

BRAND STANDARDS & GUIDELINES

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.



Metropolitan Dallas

LOGO USAGE

ONE COLOR

The one-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 one-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.



LOGO USAGE

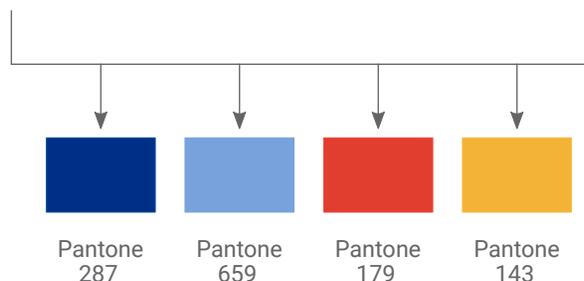
FULL COLOR

The full-color version of the United Way brandmark is the secondary brandmark of the identity system. When reproduction constraints prevent the use of the primary one-color United Way brandmark, you may use the alternative full-color version.

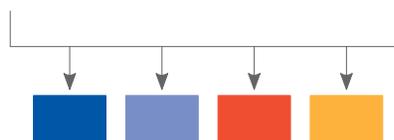
Pantone spot color is the preferred usage, but CMYK and RGB reproduction files of the full-color brandmark are available for specific application requirements.

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.

