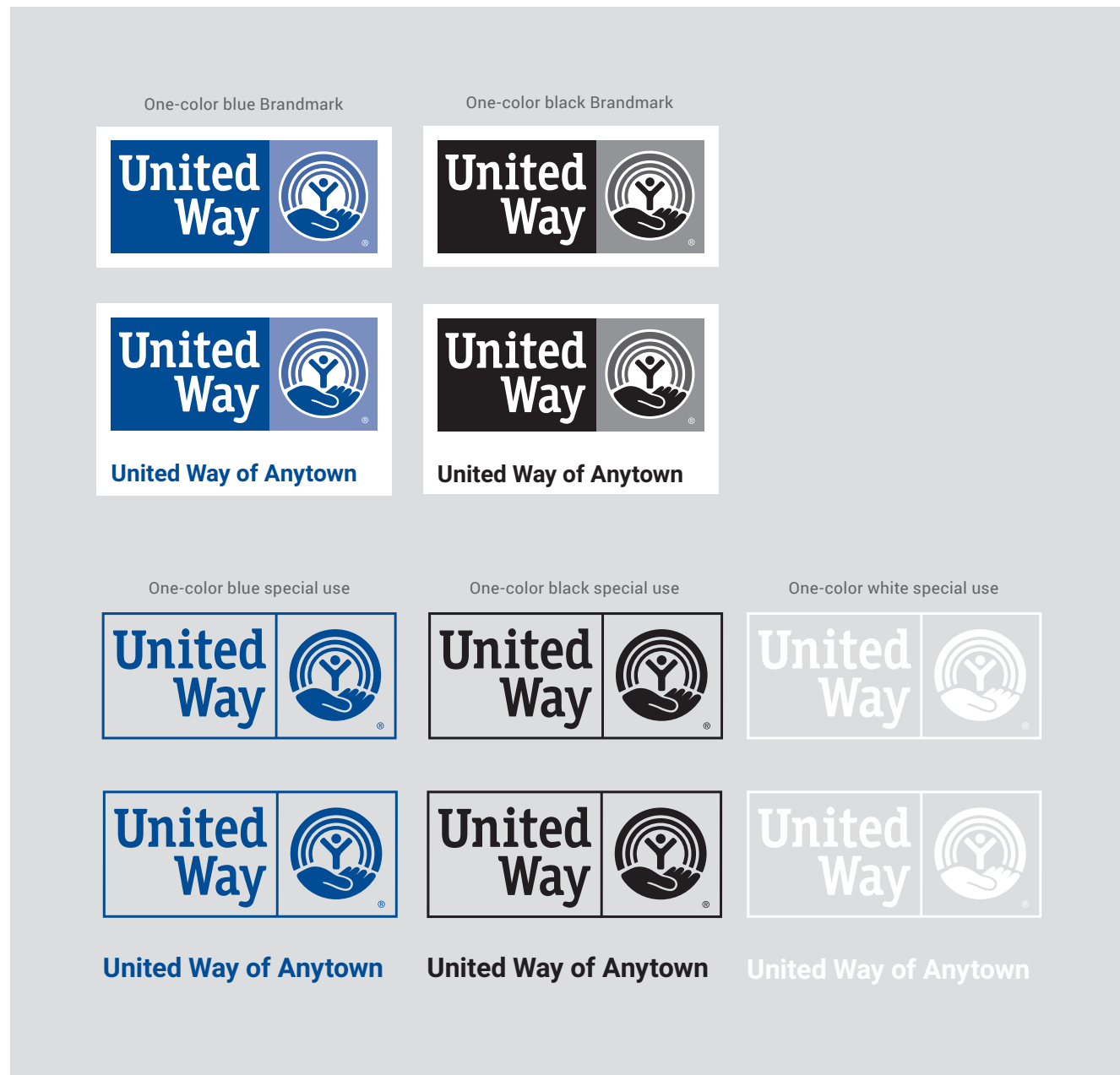
The one-color black brandmark is to be used when black is the only available color selection.

## Special Use

A special use brandmark 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:**

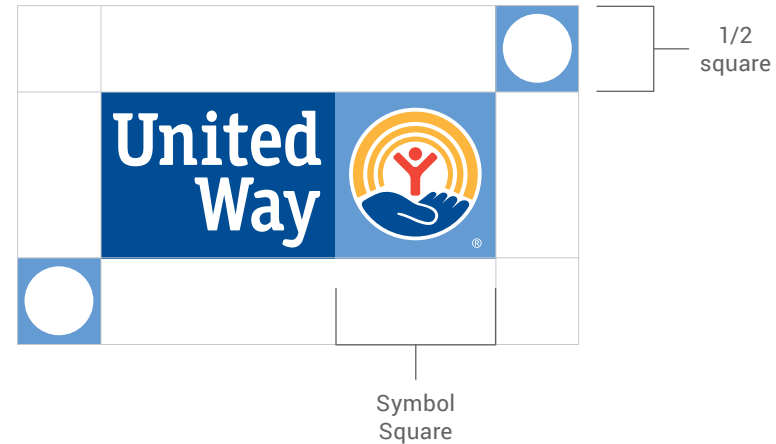
These brandmarks should never appear on a website, four-color brochure or any other application where a full-color brandmark is usable. The one-color brandmarks may not be reproduced in any color other than black, white or United Way Blue.



# CLEAR SPACE & MINIMUM SIZE

## Clear Space

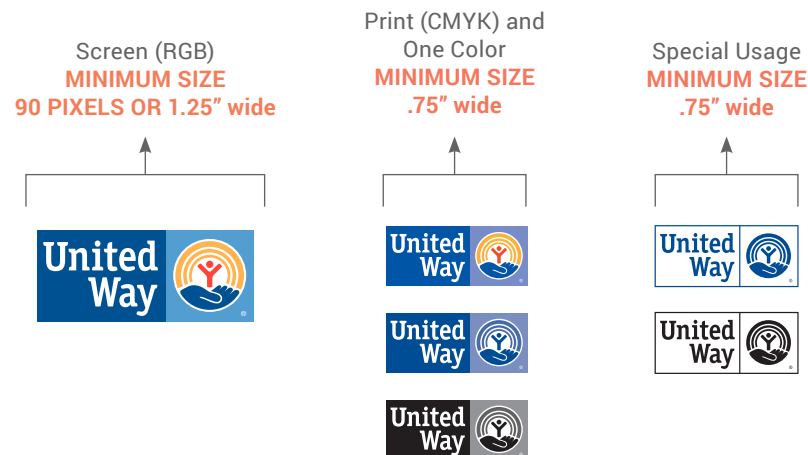
Clear space frames the logo and separates it from other elements including text and the edge of printed materials. The logo must be surrounded with at least the required minimum of clear space which is determined by 1/2 the height of the symbol square.



## Minimum Size

A special usage brandmark 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 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.





# UNACCEPTABLE USES

The consistent and correct application of the 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 create a localized logo for your United Way on pages 26-32.

**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 circle and square mark (see page 33) may be extracted from the brandmark to be used only in social media profiles and should not be used in any other situation.



Never alter the colors in the brandmark.



Never tilt the brandmark.



Never distort the shape of the brandmark.



Never add elements inside the brandmark.



Never rearrange the elements of the brandmark.



Never alter the shape of the brandmark in any way.



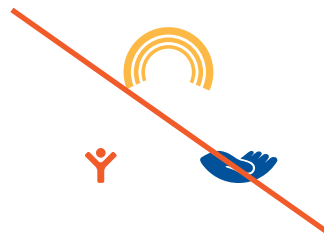
Never change the font or color of the local identifier (page 25).



Never substitute type in the brandmark.



Never put other words or phrases inside the brandmark.

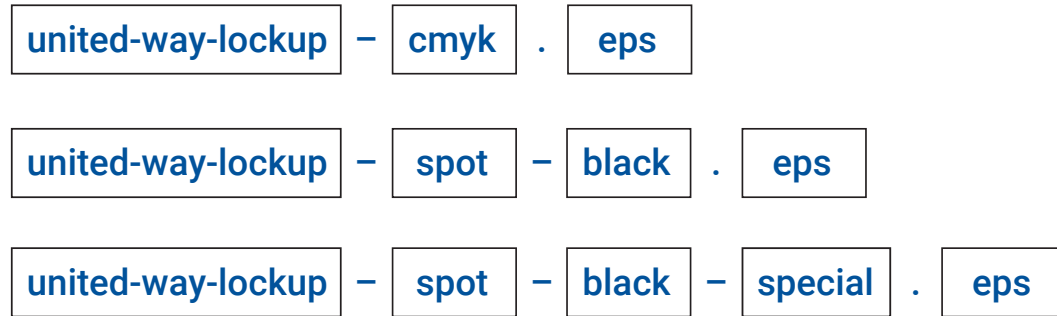


Never extract any of the graphic elements or words "United Way" contained in the brandmark to use separately.



# 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 dashes to separate information.





















Company	Color	Version	Format suffix
United Way	CMYK	special	.eps Hi-resolution vector artwork created in Adobe Illustrator
	Spot		
	Spot-3		
	RGB		Use these .eps files to create other formats
	blue		
	black		
	white		

# ARTWORK FINDER

Reproduction art for the United Way brandmark is available for both Mac and PC in EPS format. The files are available on United Way Online.

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 <b>File Name: united-way-lockup-cmyk.eps</b></p>		<p>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.</p>
 <p>Four-color spot Pantone 287C, Pantone 659C, Pantone 179C, Pantone 143C <b>File Name: united-way-lockup-spot.eps</b></p>		<p>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.</p>
 <p>Three-color spot Pantone 287C, Pantone 179C and Pantone 143C <b>File Name: united-way-lockup-spot-3.eps</b></p>		<p>The three-color file provides full color while printing only in three inks by deriving the lighter blue from the dark blue ink. Use this where you will only be printing in the three colors.</p>
 <p>RGB Refer to United Way color palette for color specifications <b>File Name: united-way-lockup-rgb.eps</b></p>		<p>Use this file for all on-screen (i.e. PowerPoint), digital, web applications and video.</p>
 <p>One-color blue Pantone 287C <b>File Name: united-way-lockup-spot-blue.eps</b></p>		<p>This logo is to be used when United Way Blue (Pantone 287) is the only available color.</p>
 <p>Special-use blue Pantone 287C <b>File Name: united-way-lockup-blue-special.eps</b></p>		<p>Use the special-use blue brandmark when the screening of inks is not possible, such as when reproducing on plastic, glass, metal, fabric or other materials.</p>
 <p>One-color black Black 100% <b>File Name: united-way-lockup-spot-black.eps</b></p>		<p>This brandmark is to be used when black is the only available color selection.</p>
 <p>Special-use black Black 100% <b>File Name: united-way-lockup-black-special.eps</b></p>		<p>Use the special-use black 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.</p>
 <p>Special-use white C:0, M:0, Y:0, K:0 <b>File Name: united-way-lockup-white-special.eps</b></p>		<p>Use the special-use white brandmark when reproducing on plastic, glass, metal, fabric or other materials on a dark background.</p>



# NAMING CONVENTION

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 brandmarks and a flexible placement treatment. Regardless of its placement, **the local identifier always appears in first upper case and then all lower case Roboto 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.

Roboto Bold ←

**United Way Country**

**Region United Way**

**United Way Region**

**United Way of Anytown**

**Anytown United Way**

# NAMING CONVENTION: WORLDWIDE

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.



## Tier 1 Worldwide Brands and Countries

### Examples

United Way Australia  
United Way Chile  
United Way Peru

### Rule

Preferred arrangement for use in countries with a single office, use "United Way" first, "Country Name" second.

### Second Preferred Arrangement

United Way of India. "United Way of" first, then "Country Name" The only difference being the addition to the name "of" to join United Way and the Country Name.



## Tier 2 International Countries with City-Based Offices

### Examples

United Way of Delhi  
United Way of Mumbai  
United Way of Chennai

### Rule

Preferred arrangement for use in countries with a single office, it is preferable to use "United Way of" first, "City Name" second.

### Second Preferred Arrangement

"United Way" first, then "City Name."

# NAMING CONVENTION: UNITED STATES

A naming convention specific to a geographic area such as a city or county will help to clarify and shape the name of the local organization within the larger United Way brand.

The naming of these local entities has been standardized across the United States.

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.



Tier 3  
**United States Regional and City-Based Offices**

**Examples**

United Way of Greater Los Angeles  
 United Way of New York City

**Rule**

Preferred arrangement for use with city names is "United Way of" and "City Name"

**Second Preferred Arrangement**

"City Name" and "United Way"



Tier 3  
**United States Regional and City-Based Offices**

**Examples**

Mile High United Way  
 Foothills United Way  
 Tulsa Area United Way

**Rule**

Preferred for use with regions is "Region" and "United Way"

Second options for Region name is "United Way of" and "Region."



