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OUR BRAND

This section outlines the core strategic thinking behind our brand positioning for everything we’ll create for the Lead United / Live United campaign.

Use these guiding principles and best practices to inform all communications. Regardless of medium, the way we bring the Lead United / Live United brand to life should always reinforce and be consistent with these guidelines.
BRAND STRATEGY

**UWMD puts opportunity in the hands of North Texans.**

Rooted in the building blocks of education, income and health, UWMD curates opportunities for every North Texan to experience a better life — and to help each other get there. Whether by joining social innovators in exploring bold new approaches to impact, creating high-touch volunteer experiences that build community in more ways than one, or bringing inspiring campaigns to change-seekers in the workplace, UWMD uses its philanthropic networks and knowledge to empower North Texans to invest in the common good of their community, strengthening Metropolitan Dallas through on-the-ground change that lasts.
**WHAT WE DO**

*We put opportunity in the hands of all North Texans.* Working with our determined supporters, we lead the charge to strengthen education, income and health—the building blocks of opportunity. Together, we cultivate the best ideas and projects and use our networks and know-how to make them happen. Above all, we inspire our community to Live United to achieve lasting results right here at home.
WHO WE’RE TALKING TO

‘Risers’ — Millennials that are starting their careers. They are optimistic about their ability to create philanthropic change, but have a somewhat unstable outlook on the future as they’ve never experienced autonomous economic stability in their own lives. They are interested in meaningful philanthropic experiences and seeing the impact of their donations.

‘Setters’ — Baby Boomers that are closing in on retirement and have established their social identities. Boomers are facing major personal and financial transition as they assess retirement. Like Millennials, they are
WHY WE’RE TALKING TO THEM

To help Millennials, Boomers and all North Texans better understand how UWMD puts opportunity in their hands, UWMD will launch the Lead United / Live United campaign: a fresh new spin on United Way’s national Live United campaign. The campaign will provide ways for potential supporters to learn more about what UWMD does, how UWMD’s activities and goals around education, income and health relate back to their own lives and how to get involved with UWMD programs.
STRATEGY

Lead United / Live United will achieve this in two principal ways:

1) **By talking to North Texans about UWMD programs and goals in a way that makes them want to affiliate their time, money or energy with the organization** (examples: compelling, inviting brand campaign ads that pique the curiosity of potential supporters; an online quiz that describes UWMD’s programs and impact).

2) **By creating touchpoints that speak to new audiences in Metro Dallas through the lens of culture, and by way of a transformative event, educate and excite them about moving the needle on education, income and health and thereby to affiliate with UWMD** (examples: through the lens of entertainment with a film series, through the lens of food and culture with a dinner series).
Based on survey research, even people who haven’t heard of UWMD or don’t know what UWMD does still have a positive reaction to the message of putting opportunity in the hands of North Texans.

By showing how UWMD works to make that happen, we can inspire North Texans to learn more about UWMD and get involved with the organization.

Education, income and health can mean different things to different people, and the key to growing a supporter movement is for people to see a clear role for themselves in how an organization makes its impact. The Lead United / Live United campaign will feature the ability to personalize what UWMD means to supporters with the Lead United / Live United framing in which verbs that describe various ways to be involved can be subbed in (e.g. Read United / Live United for UWMD’s Reading Day event, Meet United / Live United for a dinner series we’ll launch this year.) By giving North Texans multiple options and touchpoints to engage with UWMD in the way they prefer, we can help supporters create a meaningful and lasting connection with the organization.
**Lead United / Live United**

is a refresh of the national Live United campaign. In the refresh, we talk more specifically about UWMD’s work by customizing the first verb in the campaign name for each individual campaign touchpoint. By adding this specificity to Live United, we’re better able to tell people who we are and what we do through print, video, merchandise and a series of replicable community-building engagement activities. This customizable verb also tells our audience what we’d like them to do and how they can get involved. This refresh gives us a unique and ownable way to talk about education, income and health, as well as how we put
Everyone wants a happy, healthy North Texas. We all want a place where people can live their best lives. And at United Way of Metropolitan Dallas, we believe together, we can make it happen. United, we can create lasting change.

That’s why we lead the charge to improve education, income and health—the building blocks of opportunity. Working with our determined supporters, we cultivate the best ideas and projects and use our networks and know-how to make them happen. And we encourage all change-seekers in our community to get involved.

Because when we show children that reading opens doors, we achieve united.

When we provide adults with life-changing career training, we succeed united.

When we instill habits that keep families healthy, we thrive united.