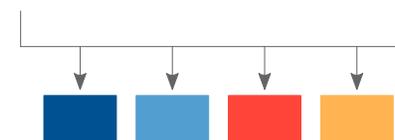
Preferred Spot Color version



CMYK Version



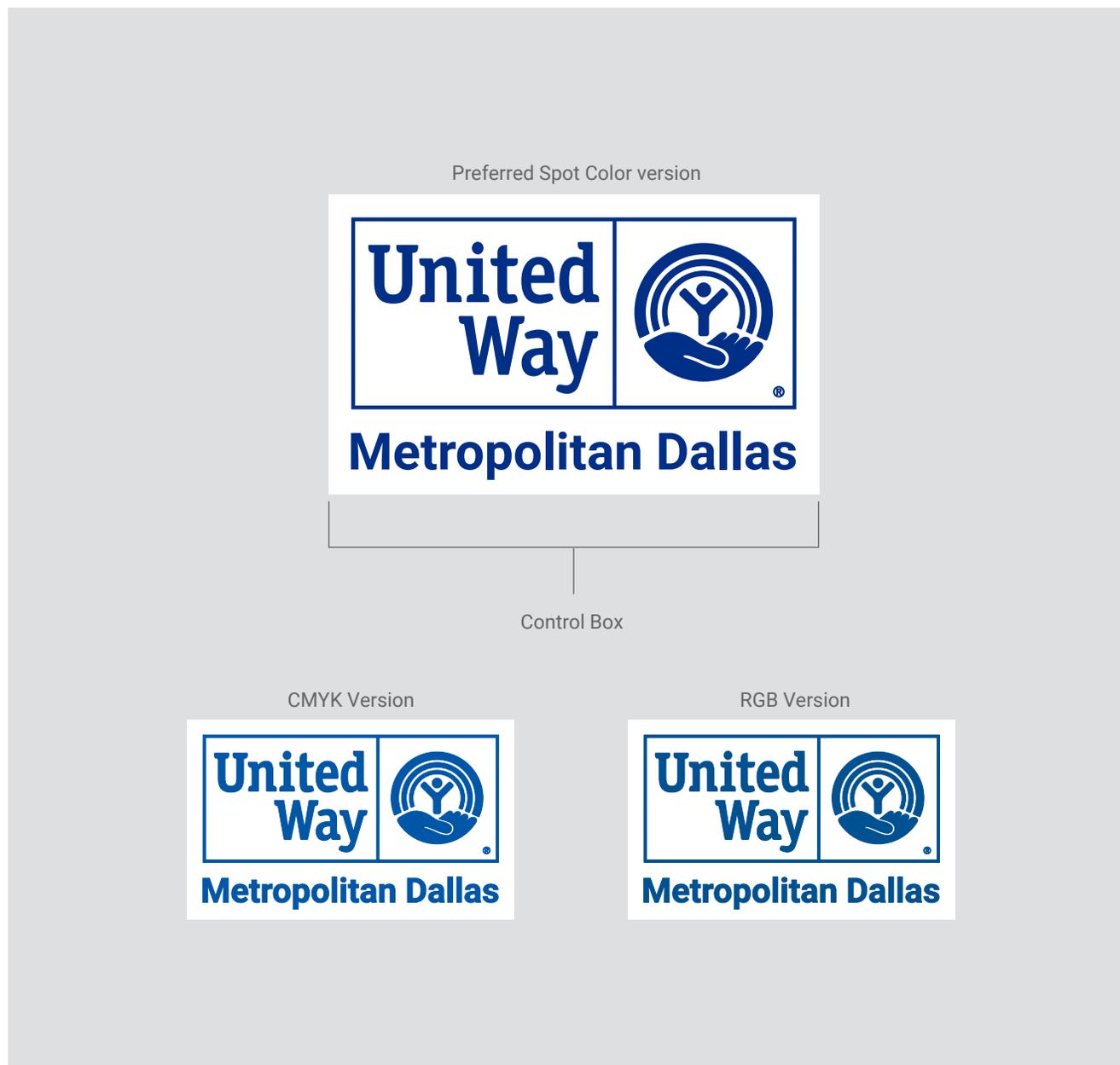
RGB Version



LOGO USAGE

CONTROL BOX

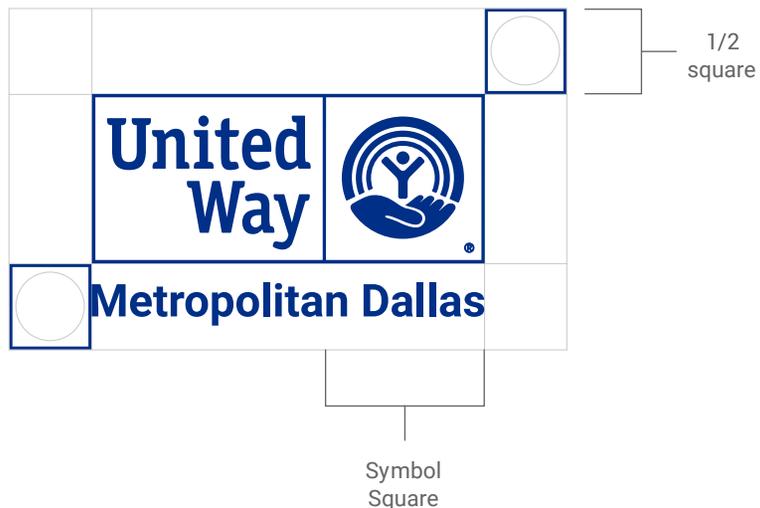
The control box is the white border that surrounds the logo. It is used to create separation when the logo is placed on colored backgrounds without the need for alternate logo color options.



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.



Screen
MINIMUM SIZE
 90 PIXELS OR 1.25" wide



Print
MINIMUM SIZE
 .75" wide



Secondary 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.

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



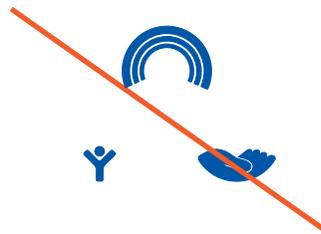
Never change the font or color of the local identifier (page 25)



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



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 unitedwaydallas.org/assets/branding.

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

United Way of Metropolitan Dallas

 One-color - process Refer to United Way color palette for color specifications		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.
 One-color - spot Pantone 287c File Name: united-way-lockup-287c		This file should be used when 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.
 RGB Refer to United Way color palette for color specifications		Use this file for all video, PowerPoint and Web-based applications. DO NOT USE other files for those purposes or use the RGB file for printing.
 Special usage Black 100% File Name: united-way-lockup-spot-black		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 C:0, M:0, Y:0, B:0 File Name: united-way-lockup-spot-white		Use the White special usage brandmark when reproducing on plastic, glass, metal, fabric or other materials on a dark background.

