

Brand Identity Guidelines with Brand Architecture

Version 2.0 © United Way Worldwide 2009



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Using the brand identity guidelines

The United Way brand identity is the tangible expression of all that we stand for. It embodies what we do, how we do it and why we are a beacon of trust and support throughout the communities we serve. In a very real way, members of our communities, our partners, and our investors experience the United Way brand through our deeds, as well as through the verbal and visual messages we send.

A carefully managed and well-implemented brand identity program will help carry our brand message to the world. These guidelines are provided to ensure the correct and consistent use of the brand identity system. Along with the brandmark, typography, color palette and other visual elements, specific directions are included to help you manage your visual communication materials. By accurately implementing this brand identity system, you protect the equity of the United Way brand and better support its repositioning.

Brandmark usage

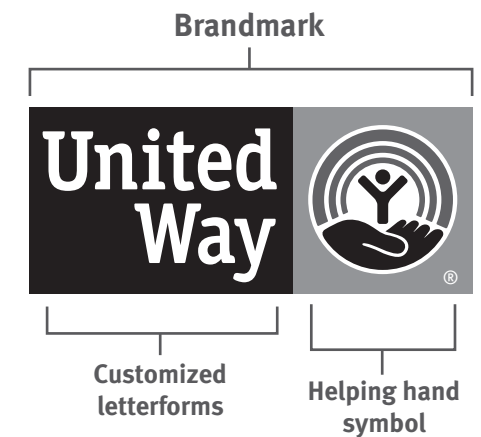
Our new brandmark

The most fundamental visual element of a brand identity is its brandmark. The new United Way brandmark signals a change for a new approach to the future while preserving the heritage of our past.

The evolution of our brandmark is most dramatic in its new configuration. The 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 original components of our traditional brandmark—the rainbow of hope, the hand of support and the person as a symbol of humanity—have been maintained because they are still effective in communicating important United Way brand characteristics—caring, inspiring, trustworthy and approachable.

The changes to these key elements are intended to express new brand characteristics—innovative, dynamic and results oriented—characteristics that we need to help us achieve our community impact mission.



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: One-color

When reproduction constraints prevent the use of the primary full-color United Way brandmark, use one of the alternative one-color versions. See the artwork finder on page 2.25 for complete specifications and files.

One-color blue brandmark

The one-color blue brandmark is to be used when United Way Blue is the only available color selection. See the United Way color palette on page 3.1 for complete specifications.

One-color black brandmark

The one-color black brandmark is to be used when black is the only available color selection.

Note:

These brandmarks should never appear on a website, four-color brochure or any other application where a full-color brandmark is useable.

The one-color brandmarks may not be reproduced in any color other than United Way Blue and black.

One-color blue brandmark



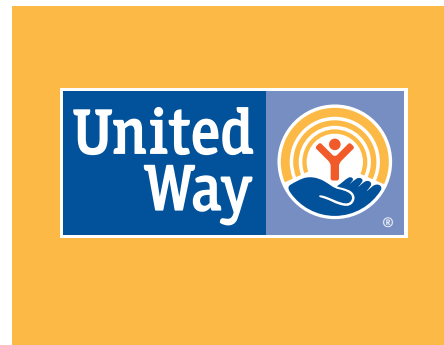
One-color black brandmark



Brandmark: Background control

Background colors and graphics can easily overpower or compete with brandmarks. A white outline has been built into the artwork to maintain separation between the United Way brandmark and the backgrounds where it will appear. This outline will not appear when the brandmark is staged on a white background.

The white outline helps the brandmark stand out from any kind of background.



Brandmark: Special usage

The special usage United Way brandmarks are used when printing on colored surfaces, or screening of inks is not possible. This may occur when reproducing on plastic, glass, metal, fabric or other materials used for merchandise or signage. For printed materials, these brandmarks may only be used when the method of reproduction is faxing and photocopying or the surface of the paper is a color other than white. For example, this may occur when printing a black & white laser print on blue paper. When printing on white paper, the full-color or one-color brandmarks should be used at all times. See the artwork finder on page 2.25 for complete specifications and files.

Blue special usage brandmark



Black special usage brandmark



White special usage brandmark



Brandmark: Minimum size

To ensure the integrity of the United Way brandmark, do not reduce its width to less than .75 inches for print or special usage, and 90 pixels or 1.25 inches for screen applications. Other reproduction methods may require the minimum size to be greater than the sizes identified here.

Screen

90 pixels or
1.25" wide



Print

.75" wide



Special usage

.75" wide



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



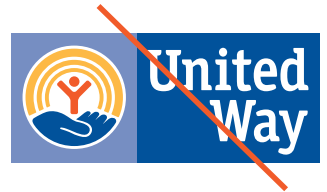
Never extract any of the graphic elements contained in the brandmark to use separately



Never add elements over the brandmark



Never add a local name inside the brandmark



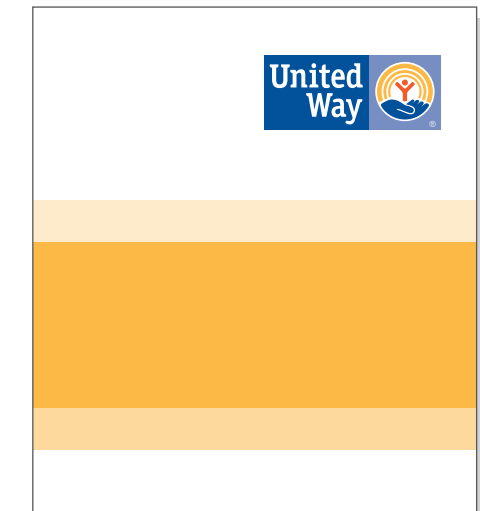
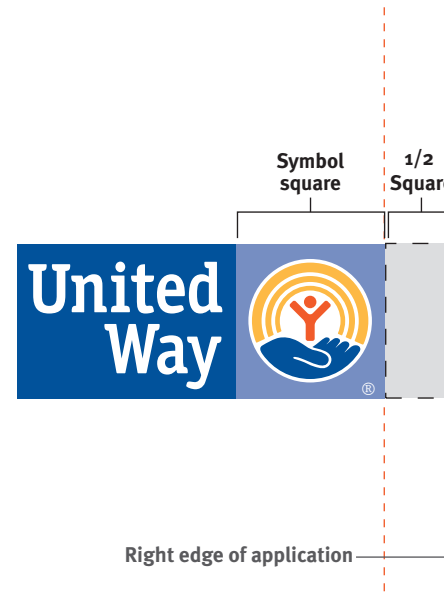
Never rearrange the elements of the brandmark



Never reverse the brandmark to white

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.



Our brandmark with LIVE UNITED™ tagline

Our tagline is our primary marketing message. All communications and creative materials are rooted in the “LIVE UNITED™” concept. The tagline should be used on all marketing communications, including print collateral, advertising and websites.

The tagline must always appear with the master brandmark. The tagline always appears in all upper case, Trade Gothic Bold Condensed Twenty typeface, followed by the trademark symbol (TM) in Trade Gothic Condensed Eighteen. Do not use Meta for the tagline.

See color, placement and size specifications on the following pages. Refer to the artwork finder on page 2.25 for complete specifications and files.

Note:

As one of our most important assets, the tagline 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 tagline in relationship to the brandmark or add other graphic elements to its presentation. We must use a trademark symbol (TM) with the tagline to ensure our legal rights are protected. Always display the trademark symbol (TM) in the position indicated.

LIVE UNITED™



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 (TM), 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

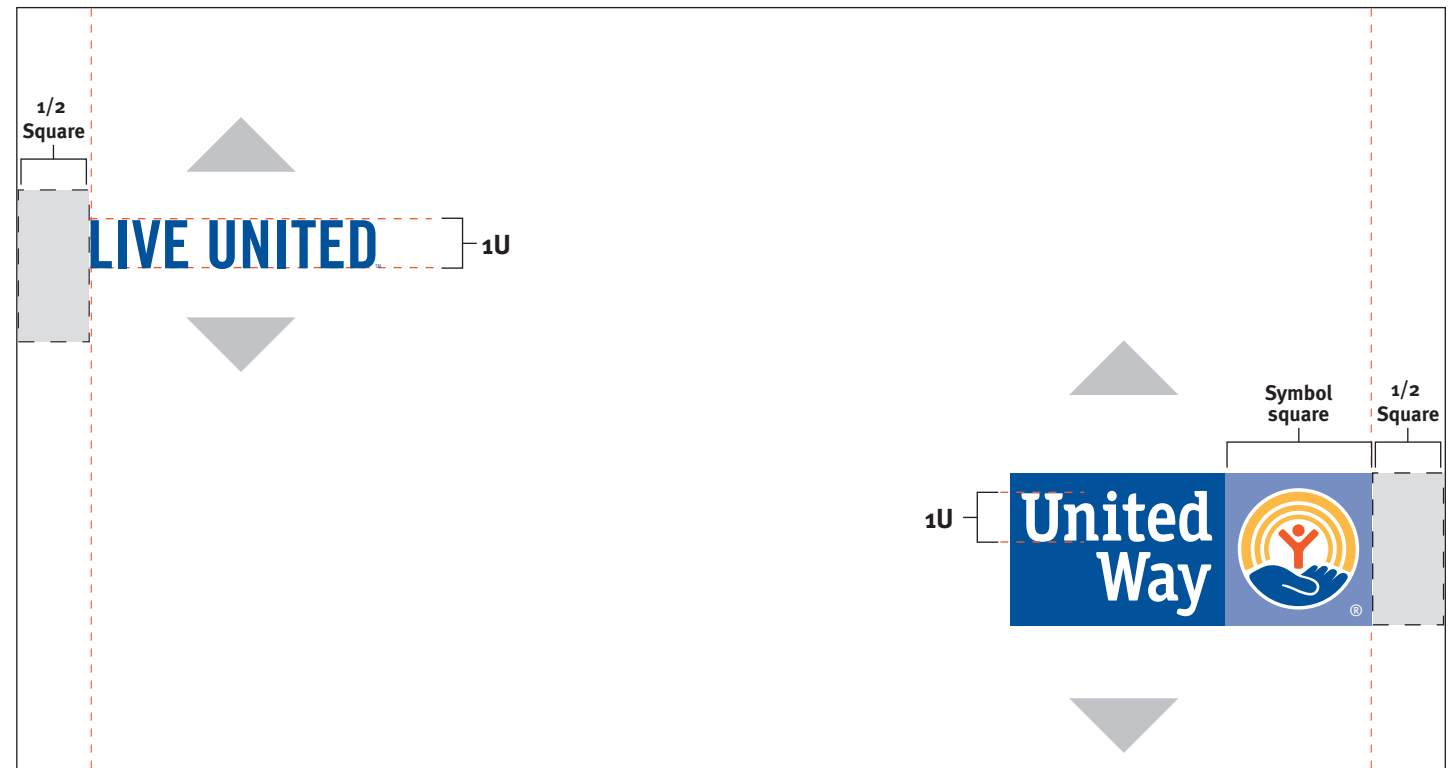


Tagline: Flexible placement treatment

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.



Tagline: Color treatments

The tagline may appear with the full-color brandmark, as well as the one-color and special usage brandmarks. The color of the brandmark dictates the color of the tagline. The color specifications on this page apply to both the tagline lockup and the flexible placement treatments. See the color palette on page 3.1 for complete color specifications.

