

# BRAND STANDARDS & GUIDELINES

LIVE UNITED<sup>®</sup>

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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 are a beacon of trust and support throughout the communities we serve. In a very real way, members of our communities, our partners, and our investors experience the United Way brand through our deeds, as well as through the verbal and visual messages we send.

A carefully managed and well-implemented brand identity system helps carry our brand message to the world. These guidelines are provided to ensure the correct and consistent use of the brand identity system. Along with the voice, landmark, typography, color palette and other visual elements, specific directions are included to help you manage communication 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.



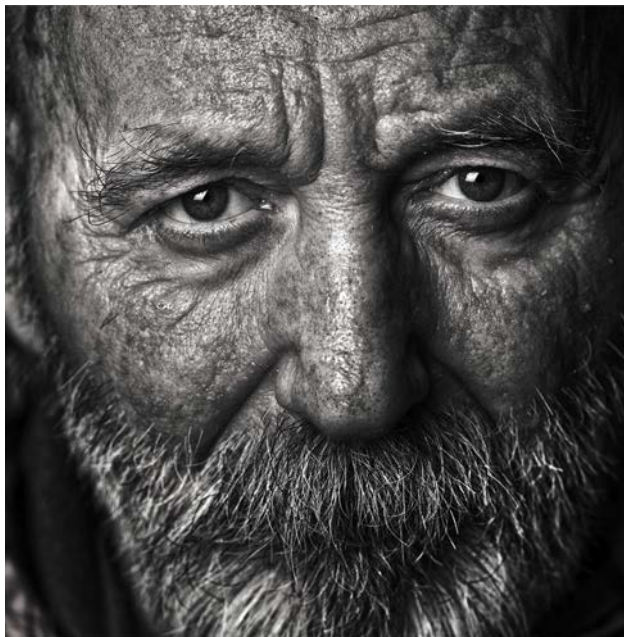
# OUR CREDO

## **UNITED WAY FIGHTS FOR THE HEALTH, EDUCATION, AND FINANCIAL STABILITY OF EVERY PERSON IN EVERY COMMUNITY.**

We win by living 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 by living 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 POSITIONING

*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

LIVE UNITED<sup>®</sup>

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 provide an overview of the correct way to write and speak as the 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. The visual elements of pieces that encourage fighting the problem and those that celebrate being part of the solution are distinctly different through color tone and imagery.



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 incite 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 maintain 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? Does it inspire emotion and action?**

## 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 personification, 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 you 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 do 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 should be entirely capitalized.
- Subheads, if desired, should live in the first sentence of body copy and be bolded.

## PUNCTUATION

- Punctuation should be included in all headlines.
- Punctuation should always be included at the end of complete sentences and fragment sentences. 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.

## UNITED

As a tribute to the brand, the word “United” should be capitalized when used in any written context.

*Examples:*

The group United to bring new opportunities to the community.

The volunteers were United in their dedication to the cause.

We win by living United.

# OUR BRANDMARK

LIVE UNITED<sup>®</sup>



# 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

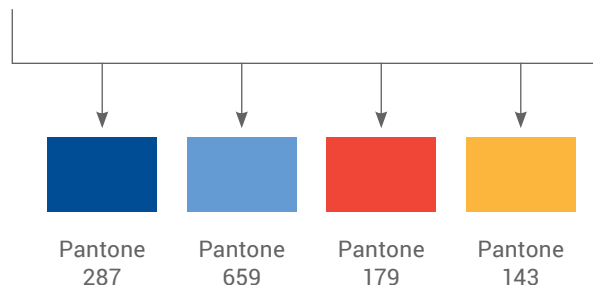
## FULL COLOR

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.

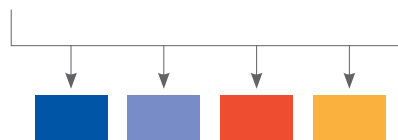
Pantone spot color is the preferred usage, but CMYK and RGB reproduction files of the full-color brandmark are available for specific application requirements. See page 33 for CMYK and RGB builds of pantone colors for print and web.

**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.

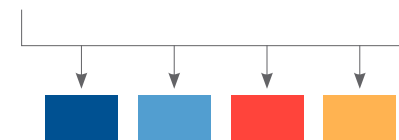
Preferred Spot Color version



CMYK Version



RGB Version



# 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.





# LOGO USAGE

## ONE-COLOR

When reproduction constraints prevent the use of the primary full-color United Way brandmark, use one of the alternative one-color versions. The white control box is still present in these one-color solutions.

### One-color blue brandmark

The one-color blue brandmark is to be used when United Way Blue is the only available color selection. See the United Way color palette on page 33 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 USAGE

A special usage lock-up has been developed for limited use. It may be reproduced in black, white or United Way Blue. This would apply, for example, when reproducing on fabric, plastic, glass or other materials used for merchandise or signage, and does not require the white control box.