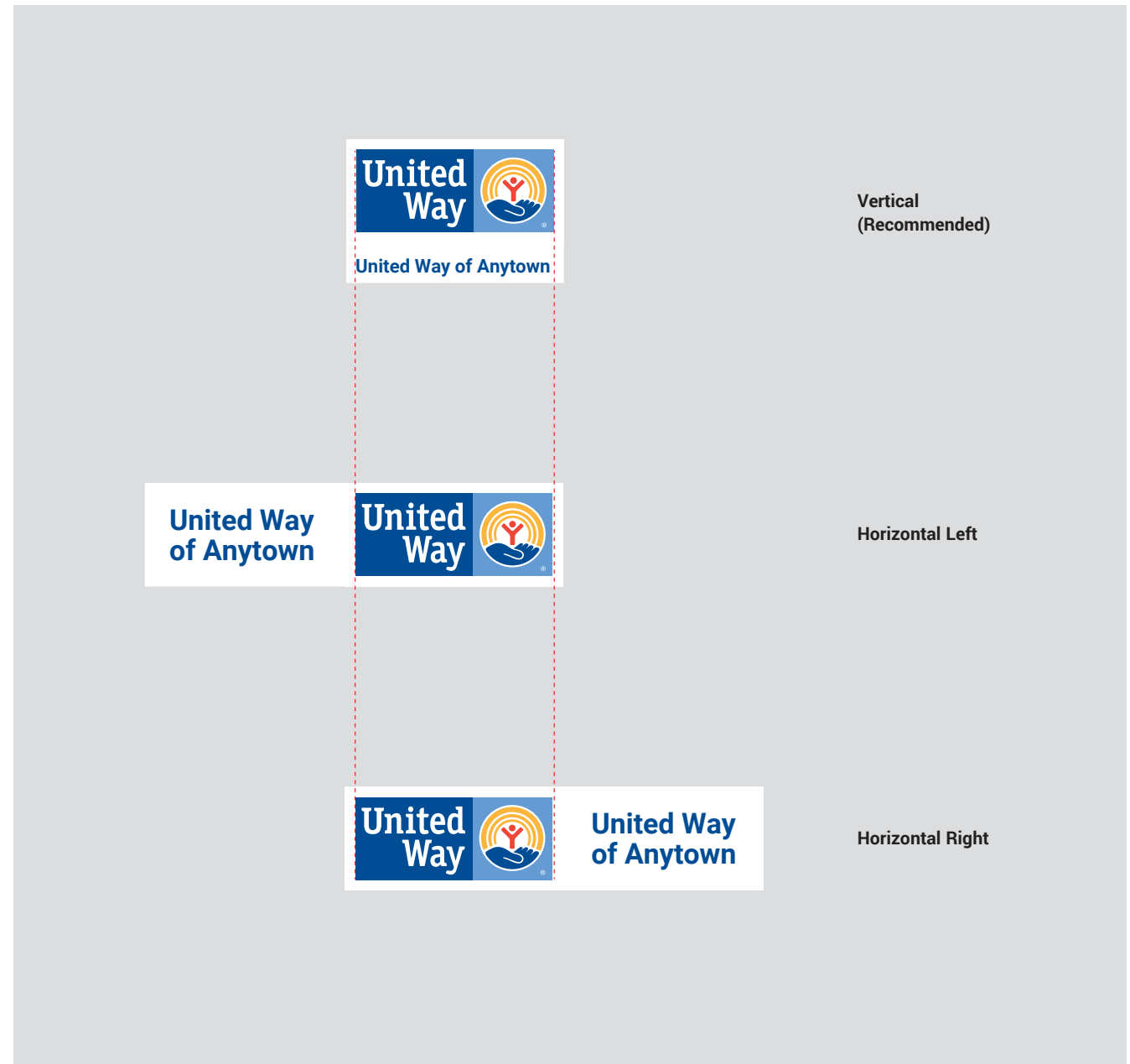
# BRANDMARK LOCALIZATION

There are three available constructs for logo localizations for use across all local communications.

These logo localizations have been created using precise proportional relationships which should not be altered.

**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.



# BRANDMARK LOCALIZATION – VERTICAL

There is a precise localization option for each situation of use.

Best for:

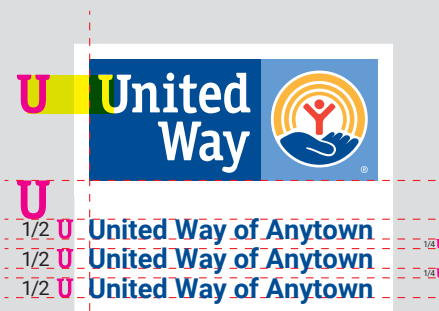
- Brochures
- Flyers
- Posters

**LINE 1 OPTION**  
(20–23 characters per line)



The local identifier above illustrates an example of a United Way with a short naming convention.

**LINE 3 OPTION**  
(20–23 characters per line)



The local identifier above illustrates an example of a United Way with a longer naming convention.

# BRANDMARK LOCALIZATION – VERTICAL

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:**  
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 local identifier is placed in a fixed position relative to the brandmark holding shape.

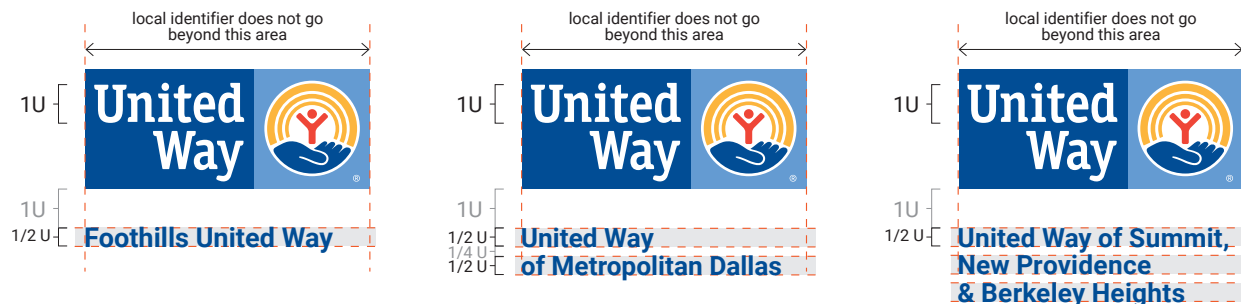


United Way of Anytown

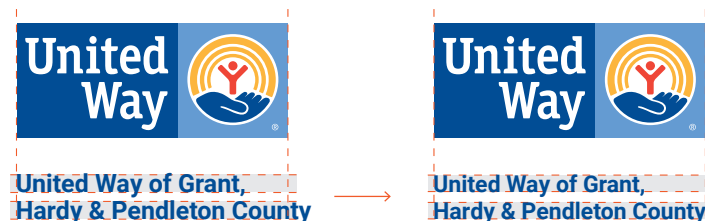
When placed on a colored background, the white background control box expands to provide an area to hold the local identifier.



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.



# BRANDMARK LOCALIZATION – HORIZONTAL LEFT

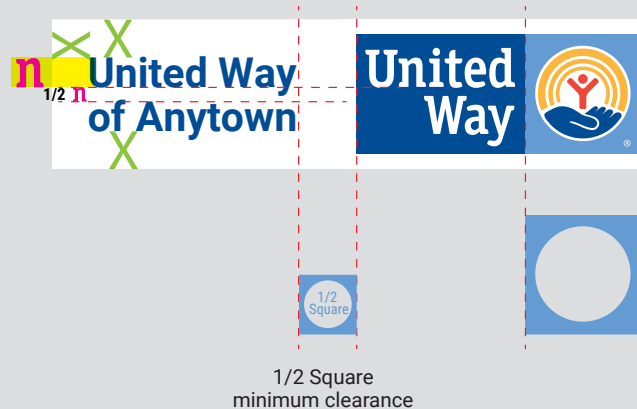
There is a precise localization option for each situation of use.

Best for:

- Signage/Banners
- Horizontal merchandise (i.e. pens, pencils, etc.)

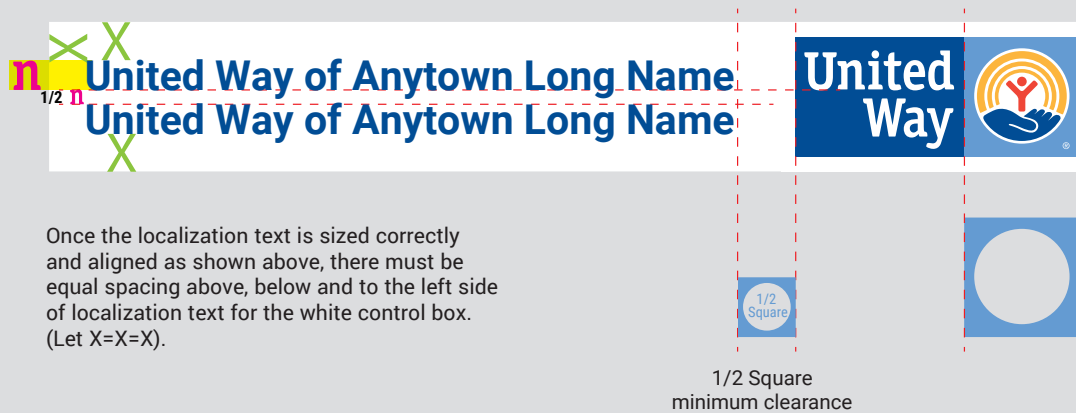
**WIDTH 1 OPTION**  
(Up to 10 characters per line)

The local identifier illustrates an example of a local United Way with a short naming convention.



**WIDTH 5 OPTION**  
(28–32 characters per line)

The local identifier below illustrates an example of a local United Way with a much longer naming convention.



Once the localization text is sized correctly and aligned as shown above, there must be equal spacing above, below and to the left side of localization text for the white control box. (Let X=X=X).



# BRANDMARK LOCALIZATION – HORIZONTAL LEFT

Five width localization options have been created using precise proportional relationships which should not be altered.

**Note:**

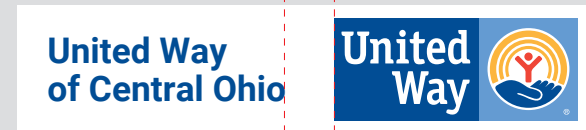
The brandmark with local identifier must always appear as shown in one of the variations illustrated in these guidelines. Never attempt to redraw or rescale the local identifier in relationship to the brandmark or add other graphic elements to its presentation.

Shown here are horizontal localizations with a variety of widths and character counts per line:

**WIDTH 1 OPTION**  
*(Up to 10 characters per line)*



**WIDTH 2 OPTION**  
*(11–15 characters per line)*



**WIDTH 3 OPTION**  
*(16–21 characters per line)*



**WIDTH 4 OPTION**  
*(22–27 characters per line)*



**WIDTH 5 OPTION**  
*(28–32 characters per line)*

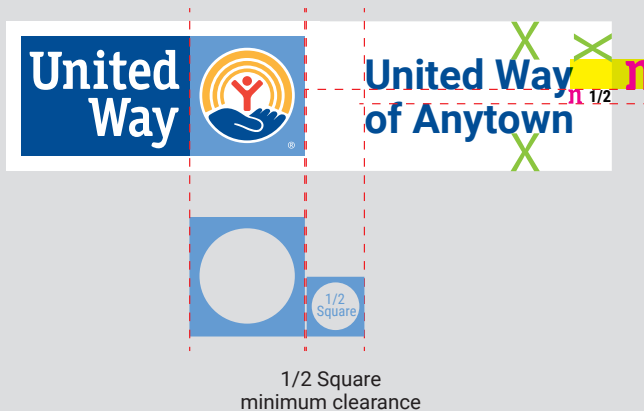


# BRANDMARK LOCALIZATION – HORIZONTAL RIGHT

There is a precise localization option for each situation of use. This localization option is for digital use only (RGB).

Best for:

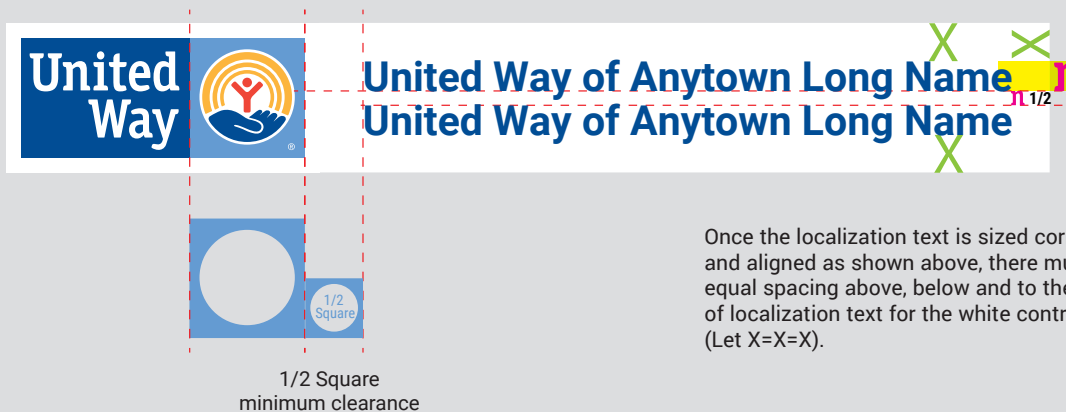
- Websites
- Email
- Desktop
- Mobile



**WIDTH 1 OPTION**

*(Up to 10 characters per line)*

The local identifier illustrates an example of a local United Way with a short naming convention.



**WIDTH 5 OPTION**

*(28–32 characters per line)*

The local identifier below illustrates an example of a local United Way with a much longer naming convention.

Once the localization text is sized correctly and aligned as shown above, there must be equal spacing above, below and to the left side of localization text for the white control box. (Let X=X=X).

# BRANDMARK LOCALIZATION – HORIZONTAL RIGHT

Five width localization options have been created using precise proportional relationships which should not be altered.

**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.

Shown here are horizontal localizations with a variety of widths and character counts per line:

**WIDTH 1 OPTION**  
*(Up to 10 characters per line)*



**WIDTH 2 OPTION**  
*(11–15 characters per line)*



**WIDTH 3 OPTION**  
*(16–21 characters per line)*



**WIDTH 4 OPTION**  
*(22–27 characters per line)*



**WIDTH 5 OPTION**  
*(28–32 characters per line)*



# SOCIAL MEDIA BRANDMARKS

Social engagement happens primarily on mobile devices, so it is crucial that United Way's brand is easily identifiable on small screens. To enable brand identification at a smaller size, the United Way symbol is used.

**Note:**  
**Social media brandmarks are to be used for social media applications only. Use of social media brandmarks for any other application is not permitted.**



The square mark should only be used for profiles that display the picture as a square such as Facebook.

*Correct:*



*Incorrect:*



The circle mark should only be used for profiles that display the picture as a circle such as Pinterest, Instagram and Twitter.

*Correct:*



*Incorrect:*







# SUPPORTING ELEMENTS



# LIVE UNITED TAGLINE

“LIVE UNITED” is not just a tagline but also a rally cry. It should be used as the closing to headlines and key statements both as a messaging component and a visual piece.

In “UNITED WE FIGHT” communications, the orange version of the tagline lock up should be included.

In “UNITED WE WIN” communications, the yellow version should be used.

## Full Color

The full-color version of the LIVE UNITED tagline is the primary landmark of the identity system. It is required that this version be used in branded applications whenever possible.

Pantone spot color is the preferred usage for corporate identity materials (business cards, letterhead, envelopes, etc.), office signage and merchandise (shirts, promotional materials and other items). CMYK is for use in printed materials (brochures, reports, sell sheets, etc.) and RGB is for use on-screen, digital applications and in video. See page 37 for CMYK and RGB builds of Pantone colors for print and web.

## One-color

When reproduction constraints prevent the use of the primary full-color LIVE UNITED tagline, use one of the alternative one-color versions.

