

# UNITED WAY BRAND IDENTITY GUIDELINES

FEBRUARY 2014



United Way of Broward County

# 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:

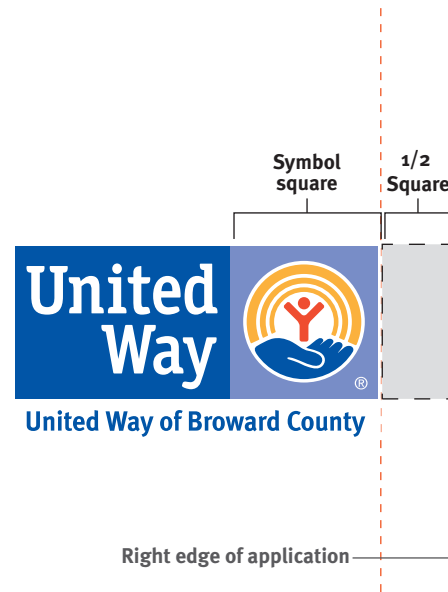
As one of our most important assets, the brandmark must always appear as shown on this page or in one of the color variations described in these guidelines. Never attempt to redraw or rescale the brandmark or add other graphic elements to its presentation. Do not extract any of the graphic elements contained 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.



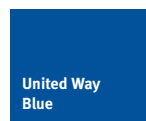
## Brandmark placement

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

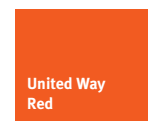
It is important that United Way local member organizations maintain a consistent appearance of the brandmark and all visual communications across various media types and materials. Using colors consistently in all communications will strengthen brand recognition, create impact and differentiate our programs.



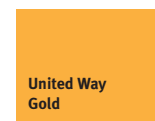
Pantone 287  
C:100 M:74 Y:0 K:0  
R:16 G:22 B:127



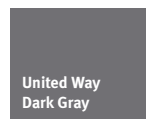
Pantone 287C at 52%  
or Pantone 659  
C:55 M:40 Y:0 K:0  
R:124 G:129 B:184



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

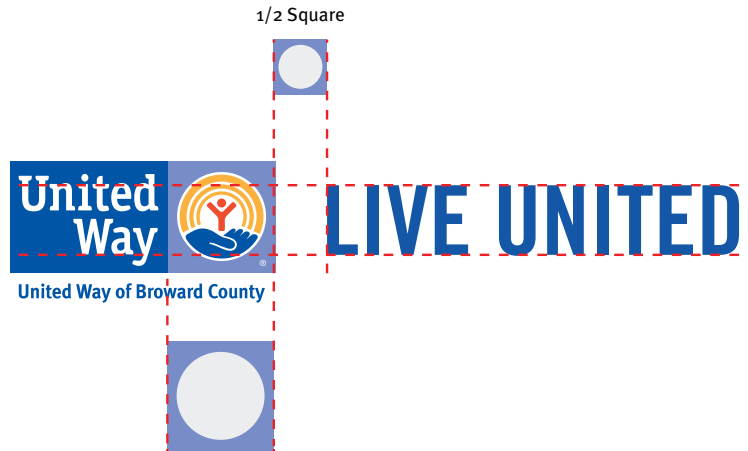
When the tagline is locked up with the brandmark it appears in a fixed position to the left of the brandmark. The size relationship and position have been determined for optimal communication of both the United Way brandmark and the tagline. The brandmark must appear with a

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.

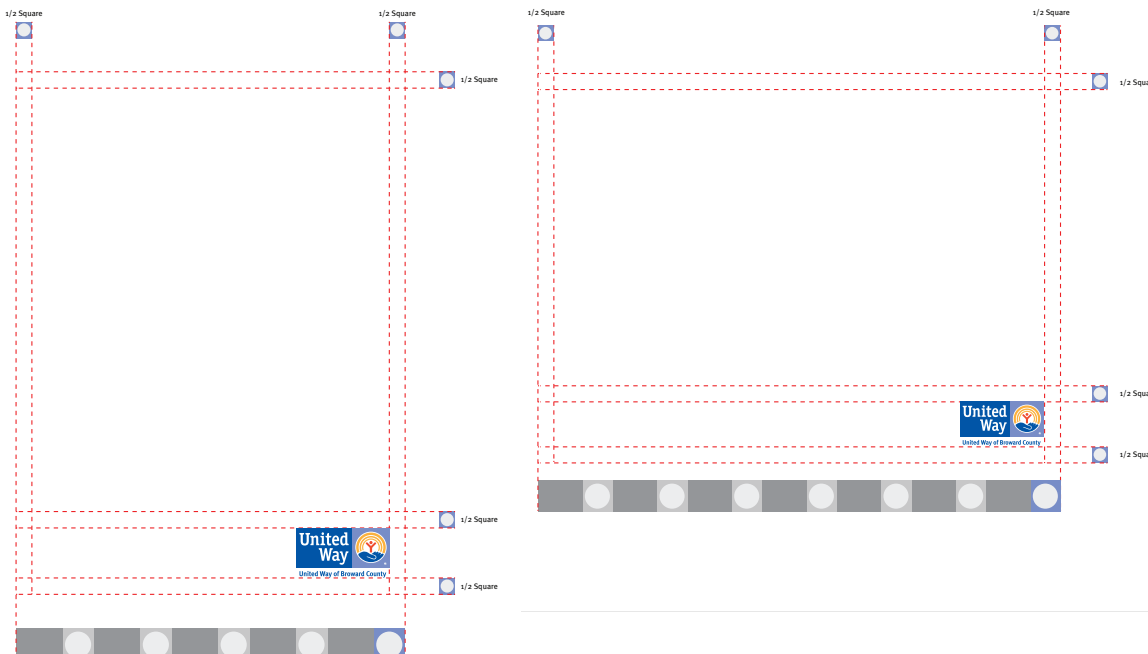
The tagline is placed in a fixed position relative to the brandmark.



# LIVE UNITED



## LAYOUT



A white frame has been developed as a key feature of the brand identity system. In layout, the “frame” forms a rigid foundation upon which all other components of the system are built.

In special circumstances, a limited amount of flexibility in applying the frame is allowable. These include interior pages of brochures and other multi-page documents. In those circumstances, all other components should be applied as specified.

The minimum size of frame width is 1/8 of an inch when printing or 8 pixels for digital applications.

Logo size is determined proportionally to the width of the medium and ranges between 5 and 7 widths of the brand mark.

2.7 Brandmark usage

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

2.23 Brandmark usage

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