### Note:

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

One-color blue Brandmark lock-up



One-color black Brandmark lock-up



One-color blue special lock-up



One-color black special lock-up



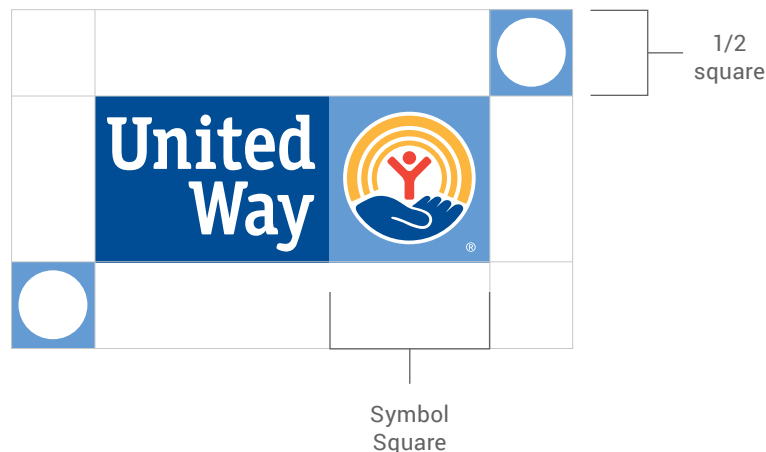
One-color white special lock-up



# 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 lock-up has been developed for limited use. It may be reproduced in black, white or United Way Blue. This would apply, for example, when reproducing on fabric, plastic, glass or other materials used for merchandise or signage, and does not require the white control box.

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

Screen  
**MINIMUM SIZE**  
 90 PIXELS OR 1.25" wide



Print  
**MINIMUM SIZE**  
 .75" wide



Special Usage  
**MINIMUM SIZE**  
 .75" wide



# 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 typeset your local United Way on page 25.

**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 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



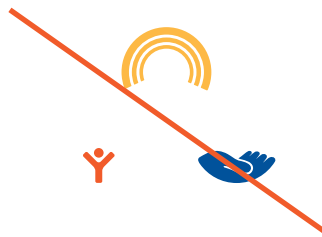
Never change the font or color of the local identifier (page 25)



Never substitute type in the brandmark



Never put other words or phrases inside the brandmark



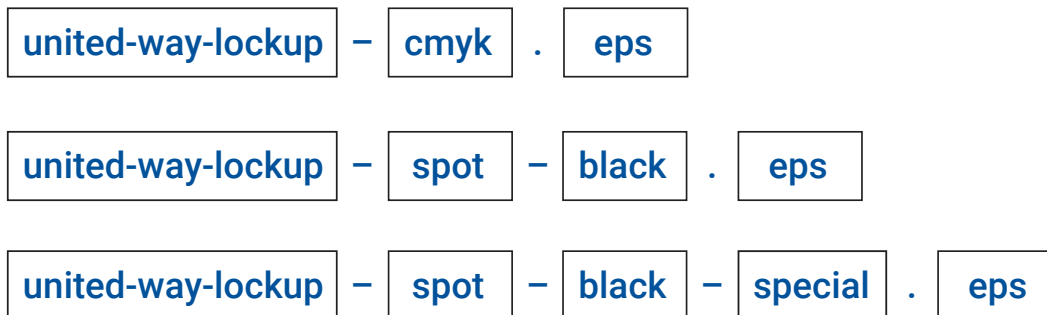
Never extract any of the graphic elements or words "United Way" contained in the brandmark to use separately



# 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 underscores to separate information.

**Note:**  
All logos are also available in JPEG file format.





















Company	Color	Version	Format suffix
United Way	cmyk 4-color process	special special-usage	eps Hi-resolution vector artwork created in Adobe Illustrator
	spot • 4-color spot • 1-color spot		
	spot-3 3-color spot		Use these .eps files to create other formats
	rgb on-screen applications		
	blue Pantone 287 blue		
	black black		
white 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 the United Way Online Website.

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

 Four-color process Refer to United Way color palette for color specifications <b>File Name: united-way-lockup-cmyk.eps</b>		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.
 Four-color spot PMS 287c, PMS 659c, PMS 179c, PMS 143c <b>File Name: united-way-lockup-spot.eps</b>		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.
 Three-color spot Pantone 287c, Pantone 179c and Pantone 143c <b>File Name: united-way-lockup-spot-3.eps</b>		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.
 RGB Refer to United Way color palette for color specifications <b>File Name: united-way-lockup-rgb.eps</b>		Use this file for all video, PowerPoint and Web-based applications. DO NOT USE other four-color files for those purposes or use the RGB file for printing.
 One-color blue Pantone 287c <b>File Name: united-way-lockup-spot-one-color.eps</b>		This logo is to be used when United Way Blue (PMS 287) is the only available color selection.
 Special usage blue Pantone 287c <b>File Name: united-way-lockup-spot-special.eps</b>		Use the Blue special usage brandmark when the screening of inks is not possible, such as when reproducing on plastic, glass, metal, fabric or other materials.
 One-color black Black 100% <b>File Name: united-way-lockup-spot-black.eps</b>		This brandmark is to be used when black is the only available color selection.
 Special usage black Black 100% <b>File Name: united-way-lockup-spot-black-special.eps</b>		Use the Black special usage brandmark when the method of reproduction is faxing and photocopying or the surface of the paper is a color other than white. This brandmark may also be used when reproducing on plastic, glass, metal, fabric or other materials.
 Special usage white C:0, M:0, Y:0, B:0 <b>File Name: united-way-lockup-spot-white-special.eps</b>		Use the White special usage brandmark when reproducing on plastic, glass, metal, fabric or other materials on a dark background.

# 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 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 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.



**United Way Peru**

**Tier 1  
Worldwide Brands and Countries**

**Examples**

United Way Worldwide  
United Way Chile  
United Way Peru  
United Way Kenya

**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 of Pune**

**Tier 2  
International Countries with  
City-Based Offices**

**Examples**

United Way of Pune  
United Way of Hyderabad  
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 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.