UNITED WE FIGHT

LIVE UNITED®

UNITED WE WIN

LIVE UNITED®

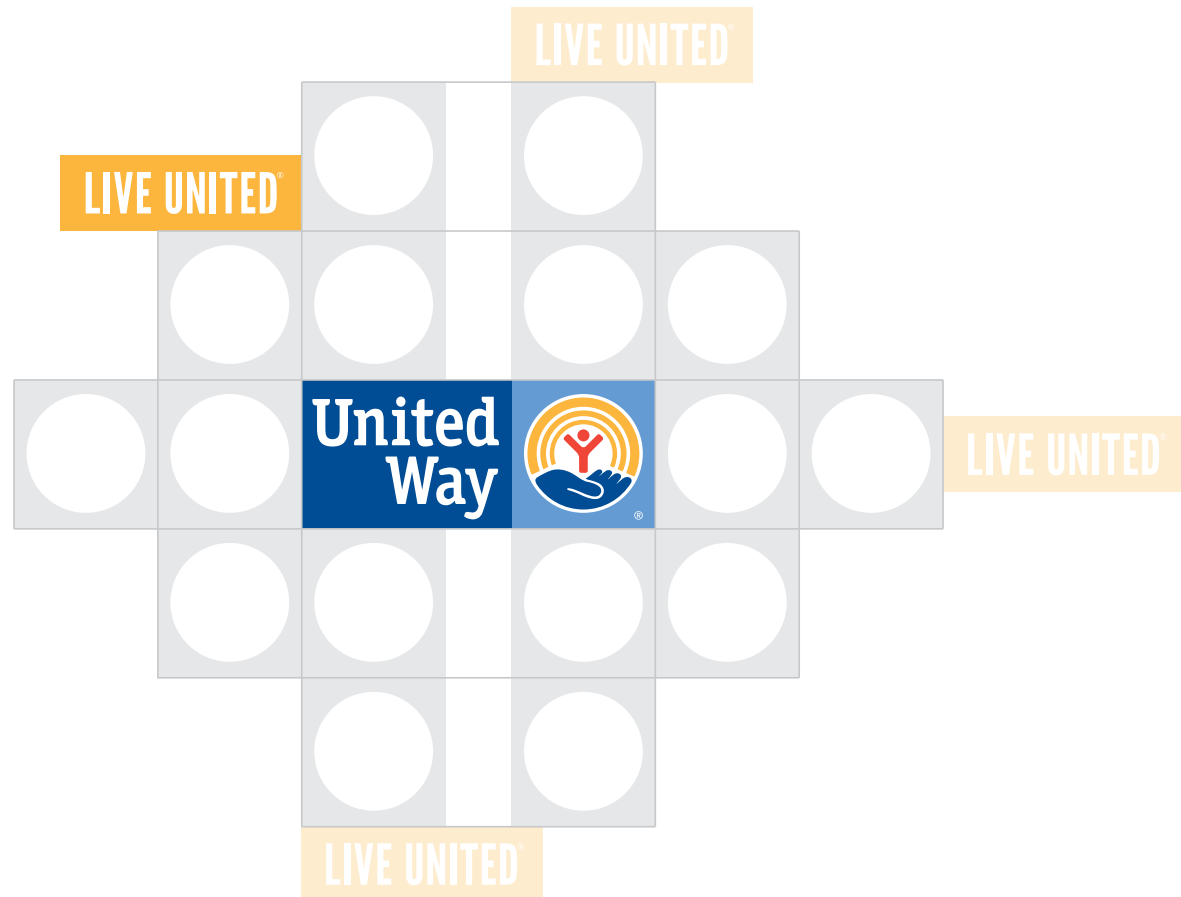
LIVE UNITED®

LIVE UNITED®

# LIVE UNITED CLEAR SPACE

The LIVE UNITED tagline should never appear on its own. It must always be accompanied by the United Way logo.

The LIVE UNITED tagline should never be placed within two vertical, two horizontal or one diagonal square of the logo.



# COLOR PALETTE

## United Way Color Palette

The United Way color palette is comprised of colors used in the United Way landmark. On this page you will find specifications for reproducing the United Way colors in a variety of ways.

The colors shown are not direct conversions, but rather carefully selected formulas to ensure the best and most accurate color representation for that format/use.

## Grayscale

Grayscale should be used sparingly and in support of the primary color palette. In event that contrast is an issue, additional shades of gray may be used.

## Digital Accent Colors

These colors are best used to indicate state changes in web applications such as a hover state on buttons. See pages 55 & 56 for reference.

\* WCAG are web content accessibility guidelines which are recommendations for making web content more accessible for people with disabilities.



Pantone 287 C  
C:100 M:74 Y:0 K:0  
R:0 G:81 B:145  
HEX: #005191



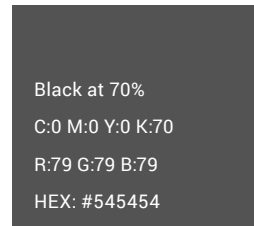
Pantone 659 C  
or 287C at 52%  
C:55 M:40 Y:0 K:0  
R:83 G:158 B:208  
HEX: #539ED0



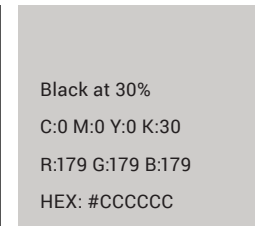
Pantone 143 C  
C:0 M:34 Y:86 K:0  
R:255 G:179 B:81  
HEX: #FFB351



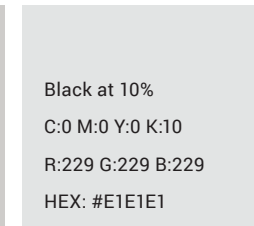
Pantone 179 C  
C:0 M:85 Y:89 K:0  
R:255 G:68 B:59  
HEX: #FF443B



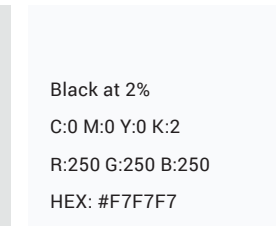
Black at 70%  
C:0 M:0 Y:0 K:70  
R:79 G:79 B:79  
HEX: #545454



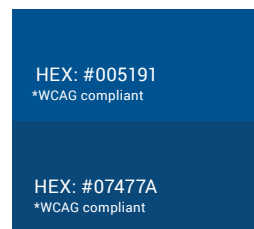
Black at 30%  
C:0 M:0 Y:0 K:30  
R:179 G:179 B:179  
HEX: #CCCCCC



Black at 10%  
C:0 M:0 Y:0 K:10  
R:229 G:229 B:229  
HEX: #E1E1E1

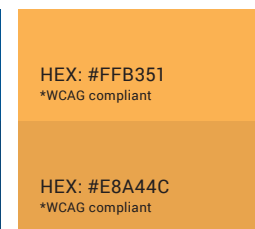


Black at 2%  
C:0 M:0 Y:0 K:2  
R:250 G:250 B:250  
HEX: #F7F7F7



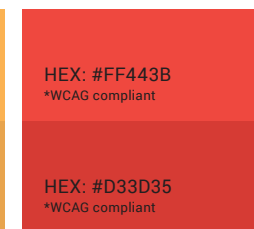
HEX: #005191  
\*WCAG compliant

HEX: #07477A  
\*WCAG compliant



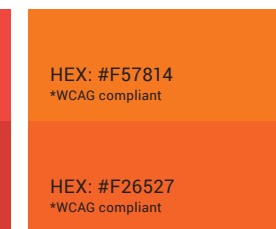
HEX: #FFB351  
\*WCAG compliant

HEX: #E8A44C  
\*WCAG compliant



HEX: #FF443B  
\*WCAG compliant

HEX: #D33D35  
\*WCAG compliant



HEX: #F57814  
\*WCAG compliant

HEX: #F26527  
\*WCAG compliant

# COLOR PALETTE

## United We Fight.

## United We Win.

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 both fight and win colors. The selection of fight or win should be case-by-case. If material skews more fight, use the fight color palette. If the material skews more win, use the win color palette.

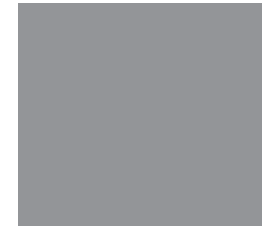
### United We Fight Colors



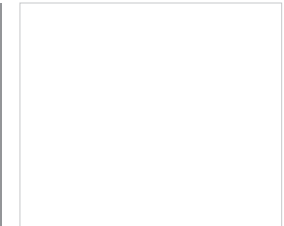
Black  
C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
HEX: #000000



Spot: Pantone 152 C  
C:0 M:60 Y:100 K:0  
R:245 G:120 B:20  
HEX: #F57814



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



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

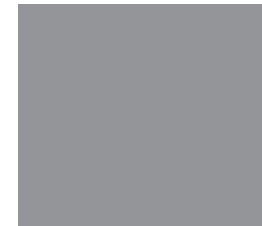
### United We Win Colors



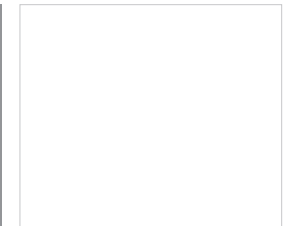
Pantone 659 C  
or 287C at 52%  
C:55 M:40 Y:0 K:0  
R:83 G:158 B:208  
HEX: #539ED0



Pantone 143 C  
C:0 M:34 Y:86 K:0  
R:255 G:179 B:81  
HEX: #FFB351



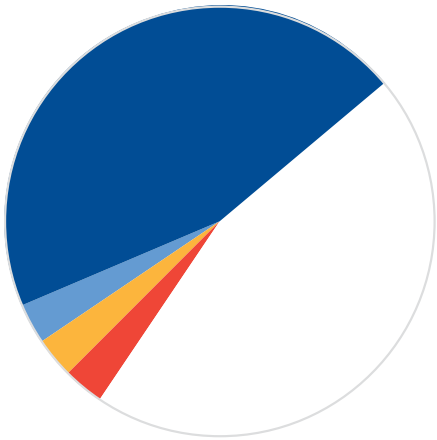
Black at 50%  
C:0 M:0 Y:0 K:50  
R:150 G:150 B:150  
HEX: #969696



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

# COLOR PALETTE

When a piece is not specific to the “fight” call to action or the “win” celebration of success, the general United Way color palette should be utilized.



## United Way

This color palette is pulled directly from the United Way logo. Blue and white serve as the primary colors, with light blue, yellow and red used to accent. This palette should be primarily reserved for internal or multi-page informational documents that do not have a fight or win message, including corporate identity materials or brand specific items and assets.

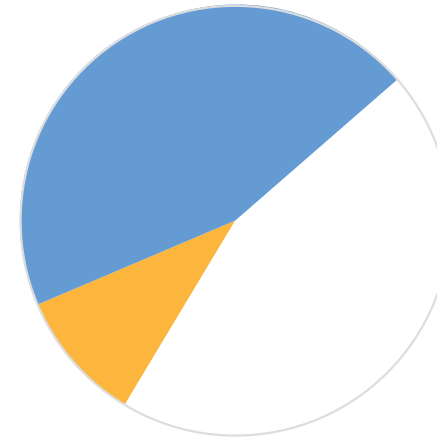
**Note:**

**These color palettes are intentional and should not be mixed or combined in ways other than what is shown.**



## United We Fight

This color palette is simple and bold. It highlights the seriousness of the challenges we fight. Black and white serve as the primary colors, with orange used to accent. **This palette should be used in “fight” layouts only.**



## United We Win

This palette is light and bright to channel the positivity of the wins made against challenges. Light blue and white should serve as primary colors with yellow used to accent. **This palette should be used in “win” layouts only.**



# 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 have been selected for their visual compatibility with the United Way brandmark, and for their ability to convey a personality that is consistent with the brand. The rest of the Roboto family may be used for extended weight options.

To download or update the free fonts visit:  
[theleagueofmoveabletype.com/league-gothic-fonts.google.com/specimen/Roboto](https://theleagueofmoveabletype.com/league-gothic-fonts.google.com/specimen/Roboto)  
[theleagueofmoveabletype.com/league-gothic-fonts.google.com/specimen/Roboto+Condensed](https://theleagueofmoveabletype.com/league-gothic-fonts.google.com/specimen/Roboto+Condensed)

**Note:**  
 Roboto is a font that is updated periodically by Google. It is recommended that *all* fonts are updated on a regular basis to ensure the most currently available ones are being used.

**Note:**  
 Trade Gothic and Meta fonts have been discontinued and should no longer be used.

## LEAGUE GOTHIC REGULAR

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890\$%&(.,' " / !?)

## Roboto Condensed Bold

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890\$%&(.,' " / !?)

## Roboto Bold

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890\$%&(.,' " / !?)

## Roboto Regular

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890\$%&(.,' " / !?)

## Roboto Light

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890\$%&(.,' " / !?)

# TYPOGRAPHY USAGE

These fonts are to be utilized for all correspondence, websites, presentations, collateral and marketing materials.

## Headlines

League Gothic typeface is the headline font. It should be used sparingly in marketing communications to draw attention to important text. When legibility/contrast is an issue, use the block behind the text. At smaller sizes Roboto Bold can be substituted for increased legibility.

## Headings

Roboto Condensed Bold is the heading font. It should be used in multipage documents and websites to denote a new section.

## Subheadlines

Roboto bold is the subhead font. It should be used under headlines or headers when necessary. Sub headlines may also be used as the first sentence of a paragraph in marketing communications.

## Body Copy

Roboto Regular is the paragraph font. It should be used for supportive messaging.

**THIS IS A HEADLINE.**

League Gothic Regular | > 18 pt print | > 24 px digital | 25 Tracking | .9–1.1X line spacing

**THIS IS A HEADLINE.**

League Gothic Regular | > 18 pt print | > 24 px digital | 25 Tracking | .9–1.1X line spacing

**This is a headline.**

Roboto - Bold | 16-18 pt print | 22-24 px digital | 1.1–1.3X line spacing

**THIS IS A HEADING.**

Roboto Condensed - Bold | 16-18 pt print | 22-24 px digital | -10 Tracking | 1.1–1.2X line spacing

**This is a subheadline.**

Roboto - Bold | 8-14 pt print | 12-18 px digital | 1.5–2X line spacing

This is body copy.