Tagline color with full-color and one-color blue brandmarks

When using the full-color or one-color blue brandmark on a light background, the tagline should appear in United Way Blue.

When used over a dark background, the tagline should reverse to white.

Tagline color with one-color black brandmark

When using the one-color black brandmark on a light background, the tagline should appear in black.

When used over a dark background, the tagline should reverse to white.

Tagline color with special usage brandmarks

When using special usage brandmarks, the tagline should always appear in the same color as the brandmark.

Note:

Never use the tagline over a complicated part of an image or a color that hinders its legibility.

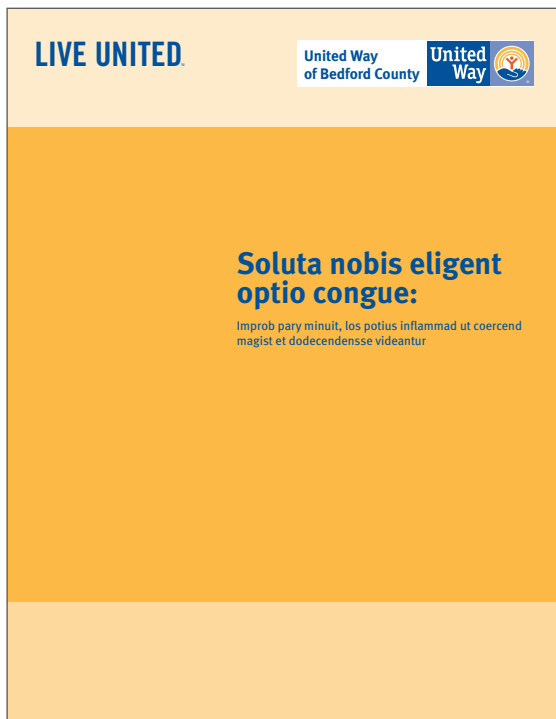
Color for tagline lockup and flexible placement treatments



Tagline: Examples

The consistent and correct application of the United Way tagline is essential. The examples on this page illustrate some of its acceptable uses in both the flexible placement and the lockup treatments.

Flexible placement treatment of tagline with full-color brandmark and with one-color blue brandmark.



Tagline lockup treatment



Our brandmark and localization

With our focus on community impact, it is important that we localize our communications. The brandmark and local identifier should be used on all marketing communications, including print collateral, advertising and website. Localization can be accomplished in three ways: with two fixed lock-ups and a flexible placement treatment. Regardless of its placement, **the local identifier always appears in first upper case and then all lower case Meta Bold**. See color, placement and size specifications on the following pages.

Note:

The brandmark with local identifier must always appear as shown in one of the variations illustrated in these guidelines. Never attempt to redraw or rescale the local identifier in relationship to the brandmark or add other graphic elements to its presentation.

United Way of Anytown
Anytown United Way

— First upper and then lower case
United Way of Anytown
Anytown United Way
— Meta Bold

Localization: Vertical lockup treatment

When the local identifier is locked up with the brandmark, it appears in a fixed position underneath the brandmark holding shape. The vertical lockup is better suited for vertical formats such as flyers and brochures. The size relationship and position have been determined for optimal communication of both the United Way brand and location.

The local identifier is placed in a fixed position relative to the brandmark holding shape.



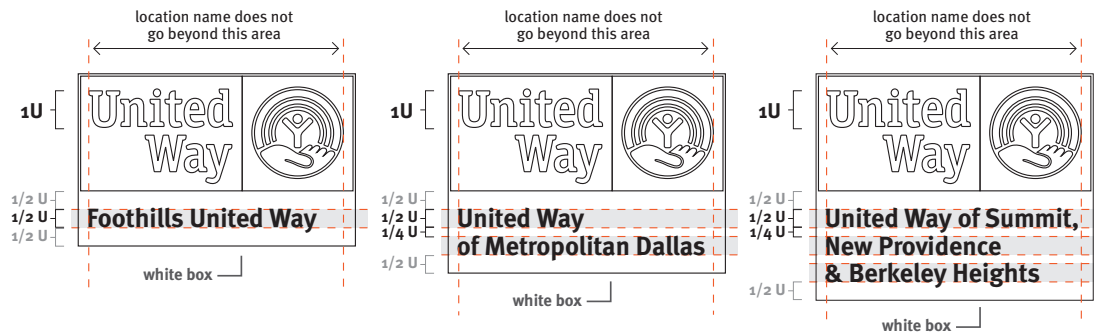
When placed on a colored background, the white background control line expands to provide an area to hold the local identifier.



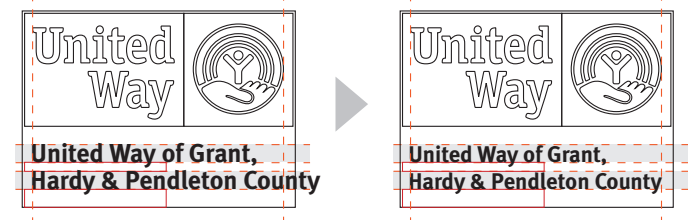
Note:

The size of the local identifier should never be made larger than specified.

Specifications for vertical local identifier lockup. The local identifier can extend to maximum three lines.



The local identifier may be decreased in size to fit in the designated area when it extends beyond the width of the brandmark by only two or three letters.



Localization: Horizontal lockup treatment

When the local identifier is locked up with the brandmark, it appears in a fixed position on the left-hand side of the brandmark holding shape. The horizontal lockup is better suited for horizontal formats such as web pages and banners. The size relationship and position have been determined for optimal communication of both the United Way brand and the local identifier.

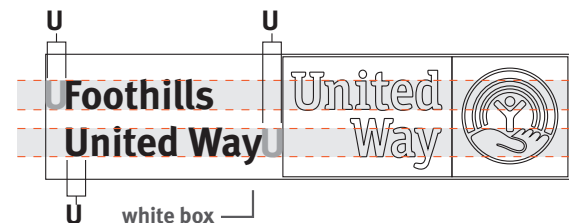
The local identifier is placed in a fixed position relative to the brandmark holding shape.



When placed on a colored background, the white background control line expands to provide an area to hold the local identifier.



Specifications for horizontal local identifier lockup. The local identifier should always be on two lines.

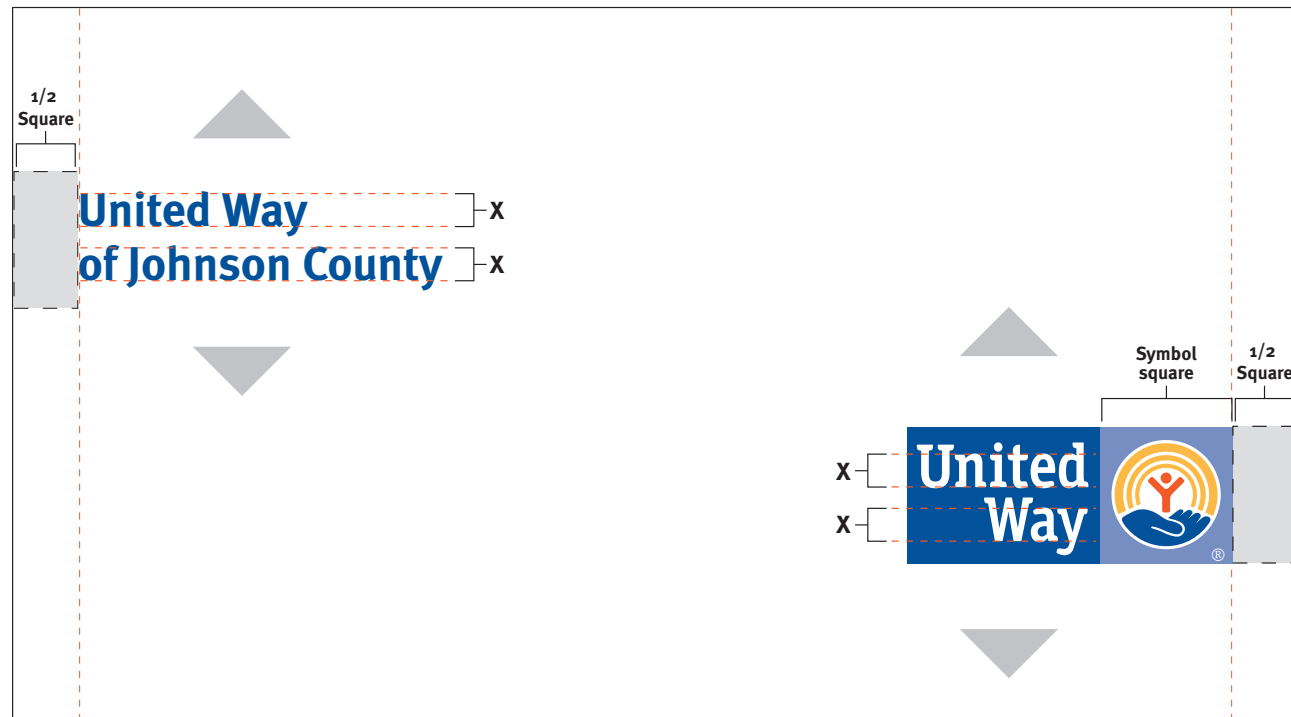


Localization: Flexible placement treatment

You may choose not to lock up the local identifier with the brandmark. However, in order to protect the integrity of the brandmark and local identifier you must place both on the same page in the 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 local identifier is placed at the same distance from the left edge. You may place both elements anywhere along the edge as long as you maintain the distance and the size relationship prescribed.

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



Localization: Serving multiple areas

Some local United Way organizations serve multiple areas. These areas should not be included in the horizontal or vertical lockups. If they must be used with the brandmark, they can be used in the flexible placement treatment of the local identifier. They can also be treated as text within the application.

It is preferred to communicate service areas in text but not with the brandmark.



When using the flexible placement treatment, it is acceptable to use service areas as shown here.

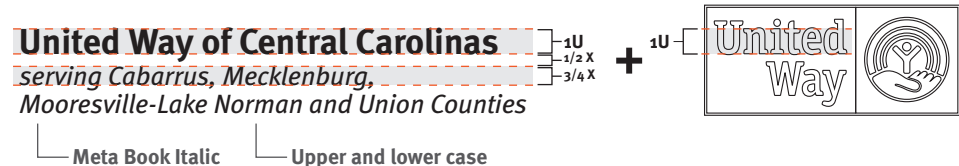
United Way of Central Carolinas
*serving Cabarrus, Mecklenburg,
Mooresville-Lake Norman and Union Counties*



Never lock up service areas to the brandmark.



Specifications for flexible placement treatment of the local identifier



Localization: Multiple affiliations

Multiple affiliations should always be phrased as, “affiliated with...”.

Some local United Way organizations are affiliated other local United Ways. These affiliations should not be included in the horizontal or vertical lockups.

If they must be used with the brandmark, they can be used in the flexible placement treatment of the local identifier. They can also be treated as text within the application.

When using the flexible placement treatment, it is acceptable to use affiliations as shown here.

United Way of Metropolitan Dallas
*affiliated with United Ways of Collin County,
Greater Lewisville and Rockwall*



Never lock up service areas to the brandmark.