**United Way  
of New York City**

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”



**Mile High 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.”

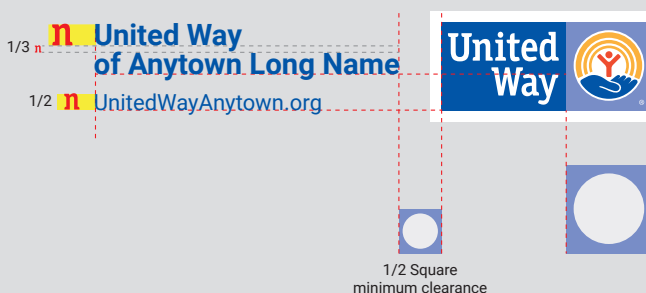
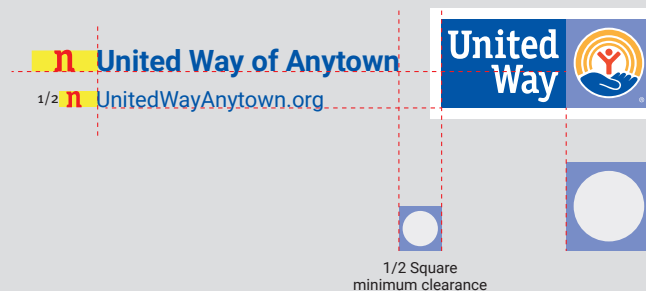


# BRANDMARK LOCALIZATION

The preferred Master Brandmark lock-up localization is at the left of the lock-up (top). The vertical lockup is better suited for vertical formats such as flyers and brochures. The size relationship and position have been determined for optimal communication of both the United Way brand and location.

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

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



# BRANDMARK LOCALIZATION

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

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

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



# BRANDMARK LOCALIZATION

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.

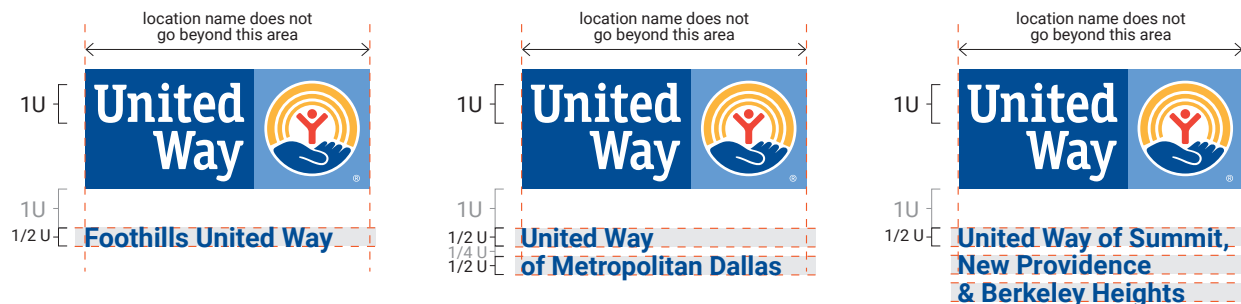
The local identifier is placed in a fixed position relative to the brandmark holding shape.



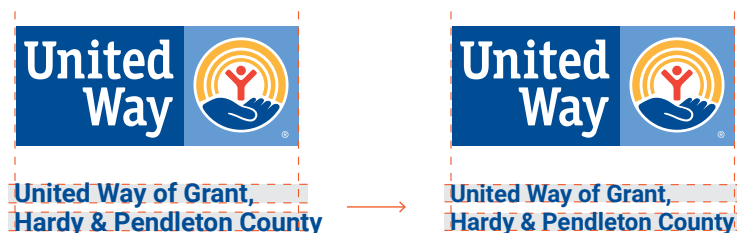
When placed on a colored background, the white background control line expands to provide an area to hold the local identifier.



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



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



# 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.



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

*Correct:*



*Incorrect:*



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

*Correct:*



*Incorrect:*



# SUPPORTING ELEMENTS

LIVE UNITED<sup>®</sup>

# 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, but CMYK and RGB reproduction files of the full-color landmark are available for specific application requirements. See page 33 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**<sup>®</sup>