And when we Live United, we put opportunity in the hands of all North Texans.
When we Dream United, we see the future we wish to build.

When we Inspire United, we can turn these dreams into reality.

When we Achieve United, we give students the education they deserve.

When we Lift United, we help our friends find jobs worthy of their talents.

When we Thrive United, we prove that health is the greatest wealth of all.

When we Build United, we show that education, income and health are the building blocks of opportunity, and the foundation of a stronger Metropolitan Dallas.

When we Share United, we discover just how strong our shoulders are.

When we Give United, we invest in a better tomorrow.

When we Lead United, we launch an unstoppable force.

And when we Live United, we put opportunity in the hands of all North Texans.
CAMPAIGN NAME

Our campaign breaks down the barrier between supporters and organizers by highlighting both UWMD's work and the actions we're asking our audience to take. In the case of the campaign name, we're saying that we are leading the charge to help our community succeed and ask that our audience lead by example by helping us impact Metro Dallas.
CAMPAIGN NAME (Cont.)

Our campaign name’s structure is the framework for all our messaging. As the campaign unfolds, we will customize the initial verb in the structure to individual touchpoints. This tailored verb will always speak to both our role and our audience’s role in the subject matter at hand.

By adding this specificity and customization to Live United, we tell people more about our work and offer more ways to get involved.
COPY GUIDELINES

This section outlines the general copy and messaging strategy that brings our brand and current campaign to life.

Use these copy principles and best practices to inform all communications.
OUR CORE IDEAS
A message box is a framework for condensing our story into core ideas that will resonate with supporters

BELIEF
What drives us

We believe in the power of unity to create lasting change.

GOAL
What are we trying to achieve

Put opportunity in the hands of all North Texans.

ROLE
What makes us distinctive

United Way leads the charge to improve education, income and health—the building blocks of opportunity.

INVITATION
How to get involved

Be part of the change! Give. Advocate. Volunteer.

YOUR TOPIC
**KEY WORDS AND PHRASES**

**Unity:**
We believe in the power of unity to create lasting change.
Lead United. Live United.
Together, we....

**Opportunity:**
We put opportunity in the hands of all North Texans.
The building blocks of opportunity: education, income and health

**Lead:**
UWMD leads the charge to improve education, income and health--the building blocks of opportunity.
UWMD is the unifying, driving force to get lasting results for North Texas.
We put the best ideas, people and projects together to create opportunity for all North Texans.

**Local:**
North Texas right here at home our region

**Invitation:**
Join the team. Be part of the change.
Lead United. Live United.

**Live United Movement:**
Generous, passionate and determined Hand-raisers, change-seekers “You’ll fit right in”
COMPONENTS OF MESSAGING

We – The word “We” should be inclusive. It generally stands for You + Us or more specifically, Supporters + United Way. To communicate this, use phrases like “Together, we achieve...” or “When we Dream United, we see the future...”

Our role
United Way of Metropolitan Dallas leads the charge. We’re a unifying driving force for change in North Texas.

What We Do
Together, we improve education, income and health—the building blocks of opportunity.

Why?
To put opportunity in the hands of all North Texans.

How
United Way of Metropolitan Dallas brings the best people, ideas and projects together to achieve lasting results right here at home. And we encourage all change-seekers in our community to Live United by giving, advocating or volunteering.
ELEVATOR PITCH

When someone asks “What’s United Way do?” the appropriate response is...

Short

We lead the charge to improve education, income and health in our community to put opportunity in the hands of all North Texans.

Medium

We lead the charge to improve education, income and health in our community to put opportunity in the hands of all North Texans. We bring the best people, ideas and projects together to strengthen the building blocks of opportunity and achieve lasting results right here at home.

Long

We lead the charge to improve education, income and health in our community to put opportunity in the hands of all North Texans. We bring the best people, ideas and projects together to strengthen the building blocks of opportunity and achieve lasting results right here at home. And we inspire all change-seekers in our community to Live United by giving, advocating or volunteering.
About United Way of Metropolitan Dallas:

United Way of Metropolitan Dallas is a community-based social change organization that puts opportunity in the hands of all North Texans. Working with our determined supporters, we lead the charge to improve education, income and health—the building blocks of opportunity. We invite all change-seekers in our community to Live United to achieve lasting results right here at home. To give, advocate or volunteer, visit UnitedWayDallas.org.
WRITING BEST PRACTICES

Now that we’ve established how the verbs work, our writing style needs to support their simple, descriptive and inspirational nature. Use these best practices when writing for the Lead United / Live United Campaign.