~~United Way
of Metropolitan Dallas
affiliated with
United Ways of
Collin County,
Greater Lewisville
and Rockwall~~



~~United Way
of Metropolitan Dallas
affiliated with United Ways of
Collin County, Greater Lewisville
and Rockwall~~

Specifications for flexible placement treatment of the local identifier

United Way of Metropolitan Dallas
*affiliated with United Ways of Collin County,
Greater Lewisville and Rockwall*

+ 1U



Meta Book Italic

Upper and lower case

Localization: Color treatments

The local identifier may appear with the full-color brandmark, as well as the one-color and special-usage brandmarks. The color of the brandmark dictates the color of the local identifier. The color specifications on this page apply to both the tagline lockup and the flexible placement treatments. See the color palette on page 3.1 for complete color specifications.

Local identifier with full color and one-color blue brandmarks

When using the horizontal or vertical lockup treatment with a full-color or one-color blue brandmark, the local identifier should always be United Way Blue. The white background control box will separate it from the background.

When using the flexible placement treatment of the full-color or one-color blue brandmark on a light background, the local identifier should appear in United Way Blue.

When using the flexible placement of the full-color or one-color blue brandmark on dark background, the local identifier reverses to white.

Local identifier with one-color black brandmark

When using the horizontal or vertical lockup treatment with a one-color black brandmark, the local identifier should always be black. The white background control box will separate it from the background.

When using the flexible placement treatment of the one-color black brandmark on a light background, the local identifier should appear in black.

When using the flexible placement of the one-color black brandmark on a dark background, the local identifier reverses to white.

Local identifier with special usage brandmarks

When using special usage brandmarks, the local identifier should always appear in the same color as the brandmark.

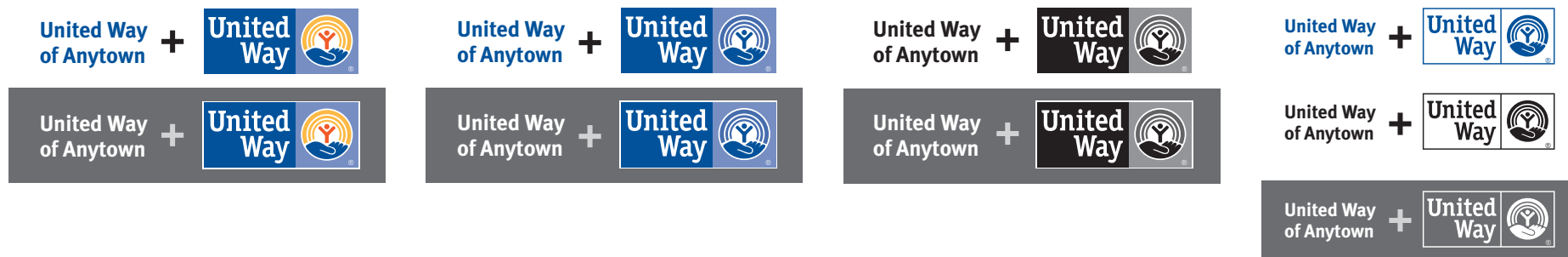
Note:

Never use the local identifier over a complicated part of an image or a color that hinders its legibility.

Color for local identifier horizontal and vertical lockup treatment



Color for local identifier flexible placement treatment



Localization: Examples

The consistent and correct application of the local identifier is essential. The examples on this page illustrate some of the acceptable uses of both the flexible placement and the lockup treatments of the local identifier.

Local identifier vertical lockup treatment with one-color black brandmark



Local identifier horizontal lockup treatment with full-color brandmark



Flexible placement treatment of local identifier with one-color blue brandmark



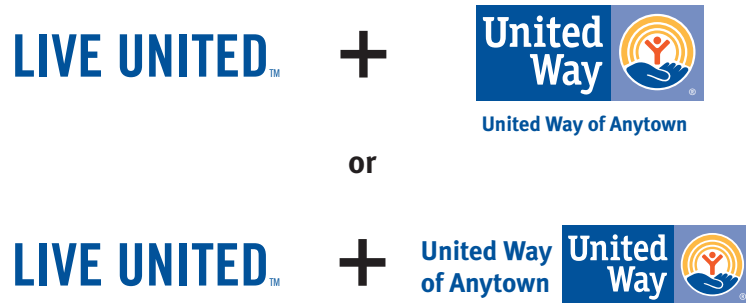
Localization & tagline together

When using both the local identifier and tagline on the same application, local identifier must be treated as a lockup, while the tagline should follow the flexible placement treatment rules.

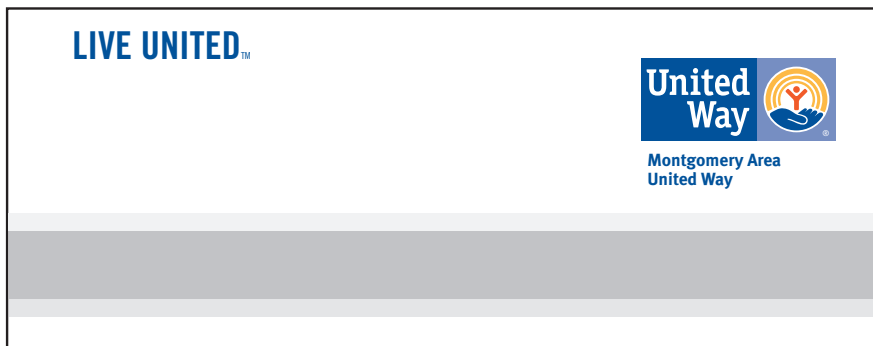
Note:

Never lock up both the tagline and the local identifier to the brandmark.

Local identifier lockup with flexible placement treatment of the tagline



Tagline lockup with a flexible placement treatment of the local identifier



Tagline and localization: Unacceptable uses

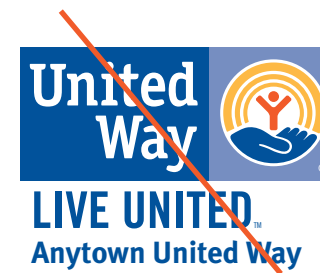
The consistent and correct application of the tagline and the local identifier is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate some of the unacceptable uses of the United Way brandmark with the tagline and the local identifier.

Note:

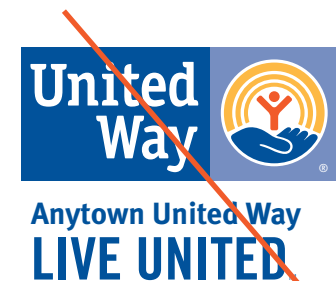
Never attempt to redraw or rescale the elements of the brandmark with the tagline or the local identifier or add other graphic elements in its presentation.



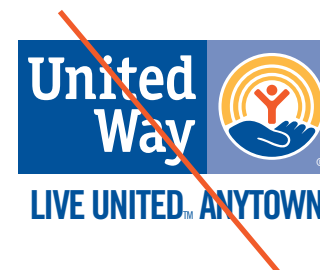
Never change the typeface, color or size relationship of the tagline or local identifier



Never combine the lockups of the tagline and local identifier



Never change the lockup placement or alignment of the tagline or local identifier

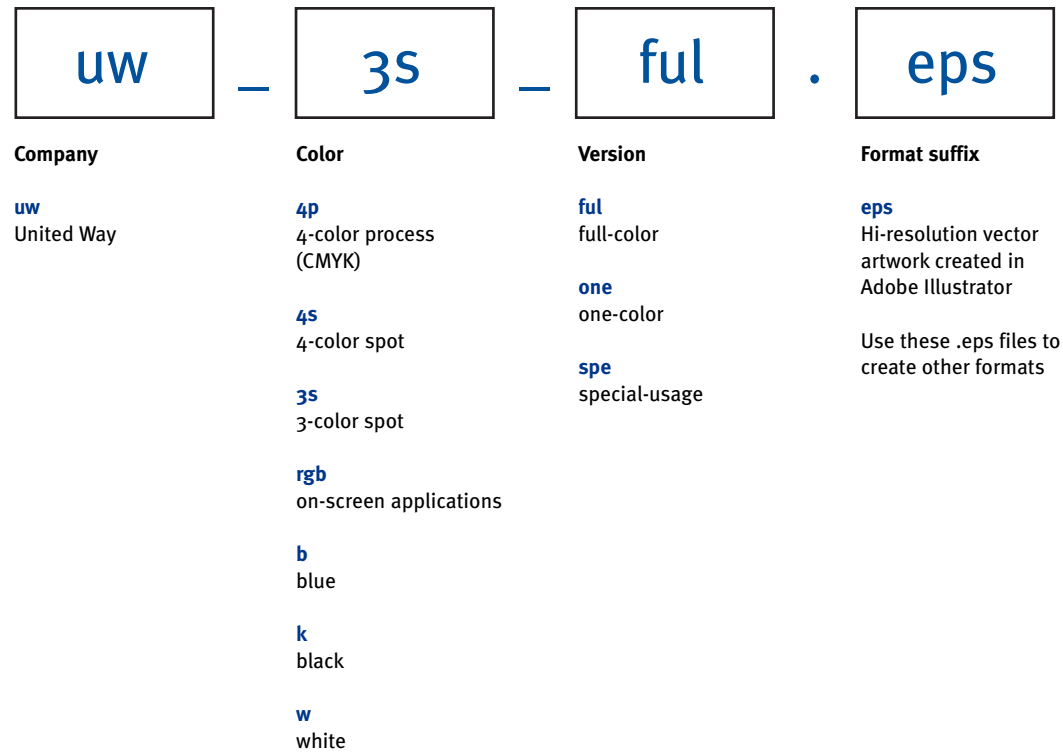


Never add words or change the phrasing of the tagline or local identifier



Key to file naming

Many custom artwork files have been developed for the United Way brandmark. These files follow a specific naming convention so you may quickly understand the contents of each file and locate them easily. Each part of the file name is an abbreviated form of information about the file. All file names consist of lowercase letters and use underscores to separate information.





















Artwork finder

Reproduction art for the United Way brandmark and the brandmark with tagline lockup is available for both Mac and PC in eps format.

The files are available on the United Way Brand Identity Guidelines CD or may be obtained by contacting: susan.carpenter@uwa.unitedway.org

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

 <p>Four-color process Refer to United Way color palette for color specifications File Name: uw_4p_ful.eps</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>Four-color spot PMS 287c, PMS 659c, PMS 179c, PMS 143c File Name: uw_4s_ful.eps</p>		<p>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.</p>
 <p>Three-color spot Pantone 287c, Pantone 179c and Pantone 143c File Name: uw_3s_ful.eps</p>		<p>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.</p>
 <p>RGB Refer to United Way color palette for color specifications File Name: uw_rgb_ful.eps</p>		<p>Use this file for all PowerPoint and Web-based applications. DO NOT USE other four-color files for those purposes or use the RGB file for printing.</p>
 <p>One-color blue Pantone 287c File Name: uw_b_one.eps</p>		<p>This logo is to be used when United Way Blue (PMS 287) is the only available color selection.</p>
 <p>Special usage blue Pantone 287c File Name: uw_b_spe.eps</p>		<p>Use the Blue special usage brandmark when the screening of inks is not possible, such as when reproducing on plastic, glass, metal, fabric or other materials.</p>
 <p>One-color black Black 100% File Name: uw_k_one.eps</p>		<p>This brandmark is to be used when black is the only available color selection.</p>
 <p>Special usage black Black 100% File Name: uw_k_spe.eps</p>		<p>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.</p>
 <p>Special usage white C:o, M:o, Y:o, B:o File Name: uw_w_spe.eps</p>		<p>Use the White special usage brandmark when reproducing on plastic, glass, metal, fabric or other materials on a dark background.</p>

Support elements

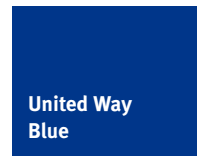
Color palette

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.