UNITED WE WIN

**LIVE UNITED**<sup>®</sup>

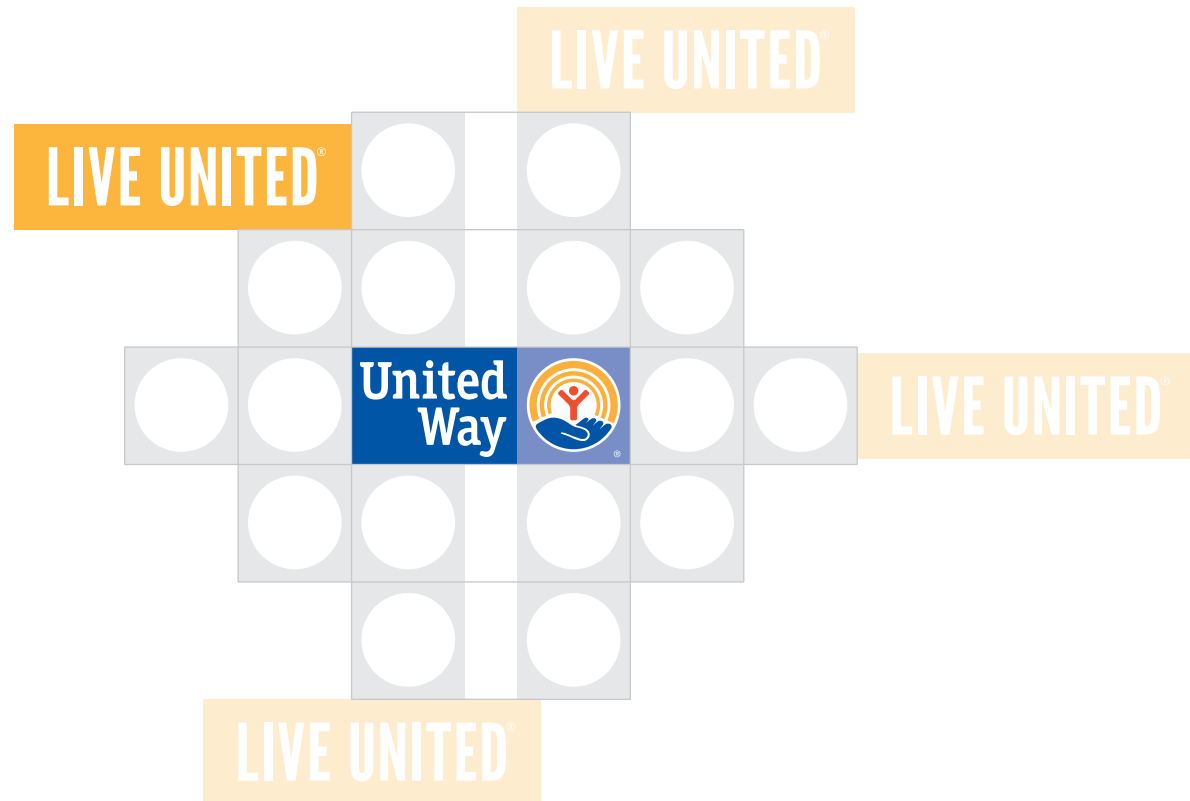
**LIVE UNITED**<sup>®</sup>

**LIVE UNITED**<sup>®</sup>

# LIVE UNITED CLEARSPACE

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 2 vertical, 2 horizontal or 1 diagonal unit of the logo.



# CALL TO ACTION

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

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

**GIVE. ADVOCATE. VOLUNTEER.**



# COLOR PALETTE

## PRIMARY COLOR PALETTE

It is important that local United Ways 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, black, orange, grey 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:0 G:81 B:145  
HEX: #005191



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



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



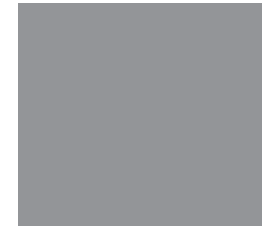
Pantone 143  
C:0 M:34 Y:86 K:0  
R:255 G:179 B:81  
HEX: #FFB351



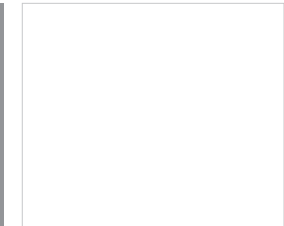
Black  
C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
HEX: #000000



Spot: Pantone 152  
C:0 M:60 Y:100 K:0  
R:245 G:120 B:20  
HEX: #f57814



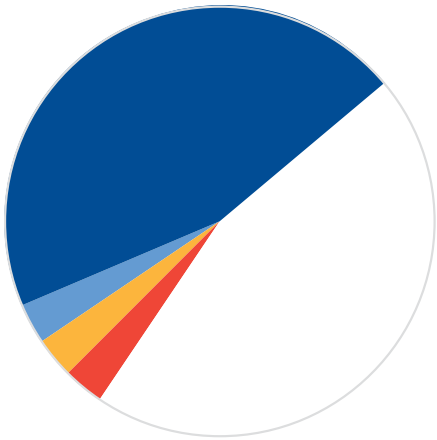
Pantone Black 50%  
C:0 M:0 Y:0 K:50  
R:150 G:150 B:150  
HEX: #969696



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.



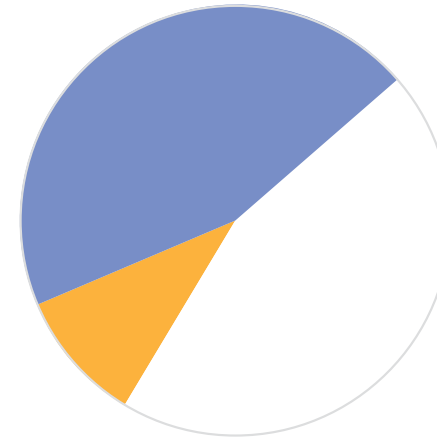
## UNITED WAY

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 used for general United Way creative.



## 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 only be used in “fight” layouts.



## 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 only be used in “win” layouts.

# TYPOGRAPHY

Three standardized typefaces have been chosen for the United Way brand identity. They are to be used in all printed and online communications. Each of the fonts was selected for its visual compatibility with the United Way landmark and for its ability to convey a personality that is consistent with our brand. Only use the weights and styles shown on this page. In special circumstances, the rest of the Roboto family may be used for extended weight options.

**To download the fonts visit:**

[theleagueofmoveabletype.com/league-gothic](http://theleagueofmoveabletype.com/league-gothic)  
[fonts.google.com/specimen/Roboto](https://fonts.google.com/specimen/Roboto)  
[fonts.google.com/specimen/Roboto+Condensed](https://fonts.google.com/specimen/Roboto+Condensed)

**Note:**

Trade Gothic and Meta have been discontinued and should no longer be used moving forward.

## SUBSTITUTE FONT

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

### LEAGUE GOTHIC REGULAR

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

### ROBOTO CONDENSED BOLD

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

### Arial Regular

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

### Roboto Regular

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

### Roboto Bold

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

### Arial Bold

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

# TYPOGRAPHY USAGE

These fonts are to be utilized for all correspondence, 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 is an issue, use the block behind the text.