Roboto - Regular | 8-12 pt print | 13-18 px digital | 1.5–2X line spacing

# SUBSTITUTE TYPOGRAPHY

Arial is an acceptable substitute for Roboto and Impact is an acceptable substitute for League Gothic Regular only when Roboto and League Gothic Regular are unavailable. Arial can also be used in correspondence, in word-processed documents, for text in publications, for PowerPoint presentations, emails and for narrative text on websites.

## Impact

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

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

## Arial Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

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

## Arial Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

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

# SUBSTITUTE TYPOGRAPHY USAGE

These fonts are to be utilized **only** when League Gothic and Roboto are unavailable.

## Headlines

Impact is the substitute headline font. It should be used sparingly in marketing communications to draw attention to important text. When legibility/contrast is an issue, use the block behind the text. At smaller sizes Arial Bold can be substituted for increased legibility.

## Subheadlines

Arial bold is the substitute subhead font. It should be used under headlines or headers when necessary. Subheadlines may also be used as the first sentence of a paragraph in marketing communications.

## Body Copy

Arial Regular is the substitute paragraph font. It should be used for supportive messaging.

**THIS IS A HEADLINE.**

Impact Regular | > 18 pt print | > 24 px digital | 25 Tracking | .9–1.1X line spacing

**THIS IS A HEADLINE.**

Impact Regular | > 18 pt print | > 24 px digital | 25 Tracking | .9–1.1X line spacing

**This is a headline.**

Arial - Bold | 16-18 pt print | 22-24 px digital | 1.1–1.3X line spacing

**This is a subheadline.**

Arial - Bold | 8-14 pt print | 12-18 px digital | 1.5–2X line spacing

This is body copy.

Arial - Regular | 8-12 pt print | 13-18 px digital | 1.5–2X line spacing

# PHOTOGRAPHY

Photography plays an important role in sharing the stories of the challenges we fight and the successes we share. **Whether the image is for “Fight” or “Win” it should be journalistic and authentic.** Each image should make you feel something, or place you in that environment.

When using multiple photos in a composition, there should be a blend of perspectives ranging from “close up” to “mid range” and “far away/landscape.”



We use distinctly different photography styles for communications surrounding the “Fight” and the “Win.”





# UNITED WE FIGHT PHOTOGRAPHY

These images feature who or what we are fighting for. They boldly showcase the challenges we're facing with the intent of inspiring emotion and action. They should always be in black and white.

Approved copyright images available on UWO:  
<https://online.unitedway.org/marketingtoolkit/photos>





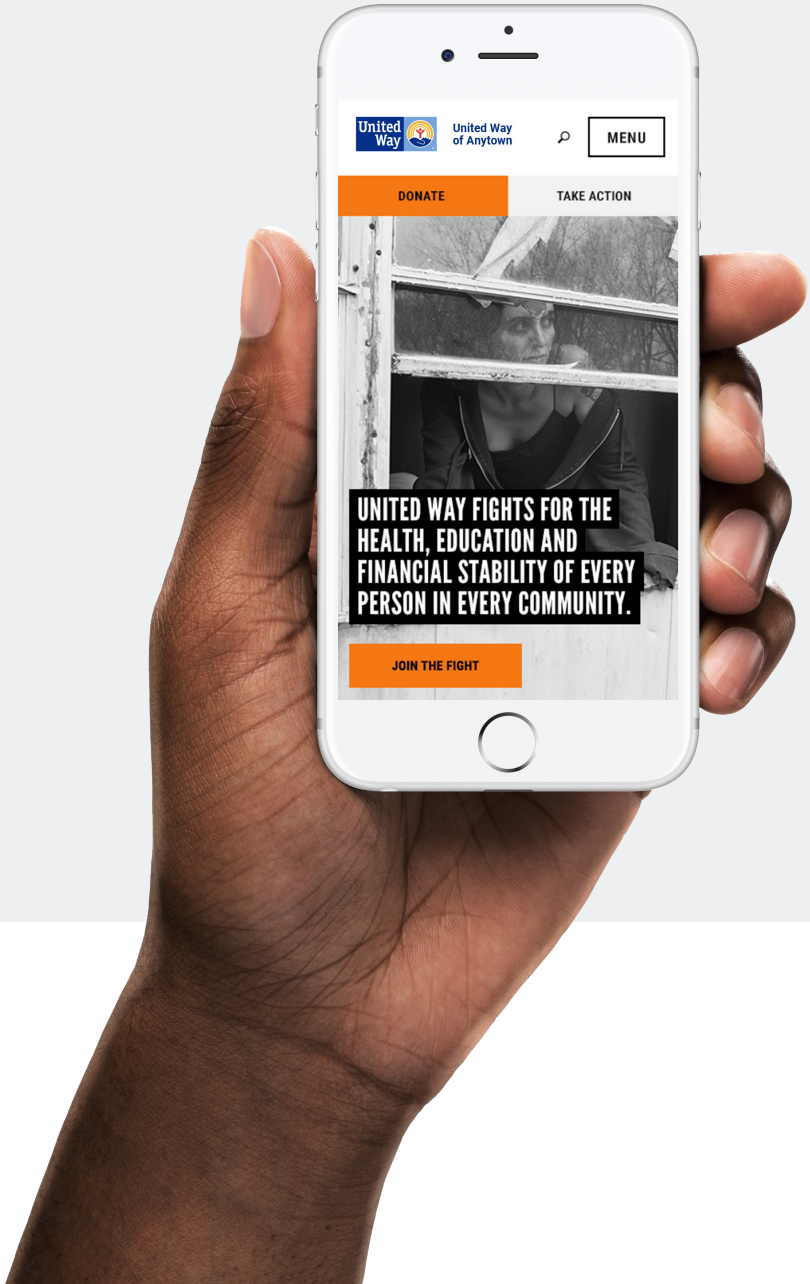
# UNITED WE WIN PHOTOGRAPHY

Images in these communications are colorful and positive. They feature the faces of those who are experiencing the fulfilling and rewarding feeling that results from having dedicated themselves to or being a beneficiary of the cause.

Approved copyright images available on UWO:  
<https://online.unitedway.org/marketingtoolkit/photos>



**DIGITAL**





# WEBSITE HOMEPAGE – FIGHT

The website is a key tool for sharing the stories of the challenges we fight and the successes we share. Since the majority of calls to action in other mediums will send readers to the site, it's important that the site be not only useful, but also clean and easy to navigate.

To provide a consistent and user-friendly experience, the homepage should consist of four main components:

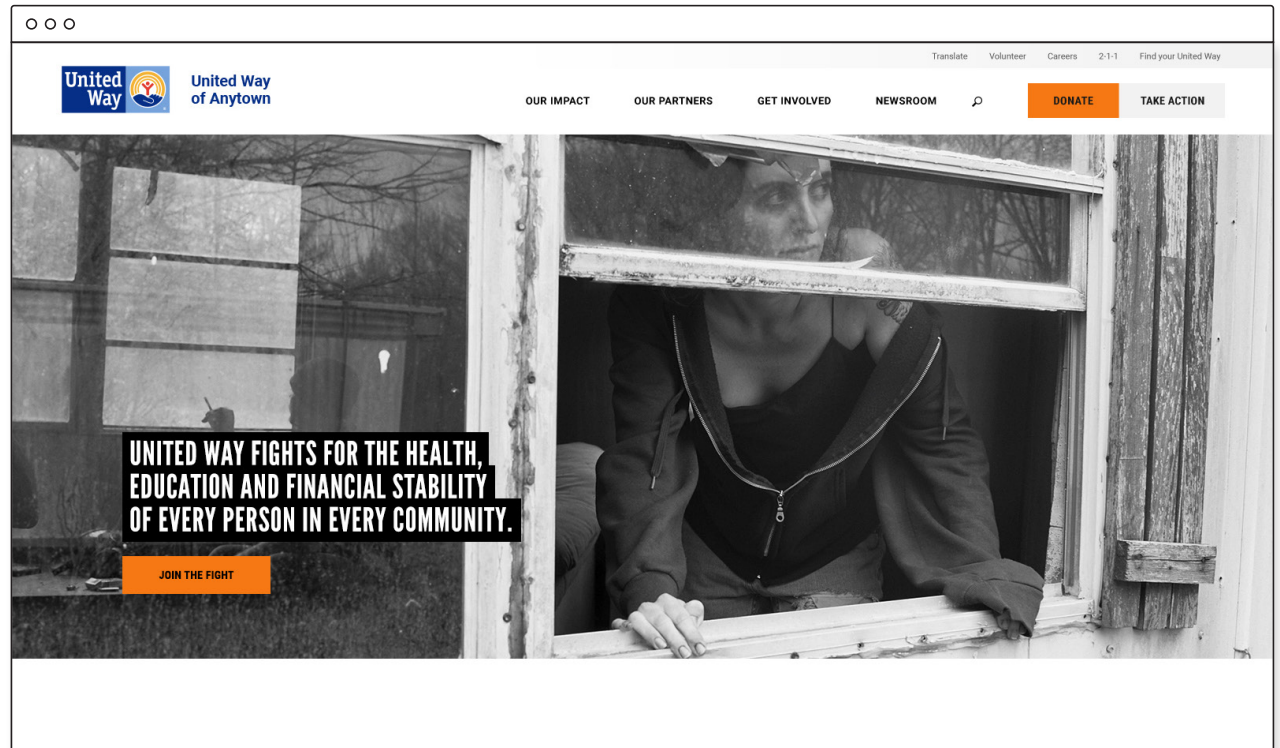
1. The United Way logo lets them know they landed on the website and provides a consistent element if they have seen other marketing materials.

The preferred logo for the website is the localized horizontal right logo. However, the localized vertical logo is also acceptable.

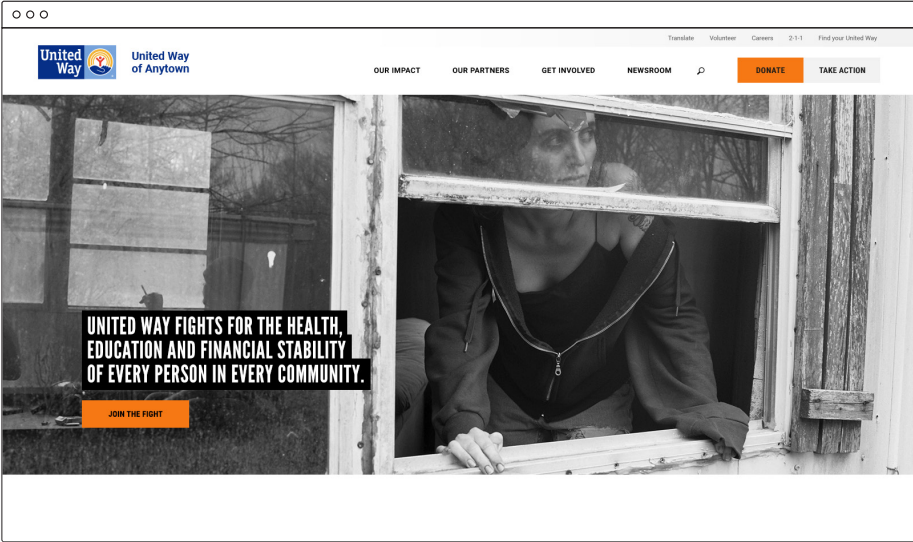
2. What is the one thing you need to communicate?  
Your primary fight message should be front and center.
3. The donate button is important to keep in a prominent, fixed place to encourage participation throughout the site experience.

The donate button and take action button are important to feature on the homepage as a digital marketing best practice.

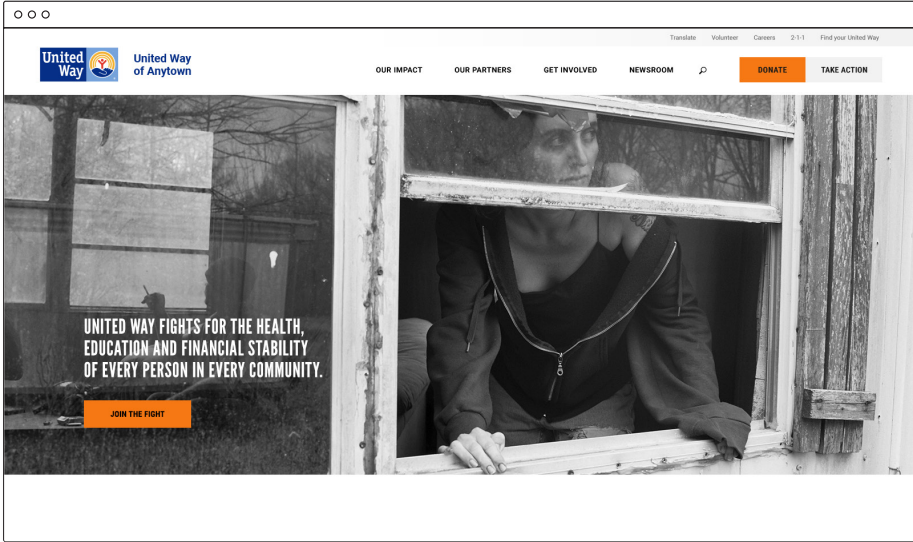
4. Simple, clear navigation is the key to a user-friendly experience that encourages extended site interaction.