The United Way color palette is comprised of colors used in the United Way brandmark. In addition, two grays, black and white are included for added flexibility and one-color scenarios. On this page you will find specifications for reproducing the United Way colors in a variety of ways.

Note:

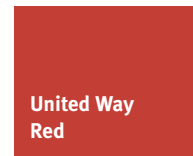
The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards, refer to the current edition.



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



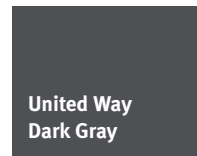
Pantone 287C at 52%
or Pantone 659
C:55 M:40 Y:0 K:0
R:124 G:129 B:184



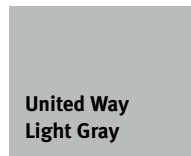
Pantone 179
C:0 M:85 Y:89 K:0
R:254 G:35 B:10



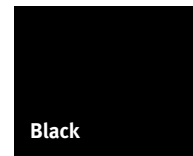
Pantone 143
C:0 M:34 Y:86 K:0
R:255 G:150 B:0



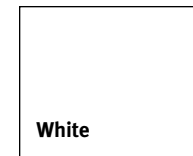
Pantone Cool Gray 11
C:0 M:0 Y:0 K:80
R:54 G:54 B:54



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

Impact graphic

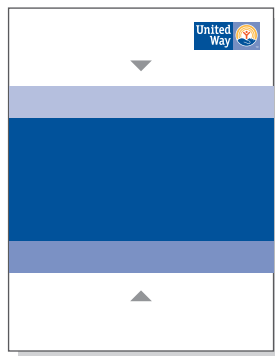
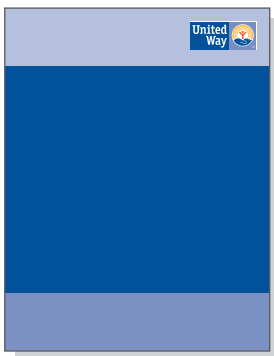
The United Way impact graphic is a motif that helps create a distinct and consistent visual presence across our print and digital applications. The impact graphic should appear once on all covers and website home pages, except when using full bleed images or full bleed United Way color. The impact graphic may also appear on interior pages although this is not a requirement.

The impact graphic extends from the left to the right edge of the application and can be stretched vertically as long as it remains in the same proportions. While the motif can extend to a full bleed, the minimum height is .625 inches.

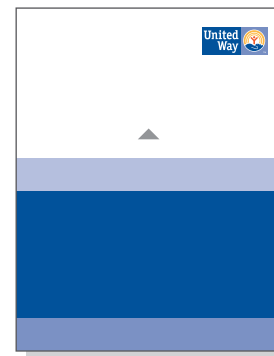
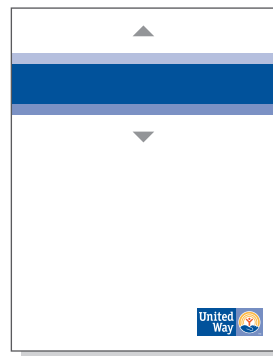
These are the exact size and color proportions of the impact graphic and must be used at all times.



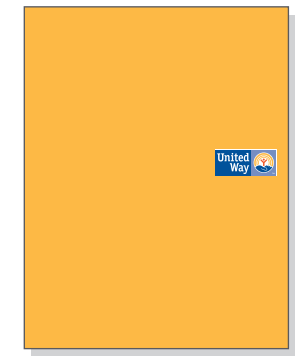
The impact graphic can be stretched vertically as long as in proportion.



The impact graphic can move from top to bottom as long as it is not cropped.



The only alternative to using the impact graphic on covers is using a full bleed image or full bleed United Way color.



Impact graphic: Color

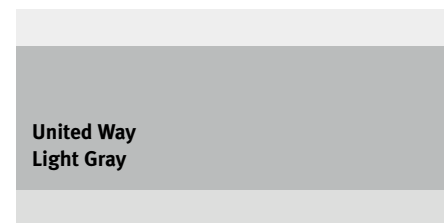
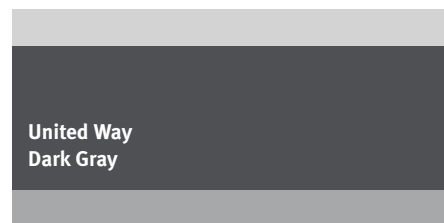
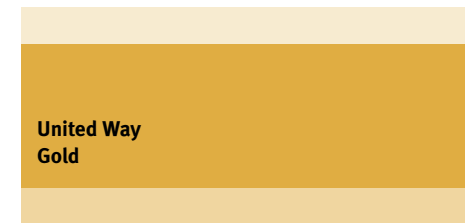
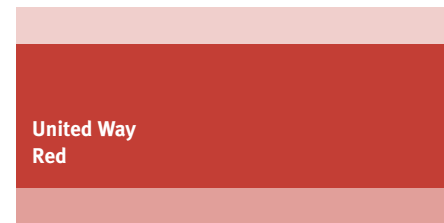
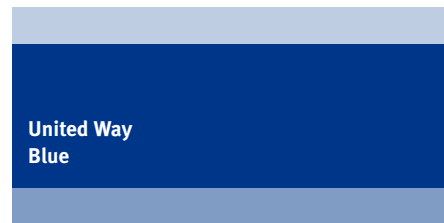
The colors used for the United Way impact graphic are limited to five colors from the United Way color palette. These colors, United Way Blue, United Way Red, United Way Gold, United Way Dark Gray and United Way Light Gray, have been selected for maximum impact. See the United Way color palette on page 3.1 for complete specifications.

The color proportions of 25%, 100%, and 50%, respectively must never change regardless of which of the five colors is used. The impact graphic may be given transparency as long as the color palette and color proportions are maintained.

Note:

Never use United Way Light Blue, black, white or any colors not in the United Way color palette for the impact graphic.

These are the only five color options for the impact graphic.



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 landmark and for its ability to convey a personality that is consistent with our brand. Only use the weights and styles shown on this page.

Meta typeface

The primary typeface in the United Way brand identity system is Meta. Meta is a simple and clean typeface that conveys a humanistic and caring, yet professional tone.

Meta Book Roman *Meta Book Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Meta Bold *Meta Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Condensed typeface

NEW with the launch of the LIVE UNITED™ campaign, Trade Gothic Condensed has been added as a headline font. It should be used sparingly in marketing communications to draw attention to important text. See 3.8 LIVE UNITED™ Art Direction on page 39 for details.

Trade Gothic Condensed Eighteen *Trade Gothic Condensed Eighteen Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Bold Condensed Twenty *Trade Gothic Bold Condensed Twenty Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial typeface

Arial is an acceptable substitute for Meta *only when Meta 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.

Arial Regular *Arial Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold *Arial Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman typeface

Times New Roman is a classic serif font that may be used in correspondence, in word-processed documents or for text in publications, but should not be used in headlines or subheads.

Times New Roman Regular *Times New Roman Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Bold *Times New Roman Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Imagery

A carefully managed approach to selecting photography will help position the United Way brand and create a distinctive and lasting impression. There are two general photographic categories for image selection, communities and portraits. Using images from these categories can help support text messages. It is important to select imagery that is dynamic, uplifting, caring and optimistic.

The main photographs in any communication should include people. This approach is in line with our evolution from a fundraiser to a community impact organization. It is important to show diversity in age, ethnic background, profession and personal interests.

Communities

United Way community photos show the interaction and contributions of people in their communities. Showing families in their homes, people in their business environments and friends having fun reinforces the benefits derived from United Way initiatives and programs. Dramatic perspective and interesting cropping help give images an inspired feeling.

LIVE UNITED™ Portraits

LIVE UNITED portraits capture the personality of the individual and enable the viewer to establish an intimate, engaging connection with the subject. The background should be a seamless white or off-white. Props are discouraged.

Communities



LIVE UNITED™ Portraits



Monotones can be made with any color in the United Way color palette.

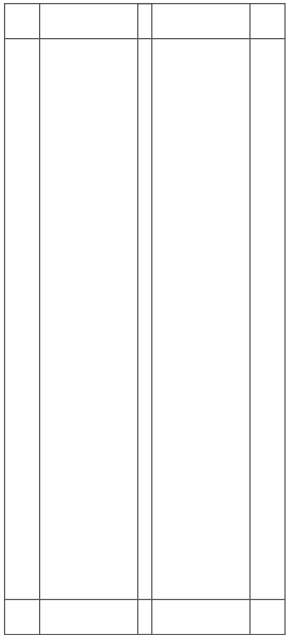


Grids

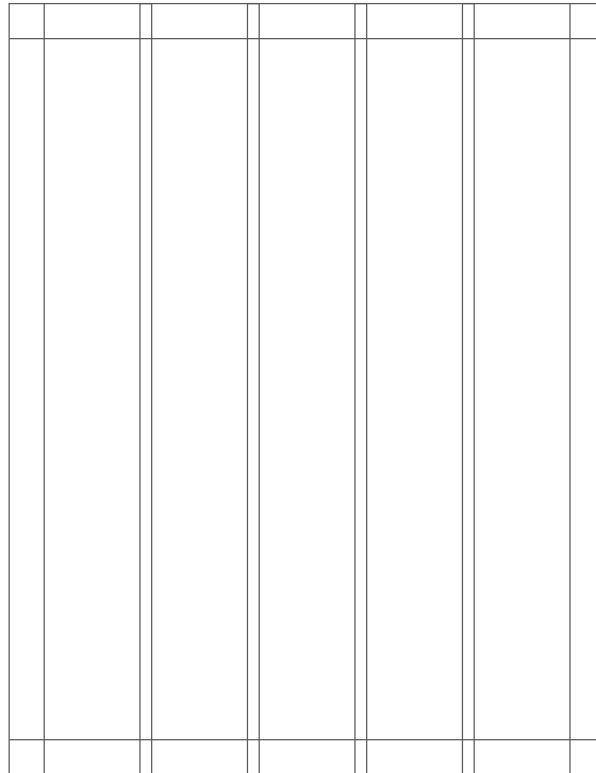
When developing layouts for print applications, follow the grid proportions shown below. These grids will help you place copy and imagery in a consistent manner. All grids should have a .5" margin on all sides and .2" gutters.

Other formats may require the alteration of existing grids or creation of new grids.

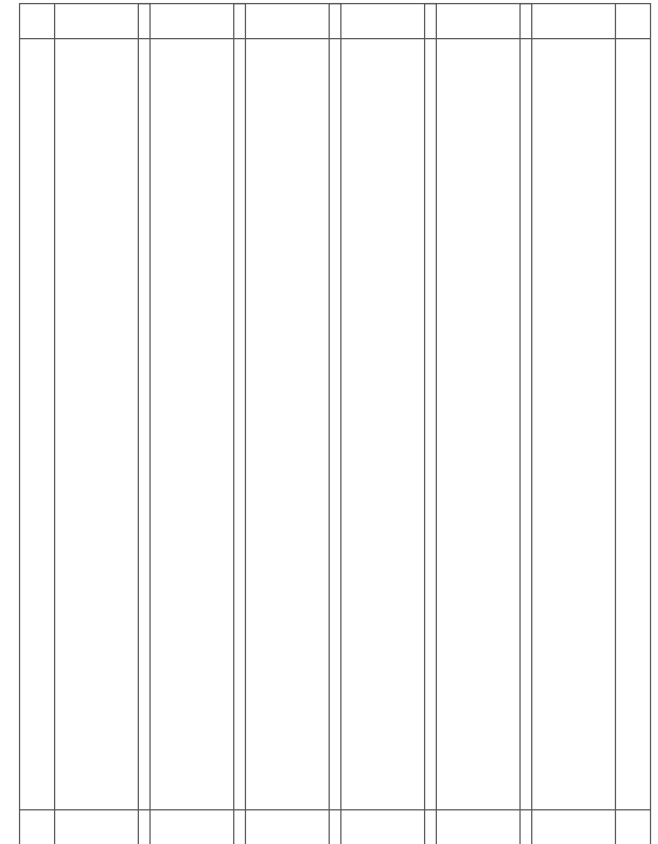
The 2-column grid is used to create items such as 4"x9" rack cards and brochures.