## HEADINGS

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

## SUB HEADLINES

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 | 25 Tracking | .9–1.1X line spacing

**THIS IS A HEADLINE.**

League Gothic Regular | 25 Tracking | .9–1.1X line spacing

**THIS IS A HEADING.**

Roboto Condensed - Bold | -10 Tracking | 1.1–1.3X line spacing

**This is a sub headline.**

Roboto - Bold | 8-14 pt type | 1.5–2X line spacing

This is body copy.

Roboto - Regular | 8-14 pt type | 1.5–2X line spacing

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.”



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 are heavily desaturated, but not "black and white." Some trace of color should remain present.

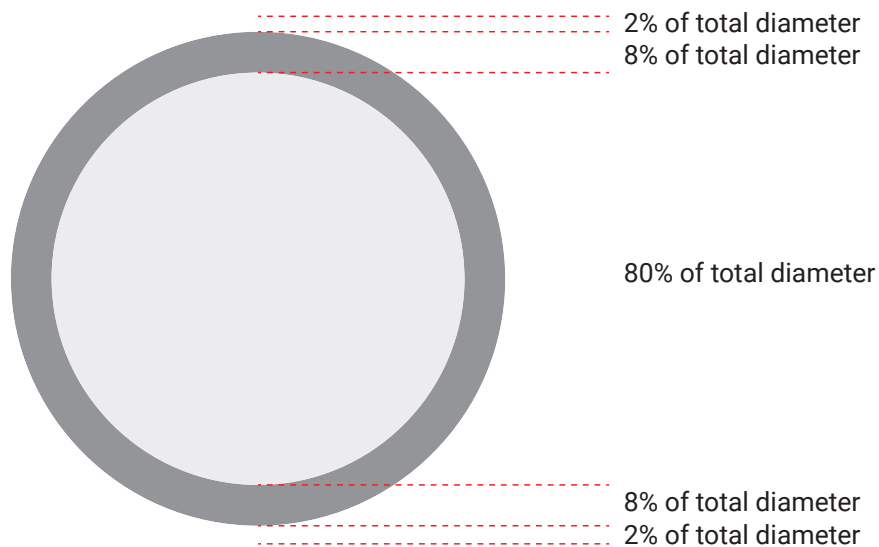


Images in these communications are colorful and positive. They feature the faces of those who are experiencing the fulfilling and rewarding feeling that results from having dedicated themselves to the cause.



# ICONOGRAPHY

United Way graphic elements should maintain a consistent look and feel and only use United Way brand colors. When creating icons, a circle shape is preferred. Please follow the directions below on how to accomplish the preferred look.



Email



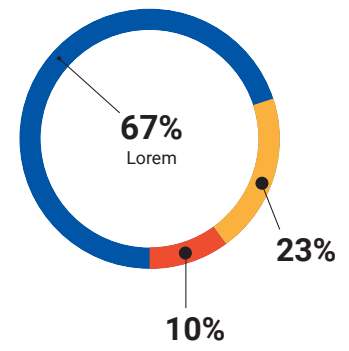
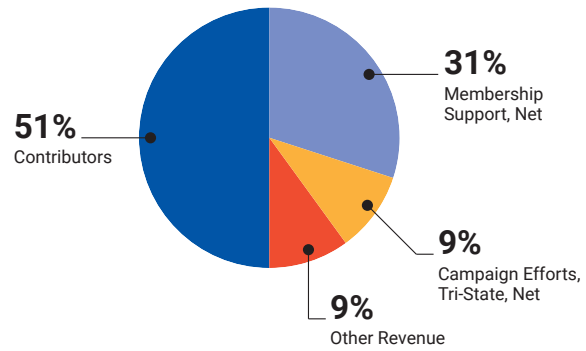
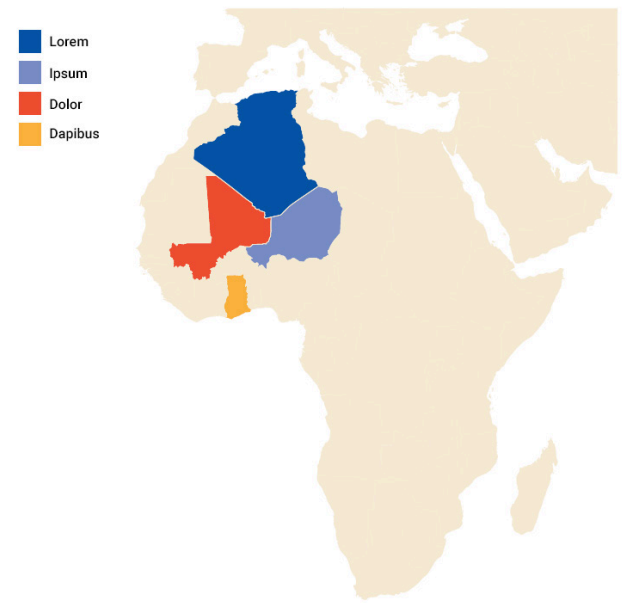
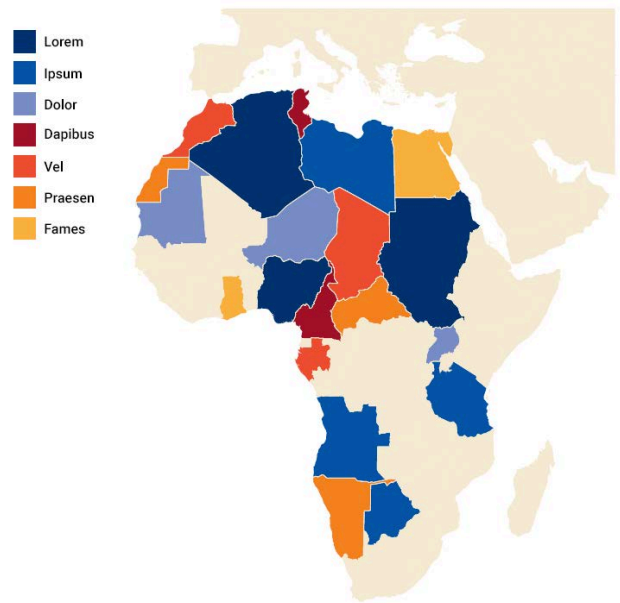
News