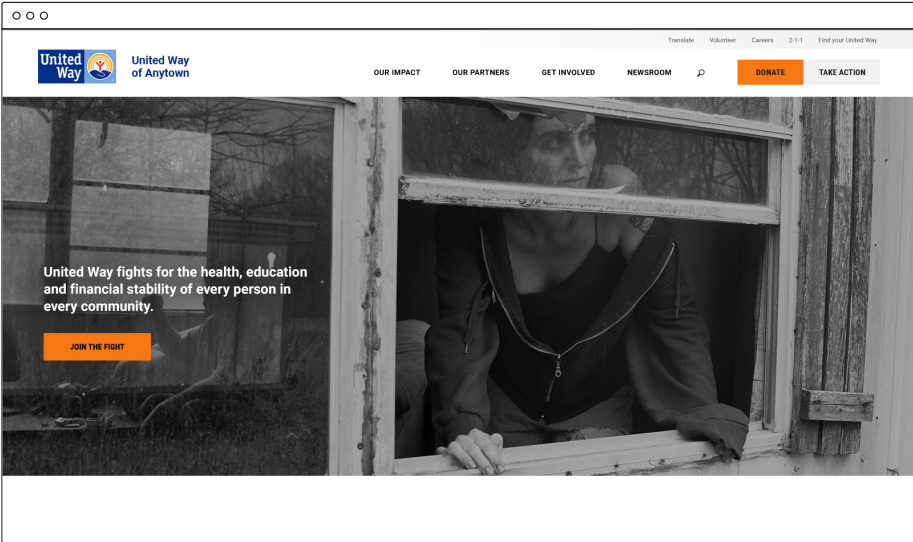
# WEBSITE LAYOUTS



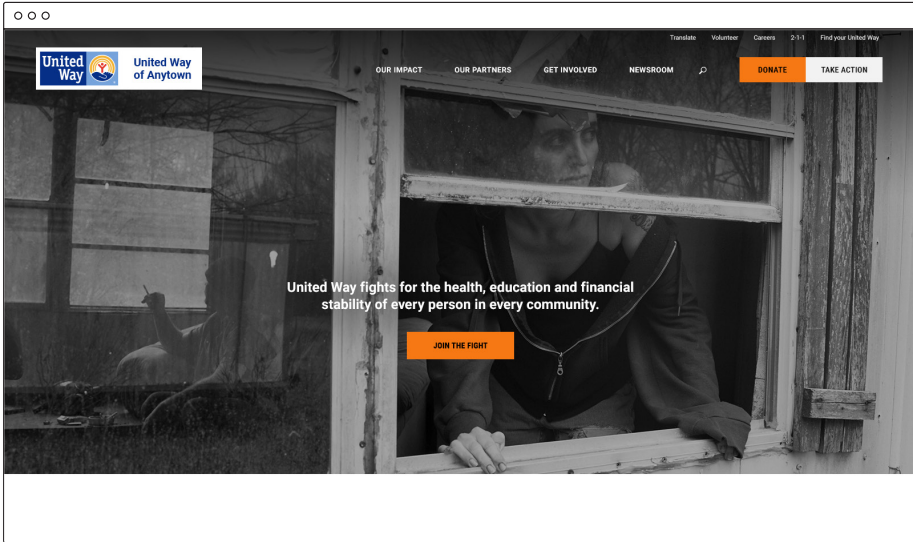
Primary



Alt 1



Alt 2



Alt 3

# WEBSITE – THE UNITED WAY STORY

The website is a critical channel to share the United Way story. It's important to tell the story in a compelling manner. It's easiest when storytelling is broken down into these elementary steps.

These steps can be replicated on a large or small scale throughout the website as a consistent messaging template for communicating your United Way's efforts focused on health, education and financial stability.

The United Way color palette is comprised of both fight and win colors. The selection of fight or win should be case-by-case. If material skews more fight, use the fight color palette. If the material skews more win, use the win color palette.

## Step 1

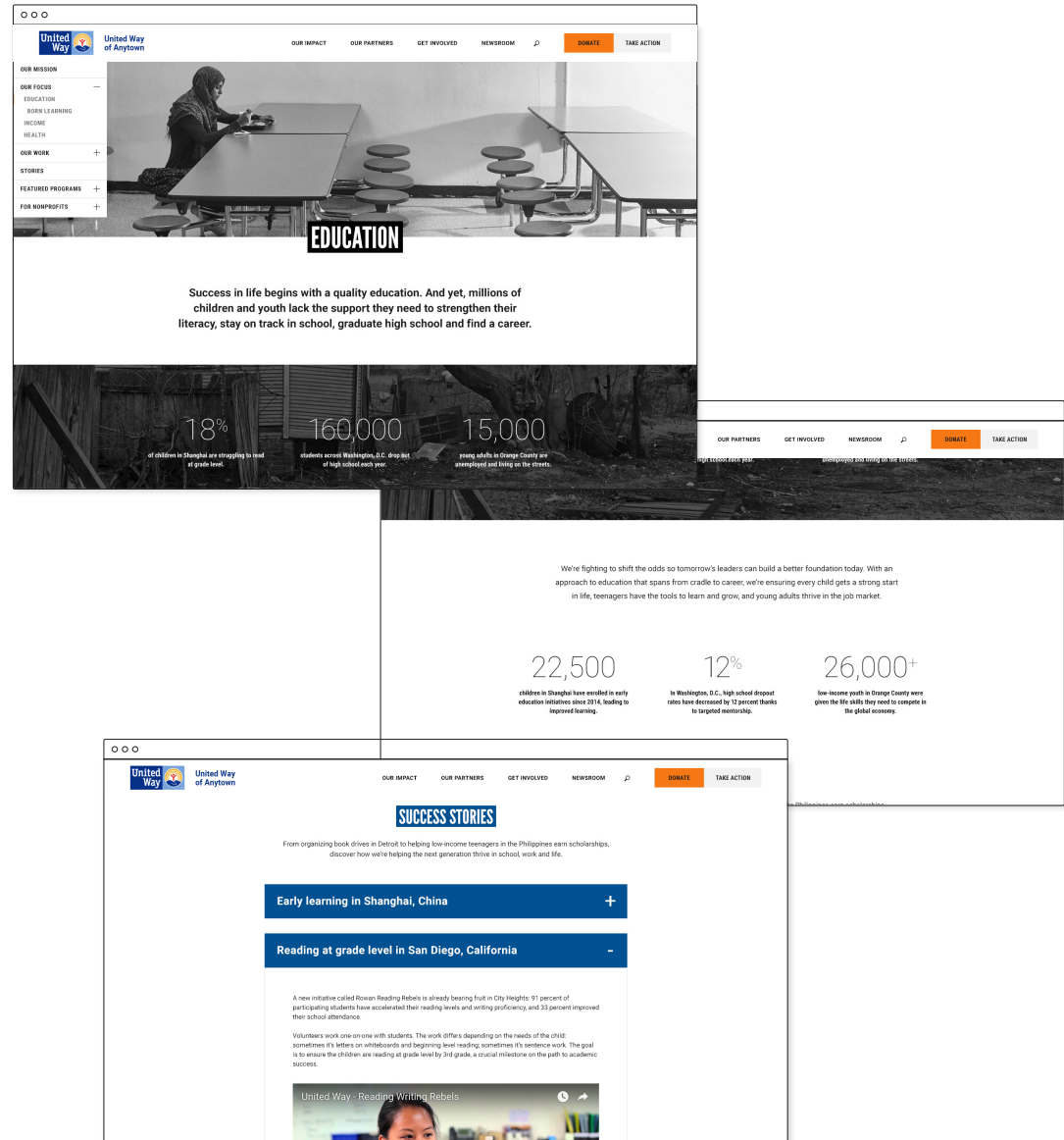
Lead with the fight. Briefly and clearly articulate the problems you're facing. Include statistical information to support the case when appropriate.

## Step 2

What are you doing to solve these problems? Briefly and clearly articulate the actions you're taking. Include statistical information to support the case when appropriate.

## Step 3

Celebrate the wins by sharing stories of success. Incorporate statistics and testimonials when appropriate. Switch to the win color palette and photography as soon as win content is presented.





# WEBSITE – BALANCE OF FIGHT & WIN

## Digital Accent Colors

These colors are best used to indicate state changes in web applications such as a hover state on buttons. See pages 55 & 56 for reference.

HEX: #005191 *WCAG compliant	HEX: #FFB351 *WCAG compliant	HEX: #FF443B *WCAG compliant	HEX: #F57814 *WCAG compliant
HEX: #07477A *WCAG compliant	HEX: #E8A44C *WCAG compliant	HEX: #D33D35 *WCAG compliant	HEX: #F26527 *WCAG compliant

## Color

The United Way color palette is comprised of both fight and win colors. The selection of fight or win should be case-by-case. If material skews more fight, use the fight color palette. If the material skews more win, use the win color palette.

## Imagery

In the instance that both fight and win imagery exist next to each other it is preferred that the win photography be darkened (by adding the brightness filter property at 40-60% within the CSS) to better reduce the contrast between the black and white fight photo and the color win photography.



Original



40-60% CSS Brightness Filter

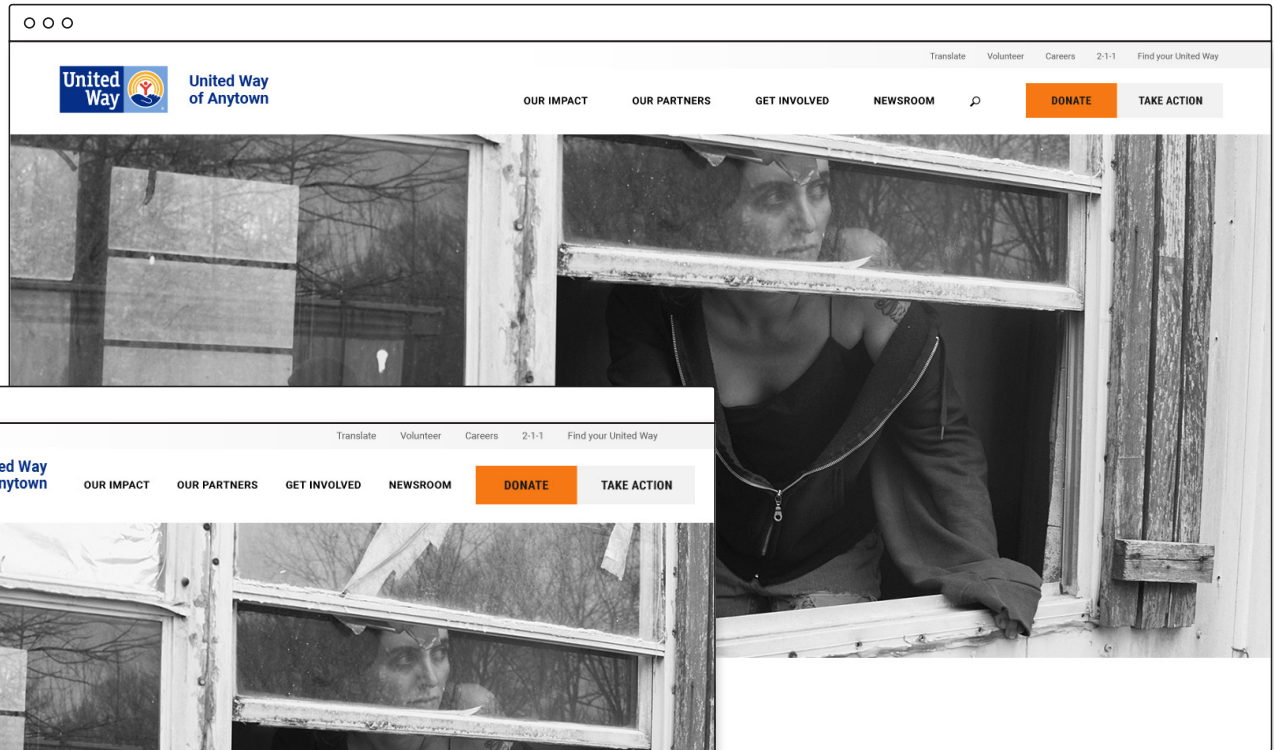
\* WCAG are web content accessibility guidelines which are recommendations for making web content more accessible for people with disabilities.

WITHOUT CSS FILTER		
211	Aging	End Human Trafficking
Born Learning	MyFreeTaxes.com	Play 60
WITH CSS FILTER		
211	Aging	End Human Trafficking
Born Learning	MyFreeTaxes.com	Play 60

# WEBSITE – RESPONSIVE DESIGN

Mobile device usage is only increasing and already accounts for the majority of most web traffic. **This means it is paramount that the website experience be mobile-responsive whenever possible.**

The goal should be to develop a singular system that allows for a unified experience across platforms and device sizes.



# WEBSITE – HEADER & FOOTER

The header and footer should be consistent elements that live on each page of the website.

## Header

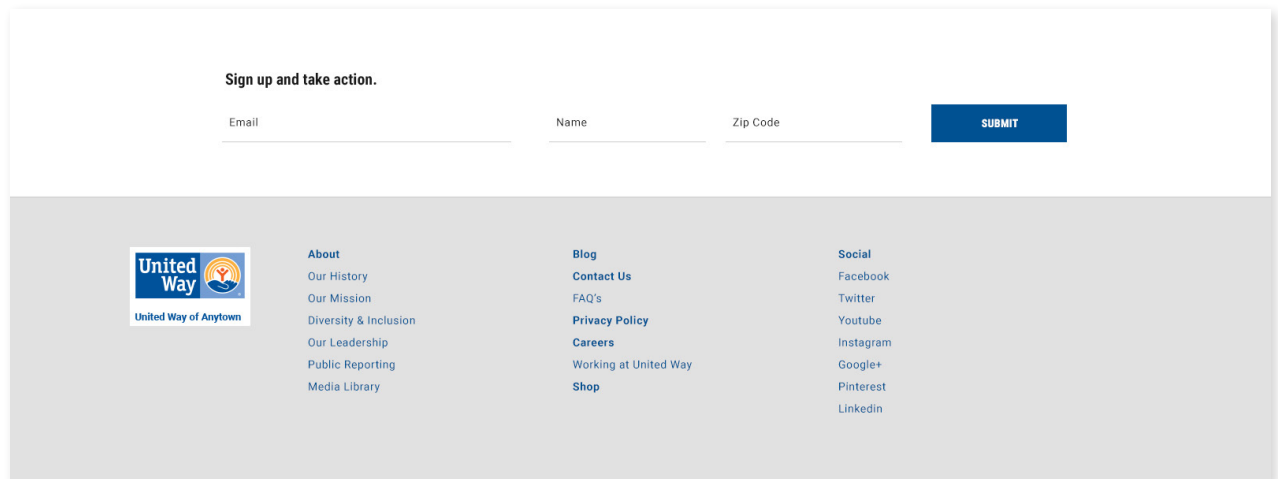
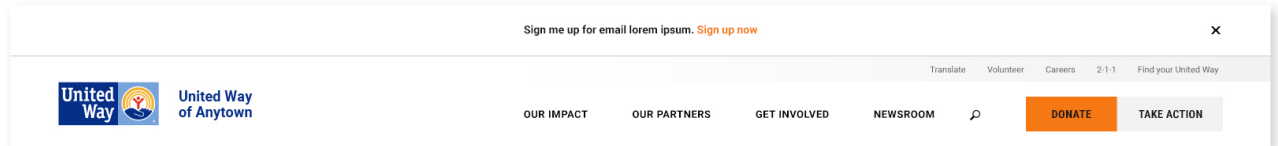
The localized horizontal right logo is recommended for the header, but the localized vertical logo is also acceptable. Header should include the elements that are most important and crucial to someone navigating the website. Typically, this will include links like:

- Our Impact/Our Work
- Get Involved
- About
- News
- Donate
- Search

## Footer

The localized vertical logo is recommended for the footer. The footer should include things that are important but not crucial to a visitor's experience on the website. Typically, this will include links like:

- Our History
- Our Mission
- Leadership
- Social Media
- Public Reporting
- FAQs



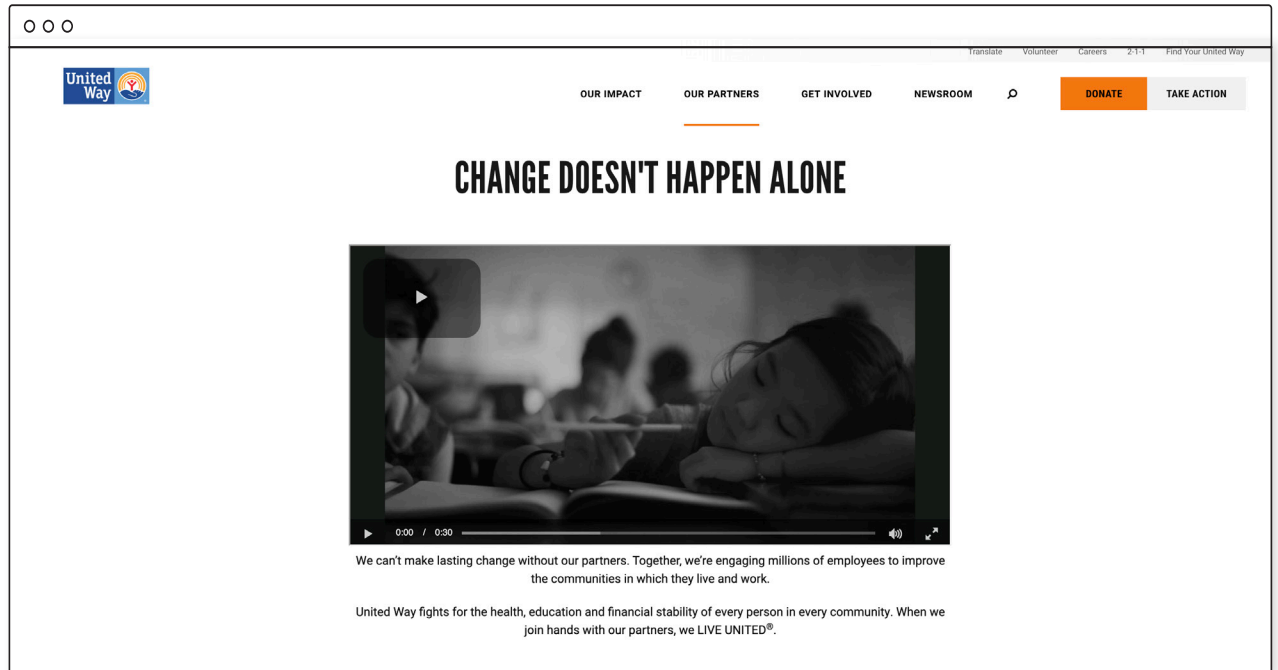
# WEBSITE – EMBEDDED VIDEO & ANIMATION

## Video

Video adds an elevated dimension of storytelling to the site experience, whether used as a background element or a case study.

## Animation

Web animation is widely supported across platforms and devices. It should be reserved for utilization in instances where it can enhance the user experience and tell the story in a more dynamic and compelling way.



The screenshot shows a web browser window displaying the United Way website. The browser's address bar shows three empty circles. The website's header includes the United Way logo on the left and navigation links: Translate, Volunteer, Careers, 2-1-1, and Find Your United Way. A secondary navigation bar contains links for OUR IMPACT, OUR PARTNERS, GET INVOLVED, NEWSROOM, and two buttons: DONATE (highlighted in orange) and TAKE ACTION. The main content area features the headline "CHANGE DOESN'T HAPPEN ALONE" in bold, uppercase letters. Below the headline is a video player showing a black and white image of a young girl resting her head on a desk in a classroom. The video player has a play button, a progress bar at 0:00 / 0:30, and volume and full-screen icons. Below the video player, there is a paragraph of text: "We can't make lasting change without our partners. Together, we're engaging millions of employees to improve the communities in which they live and work." Below this paragraph is another paragraph: "United Way fights for the health, education and financial stability of every person in every community. When we join hands with our partners, we LIVE UNITED®."

# USER INTERFACE

## Calls To Action

Calls to action (CTAs) live on buttons or links across the site. The design of each CTA should call attention through use of color. Use consistent color across all site CTA links and buttons for the best user experience.

Reference these examples for preferred CTA color and style.

The CTA language should clearly and simply, communicate the desired action. (See page 13 for additional CTA writing guidelines.)

Primary CTA: Default



□ font-color: #FFFFFF  
■ background-color: #005191

Primary CTA: Hover



□ font-color: #FFFFFF  
■ background-color: #07477A

Secondary CTA: Default



■ font-color: #1A1A1A  
□ background-color: #F2F2F2

Secondary CTA: Hover



■ background-color: #CCCCCC

Link: Default

**View more**

■ font-color: #F26527

Link: Hover

View more

■ font-color: #F26527

Link Alt: Default

**View more**

■ font-color: #005191

Link Alt: Hover

View more

■ font-color: #07477A

## Hierarchy

When it's necessary to include two CTAs in close proximity, determine which is more important and distinguish it with a bolder color.



**VIEW OUR IMPACT**

# USER INTERFACE

Preferred video play buttons and slider styles are simple and modern.

Small Play Button



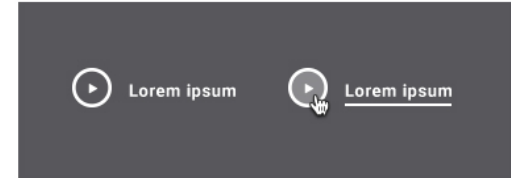
- color: #FFFFFF
- hover-fill-color: #000000
- hover-fill-opacity: 20%

Big Play Button



- color: #FFFFFF
- hover-fill-color: #000000
- hover-fill-opacity: 20%

Small Play Button with Label



- color: #FFFFFF
- hover-fill-color: #000000
- hover-fill-opacity: 20%

Carousel Control: Default



- font-color: #545454
- background-color: #E1E1E1

Carousel Control: Hover



- font-color: #545454
- background-color: #F26527

Carousel Control Dots



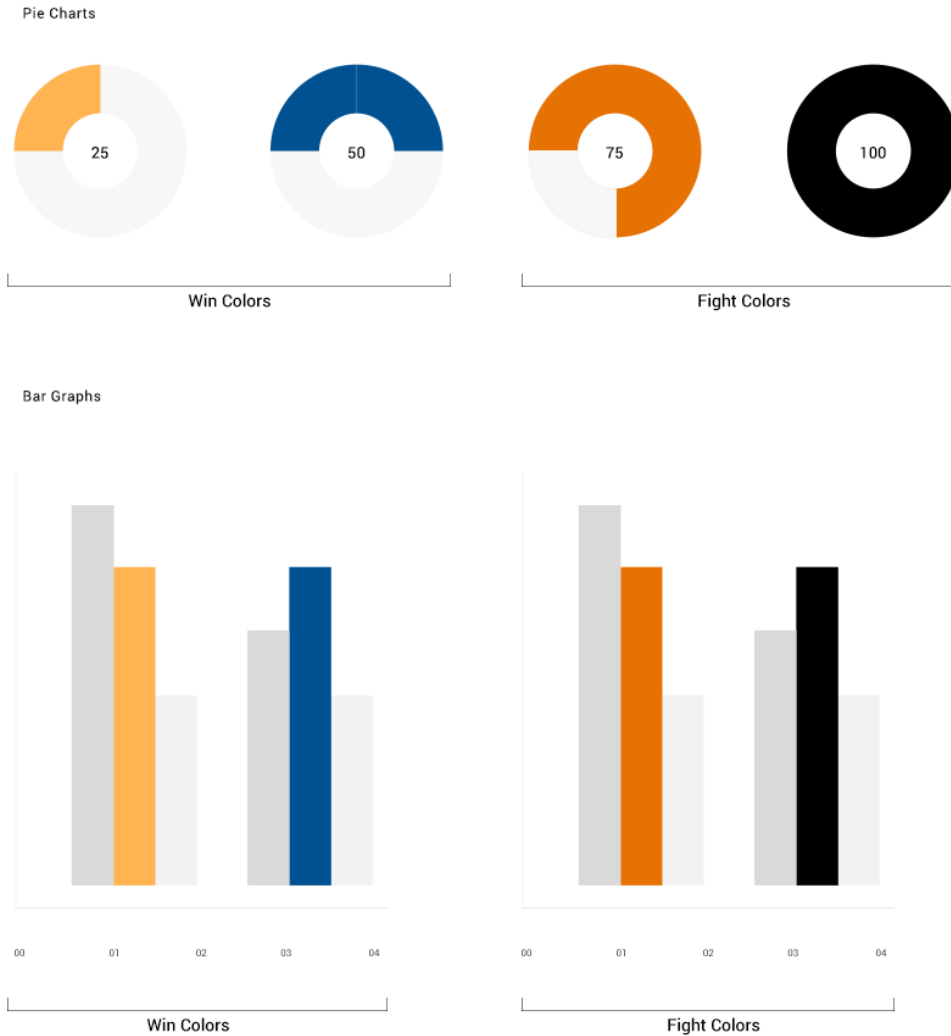
- active-color: #F26527
- inactive-color: #E1E1E1



# USER INTERFACE

Charts and graphs are a dynamic way to share statistical information and enhance a story. Design for these elements should utilize the appropriate color palettes (reference page 37) and consist of simple, modern lines.

The United Way color palette is comprised of both fight and win colors (please refer to page 37 to ensure WCAG compliance). The selection of the color palette is case dependent. If online content skews more fight, use the fight color palette. If the online content skews more win, use the win color palette.



Statistics

22,500

children in Shanghai have enrolled in early education initiatives since 2014, leading to improved learning.

26,000+

low-income youth in Orange County were given the life skills they need to compete in the global economy.

12%

In Washington, D.C., high school dropout rates have decreased by 12 percent thanks to targeted mentorship.



# SAMPLE APPLICATIONS

In the spirit of **One Network. One Brand. One Voice**, we recommend that you reference and apply these sample applications when creating materials to ensure brand consistency.

# PRINT AD OVERVIEW – FIGHT

## United We Fight Print Ad Guidelines

Print ads are composed of six key components.

1. The images set the tone of the ad. They should align with the photography guidelines laid out on page 44.
2. The messaging should draw readers in with a bold, action-provoking statement about the challenge being faced.
3. If space permits it is recommended to include the LIVE UNITED tagline.
4. Additional details should live within the body copy. If a subhead is desired, it should live as the first sentence of the body copy and be bolded.
5. A call to action should be included on all print pieces.
6. The preferred location for the localized United Way logo is in the lower right corner, to serve as the signature.

1

2

**WHO WILL STEP UP  
FOR THOSE WHO CAN'T?**

LIVE UNITED


3

4

United Way fights for the health, education and financial stability of every person in every community. We have one life. To live better, we must LIVE UNITED. Volunteer or donate at [unitedwayofanytown.org](http://unitedwayofanytown.org).

5

6

United Way   
United Way of Anytown



# PRINT AD LAYOUTS – FIGHT

Below are a few print ad options showing acceptable imagery, text treatments and layout options.

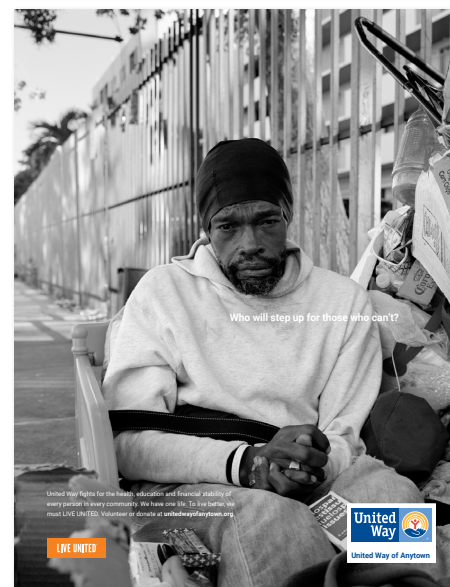
Primary



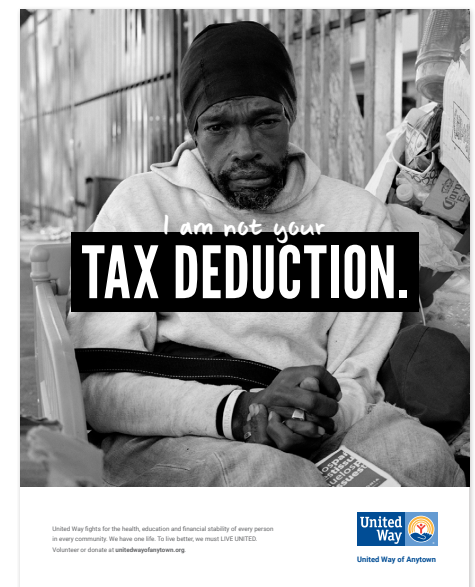
Alt 1



Alt 2



Alt 3



**Note:**

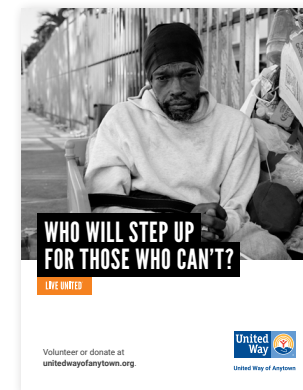
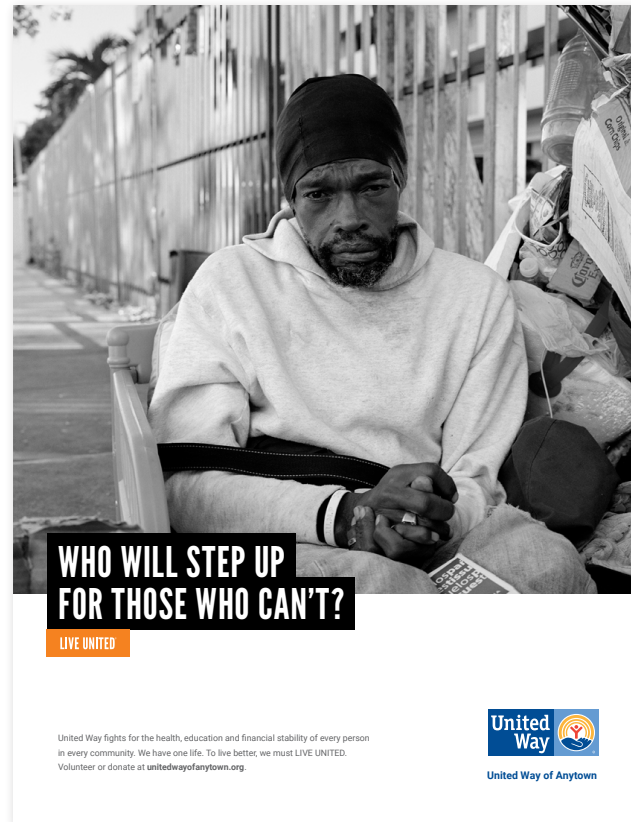
In the ad above, "I am not your" is intended to be a personalized script and is not an alternate font.

