UNITED WAY
BRAND
IDENTITY
GUIDELINES

FEBRUARY 2014

LIVE UNITED

United Way

CONTENTS

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 system helps 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 visual communication materials. By accurately implementing this brand identity system, you protect the equity of the United Way brand and better support its repositioning.

PRIMARY BRANDMARK

**OUR PURPOSE
WHAT IT MEANS TO JOIN**

LIVE UNITED®

**TRADE GOTHIC
BOLD CONDENSED NO. 20**

TRADE GOTHIC
BOLD CONDENSED NO. 18

OUR MASTER BRANDMARK

The most fundamental visual element of a brand identity is its brandmark.

The evolution of our brandmark is most dramatic in its configuration. The United Way symbol is now joined together with the United Way name in a permanent, bold alliance. Its holding device is a simple rectangular shape that is unifying and inviolable.

The components of our brandmark – the rainbow of hope, the hand of support and the person as a symbol of humanity – communicate the important United Way brand characteristics — caring, inspiring, trustworthy and approachable.

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 always appears in all upper case, Trade Gothic Bold Condensed Twenty typeface, followed by the registered trademark symbol (®) in Trade Gothic Condensed Eighteen. Do not use Meta for the tagline.

When LIVE UNITED is used as a primary message or branding element, LIVE UNITED should appear in black. It should not appear in blue as it does in the LIVE UNITED/master brandmark lock-up on the next page.

SECONDARY BRANDMARK

LIVE UNITED
United Way

1/8 SQUARE

SQUARE

1/2 Square

United Way   LIVE UNITED

LIVE UNITED/ MASTER BRANDMARK LOCK-UP

The LIVE UNITED/master brandmark lock-up is our primary signature and should be the default signature for all communications, except in special circumstances.

This lock-up has been created using precise proportional relationships. The white box forms an integral part of the LIVE UNITED/master brandmark lock-up and should not be removed or altered in any way. The lock-up is fixed artwork and should only be reproduced from provided artwork from the Brand Management site.

Those special circumstances where usage of the lock-up are inappropriate include when LIVE UNITED is used as a primary message, such as the LIVE UNITED print campaign and on premium items, for example T-shirts.

HORIZONTAL LIVE UNITED/MASTER BRANDMARK LOCK-UP

In cases where the LIVE UNITED/master brandmark lock-up is unsuitable for the nature of the communication, a horizontal version may be used.

The horizontal version is intended for very limited use only. This would apply, for example, to websites and in email marketing.

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.
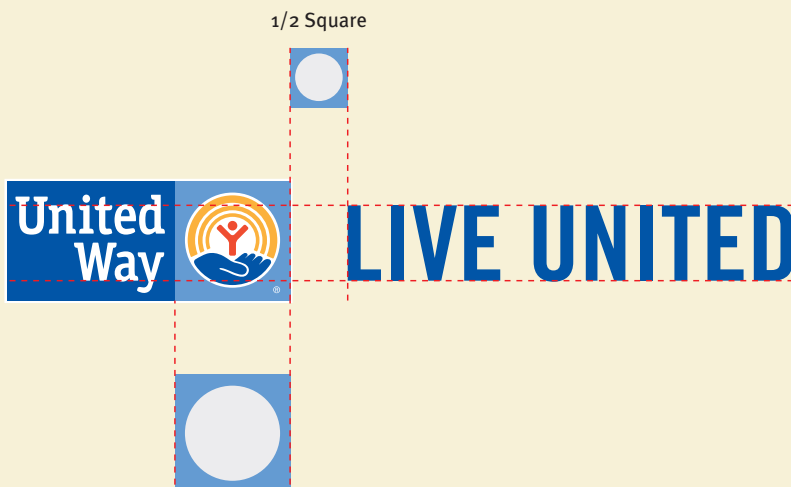
LIVE UNITED