The 5-column grid is used to create items such as 8.5"x11" brochures and newsletters.

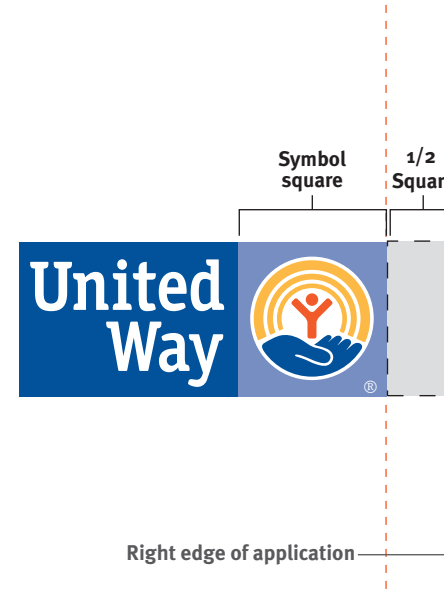


The 6-column grid is used to create items that are 9"x12" or larger such as folders and posters.

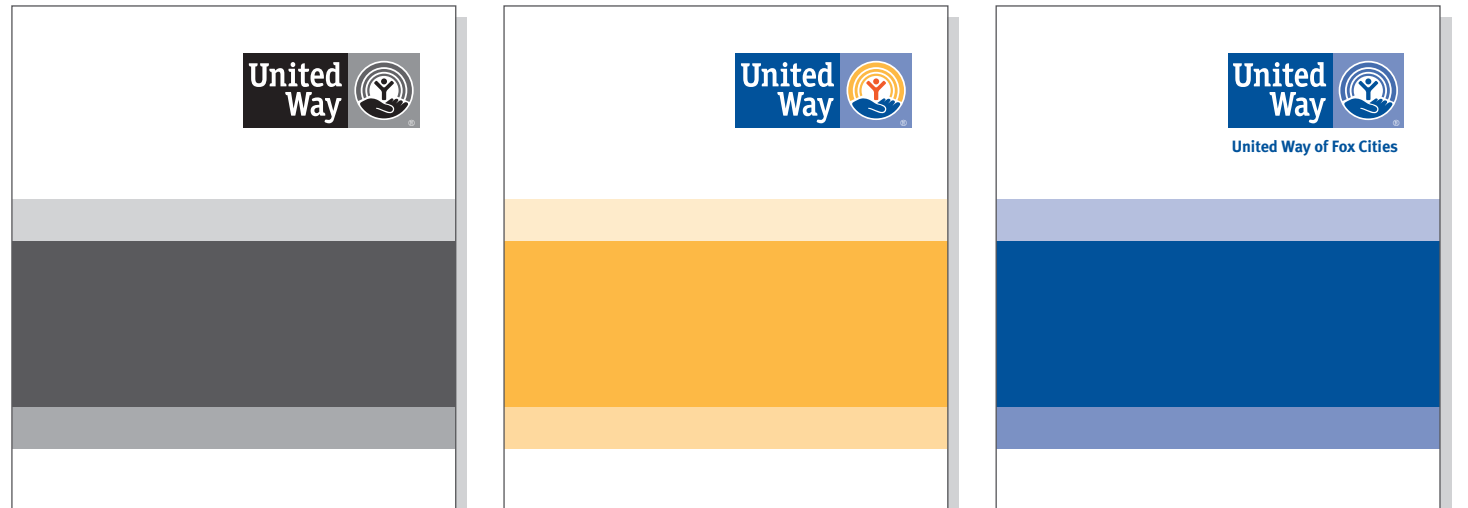


Brandmark placement

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 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.



The brandmark distance from the right edge is consistent with or without local identifier.



LIVE UNITED™ Art Direction

LIVE UNITED Portraits

An important component of the new LIVE UNITED campaign is LIVE UNITED portraits. These portraits should be the primary image in most marketing communications. See section 3.10 for additional guidelines on shooting these images.



Trade Gothic Condensed Headlines and Subheads

A new font, Trade Gothic Condensed, has been added to the brand identity system as part of the LIVE UNITED campaign. This strong, bold font was selected because it is attention grabbing. It should be used for headlines and subheads only. Meta is still the official United Way font and should be used for text and in corporate communications. Meta should always be used for local identifiers.

Trade Gothic Condensed Eighteen

Trade Gothic Condensed Eighteen Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Bold Condensed Twenty

Trade Gothic Bold Condensed Twenty Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

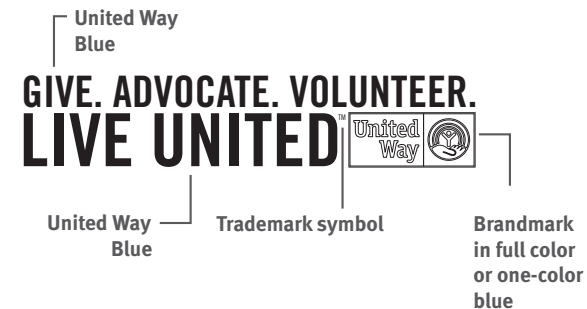
LIVE UNITED Call to Action

Marketing communications should also include the LIVE UNITED Call to Action as a signoff. See section 3.9 to additional instructions.

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED™ 

LIVE UNITED™ Call to Action

Be sure to include the LIVE UNITED Call to Action (give, advocate, volunteer) in marketing communications. It communicates a very important aspect of the campaign. The Call to Action should always appear along with the brandmark and LIVE UNITED tagline. See typesetting instructions below.



LIVE UNITED™ Portraits

An important component of the new LIVE UNITED campaign is LIVE UNITED portraits. These portraits should be the primary image in most marketing communications.

The faces that populate the Live United campaign are the faces we see every day. They are our friends and neighbors, our co-workers, stay-at-home moms and security guards, cops and cashiers. They are us. The aim of LIVE UNITED portraits is to capture the unique character and resolve that each subject possesses.

When photographed, our subjects wear a shirt that loudly proclaims what they stand for, therefore their general stature is one of pride and dignity. Their stance is firmly rooted.

Posture is solid. Shoulders are square. Their gaze into the lens is direct and unwavering.

It is important to note that we are *not celebrating Living United, but standing for it.* Small smiles and warmth are appropriate. Outright delight and happiness are not.

The Live United t-shirt is white with a black LIVE UNITED tagline. Bottoms are simple, dark.

Accessories (hats, jewelry, hairbands, etc.) are encouraged to show individuality. Props are not encouraged as they distract from and dilute the impact of the person and their stance. The subjects are always photographed head to mid-thigh, never full-height (head-to-toe).

Depending on image use, tighter zooms/cropping can occur, as long as image quality is not compromised. For additional emphasis, we recommend that the subjects are cut out/clipped off of the background they are shot on, and placed on a solid color background. This background color is: (PANTONE) PMS #468, (RGB) R:235, G:231, B:208 (CMYK) C: 7, M: 6, Y:19, K:0.



Sample applications

Brand identity: System overview

The brand identity elements reviewed in Section Two and Three inform our approach to application development. We can think of the elements of the identity system as our building blocks for all communication materials. By following the guidelines on previous pages, we can meet the brand objectives that are defined by our positioning, mission and vision and still maintain the flexibility to develop uniquely creative and impactful designs.



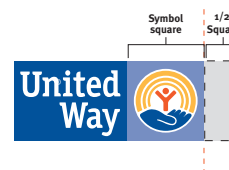
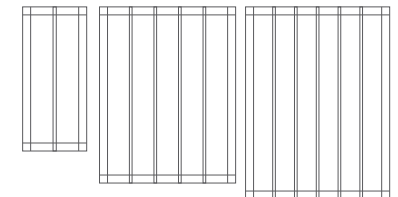
Meta Book Roman
Meta Book Italic
Trade Gothic Condensed Eighteen
Trade Gothic Condensed Eighteen Oblique
Arial Regular
Arial Italic
Times New Roman Regular
Times New Roman Italic

Meta Bold Roman
Meta Bold Italic
Trade Gothic Bold Condensed Twenty
Trade Gothic Bold Condensed Twenty Oblique

Arial Bold
Arial Bold Italic
Times New Roman Bold
Times New Roman Bold Italic



United Way of Anytown
Anytown United Way

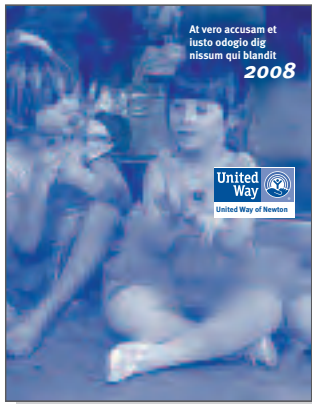


LIVE UNITED™

Brochure: Front and back covers

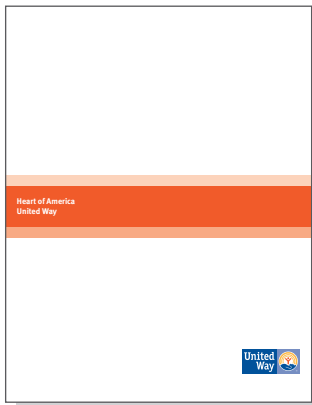
Brochures are effective communication vehicles used to convey information about our programs in a compelling and engaging way.

Brochure cover design alternatives

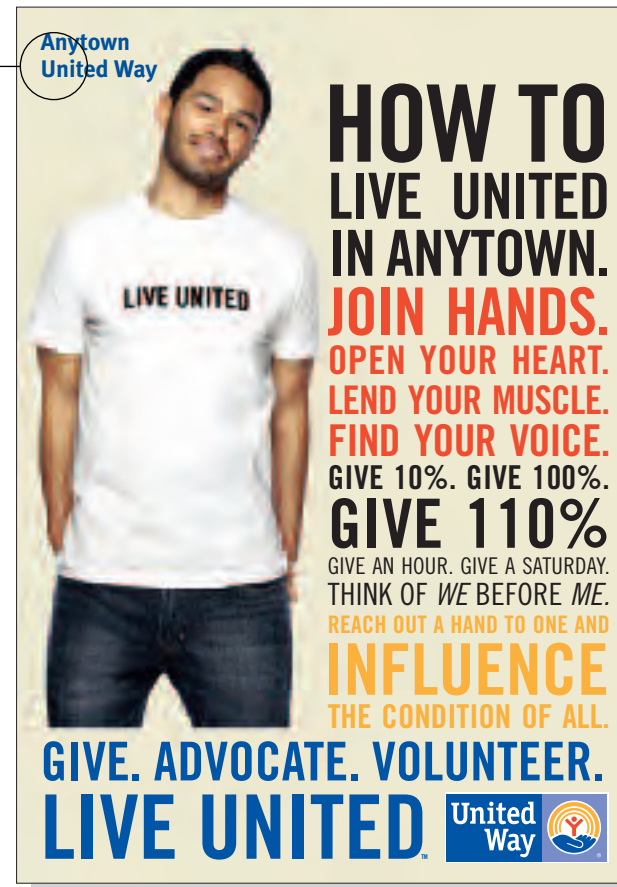


With the flexible placement treatment for the local identifier, place it at a half of the landmark symbol square from the left edge.