**Informative**
Always be clear about who we are and what we do.

**Concise**
Less is more.

**Simple**
There’s no need to overcomplicate things.

**Inspirational**
Ensure that people know they have an important role to play in our work.

**Audience Specific**
Copy for a print ad may have a different tone than copy for a social post, so always keep your audience in mind.
Our calls to action should reinforce the campaign and give people a clear understanding of how they can help us make an impact.

1. **Tell them more ways to help**
   Words like “Give, Advocate and Volunteer” give people a clear idea of how to get involved. In the CTA, it’s OK that these words speak to our audience’s role and not ours.

2. **Reinforce the campaign**
   When possible, it helps to reference “Live United” in the CTA.

3. **Speak to “opportunity”**
   It’s not always necessary, but we should mention “opportunity” when we can.
HOW TO USE CAMPAIGN VERBS IN HEADLINES

Our campaign verbs tell our audience two things: what we do and what we’re asking them to do. Said another way, our role and our audience’s role. Our verbs should always be inspiring, action-oriented and dual purpose.

For example:

**Lead**

**Our role:**
We’re leading the charge to improve education, income and health in our community.

**Our audience’s role:**
We ask our audience to lead by example through giving, advocating and volunteering.

**Give**

**Our role:**
We give to impactful programs that improve education, income and health in our community.

**Our audience’s role:**
We ask our audience to give their time, money or support to these same programs.
HOW TO USE CAMPAIGN VERBS (Cont.)

On first mention, we should always use the full title: Lead United / Live United, but on second mention in the same piece of communication, it’s fine to just use the occasion-specific verb.

For example:

Headline:
First Instance

Body Copy:
United Way of Metropolitan Dallas is hosting our Meet United dinner series...
HOW NOT TO USE CAMPAIGN VERBS

Some verbs won’t work because they might only speak to our role, or our audience’s role.

For example:

Train UNITED LIVE UNITED

When talking about a program that helps adults learn crucial job skills, “train” does speak to our role, but it does not speak to our audience’s role. “Learn” for example, could be a better option.

Donate UNITED LIVE UNITED

When talking about ways to get involved with UWMD, “donate” speaks to our audience’s role, but it does not speak to our role. In this instance, “Give” could be a better option.
### HOW NOT TO USE CAMPAIGN VERBS (Cont.)

If you’re still having trouble deciding whether a verb seems appropriate, follow these guidelines.

<table>
<thead>
<tr>
<th>Our verbs should never sound flippant or trivial:</th>
<th>They shouldn’t be lengthy verb phrases:</th>
<th>When possible, they shouldn’t be complicated or uncommon:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Party United Live United</td>
<td>Speak Up United Live United</td>
<td>Skyrocket United Live United</td>
</tr>
<tr>
<td>Boogey United Live United</td>
<td>Let’s Do this Thing United Live United</td>
<td>Reminisce United Live United</td>
</tr>
<tr>
<td>They shouldn’t be another part of speech:</td>
<td>They shouldn’t refer only to UWMD’s role:</td>
<td>They shouldn’t refer only to our audience’s role:</td>
</tr>
<tr>
<td>Us United Live United</td>
<td>Fundraise United Live United</td>
<td>Donate United Live United</td>
</tr>
<tr>
<td>Classroom United Live United</td>
<td>Organize United Live United</td>
<td>Volunteer United Live United</td>
</tr>
</tbody>
</table>
CAMPAIGN VERB ATTRIBUTES

Our campaign verbs are:

Action-Oriented
Emotional
Inspirational
Simple
Descriptive of our work
Descriptive of our audience’s action

Our campaign verbs are not:

Passive
Static
Dull
Complicated
Other parts of speech
POSSIBLE VERBS FOR CAMPAIGN & TACTICS

Verbs should be simple, inspirational and dual purpose. Here are a few examples of verbs that can be used in messaging and with activations.