United Way

PREFERRED SPOT
COLOR VERSION

| PANTONE 287 | PANTONE 659 | PANTONE 179 | PANTONE 143 |
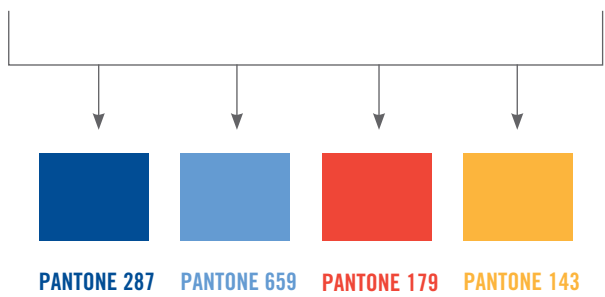
BRANDMARK LOCK-UP: FULL-COLOR

The full-color version of the LIVE UNITED/ 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 spot color is the preferred usage, but CMYK and RGB reproduction files of the full-color brandmark are available for specific application requirements. See page 10 for CMYK and RGB builds of pantone colors for print and web.

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
MINIMUM SIZE
90 PIXELS OR 1.25" WIDE

LIVE UNITED
United Way

PRINT
MINIMUM SIZE
.75" WIDE

LIVE UNITED
United Way

LIVE UNITED
United Way

LIVE UNITED
United Way

SPECIAL USAGE
MINIMUM SIZE
.75" WIDE

LIVE UNITED
United Way

LIVE UNITED
United Way

LIVE UNITED
United Way

LIVE UNITED
United Way
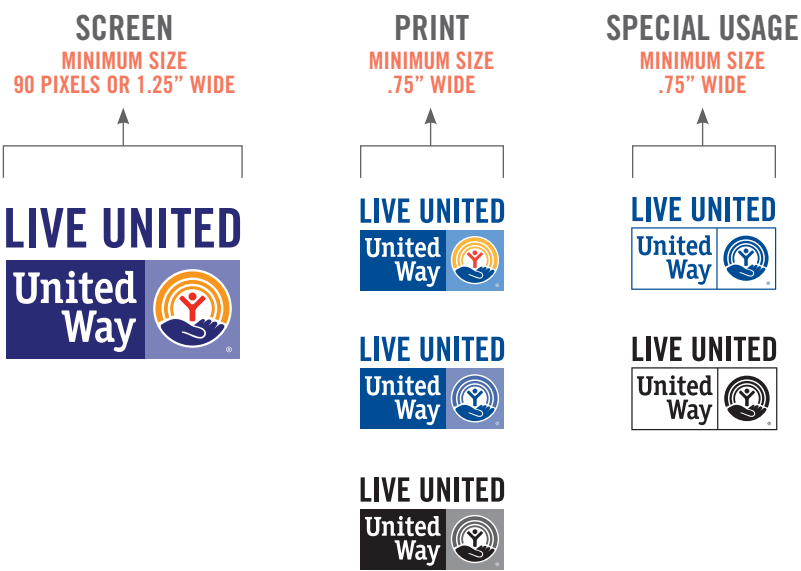
BRANDMARK LOCK-UP: ONE-COLOR

When reproduction constraints prevent the use of the primary full-color United Way brandmark, use one of the alternative one-color versions. The white control box is still present in these one-color solutions.

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 8 for complete specifications.

One-color black brandmark

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

LIVE UNITED
United Way

LIVE UNITED
United Way

BRANDMARK LOCK-UP: SPECIAL USAGE

A special usage lock-up has been developed for limited use. It may be reproduced in black, white or United Way Blue. This would apply, for example, when reproducing on fabric, plastic, glass or other materials used for merchandise or signage, and does not require the white control box.

Note:
These lock-up brandmarks should never appear on a website, four-color brochure or any other application where a full-color brandmark is usable. The one-color brandmarks may not be reproduced in any color other than black, white or United Way Blue.

BRANDMARK: UNACCEPTABLE USES

The consistent and correct application of the LIVE UNITED/United Way brandmark and the local identifier is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate some of the unacceptable uses of the United Way brandmark. You can find more details on how to typeset your local United Way on page 21.