Back covers



Full-color brochure cover



Newsletters

A newsletter can accommodate a large body of text and still convey the essence of the United Way brand.

Newsletter design alternatives



One-color newsletter

The local identifier always appears in first upper case and then all lower case Meta Bold.



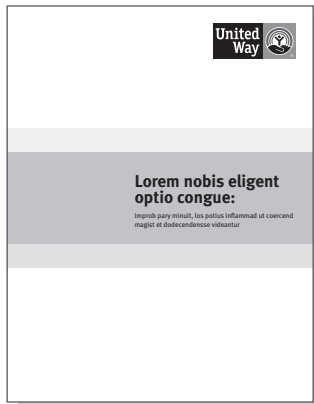
The one-color blue brandmark is always used in one-color applications other than black and white.

The impact graphic always extends from the left to the right edge.

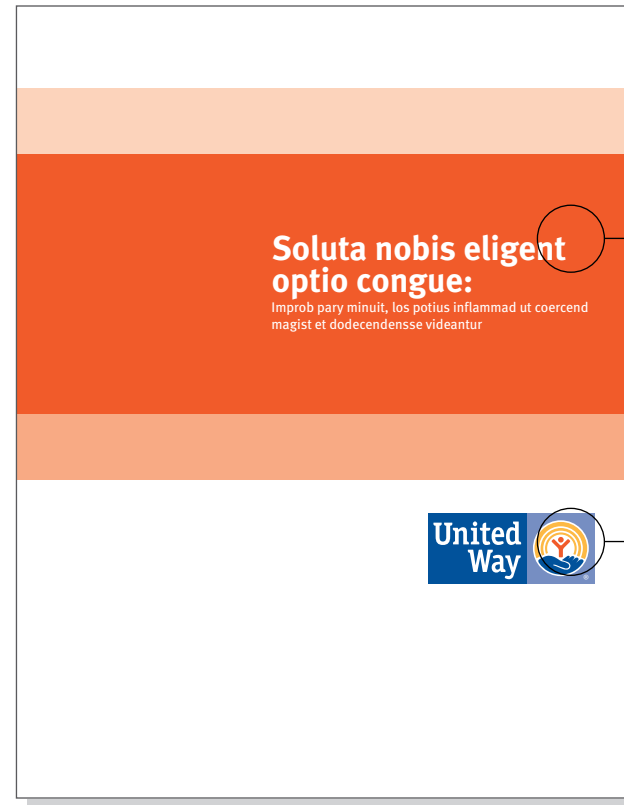
Report covers

Using report covers helps to create visually distinct and professional presentations.

Report design alternatives



Full-color report



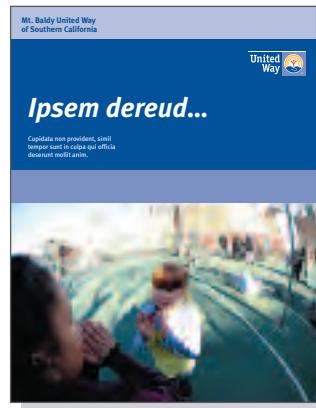
An approved weight and style of the Meta typeface is used for all headlines.

The full-color landmark is always used in 4-color applications.

Posters

Posters are a popular way to communicate locally.

Poster design alternatives



Full-color poster

The local identifier should be blue on a white background.

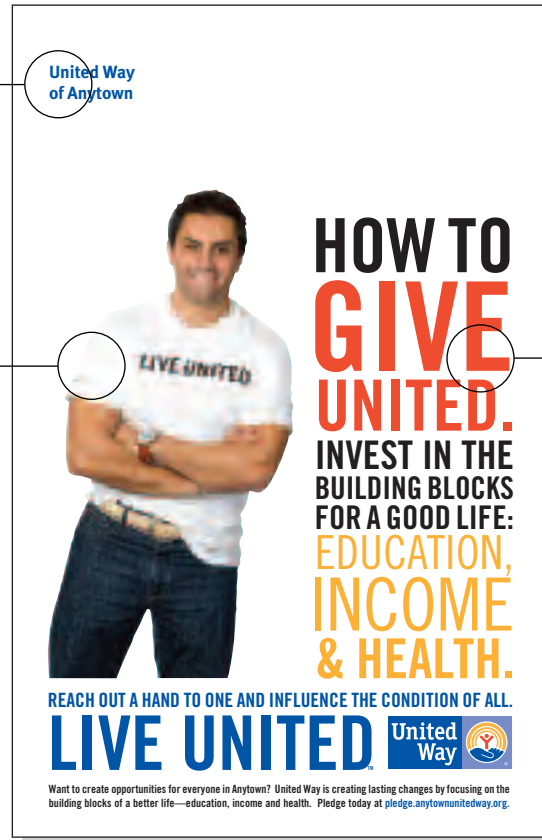


Use a LIVE UNITED™ portrait.



Headlines should be in Trade Gothic Condensed.

**HOW TO
GIVE
UNITED.
INVEST IN THE
BUILDING BLOCKS
FOR A GOOD LIFE:
EDUCATION,
INCOME
& HEALTH.**



REACH OUT A HAND TO ONE AND INFLUENCE THE CONDITION OF ALL.
LIVE UNITED United Way

Want to create opportunities for everyone in Anytown? United Way is creating lasting changes by focusing on the building blocks of a better life—education, income and health. Pledge today at pledge.anytownunitedway.org.

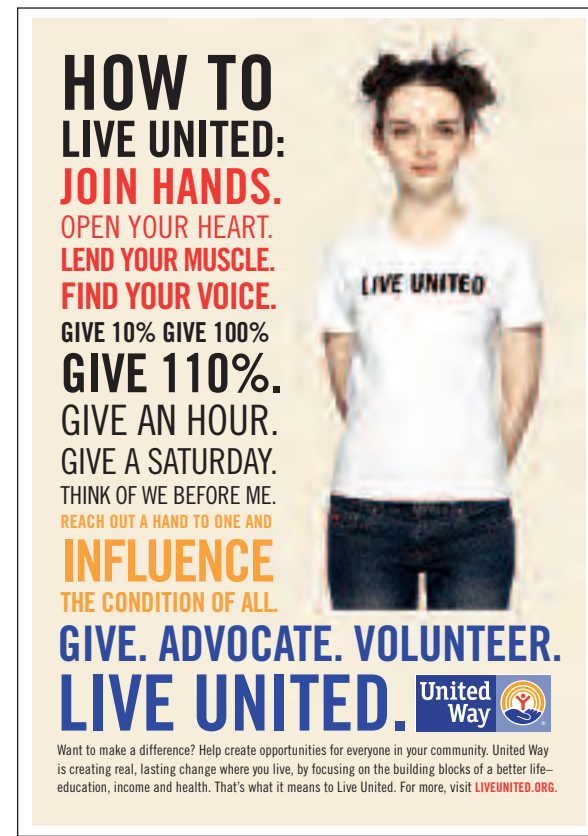
Print advertisements

When promoting the United Way on both a national and local level, you might want to use advertising. Because advertising is a very visible form of communication, it must adhere to the brand identity guidelines to ensure consistency of our brand image.

Print advertisement design alternatives



Print advertisement



Website

The web page shown here brings to life our unique positioning and personality through use of the core brand identity elements. It also provides a visual benchmark for guiding the development of all United Way sites.

Three colors from the United Way color palette were selected for the design of this website.

The local identifier has a fixed size relationship with the landmark.

Home page

Arial can be used for non-graphical text on websites.



Exterior signage

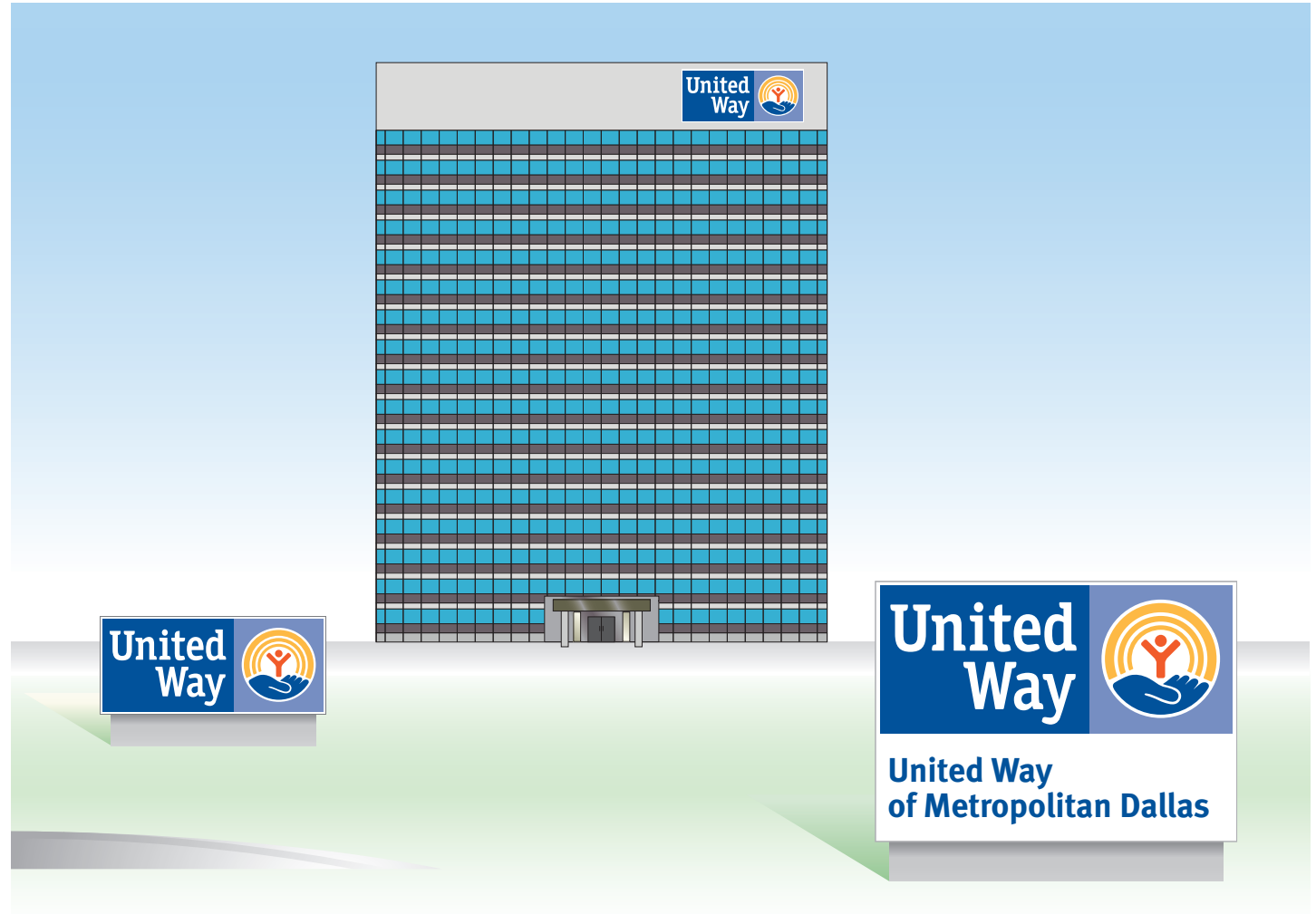
Signage provides a means to consistently identify, locate, direct and inform across operating sites and offices around the country.