<table>
<thead>
<tr>
<th>Approved Brand Verbs</th>
<th>Approved Tactical Verbs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead</td>
<td>Read</td>
</tr>
<tr>
<td>Inspire</td>
<td>Meet</td>
</tr>
<tr>
<td>Aspire</td>
<td>Connect</td>
</tr>
<tr>
<td>Achieve</td>
<td>Work</td>
</tr>
<tr>
<td>Nourish</td>
<td>Build</td>
</tr>
<tr>
<td>Succeed</td>
<td>Share</td>
</tr>
<tr>
<td>Change</td>
<td>Give</td>
</tr>
<tr>
<td>Lift</td>
<td>Speak</td>
</tr>
<tr>
<td>Dream</td>
<td>Rise</td>
</tr>
<tr>
<td>Invest</td>
<td></td>
</tr>
</tbody>
</table>
ART GUIDELINES

This section explains the visual foundation and inspiration of our campaign refresh. The shapes, colors, photography, headline treatments and other guidelines outlined here form the basis of our campaign’s visual identity across every medium.
LOGO: UWMD

This is the primary logo for United Way of Metropolitan Dallas. Its holding device is a simple rectangular shape that is unifying and inviolable.
**LOGO:**

**Dos & Don’ts UWMD**

The consistent and correct application of United Way’s 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 United Way’s brandmark.

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.

**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.
LOGO:
Creation of Sub-Brands and other usages with our logo

Our logo will always appear on the right in a horizontal layout lockup and be first on the left in a vertical lockup with multiple elements.

Our logo can be paired when:

1. A sub-brand is needed

   United Way Social Innovation
   Metropolitan Dallas

   Financial Inclusion Roundtable
   A partnership of
   United Way Metropolitan Dallas
   FDIC
   Federal Reserve Bank of Dallas

2. A society or group name is needed

   United Way Social Innovation
   Metropolitan Dallas
   United Way Pathways to Economic Mobility
   Metropolitan Dallas

3. An important program is named

   United Way
   Emerging Leaders
   Metropolitan Dallas

   Financial Inclusion Roundtable
   A partnership of
   United Way Metropolitan Dallas
   FDIC
   Federal Reserve Bank of Dallas

4. A partnership lockup is needed

   United Way
   Day of Impact
   Metropolitan Dallas
   Presented by
   Metropolitan Dallas
   A partnership of
   Financial Inclusion Roundtable
   Metropolitan Dallas
   Federal Reserve Bank of Dallas

> A full comprehensive document is available by contacting the Creative Studio
HEADLINE TREATMENT:
LIVE UNITED

This is the primary headline for Lead United / Live United.
HEADLINE TREATMENT: LIVE UNITED VERB GUIDELINES

Verb usage within the headline should be used according to the rules below.

**Placement**
The treatment of Lead United / Live United should remain consistent. When placing a verb within the headline, the last letter of the word can slightly overlap with the ‘U’ and extend outwards to the right as needed.

**Size**
The type size of the verb should always follow the same proportions as ‘Lead’ in the primary headline.

**Examples**
Verb always follows the proportions of “Lead”
HEADLINE TREATMENT:
Live United Dos & Don’ts
Below are examples of approved headline use and color combinations.

- The black headline may be paired with a blue campaign verb.
- The blue headline may be paired with a white campaign verb.
- The white headline may be paired with a black campaign verb.
- The white headline may be paired with a blue campaign verb.
- Use white headline on black and other dark backgrounds.
- Use black headline on white and other light backgrounds.
HEADLINE TREATMENT:
Live United Dos & Dont’s

Below are examples of how not to use the headline. Please refrain from manipulating the headline in these ways.

Headline Treatment:

- Do not stretch, squeeze or distort any part of the headline. Always scale uniformly.
- Do not add any effects to the headline.
- Do not change the typeface within the headline.
- Do not overexaggerate the scale of the campaign verb.
- Do not use accent colors when displaying the headline.
- Do not reduce the scale of the campaign verb.
PRIMARY COLORS

These are the approved brand colors for our Lead United / Live United campaign. Light Blue, Dark Blue and Soft Black are the primary colors.

UWMD LIGHT BLUE
C59 M26 Y0 K0
R96 G163 B230
# 60A3E6

UWMD DARK BLUE
C100 M75 Y15 K3
R0 G81 B145
#005191

UWMD SOFT BLACK
C71 M64 Y64 K66
R33 G33 B33
#212121

ACCENT COLORS

Yellow, red and orange are accent colors that should be used on special occasions.

UWMD YELLOW
C1 M17 Y87 K0
R252 G202 B61
#FCD03D

UWMD RED
C0 M87 Y78 K0
R239 G70 B55
#EF4637

UWMD ORANGE
C0 M65 Y100 K0
R245 G120 B20
#F57814
**TINTS**

These are the approved tints or screens for our Lead United / Live United campaign. Tints of the Light Blue and Soft Black are OK.

Tints of the Dark Blue are not allowed because the color turns “purple” as it get screened back.