Events



United Way graphic elements should maintain a consistent look and feel and only use United Way brand colors. When creating graphics and charts, a circle shape is preferred. Please follow the directions below on how to accomplish the preferred look.



# SAMPLE APPLICATIONS

LIVE UNITED<sup>®</sup>

Referencing these application examples when creating new communication pieces will ensure brand consistency and encourage brand recognition.

# PRINT AD OVERVIEW

## 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 photo guidelines laid out on page 37.
2. The headline should be white text on black background. The messaging should draw readers in with a bold, action-provoking statement about the challenge being faced.
3. The LIVE UNITED logo must follow the headline and should be white text on orange background.
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. "Give. Advocate. Volunteer." call to action should be included on all print pieces.
6. The United Way logo resides in the lower right corner as a signature.

1

2

**WHO WILL TACKLE THE PROBLEMS MOST SHY AWAY FROM?**

3

4

5

6

LIVE UNITED

United Way

conec ullamcorper nulla non metus auctor fringilla. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. **GIVE. ADVOCATE. VOLUNTEER.** [UnitedWay.org](http://UnitedWay.org)

# PRINT AD OVERVIEW

## 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 photo guidelines laid out on page 37.
2. The headline should be white text on blue background. The messaging should be uplifting and celebratory, focusing on the solution and accomplishments.
3. The LIVE UNITED logo must follow the headline and be white text on yellow background.
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. "Give. Advocate. Volunteer." call to action should be included on all print pieces.
6. The United Way logo resides in the lower right corner as a signature.

1

2

3

4

5

6

**THIS IS A HEADLINE.**

LIVE UNITED

United Way

conec ullamcorper nulla non metus auctor fringilla. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. **GIVE. ADVOCATE. VOLUNTEER.** [UnitedWay.org](#)

# PRINT AD LAYOUT FORMULA

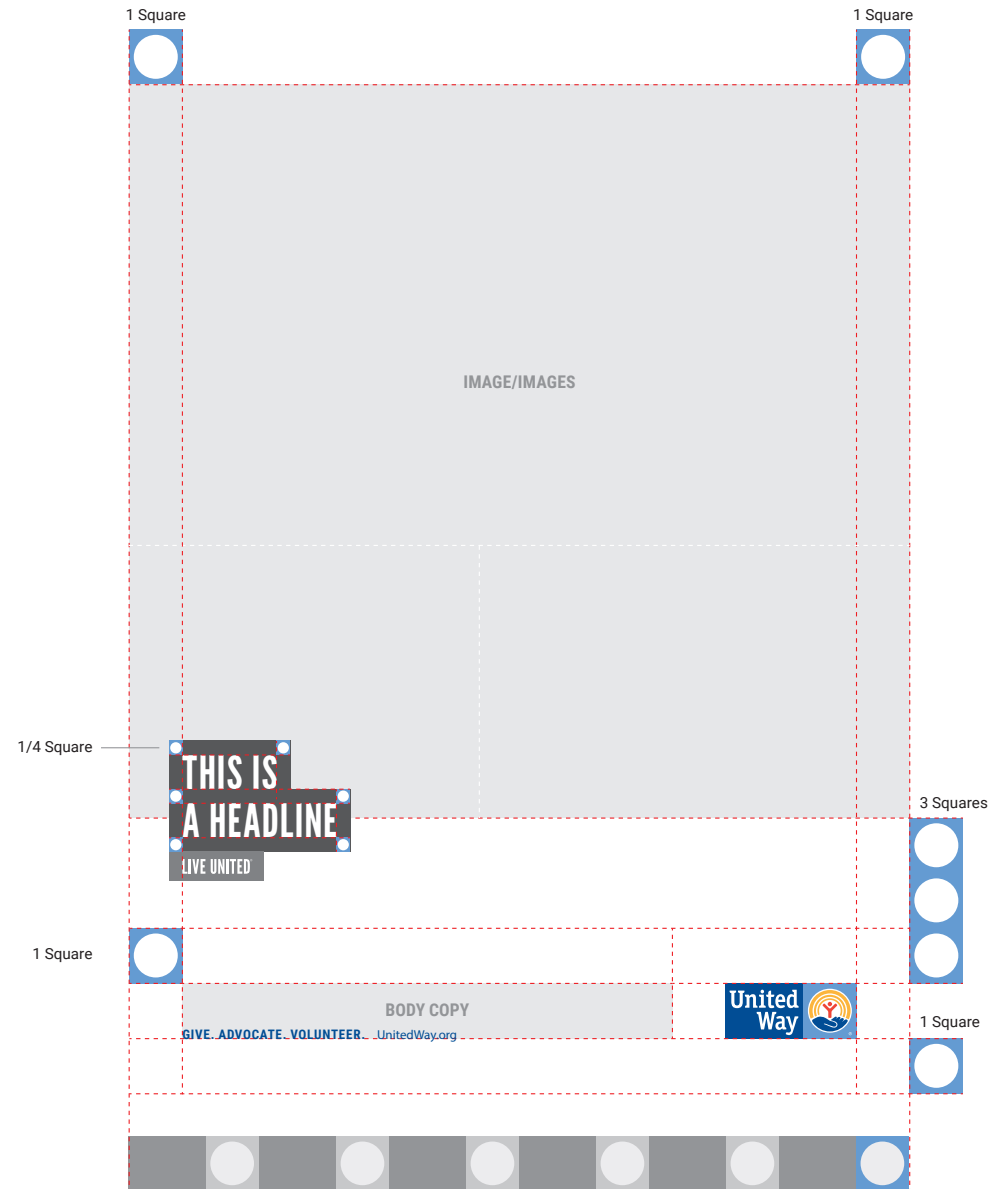
Logo size is determined proportionally to the width of the medium and ranges between 5 and 7 widths of the brandmark. When the medium is less than 4 inches wide, 1 to 3 widths of the brandmark may be used to ensure proper proportion.