Shown here are two types of monument signs and one building sign that might appear in front or on a United Way building or office. Exterior signs must use the white background control box around the brandmark as specified in these guidelines.

The trademark symbol does not need to appear on signage.

Note:

For exterior signage there are several types of signs available. The examples shown here are for design intent only. They can be used to guide the development of engineering drawings. Precise fabrication methods and exact measurements are determined with your signage vendor.



Interior signage

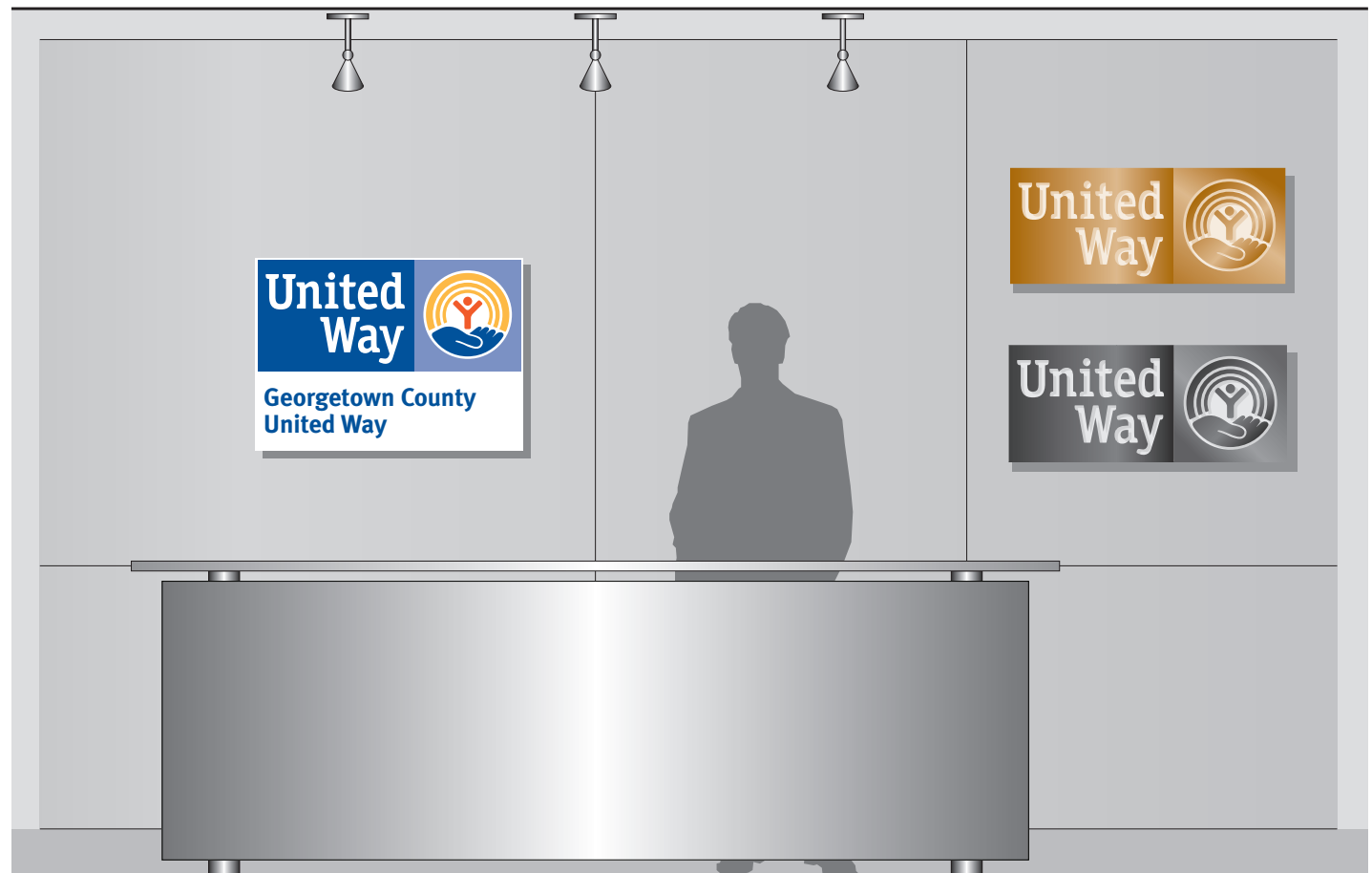
Effective signage is an important opportunity to make a positive impression on internal and external audiences.

Shown here are a few signs that might appear near or behind a reception desk. Interior full-color signs must use the white background control box around the brandmark as specified in these guidelines. Metal signs should be made of one metal type and do not need to use the white background control outline.

The trademark symbol does not need to appear on signage.

Note:

For interior signage there are many types of signs available. The example shown here is for design intent only. It can be used to guide the development of engineering drawings. The precise fabrication methods and exact measurements are determined with your signage vendor.



Video, animation and interactive

Guidelines for video production align closely to those for print and other media: the brandmark and preferred placement, the brand color palette, typography and impact graphic should be used.

The full-color version of the United Way brandmark in the only version that should be used in screen applications.

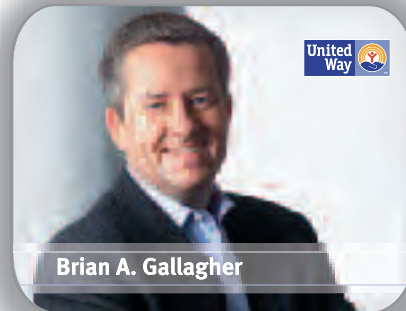
To take advantage of the dynamic nature of video media, however, exceptions to some of the guidelines can be made. For example, the preferred placement for the brandmark is on the right side of the screen, but this may not be technically possible or esthetically desirable, so the brandmark may be centered.

The brand color palette and our Meta font, preferably Meta Bold should be used.

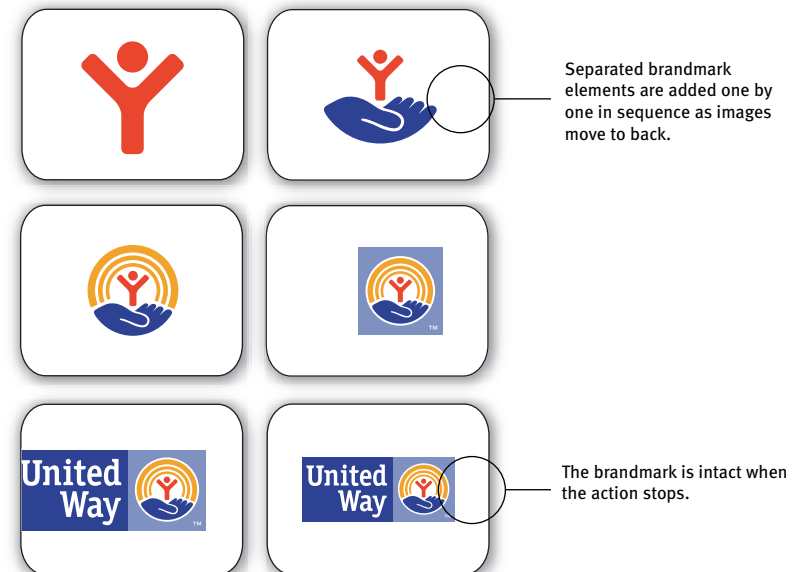
The brandmark may be animated in any appropriate manner, including separation of the elements, as long as the brandmark is intact when the action stops. Individual elements may collect on the screen in order to “build” the brandmark, but it may not be “deconstructed” in the reverse action. *Individual elements and the words “United Way” from inside the brandmark still may not be used as separate images other than to “build” the brandmark.*

Both type and the impact graphic can move, grow or shrink and fade in or out. The impact graphic can also be transparent over an image, as long as the brand palette is used and the size and color proportions are maintained.

Brand elements used on screen



Example of brandmark “build” animation on screen



Brand Architecture

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 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

Brand architecture visualization

Visual architecture: Overview

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 1: United Way masterbrand only (see page 2.2)		WITH	N/A
Level 2A: United Way affinity group identities (see page 2.3)	United Way Affinity Group	WITH	
Level 2B: United Way product and event identities (see page 2.4)	United Way Product or event	WITH	
Level 3: Partner dominant with United Way endorsement (see page 2.5)	Partner/Program logo	WITH	A United Way Community Partner OR  Community Partner
Level 4: Legacy brands and collective initiative identities (see page 2.6)	 		 (optional)
Level 5: National/local partnerships and co-sponsorships (see page 2.7)	     		N/A

Level 1: United Way masterbrand only

To be used by national and local organizations as their primary means of self-identification.

The localized landmark can use the preferred flexible placement treatment, but may also use the horizontal or vertical lockup. See pages 2.10 and 2.11 for complete specifications.

United Way masterbrand only visualization



OR

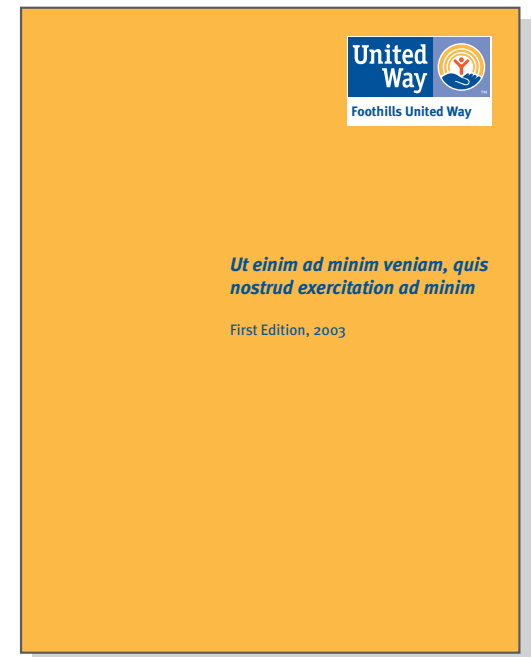
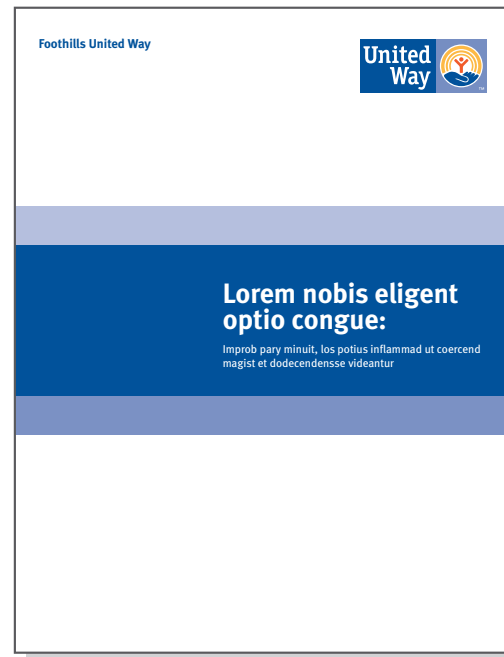


United Way of Anytown

WITH

United Way of Anytown (Flexible placement treatment)

United Way masterbrand only examples



Level 2A: United Way affinity group identity

To be used for United Way offers that are controlled by United Way, but that will *not* be promoted as separate entities. For clarity, simplicity and directness, audiences do not need to know of them as stand-alone brands. These offers often serve as an overarching association of other, individually branded programs, products and events.