A wider range of tints may be used in special situations.
TYPOGRAPHY: PRIMARY & SECONDARY

Roboto, Roboto Condensed and League Gothic are the primary typefaces for our Lead United / Live United campaign. Blitz Script is the secondary typeface and should be used as an accent.

LEAGUE GOTHIC

ROBOTO CONDENSED

Roboto

Blitz Script
TYPOGRAPHY: OVERVIEW

Roboto and League Gothic are the primary typefaces while Blitz is used as a supporting accent typeface.

You may use a wide range of weights for Roboto and League Gothic.

Blitz is an accent typeface that should be used for campaign verbs when paired with Live United. This typeface may be used on special occasions other than for campaign verbs.

SYSTEM FONTS

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.
Below is a basic example of typographic hierarchy.

**Accent**

- Blitz Script

**Intro Headlines**

- League Gothic

**Headlines (General Use)**

- Roboto Condensed Bold
- OR Roboto Bold

**Sub-Headlines**

- Roboto Black

**Body Copy (General Use)**

- Roboto Regular

---

**TYPOGRAPHY: KERNING, TRACKING & LEADING**

**Blitz Script**

- **KERNING:** Kern all individual letters so they connect (ligatures) when possible.
- **TRACKING:** All letters need individual kerning.
- **LEADING:** N/A

**LEAGUE GOTHIC**

- **KERNING:** Kern all individual letters as needed so they are visually equidistant.
- **TRACKING:** Set to 20.
- **LEADING:** Set to be the same as the font size.

**Roboto**

- **KERNING:** Kern all individual letters as needed so they are visually equidistant for headlines and subheads.
- **TRACKING:** Set to -10.
- **LEADING:** Set to (font size) + 4.

**LEAGUE GOTHIC**

- **KERNING:** Kern all individual letters as needed so they are visually equidistant.
- **TRACKING:** Set to 20.
- **LEADING:** Set to be the same as the font size.

**Roboto Condensed**

- **KERNING:** Kern all individual letters as needed so they are visually equidistant for headlines and subheads.
- **TRACKING:** Set to -10.
- **LEADING:** Set to (font size) + 4.
PHOTOGRAPHY CONTENT

Photography should be used as a tool to establish an emotional connection between the audience and UWMD. It reflects the positive change we want to see in North Texas.

- Photographs should feel aspirational and real. Like a slice of life that was captured candidly. They should never feel staged or posed.

- Whenever possible, the photography should be our own, it should showcase a sense of community and be representative of Dallas.

- If the subject is looking at the camera it should still feel candid: like the photo is being taken by a friend.
PHOTOGRAPHY CONTENT

Continued

-Photographs must show diversity in gender, age, race & body type

-When the photography is provided to us or we have to use STOCK images we will make selections with all of these principles in mind.

-Whenever it adds to the story we are trying to tell, or there is an appropriate branding opportunity, use our branded Live United tees.

-Event photography should follow these same principles. We aim to capture real, empowering, positive moments.
PHOTOGRAPHY STYLE

- Use natural light (whenever possible)

- Photography with back light or side light and a shallow depth of feel is preferred.

- Colors are vivid (high saturation) and the color temperature is warm

- Cropping is used as a creative tool to make the photography more dynamic or to bring us closer to the action.

- Grayscale Photography can be used when we need to emphasize a serious subject

- When photography is used as a container to hold typography a color monochromatic color tint can be applied to facilitate readability.
GRAPHIC ELEMENTS:
ICONS, SYMBOLS & INFOGRAPHICS

Our graphic style should always follow the design and illustrative style of our logo. The artwork should be: simple, flat, approachable and modern. It should be done in our color palette and with our approved fonts. No fancy filters, drop shadows or unnecessary embellishments.

-These are the main three icons for our pillars.

-Examples of illustrated graphs

LOW BIRTH WEIGHT by Race in the United Way Service Area

HYPERTENSION Affects 1 out of 3 adults in the United Way Service Area

Affects 1 out of 3 adults in the United Way Service Area

Affects 1 out of 3 adults in the United Way Service Area
**GRAPHIC ELEMENTS:**

**45 DEGREE ANGLE**

An additional graphic element has been added to the Live United visual system. The angled triangle represents strength, unity and growth. The triangle may be used as a design element by itself, as a container for something important in a layout or combined with a frame as a container for our logo.

The angle used for the identity system should be kept consistent at all times. Do not adjust, distort or skew the degree of the angle.

*Example for print*

*Example for social*

*Example for digital*
ILLUSTRATION:
Our illustration style follows the style established in our logo.