NEVER EXTRACT ANY OF THE GRAPHIC ELEMENTS OR WORDS "UNITED WAY" CONTAINED IN THE BRANDMARK TO USE SEPARATELY

NEVER TILT THE BRANDMARK
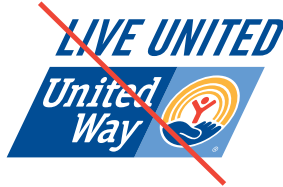
NEVER DISTORT THE SHAPE OF THE BRANDMARK

NEVER ALTER THE SHAPE OF THE BRANDMARK IN ANY WAY
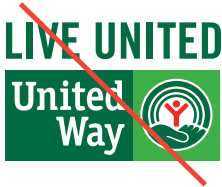
NEVER ALTER THE COLORS IN THE BRANDMARK
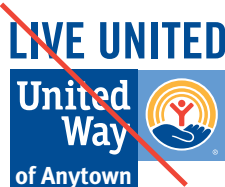
NEVER ADD A LOCAL NAME INSIDE THE BRANDMARK
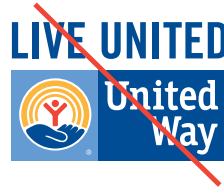
NEVER REARRANGE THE ELEMENTS OF THE BRANDMARK

NEVER ADD ELEMENTS INSIDE THE BRANDMARK

NEVER SUBSTITUTE TYPE IN THE BRANDMARK
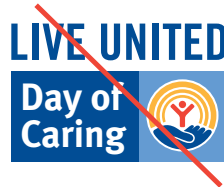
NEVER PUT OTHER WORDS OR PHRASES INSIDE THE BRANDMARK

NEVER CHANGE THE FONT OR COLOR OF THE LOCAL IDENTIFIER
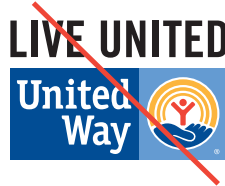
NEVER ALTER THE COLORS OR SIZE OF LIVE UNITED WHEN LOCKED UP TO THE BRANDMARK
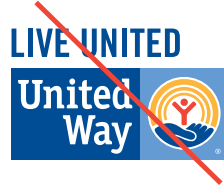
NEVER CHANGE THE TYPEFACE, COLOR OR SIZE RELATIONSHIP OF LIVE UNITED WHEN LOCKED UP TO THE BRANDMARK

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

RIGHT EDGE OF PAGE →

LIVE UNITED
United Way

SYMBOL
SQUARE

1/2
SQUARE

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.

CHARTING A COURSE FOR CHANGE:
ADVANCING EDUCATION, INCOME AND HEALTH
THROUGH COLLECTIVE IMPACT   JUNE 2012

LIVE UNITED
United Way

GIVE. ADVOCATE. VOLUNTEER.
UnitedWay.org

ADVANCING EDUCATION
INCOME AND HEALTH

BRAND POSITIONING
TOOLS AND
RESOURCES

LIVE UNITED
United Way

GIVE. ADVOCATE. VOLUNTEER.

← Brandmark on right side of page.
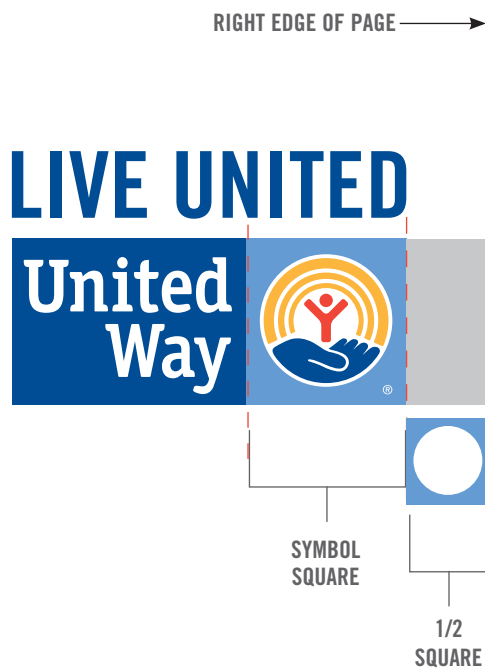
KEY TO FILE NAMING

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.

| united-way-lockup | – | cmyk | . | eps |

| united-way-lockup | – | spot | – | black | . | eps |

| united-way-lockup | – | spot | – | black | – | special | . | eps |

Company

United Way

Color

cmyk
4-color process

spot
• 4-color spot
• 1-color spot

spot-3
3-color spot

rgb
on-screen applications

blue
Pantone 287 blue

black
black

white
white

Version

special
special-usage

Format suffix

eps
Hi-resolution vector artwork created in Adobe Illustrator

Use these .eps files to create other formats

Note: All logos are also available in JPEG file format.