United Way masterbrand dominant initiative names should use generic or proper name descriptors.

The United Way affinity group identity should appear on the left side of the page with the landmark placed on the right.

Color treatments

Level 2A programs may appear in United Way Blue, black or white. See the United Way landmark color palette on page 3.1.

United Way affinity group identity visualization

United Way Affinity Group
(descriptive nomenclature)

WITH



OR

United Way of Anytown Affinity Group
(descriptive nomenclature)

WITH



United Way affinity group identity example



United Way affinity group identity specifications



Other United Way affinity groups include:

- National Corporate Leadership Program
- National Professional Council
- Million Dollar Roundtable
- Legacy Giving Circle
- Women's Leadership Council

Examples of Level 2A: 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 2A visualizations.

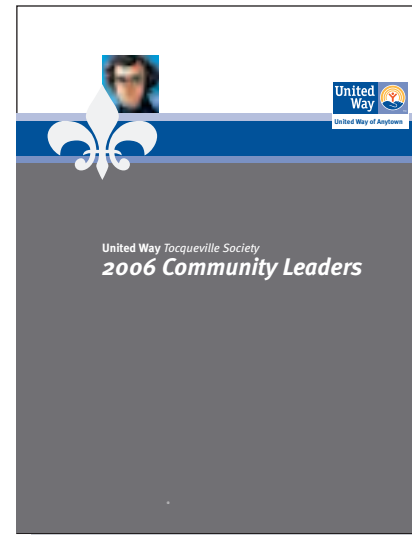
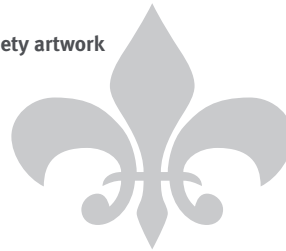
Artwork for Tocqueville societies is available from United Way of America. Contact United Way

Creative Studio or visit the Brand Management site on United Way Online for more information.

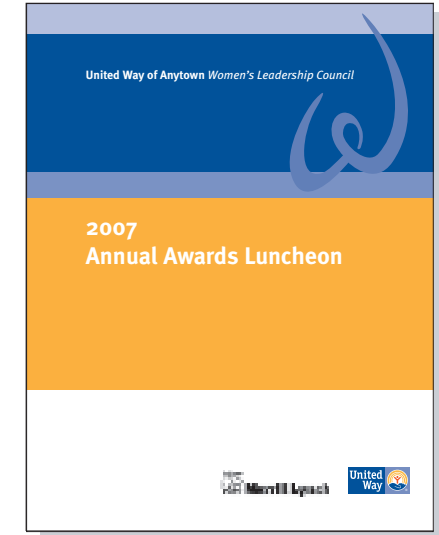
Logos previously used for affinity groups should be retired; however, any associated artwork that does not include the affinity group name may be repurposed for use in association with the Level 2A identities.

United Way affinity group identity examples with associated artwork

Tocqueville Society artwork



Repurposed associated artwork



Level 2B: United Way product 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 left side of the page with the landmark placed on the right.

Logos previously used for products and events should be retired; however, any associated artwork (not including the product or event name) may be repurposed for use in association with the Level 2B identities.

Color treatments

Level 2B programs may appear in United Way Blue, black or white.

United Way branded program visualization

United Way
Product or Event

WITH

OR

WITH

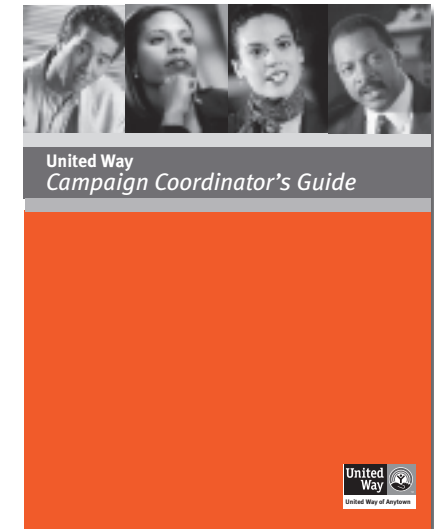
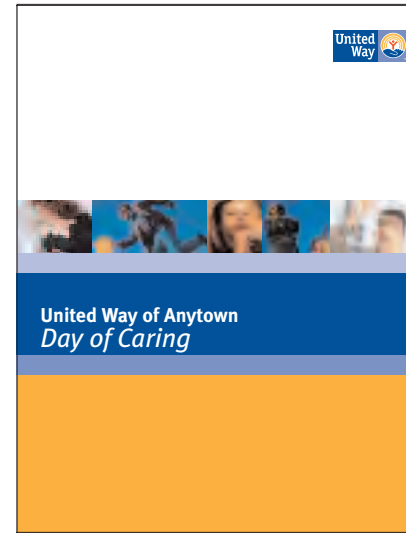


United Way of Anytown

United Way of Anytown
Product or Event



United Way branded program example



United Way branded program specifications



Other United Way products and events include:

- Community Leaders Conference
- Minority Roundtable
- State of Caring Index™
- Day of Caring
- Community Readiness

Level 3: Partner dominant with United Way endorsement

To be used for offers that are only partially, or not at all, controlled by United Way, have or require their own stand-alone identities, and where there is a desire for mutual affiliation.

Color treatments

Level 3 endorsements may appear in United Way Blue, black or white.

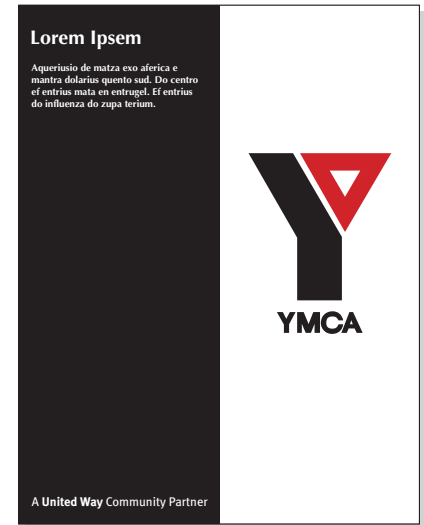
Partner dominant with United Way endorsement example

Program dominant with United Way endorsement visualization

Partner/Program logo

WITH

A **United Way** Community Partner OR

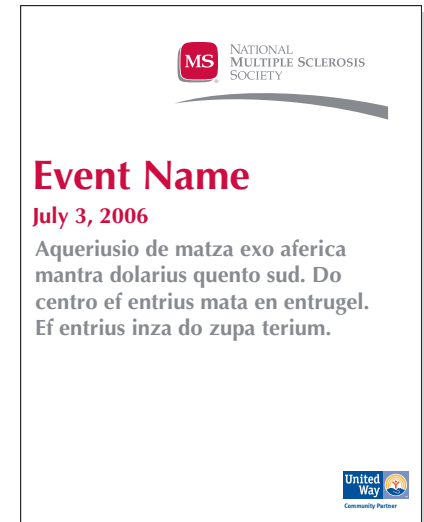
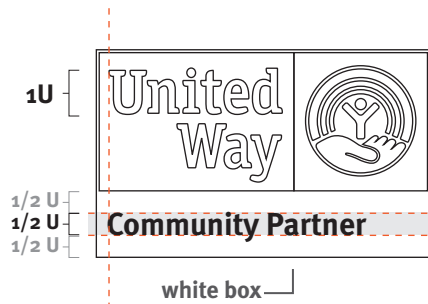


Program dominant with United Way endorsement specifications

First upper and then lower case

A United Way Community Partner

Meta Book Meta Bold Meta Book



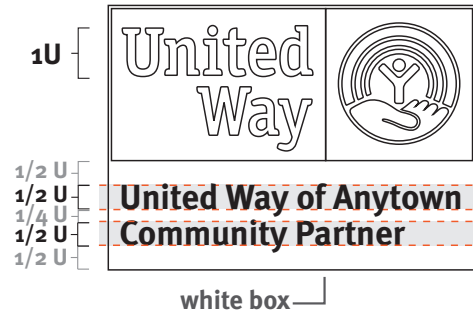
Localization of Level 3: Partner dominant with United Way endorsement

Level 3 visualization reflects the need for mutual affiliation of a partner with United Way generally. Where multiple United Ways' service areas overlap, however, it may be desirable to indicate which individual United Way is providing the endorsement.

For that reason, both the community partner lockup and the community partner tagline may be localized. Usage is the same as for the non-localized versions.

Note
When no United Way brand palette color options are available, *except for black*, the community partner lockups and taglines should be rendered in black. When no United Way brand palette color options are available at all, *including black*, the special use white lockups and the white taglines should be reversed out of whatever solid color is being used.

Program dominant with local United Way endorsement visualization



Program dominant with local United Way endorsement specifications

A United Way of Anytown Community Partner



Level 4: Legacy brands and collaborative identities

This level is for those identities that represent relationships that are so invested with history, equity and/or legal constraints that the existing brand identity should remain as is. They are identities that are recognized and promoted on a national level and in which United Way is clearly a partner with others.

In this case, as many aspects of the United Way brand identity should be incorporated as possible. Type and color should be changed to conform to the guidelines wherever possible.

Legacy brand examples



Note:

Please refer to *2-1-1 Marketing Materials Logo Usage Guidelines for United Ways* for specific graphic guidelines for the 2-1-1® logo.



Note:

Please refer to *United Way Success By 6® Logo Guidelines* for specific graphic guidelines for the United Way Success By 6® logo.

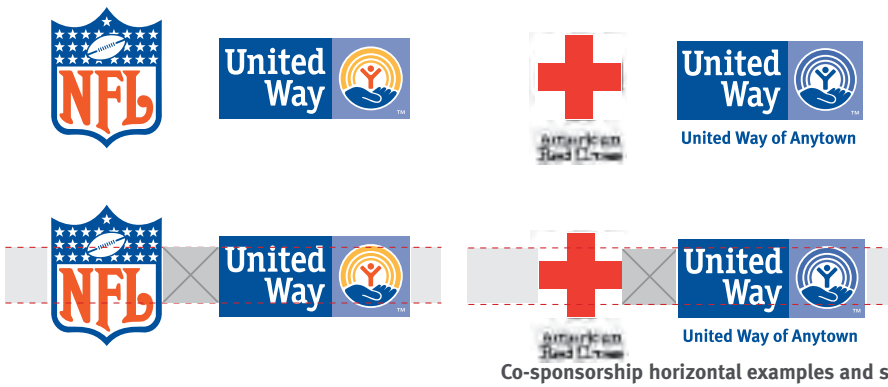
6.9 Branding Elements

United Way Brand Identity Guidelines with Brand Architecture

Version 2.0 © United Way Worldwide 2009

United Way is the lead partner in a cooperative effort. When one of many or a lesser partner in the effort, United Way can recommend or request that these visualization guidelines be followed. But it is understood that these guidelines may not prevail in a program that United Way does not control.

National/local partnership examples and specifications



National Corporate Leadership tagline examples and specifications



Co-sponsorship vertical examples and specifications



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