Secondary option

 Four-color spot PMS 287c, PMS 659c, PMS 179c, PMS 143c File Name: united-way-lockup-spot.eps		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.
 Four-color process Refer to United Way color palette for color specs File Name: united-way-lockup-cmyk.eps		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.
 Three-color Pantone 287c, Pantone 179c and Pantone 143c File Name: united-way-lockup-spot-3.eps		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.

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 unitedwaydallas.org/assets/branding. Use the file name next to each brandmark variation to properly identify the file you need.

United Way Foundation of Metropolitan Dallas

<p><input checked="" type="checkbox"/> One-color - process</p> <p>Refer to United Way color palette for color specifications</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><input checked="" type="checkbox"/> One-color - spot</p> <p>Pantone 287c File Name: foundation-lockup</p>		<p>This file should be used when 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><input type="checkbox"/> Special usage</p> <p>C:0, M:0, Y:0, B:0 File Name: united-way-lockup-spot-white</p>		<p>Use the White special usage brandmark when reproducing on plastic, glass, metal, fabric or other materials on a dark background.</p>

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. 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



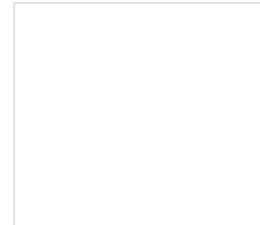
Pantone 179
C:0 M:85 Y:89 K:0
R:255 G:68 B:59
HEX: #FF443B



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



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

TYPOGRAPHY

Three standardized typefaces have been chosen for the United Way brand identity. They are to be used in all printed and online communications. Each of the fonts was selected for its visual compatibility with the United Way brandmark and for its ability to convey a personality that is consistent with our brand. Only use the weights and styles shown on this page. 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
fonts.google.com/specimen/Roboto
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

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 landmark for United Way entities, offerings, products, events and other branding opportunities.

PROGRAM OR BRAND

UNITED WAY BRANDMARK

Level 1: United Way masterbrand only



or



with

N/A

Level 2: United Way affinity group identities (see brand architecture map)

United Way
Leadership Society

with



Level 3: United Way programs and event identities (see brand architecture map)

United Way
Product or Event

with



Level 4: United Way program and event identities with sponsors (see brand architecture map)

United Way
Product or Event

with

Presented by

SPONSOR LOGO

with



Level 5: United Way partner programs (see brand architecture map)



Example



with



PARTNER LOGO

A partnership of

Level 6: United Way legacy brands (see brand architecture map)



with



(optional)

Level 7: Global/National/Local partnerships and co-sponsorships (see brand architecture map)



with

N/A

A United Way Global Corporate Leader

WHAT IS BRAND ARCHITECTURE?

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 8: Beneficiary (see brand architecture map)



Example



with



or

United Way of Metropolitan Dallas

Level 9: Not a United Way program (see brand architecture map)



with

N/A

LEVEL 2

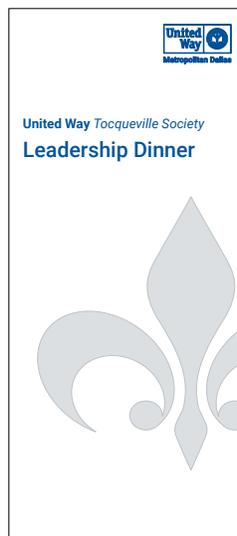
UNITED WAY AFFINITY GROUP IDENTITY VISUALIZATIONS

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

Tocqueville Society artwork



United Way affinity group identity examples with associated artwork



LEVEL 4

UNITED WAY PROGRAM 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 same page with the United Way landmark.

For more details see brand architecture guidelines.

United Way
Future Focus
Student Initiative

or

United Way
Dr. Seuss Reading Day
Presented by **EY**

with



Metropolitan Dallas

with



Metropolitan Dallas

Example of Identity Specifications

First upper and then lower case

1U	United Way	— Roboto Bold
1/2 U	<i>Day of Action</i>	— <i>Roboto Italic</i>
1-1/3 U		