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 Online Website.

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

Four-color process Refer to United Way color palette for color specifications **File Name: united-way-lockup-cmyk.eps**	LIVE UNITED United Way	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.
Four-color spot PMS 287c, PMS 659c, PMS 179c, PMS 143c **File Name: united-way-lockup-spot.eps**	LIVE UNITED United Way	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.
Three-color spot Pantone 287c, Pantone 179c and Pantone 143c **File Name: united-way-lockup-spot-3.eps**	LIVE UNITED United Way	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.
RGB Refer to United Way color palette for color specifications **File Name: united-way-lockup-rgb.eps**	LIVE UNITED United Way	Use this file for all video, PowerPoint and Web-based applications. DO NOT USE other four-color files for those purposes or use the RGB file for printing.
One-color blue Pantone 287c **File Name: united-way-lockup-spot-one-color.eps**	LIVE UNITED United Way	This logo is to be used when United Way Blue (PMS 287) is the only available color selection.
Special usage blue Pantone 287c **File Name: united-way-lockup-spot-special.eps**	LIVE UNITED United Way	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.
One-color black Black 100% **File Name: united-way-lockup-spot-black.eps**	LIVE UNITED United Way	This brandmark is to be used when black is the only available color selection.
Special usage black Black 100% **File Name: united-way-lockup-spot-black-special.eps**	LIVE UNITED United Way	Use the Black special usage brandmark when the method of reproduction is faxing and photocopying or the surface of the paper is a color other than white. This brandmark may also be used when reproducing on plastic, glass, metal, fabric or other materials.
Special usage white C:0, M:0, Y:0, B:0 **File Name: united-way-lockup-spot-white-special.eps**	LIVE UNITED United Way	Use the White special usage brandmark when reproducing on plastic, glass, metal, fabric or other materials on a dark background.

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.

MAIN COLOR PALETTE

Pantone 287
C:100 M:74 Y:0 K:0
R:16 G:22 B:127
HEX: #10167f

Pantone 659 or
287C at 52%
C:55 M:40 Y:0 K:0
R:124 G:129 B:184
HEX: #7c81b8

Pantone 179
C:0 M:85 Y:89 K:0
R:254 G:35 B:10
HEX: #fe230a

Pantone 143
C:0 M:34 Y:86 K:0
R:255 G:150 B:0
HEX: #ff9600

Pantone Black 75%
C:0 M:0 Y:0 K:75
R:80 G:80 B:80
HEX: #505050

Pantone Black 50%
C:0 M:0 Y:0 K:50
R:150 G:150 B:150
HEX: #969696

Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
HEX: #000000
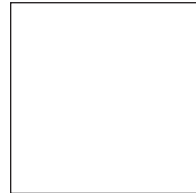
White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX: #ffffff

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.

COLOR PALETTE CONTINUED

The extended color palette must be used *only in conjunction with* the main color palette. It should *never* be used alone.

EXTENDED COLOR PALETTE

Spot: Pantone 282
C:100 M:85 Y:35 K:0
R:0 G:0 B:100
HEX: #000064

Spot: Pantone 187
C:10 M:100 Y:80 K:30
R:180 G:20 B:40
HEX: #b41428

Spot: Pantone 152
C:0 M:60 Y:100 K:0
R:245 G:120 B:20
HEX: #f57814

Spot: Pantone 179
50%
C:0 M:40 Y:50 K:0
R:255 G:150 B:125
HEX: #ff967d

Spot: Pantone 143
50%
C:0 M:15 Y:50 K:0
R:255 G:200 B:125
HEX: #ffc87d

Spot: Pantone 7500
C:10 M:10 Y:35 K:0
R:230 G:215 B:170
HEX: #e6d7aa
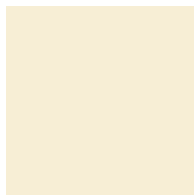
Spot: Pantone 7500
50%
C:0 M:3 Y:15 K:3
R:240 G:230 B:200
HEX: #f0e6c8

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.