Headlines should be between 50–75% the height of the United Way logo and at least 1.5X larger than the Live United Copy. The blocks around the type should be 1/4 square margin.

The LIVE UNITED logo should be used and always attached directly under the headline.

The headline and live united can slide up and down the image area but must remain on the left edge and cannot come within 1 square margin of the body copy.

The GIVE. ADVOCATE. VOLUNTEER. call to action should be placed as the last line of copy in the body copy section.



# FULL, HALF & QUARTER PAGE ADS

## 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.

WHO WILL TACKLE THE PROBLEMS MOST SHY AWAY FROM?

LIVE UNITED

Soclis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vestibulum id ligula porta felis euismod semper. **GIVE. ADVOCATE. VOLUNTEER.** [UnitedWay.org](http://UnitedWay.org)

United Way

WHO WILL TACKLE THE PROBLEMS MOST SHY AWAY FROM?

LIVE UNITED

Soclis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vestibulum id ligula porta felis euismod semper. **GIVE. ADVOCATE. VOLUNTEER.** [UnitedWay.org](http://UnitedWay.org)

United Way

WHO WILL TACKLE THE PROBLEMS MOST SHY AWAY FROM?

LIVE UNITED

**GIVE. ADVOCATE. VOLUNTEER.** [UnitedWay.org](http://UnitedWay.org)

United Way

# DIGITAL DISPLAY ADS - UNITED WE FIGHT

Digital display ads are composed of five key components.

1. The images set the tone of the ad. They should align with the photo guidelines laid out on page 37.
2. The headline color and treatment should follow the same guidelines as those laid out for print on page 43.
3. The LIVE UNITED tagline must follow the headline and follow the same guidelines as those laid out for print on page 43.
4. The call to action should provide clear direction and expectations for the user's next step. *Examples include: Hear his story; Give. Advocate. Volunteer; Join the fight.*
5. The United Way logo resides in the lower right corner as a signature. In instances where height is an issue, then the logo should be placed on the top left.



# DIGITAL DISPLAY ADS - UNITED WE WIN

Digital display ads are composed of five key components.

1. The images set the tone of the ad. They should align with the photo guidelines laid out on page 37.
2. The headline color and treatment should follow the same guidelines as those laid out for print on page 44.
3. The LIVE UNITED tagline must follow the headline and follow the same guidelines as those laid out for print on page 44.
4. The call to action should provide clear direction and expectations for the user's next step. *Examples include: Hear her story; Give. Advocate. Volunteer; See what's next.*
5. The United Way logo resides in the lower right corner as a signature. In instances where height is an issue, then the logo should be placed on the top left.





# BILLBOARDS

Billboards must follow the appropriate color and design formats to align with either “UNITED WE FIGHT” or “UNITED WE WIN” objectives. The United Way logo most appear in white space to the left of the board, with the “GIVE. ADVOCATE. VOLUNTEER.” call to action below.



# VIDEO, ANIMATION & INTERACTIVE

Guidelines for video production align closely to those for print and other media: the brandmark and preferred placement, the brand color palette, typography and impact graphic should be used.

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

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

The brand color palette and the font League Gothic should be used.

**GIVE. ADVOCATE. VOLUNTEER.**



# EXTERIOR SIGNAGE

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

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



# INTERIOR SIGNAGE

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

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

**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.



# BRAND ARCHITECTURE

LIVE UNITED<sup>®</sup>

# 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.

### PROGRAM OR BRAND

### UNITED WAY BRANDMARK

#### Level 1: United Way masterbrand only



with

N/A

#### Level 2A: United Way affinity group identities (see page 55)

**United Way Affinity Group**

with



#### Level 2B: United Way product and event identities (see page 57)

**United Way Product or Event**

with



#### Level 3: Partner dominant with United Way endorsement (see page 58)



with



#### Level 4: Legacy brands and collective initiative identities (see page 60)



with



(optional)

#### Level 5: Global/National/Local partnerships and co-sponsorships (see page 61)



with

N/A

A United Way Global Corporate Leader

# LEVEL 2A

## UNITED WAY AFFINITY GROUP IDENTITY

To be used for United Way offers that are controlled by United Way, but that will not be promoted as separate entities. For clarity, simplicity and directness, audiences do not need to know of them as standalone brands. These offers often serve as an overarching association of other, individually branded programs, products and events.

United Way masterbrand dominant initiative names should use generic or proper name descriptors.