It also follows the same principles of our icons: being simple, flat, approachable and modern. We use illustration when it helps communicate a concept better than photography. We also use it when we need to communicate something fun or it is appropriate to add a bit of whimsy.
SHOWCASE OF OUR CAMPAIGN IN USE: SOCIAL MEDIA

For social media we have decided to consistently use the angle + frame combination for consistency and to help our posts be immediately recognized.
SHOWCASE OF OUR CAMPAIGN IN USE: WEB
SHOWCASE OF OUR CAMPAIGN IN USE: DIGITAL ADS

Together we can provide opportunities in education, income and health for all North Texans.

BE PART OF THE CHANGE ▶

Together we can provide opportunities in education, income and health for all North Texans.

BE PART OF THE CHANGE ▶

Together we can provide opportunities in education, income and health for all North Texans.

BE PART OF THE CHANGE ▶

Digital Ads for
ASPIRE UNITED | LIVE UNITED
SHOWCASE OF OUR CAMPAIGN IN USE: PRINT

Out of Home Ad – Generic

READ UNITED | LIVE UNITED

DMN Ad – Aspire 2020

ASPIRE UNITED | LIVE UNITED

CAN WE COUNT YOU IN?

Today, we’re launching Aspire United 2030, a set of 10-year shared goals to advance racial equity and strengthen education, income and health for all North Texans.

Join the corporate, civic and philanthropic leaders who have signed on to support these community goals.*

Sign on today at UnitedWayDallas.org/Aspire2030

LET’S REIMAGINE THE FUTURE FOR NORTH TEXAS!

Together, we can ensure all North Texans, regardless of race or ZIP code, have the opportunity and access to achieve their full potential.

Connecting companies, causes and the community to increase economic advancement for all

*As of 9/4
SHOWCASE OF OUR CAMPAIGN IN USE: PRINT continued

DBJ Ad – Holiday 2020
GIVE UNITED | LIVE UNITED

YOUR GIFT TO UNITED WAY WILL MAKE A LASTING IMPACT RIGHT HERE IN NORTH TEXAS. TOGETHER, WE CAN PROVIDE OPPORTUNITIES IN EDUCATION, INCOME AND HEALTH FOR ALL OUR NEIGHBORS, REGARDLESS OF RACE OR ZIP CODE.

You can help make these goals a reality:

- **INCREASE BY 96%** the number of North Texas students reading on grade level by third grade
- **INCREASE BY 20%** the number of North Texas young adults who earn a living wage, adding nearly $800M in wages per year to the economy
- **INCREASE BY 50%** the number of North Texans with access to affordable health care insurance

**GIVE TODAY!**
UnitedWayDallas.org/GiveHope

**Social Change in North Texas Starts with a Pitch.**

**Join us at The Pitch for a night of big ideas and game-changing investments.**
April 22 at 7:00pm

Five social entrepreneurs will compete for a total of $235,000 in funding as they present their ideas to strengthen education, income and health in the North Texas community.

For tickets & to learn more visit: UnitedWayDallas.org/Innovation

**Presenting Event Sponsor: Program Sponsor: Accenture**

United Way Social Innovation

**United Way**

**Metropolitan Dallas**
SHOWCASE OF OUR CAMPAIGN IN USE: **PRINT CONTINUED**

**Bus Advertising - Fall 2020**

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**On our way to put opportunity in the hands of all North Texans.**

UnitedWayDallas.org/Aspire2030

---

**Billboards Static & Digital - Fall 2020**

---

**Put opportunity in the hands of all North Texans.**

UnitedWayDallas.org/Aspire2030
Brand in Use:
Activation - Meet United / Live United (coffee meetup/dinners)

Example collateral for an activation outlined in our Campaign Playbook.

Meet United
Live United

Meet United is a series of dinners and coffee meet ups where we set up face-to-face meetings over food and drink. We’ll curate these events so that people can discuss specific EIH opportunities and involve the community in new and engaging ways.
Brand in Use:
Activation - Discover United / Live United (film screenings)

Example collateral for an activation outlined in our Campaign Playbook.

Discover United
Live United

Our Discover United film series asks aspiring Metro Dallas filmmakers to shoot short 1-to-2 minute films about UWMD programs, which gives us a ton of great content to show people exactly what we’ll do. We’ll promote these over social media and host live screenings for our favorites.
Brand in Use: T-Shirts

These are the only 3 colors to be used when printing t-shirts
White, Dallas Blue and Black
Brand in Use:
Buttons & Tote Bags