GIVE. ADVOCATE. VOLUNTEER.

Artwork — do not type.
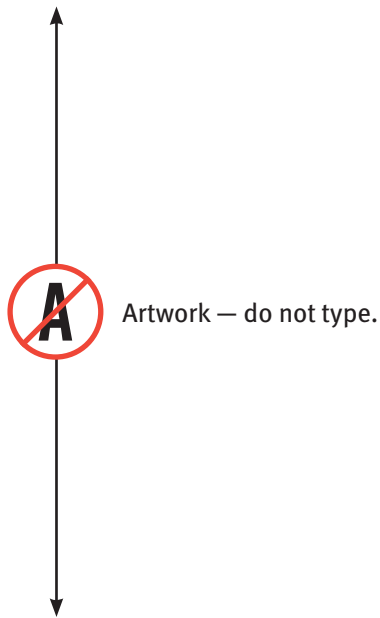
ADVANCING EDUCATION INCOME AND HEALTH

CALL TO ACTION

GIVE. ADVOCATE. VOLUNTEER. should be used in United Way marketing communications including advertising and collateral.

It should not be used in cause-related communications or other communications involving multiple partners, nor should it be used on premium items.

This call to action is fixed artwork and should only be reproduced from authorized artwork. It should not be typeset. White may be used for dark backgrounds and black is acceptable when black is the only available color, but other colors should not be used.

IMPACT AREAS

ADVANCING EDUCATION INCOME AND HEALTH should be used in those communications where the content focuses on our work in education, income and health. It should also be used on broadly-focused corporate communications such as annual reports and websites.

It should not be used in cause-related communications or other communications involving multiple partners, nor should it be used on premium items.

This succinct statement of our impact areas is fixed artwork and should only be reproduced from authorized artwork. It should not be typeset. White may be used for dark backgrounds and black is acceptable when black is the only available color, but other colors should not be used.

The impact area statement should be placed in proximity to the message it supports, for example, a headline, title, etc. It should not be placed in the space reserved for the LIVE UNITED/United Way lock-up and call to action.

BODY COPY

Meta Book LF Roman
Meta Book LF Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

Meta Bold LF
Meta Bold LF Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

HEADLINES

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

SUBSTITUTE FONT

Arial Regular
Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

Arial Bold
Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz   1234567890

TYPOGRAPHY

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

BODY COPY
Meta LF typeface is the primary typeface in the United Way brand identity system. Meta LF is a simple and clean typeface that conveys a humanistic and caring, yet professional tone. Justify paragraphs with the last line aligned left is the preferred style.

Use the complete range of styles and weights available as needed, for example: Meta Book LF Roman; Meta Book LF Italic; Meta Bold LF Roman; Meta Bold LF Italic. Use of the Meta LF versions will ensure that the numerals are consistent in height, for example: 123456789.

HEADLINES
Trade Gothic Condensed typeface was introduced 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.

SUBSTITUTE FONT
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.

IMAGERY

The LIVE UNITED T-shirt is a critical element of our identity system and should be prominently featured in communications. Candid images that include two or more people engaged in activity portray real examples of what it means to LIVE UNITED and add tangible examples of the work we do through our communications.

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.

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.

SUPPORTING ELEMENTS

CANDID IMAGERY

Candid images that include two or more people engaged in activity portray realism and add tangible examples of the work we do through our communications. Where possible, the image should focus or be cropped closely on the people and the action.