The United Way affinity group identity should appear on the left side of the page with the landmark placed on the right. Level 2A programs may appear in United Way blue, black or white. See the United Way landmark color palette on page 33.

**United Way** *Affinity Group*

or

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

with



**United Way of Anytown**

with



### Example of Identity Specifications

Descriptive Nomenclature  
First upper and then lower case

**United Way** *Affinity Group*

Roboto Bold

Roboto Italic

# LEVEL 2A

## UNITED WAY AFFINITY GROUP IDENTITY VISUALIZATIONS

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

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

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

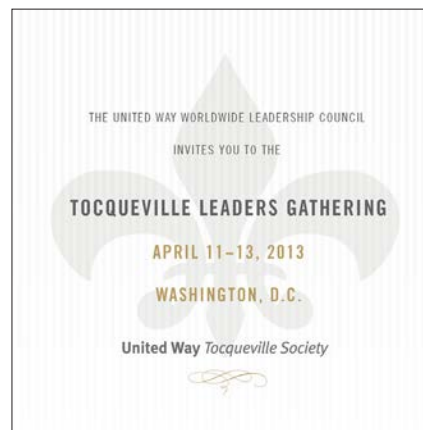
### Other United Way affinity groups include:

- Global/National/Local Corporate Leadership
- National Professional Council
- Million Dollar Roundtable
- Legacy Giving Circle

Tocqueville Society artwork



United Way affinity group identity examples with associated artwork





# LEVEL 2B

## UNITED WAY PRODUCT AND EVENT IDENTITIES

To be used for United Way offers that are controlled by United Way, and that have or require their own stand-alone identities. Because they are unique and add special value to our mission, they are promoted as individual offers in order to create a sense of belonging by their target audiences.

The United Way product or event identity should appear on the left side of the page with the brandmark placed on the right.

Logos previously used for products and events should be retired; however, any associated artwork (not including the product or event name) may be repurposed for use in association with the Level 2B identities.

### Color Treatments

Level 2B programs may appear in United Way Blue, black or white.

**United Way**  
*Day of Action*

with



or

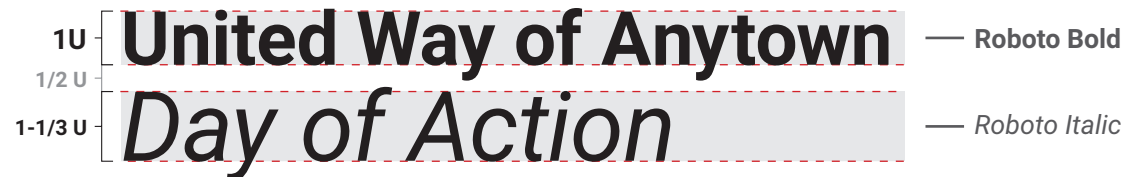
**United Way of Anytown**  
*Day of Action*

with



### Example of Identity Specifications

First upper and then lower case



# LEVEL 3

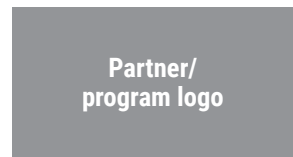
## PARTNER DOMINANT WITH UNITED WAY ENDORSEMENT

To be used for offers that are only partially, or not at all, controlled by United Way, have or require their own stand-alone identities, and where there is a desire for mutual affiliation.

### Color treatments:

Level 3 endorsements may appear in United Way Blue, black or white.

Program dominant with United Way endorsement visualization



with

**A United Way Community Partner**

First upper and then lower case

A United Way Community Partner



Or



with



Community Partner



# LOCALIZATION OF LEVEL 3

## PARTNER DOMINANT WITH UNITED WAY ENDORSEMENT

Level 3 visualization reflects the need for mutual affiliation of a partner with United Way generally. Where multiple United Ways' service areas overlap, however, it may be desirable to indicate which individual United Way is providing the endorsement.

For that reason, both the community partner lockup and the community partner tagline may be localized. Usage is the same as for the non-localized versions.

**Note:**

When no United Way brand palette color options are available, except for black, the community partner lockups and taglines should be rendered in black. When no United Way brand palette color options are available at all, including black, the special use white lockups and the white taglines should be reversed out of whatever solid color is being used.

Program dominant with local United Way endorsement visualization



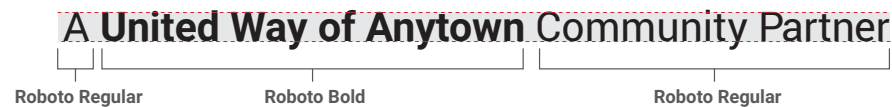
United Way of Anytown  
Community Partner



Program dominant with local United Way endorsement specifications

### A United Way of Anytown Community Partner

First upper and then lower case



# LEVEL 4

## LEGACY MARK EXAMPLES

This level is for those identities that represent relationships that are so invested with history, equity and/or legal constraints that the existing brand identity should remain as is. They are identities that are recognized and promoted on a national level and in which United Way is clearly a partner with others.

In this case, as many aspects of the United Way brand identity should be incorporated as possible. Type and color should be changed to conform to the guidelines wherever possible.

**Note:**

Please refer to the appropriate logo usage guidelines to obtain specific usage guidelines for these and all legacy brands.

Legacy marks and collaborative identities



# 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.

### 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:

**UNITED WAY WORLDWIDE MARKETING**

[creativestudio@uww.unitedway.org](mailto:creativestudio@uww.unitedway.org)

**United Way Worldwide**

701 North Fairfax Street

Alexandria, Virginia 22314 U.S.A.

**[UnitedWay.org](http://UnitedWay.org)**

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