# FULL, HALF & QUARTER PAGE ADS – FIGHT

## Adjusting for Smaller Sizes

When working with smaller layouts it may be necessary to reduce copy and margins.

It is acceptable to reduce the white frame from 1 square to 1/2 on half page layouts and 1/3 on quarter page layouts.



# PRINT AD OVERVIEW – WIN

## United We Win Print Ad Guidelines

Print ads are composed of six key components.

1. The images set the tone of the ad. They should align with the photography guidelines laid out on page 44.
2. The messaging should be uplifting and celebratory, focusing on the solution and accomplishments.
3. If space permits it is recommended to include the LIVE UNITED tagline.
4. Additional details should live within the body copy. If a subhead is desired, it should live as the first sentence of the body copy and be bolded.
5. A call to action should be included on all print pieces.
6. The preferred location for the localized United Way logo is in the lower right corner, to serve as the signature.

The advertisement is a vertical print ad. At the top, a young girl with long, curly brown hair is smiling broadly, showing her teeth. The background is a blurred outdoor setting with warm lighting. The ad is annotated with six red circles containing white numbers, corresponding to the guidelines on the left.

**1** (Top left corner): Points to the overall image of the smiling girl.

**2** (Middle left): Points to a blue text box containing the headline: **BECAUSE EVERYONE DESERVES TO BE HEALTHY.**

**3** (Middle left, below headline): Points to a yellow text box containing the tagline: **LIVE UNITED**.

**4** (Bottom left): Points to the main body copy: **United Way fights for the health, education and financial stability of every person in every community. We have one life. To live better, we must LIVE UNITED. Volunteer or donate at [unitedwayofanytown.org](http://unitedwayofanytown.org).**

**5** (Bottom center): Points to the call to action text: **United Way**.

**6** (Bottom right): Points to the localized United Way logo, which includes the text **United Way** and **United Way of Anytown** next to the United Way icon.



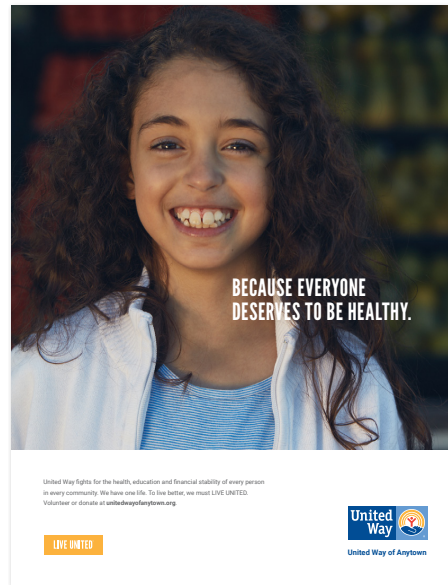
# PRINT AD LAYOUTS – WIN

Below are a few print ad options showing acceptable imagery, text treatments and layout options.

Primary



Alt 1



Alt 2



Alt 3



**Note:**

In the ad above, "You're not just making a donation, you're" is intended to be a personalized script and is not an alternate font.

# FULL, HALF & QUARTER PAGE ADS – WIN

## Adjusting for Smaller Sizes

When working with smaller layouts it may be necessary to reduce copy and margins.

It is acceptable to reduce the white frame from 1 square to 1/2 on half page layouts and 1/3 on quarter page layouts.



# BILLBOARDS

Billboards must follow the appropriate color and design formats to align with either “UNITED WE FIGHT” or “UNITED WE WIN” objectives.

## Best Practices

1. Imagery should be clear and easy to read.
2. The messaging should be clear and direct. Less is more.



## Billboard Guidelines

Billboards are composed of five key components.

1. The images set the tone of the billboard. They should align with the photography guidelines laid out on page 44.
2. The messaging should be clear and direct.
3. If space permits it is recommended to include the LIVE UNITED tagline.
4. A call to action should be included.
5. The preferred location for the localized United Way logo is in the upper left corner.



# BILLBOARDS – FIGHT

Below are a few billboard options showing acceptable imagery, text treatments and layout options.

Primary



Alt 1



Alt 2





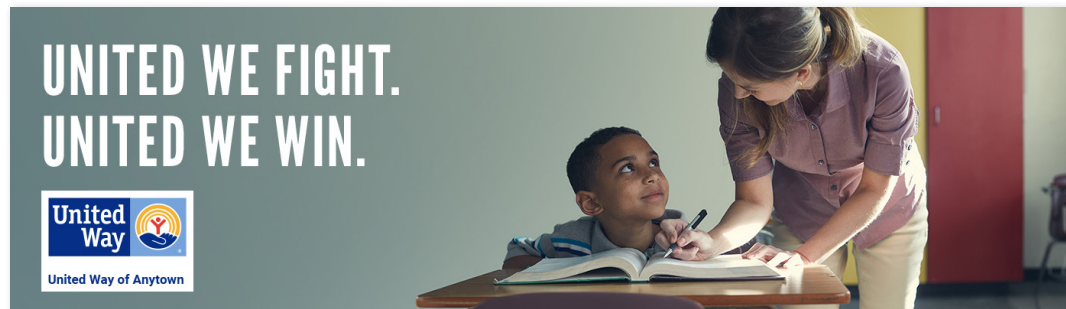
# BILLBOARDS – WIN

Below are a few billboard options showing acceptable imagery, text treatments and layout options.

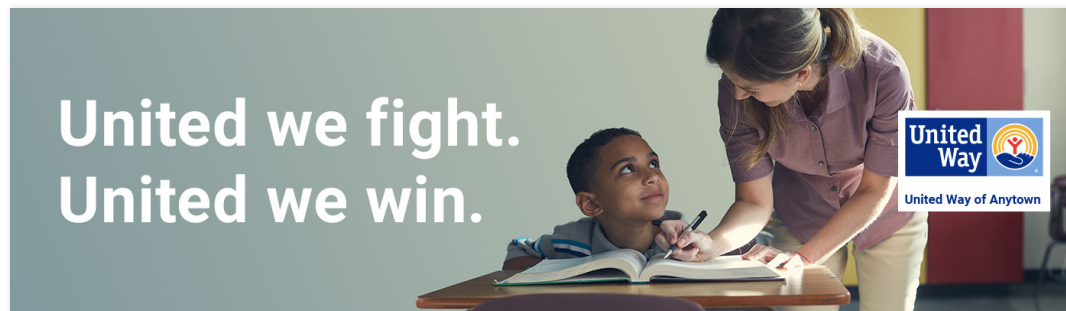
Primary



Alt 1



Alt 2



# DIGITAL DISPLAY ADS – FIGHT

Digital display ads are composed of four key components.

1. The images set the tone of the ad. They should align with the photography guidelines laid out on page 44.
2. The messaging should draw readers in with a bold, action-provoking statement about the challenge being faced.
3. The call to action should provide clear direction and expectations for the user's next step.

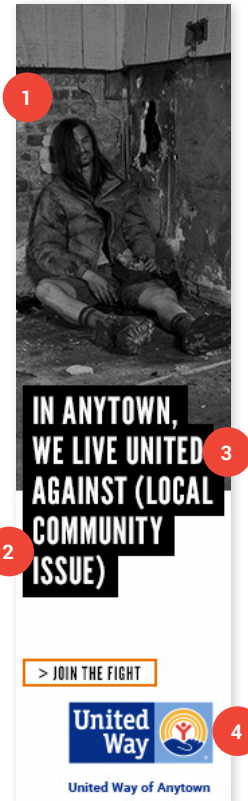
Examples include:

**JOIN THE FIGHT**  
**TAKE ACTION**

4. The United Way localized logo.

### Important:

Previously available digital display ads have been updated to ensure WCAG-compliance. Updates are specific to colors and color combinations. Visit the Marketing Toolkit on United Way online to download WCAG-compliant banners: <https://online.unitedway.org/marketingtoolkit/fightbannerads>



160x600



300x250

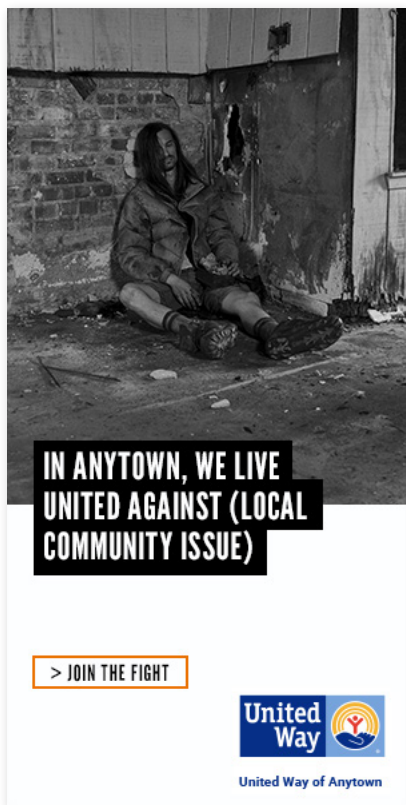


728x90

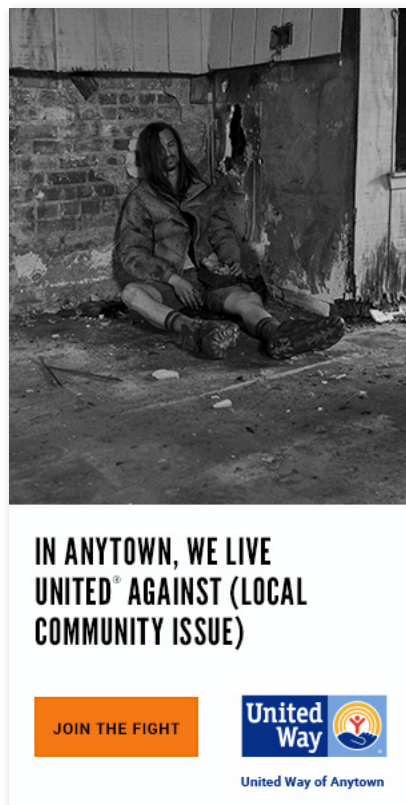


# DIGITAL DISPLAY AD LAYOUTS – FIGHT

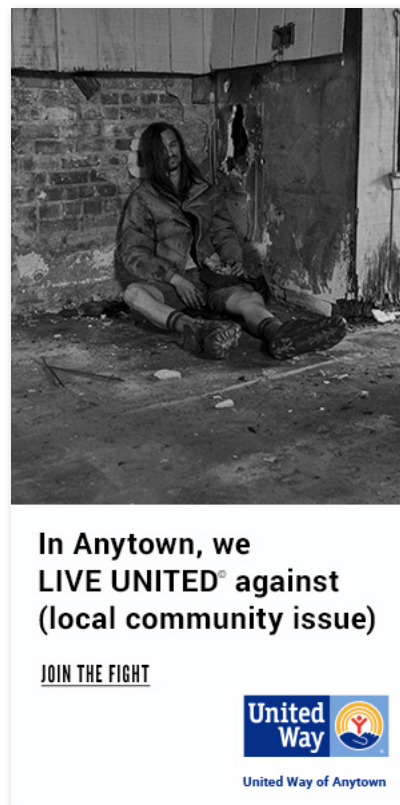
Below are a few digital display ad options showing acceptable imagery, text treatments and layout options.



Primary



Alt 1



Alt 2



Alt 3

**Note:**  
In the digital display ad above, there is no clickable CTA as the entire banner is clickable.

# DIGITAL DISPLAY ADS – WIN

Digital display ads are composed of four key components.

1. The images set the tone of the ad. They should align with the photography guidelines laid out on page 44.
2. The messaging should be uplifting and celebratory, focusing on the solution and accomplishments.
3. The call to action should provide clear direction and expectations for the user's next step.

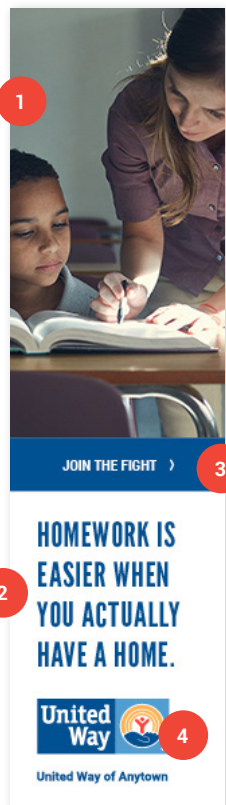
Examples include:

**JOIN THE FIGHT**  
**FIND OUT HOW**  
**TAKE ACTION**  
**GET INVOLVED**

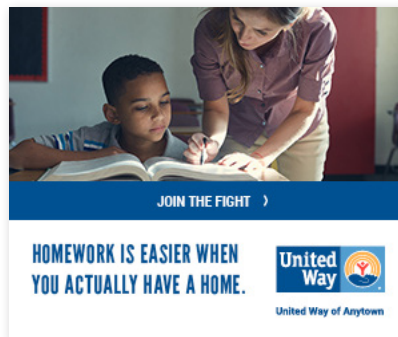
4. The United Way localized logo.