1/2 Square

1/2 Square

1/2 Square

IMAGE BOX
PLACE COLOR OR IMAGE HERE

1/2 Square

LIVE UNITED
United Way

1/2 Square
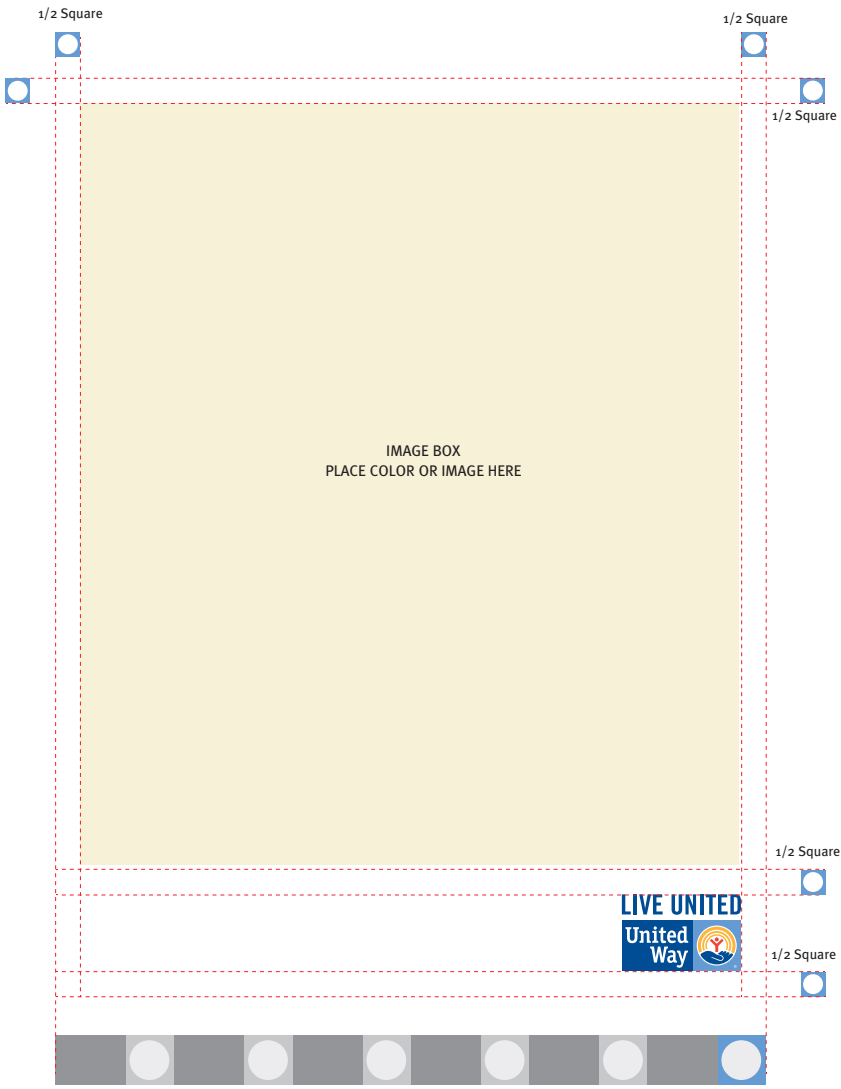
LAYOUT FORMULA

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 brandmark. When the medium is less than 4 inches wide, 1 to 3 widths of the brandmark may be used to ensure proper proportion.

