

Brand Identity Guidelines with Brand Architecture

Version 2.0 © United Way of America 2010



Brand Identity Guidelines

Brandmark: Full-color

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

Pantone, CMYK and RGB reproduction files of the full-color brandmark are available for specific application requirements. See the artwork finder on page 2.25 for complete specifications and files.

Note:

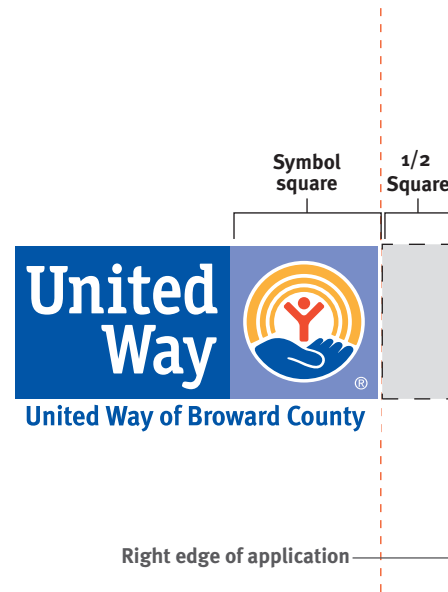
As one of our most important assets, the brandmark must always appear as shown on this page or in one of the color variations described in these guidelines. Never attempt to redraw or rescale the brandmark or add other graphic elements to its presentation. Do not extract any of the graphic elements contained in the brandmark to use separately. We must use the registered trademark symbol (®) with the brandmark to ensure our legal rights are protected. Always display the registered trademark symbol (®) in the position indicated.

The preferred brandmark is full-color.



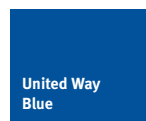
Brandmark placement

Correct placement of the brandmark will help ensure the integrity of United Way communications. The brandmark should always be placed at a distance of a half of the symbol square from the right edge of any print or on-screen application. This applies to all versions of the brandmark, with or without the tagline and local identifier. While the brandmark will not necessarily align with the grid, its placement on the right and correctly measured spacing from the edge relative to the brandmark will ensure a consistent presentation.



Color palette

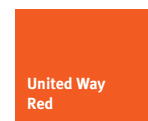
It is important that United Way local member organizations maintain a consistent appearance of the brandmark and all visual communications across various media types and materials. Using colors consistently in all communications will strengthen brand recognition, create impact and differentiate our programs.



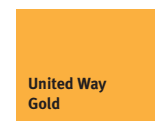
Pantone 287
C:100 M:74 Y:0 K:0
R:16 G:22 B:127



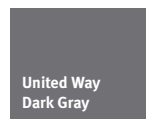
Pantone 287C at 52%
or Pantone 659
C:55 M:40 Y:0 K:0
R:124 G:129 B:184



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



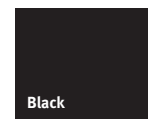
Pantone 143
C:0 M:34 Y:86 K:0
R:255 G:150 B:0



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



Pantone Cool Gray 4
C:0 M:0 Y:8 K:27
or C:0 M:0 Y:0 K:27
R:186 G:186 B:186



Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0



White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255

Tagline: Lockup treatment

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

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

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



Specifications for tagline lockup

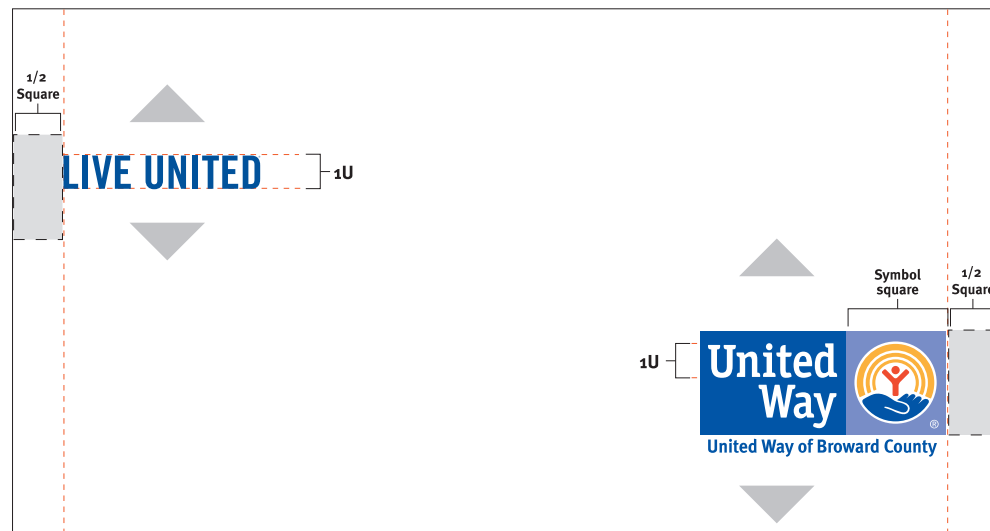


Tagline: Flexible placement treatment

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

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

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



Brandmark: Unacceptable uses

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

Note:
Never attempt to redraw or rescale the elements of the brandmark or add other graphic elements to its presentation. Do not extract any of the graphic elements contained in the brandmark to use separately. See exceptions for video, animation and interactive on page 4.11.

Never substitute type in the brandmark

Never alter the colors in the brandmark

Never separate the symbol from the United Way name

Never put other words or phrases inside the brandmark

Never extract the words "United Way" from the brandmark

Never tilt the brandmark

Never distort the shape of the brandmark

Never alter the shape of the brandmark in any way

Never add elements inside the brandmark

Never add elements over the brandmark

Never add a local name inside the brandmark

Never rearrange the elements of the brandmark

Never reverse the brandmark to white

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

Tagline and localization: Unacceptable uses

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

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

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

Never combine the lockups of the tagline and local identifier