**Important:**

Previously available digital display ads have been updated to ensure WCAG-compliance. Updates are specific to colors and color combinations. Visit the Marketing Toolkit on United Way online to download WCAG-compliant banners: <https://online.unitedway.org/marketingtoolkit/winnbannerads>



160x600



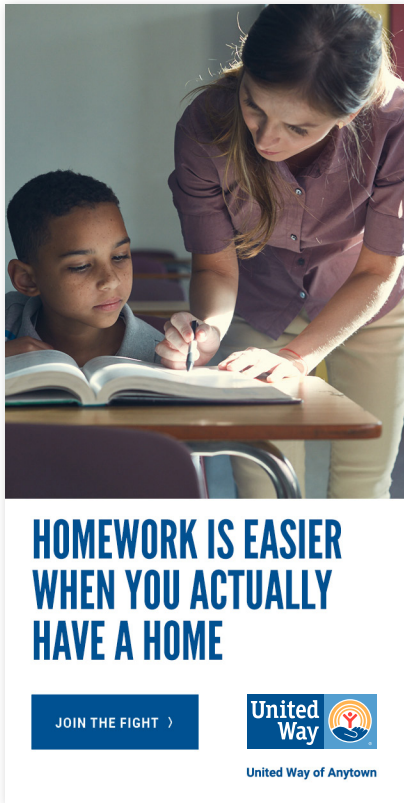
300x250



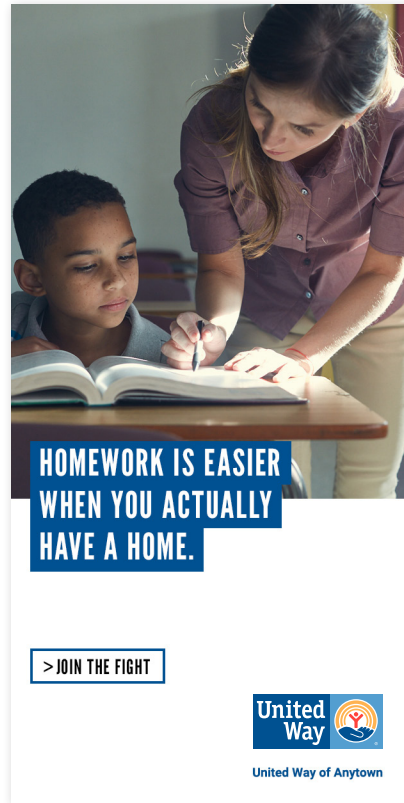
728x90

# DIGITAL DISPLAY AD LAYOUTS – WIN

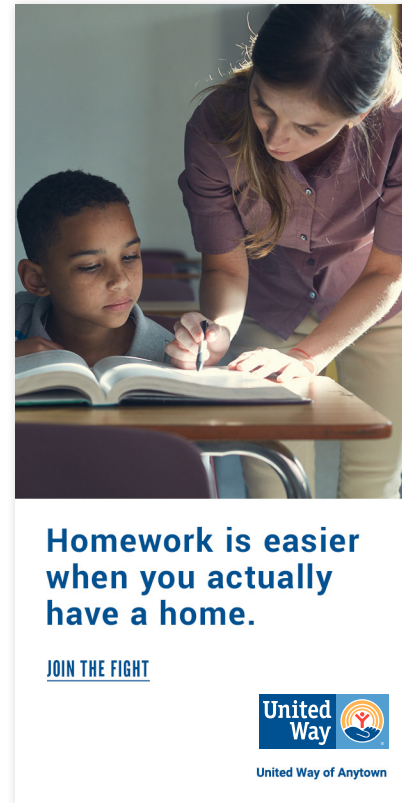
Below are a few digital display ad options showing acceptable imagery, text treatments and layout options.



Primary



Alt 1



Alt 2



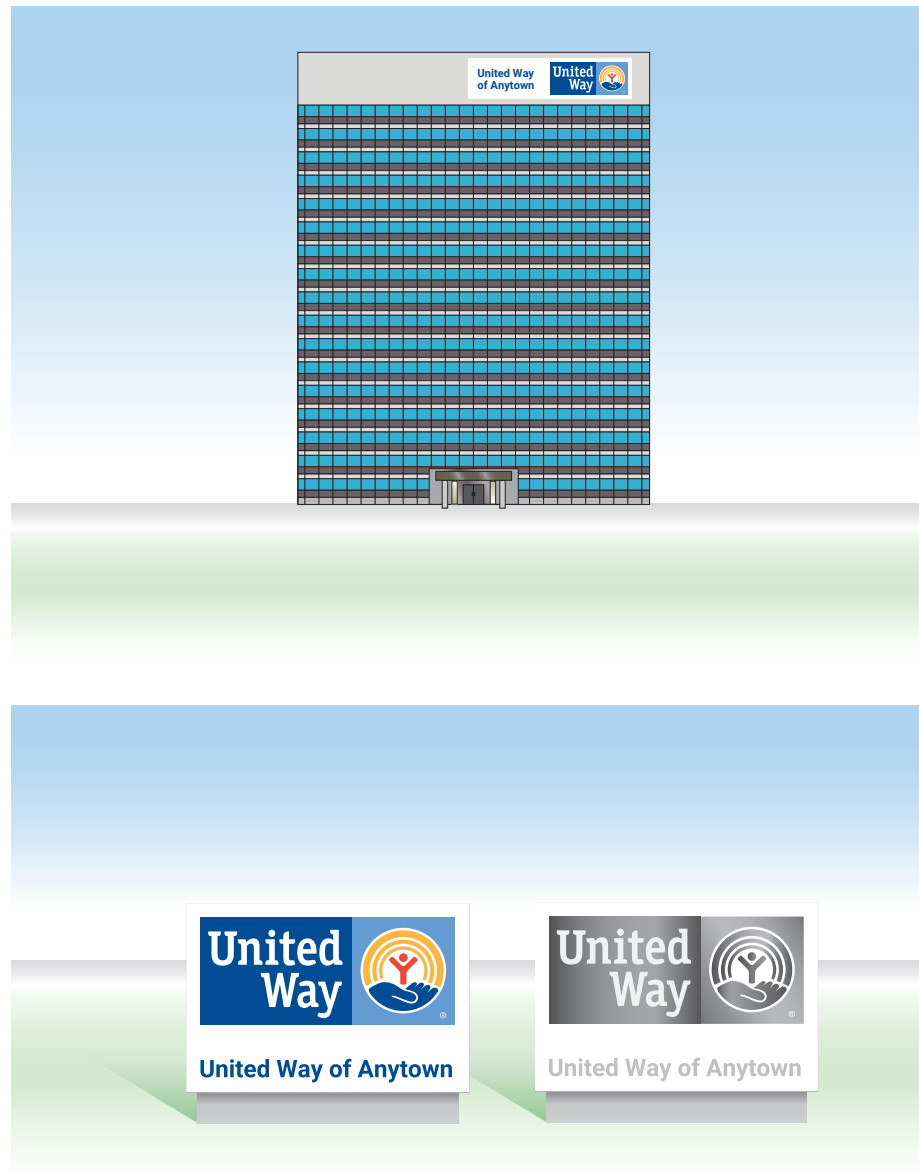
Alt 3

**Note:**  
In the digital display ad above, there is no clickable CTA as the entire banner is clickable.

# 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. Full-color signs are preferred, but monochrome, metal signs are acceptable. Interior full-color signs must use the white background control box around the landmark as specified in these guidelines. Metal signs should be made of one metal type and contain the control box.

**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 should be determined with your signage vendor.







# BRAND ARCHITECTURE

# 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 the 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.

## Overview

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

	NATIONAL USAGE	LOCAL USAGE (Refer to pages 76-80 for details)
<b>Level 1:</b> Brandmark only		 United Way of Anytown
<b>Level 2A:</b> Affinity Group Identities	United Way Affinity Group with  United Way Affinity Group	United Way Affinity Group with United Way of Anytown  United Way of Anytown Affinity Group
<b>Level 2B:</b> Event Identities	United Way Event with  United Way Event	United Way Event with United Way of Anytown  United Way of Anytown Event
<b>Level 3:</b> Partner Dominant with Endorsement	with Community Partner  A United Way Community Partner	with United Way of Anytown Community Partner  A United Way of Anytown Community Partner
<b>Level 4:</b> Product/Program/Service Brands and Collective Initiative Identities	  	 United Way of Anytown   United Way of Anytown
<b>Level 5:</b> Global/National/Local Partnerships and Co-Sponsorships	   A United Way Global Corporate Leader	 United Way of Anytown

# LEVEL 2A

## United Way Affinity Group Identities

To be used for United Way initiatives 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 stand-alone brands. These 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 landmark placed on the right. Affinity group identities may appear in United Way blue, black or white. See the United Way landmark color palette on page 37.

**United Way** *Affinity Group*

with



**United Way of Anytown**

### Example of Identity Specifications

Descriptive Nomenclature  
First upper and then lower case

**United Way of Anytown** *Affinity Group*

Roboto Bold

Roboto Italic

# LEVEL 2B

## Event Identities

To be used for United Way events that are hosted 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 event identity should appear on the left side of the page with the landmark placed on the right.

Logos previously used for 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

Event identities may appear in United Way Blue, black or white.

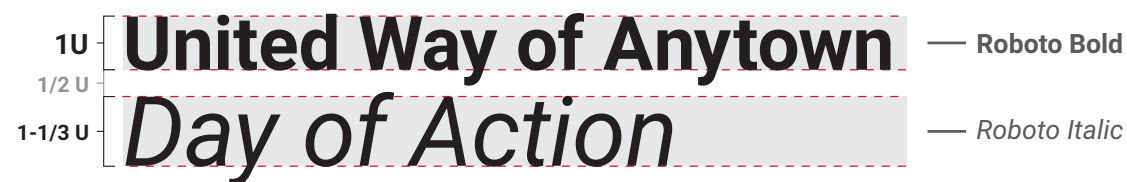
**United Way**  
*Day of Action*

with



### Example of Identity Specifications

First upper and then lower case



# LEVEL 3

## Partner Dominant with United Way Endorsement

Level 3 visualization reflects the need for mutual, general affiliation with a United Way partner. Where multiple United Ways' service areas overlap, however, it is 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.

Partner dominant with local United Way endorsement visualization



Program dominant with local United Way endorsement specifications

## A United Way of Anytown Community Partner





# LEVEL 4

## Product/Program/ Service Brand Identities

This level is for those initiatives that are recognized on both a national and local 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.

### Product/Program/Service Brand Identities



United Way of Anytown



United Way of Anytown

# 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.

**Important:**

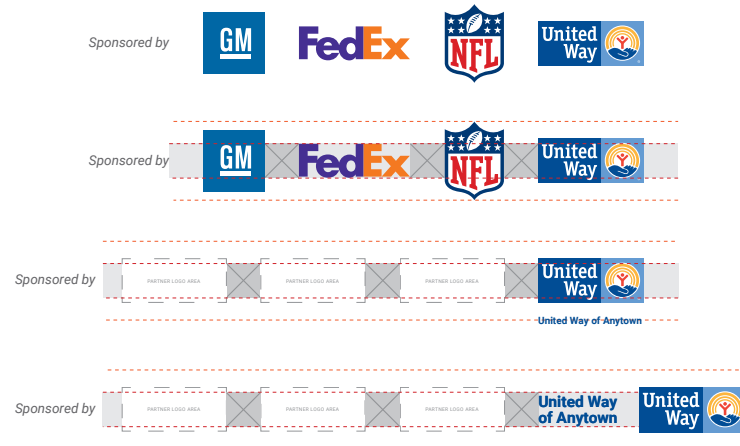
All marks shown are registered trademarks and require permission from the trademark holder to use.



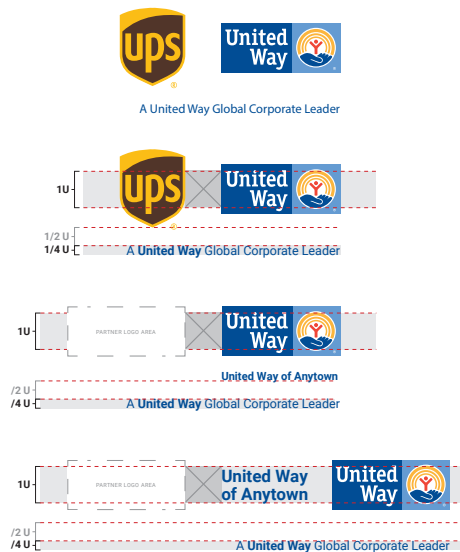
### National/local partnership examples and specifications



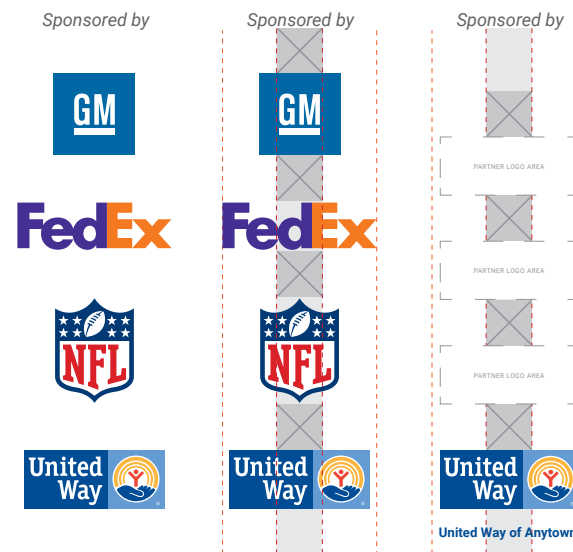
### Global Corporate Leadership tagline examples and specifications



### Co-sponsorship horizontal examples and specifications



### Co-sponsorship vertical examples and specifications



# 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 the 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.



**GIVE. ADVOCATE. VOLUNTEER.**

**United Way of Anytown**

**Anytown United Way**

**THIS IS LEAGUE GOTHIC.**

**THIS IS ROBOTO CONDENSED BOLD.**

**This is Roboto Bold.**

This is Roboto Regular.

Primary Colors



Color Hierarchy



General

Fight

Win



In order to fight for the health, education and financial stability of every person in every community, we must LIVE UNITED against each of our community's most daunting social crises.

For more information contact:

**ASK UNITED WAY**

[online.unitedway.org/questions](https://online.unitedway.org/questions)

**United Way Worldwide**

701 North Fairfax Street

Alexandria, Virginia 22314 U.S.A.

UnitedWay.org

Find more tools and resources on UWO:

<https://online.unitedway.org/>

Find more tools and resources on the  
United Way Brand Management Website  
at [online.UnitedWay.org/brand](https://online.unitedway.org/brand)