1/2 Square

1/2 Square

1/2 Square

IMAGE BOX
PLACE COLOR OR IMAGE HERE

1/2 Square

LIVE UNITED
United Way

1/2 Square
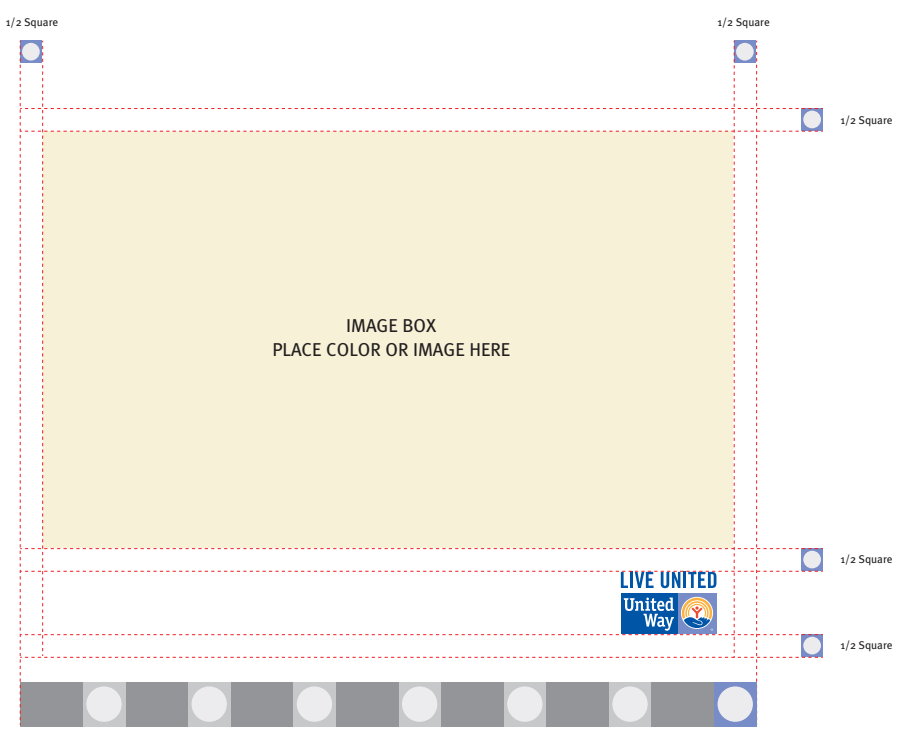
SIMPLIFIED LAYOUT

Documents with dimensions that are 9 inches or less in width, by 12 inches or less in height, may use the following simplified page layout formula. By making the width of the white frame 1/4 of an inch wide with 6 widths of the brandmark.

1/4"

1/4"

1/4"

1/4"

IMAGE BOX
PLACE COLOR OR IMAGE HERE

1/4"

LIVE UNITED
United Way

1/4"

ICONS AND CHART GRAPHICS

United Way graphic elements should maintain a consistent look and feel and only use United Way brand colors. When creating icons, charts and tables, a circle shape is preferred. Please follow the directions below on how to accomplish the preferred look.

2% of total diameter
8% of total diameter

80% of total diameter

8% of total diameter
2% of total diameter

EMAIL

NEWS

EVENTS

PIE CHARTS

51%
Contributors

31%
Membership Support, Net

9%
Campaign Efforts, Tri-State, Net

9%
Other Revenue

67%
Lorem

23%

10%
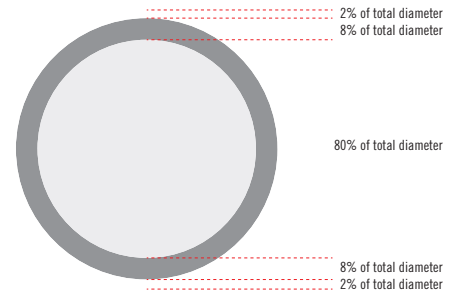
MAP GRAPHICS

Map graphic using the
main color palette.

■	Lorem
■	Ipsum
■	Dolor
■	Dapibus
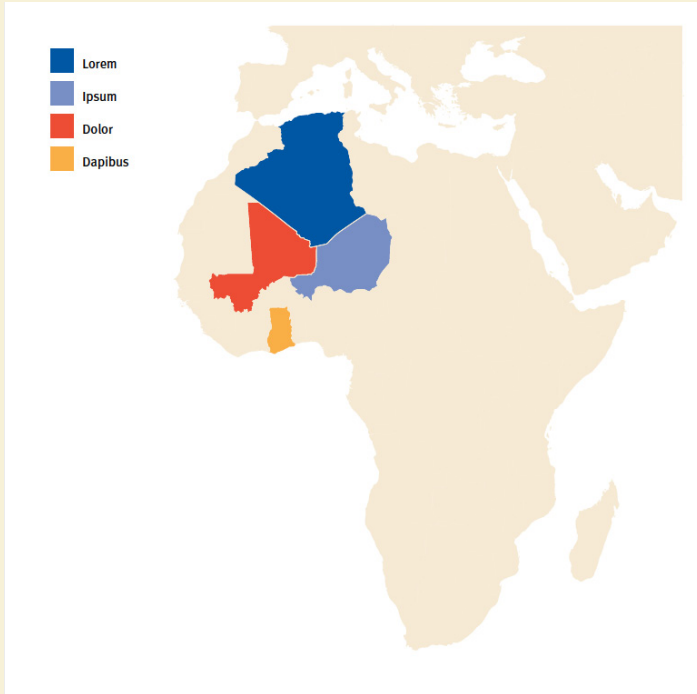
Map graphic using the main color
palette in conjunction with the
extended color palette.

