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.
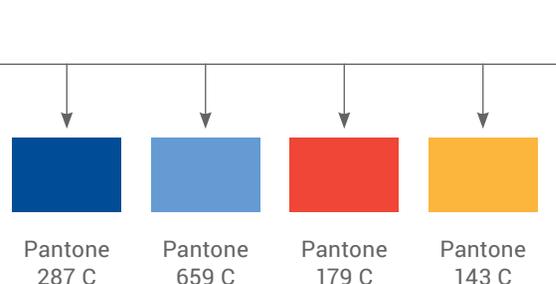
All brandmark files are available on United Way Online (UWO): https://online.unitedway. org/brandmarks
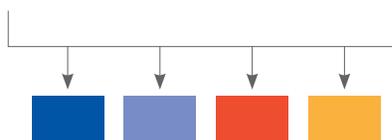
Note:
As one of our most important assets, the brandmark must always appear as shown on this page or in one of the color variations described in these guidelines. Never attempt to redraw or rescale the brandmark or add other graphic elements to its presentation. **Do not extract any of the graphic elements 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.
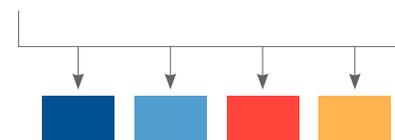
Preferred Spot Color version

| Pantone 287 C | Pantone 659 C | Pantone 179 C | Pantone 143 C |

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.

Preferred Spot Color version

Control Box

CMYK Version

RGB Version

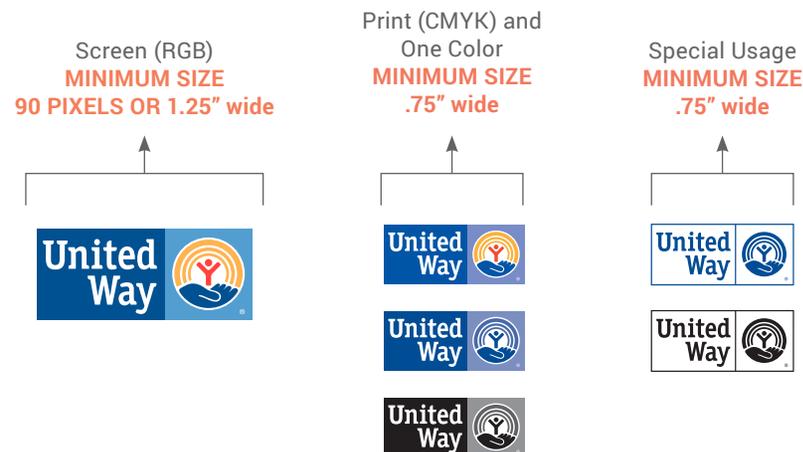# CLEAR SPACE & MINIMUM SIZE

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.

1/2 square

Symbol Square

Screen (RGB)
**MINIMUM SIZE
90 PIXELS OR 1.25" wide**

Print (CMYK) and One Color
**MINIMUM SIZE
.75" wide**

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

COLOR PALETTE

United Way Color Palette

The United Way color palette is comprised of colors used in the United Way brandmark. 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.
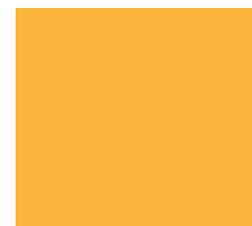
* WCAG are web content accessability guidelines which are recommendations for making web content more accessible for people with disabilities.

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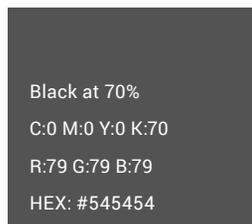C:100 M:74 Y:0 K:0
R:0 G:81 B:145
HEX: #005191

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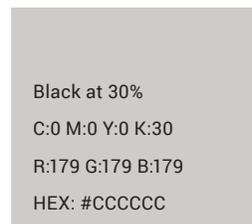R:83 G:158 B:208
HEX: #539ED0

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

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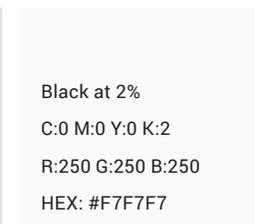C:0 M:85 Y:89 K:0
R:255 G:68 B:59
HEX: #FF443B

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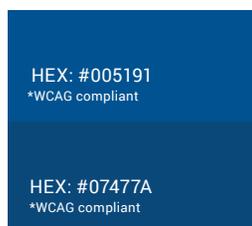C:0 M:0 Y:0 K:70
R:79 G:79 B:79
HEX: #545454

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

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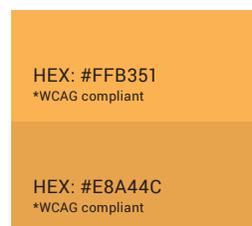C:0 M:0 Y:0 K:10
R:229 G:229 B:229
HEX: #E1E1E1

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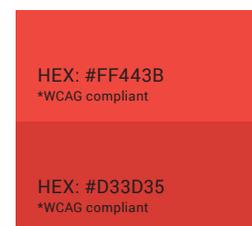C:0 M:0 Y:0 K:2
R:250 G:250 B:250
HEX: #F7F7F7

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