■	Lorem
■	Ipsum
■	Dolor
■	Dapibus
■	Vel
■	Praesen
■	Fames

OUR BRANDMARK
WITH 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 LF**. See color, placement and size specifications on the following pages.

META BOLD

United Way Country

Region United Way

United Way of Anytown

Anytown United Way

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.

1/2 Square
minimum clearance

1/2 Square
minimum clearance

United Way of Anytown
UnitedWayAnytown.org

United Way
of Anytown Long Name
UnitedWayAnytown.org

LIVE UNITED/MASTER BRANDMARK LOCK-UP LOCALIZED

The preferred LIVE UNITED/Master Brandmark lock-up localization is at the left of the lock-up (top). 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.

However, positioning the localization under the lock-up is also acceptable (bottom). When the local identifier is locked up with the brandmark, it appears in a fixed position underneath the brandmark holding shape

These localizations should be considered the primary local signature constructs and should be the default signatures for all local communications, unless they are unsuitable for the nature of the communication.

The localizations have been created using precise proportional relationships which should not be altered.

United Way Peru

United Way of Pune
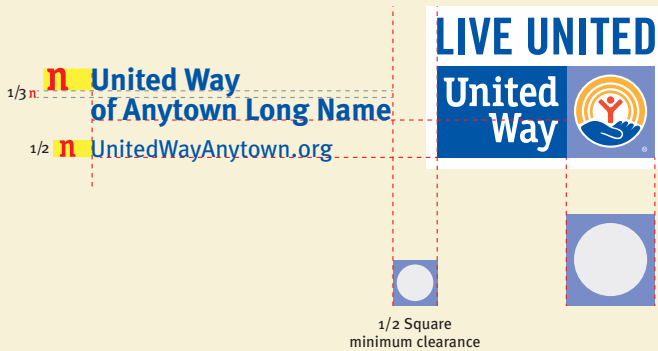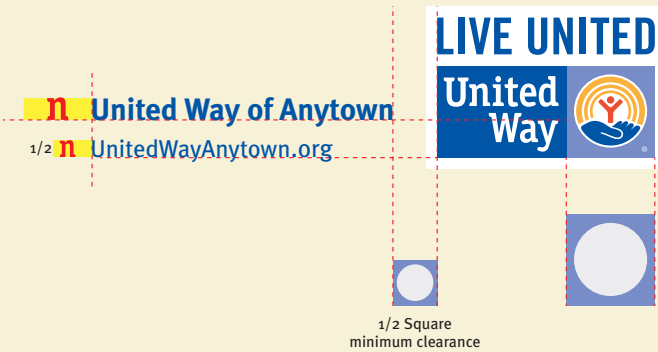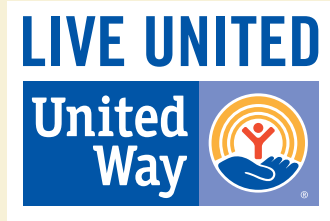
TIER 1
Worldwide Brands and Countries

EXAMPLES
United Way Worldwide
United Way Chile
United Way Peru
United Way Kenya

RULE
Preferred arrangement for use in countries with a single office, use "United Way" first, "Country Name" second.

SECOND PREFERRED ARRANGEMENT
United Way of India. "United Way of" first, then "Country Name" The only difference being the addition to the name "of" to join United Way and the Country Name.
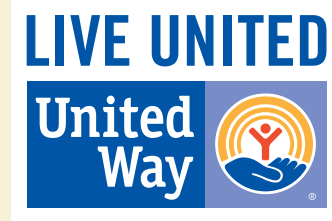
TIER 2
International Countries with City-Based Offices

EXAMPLES
United Way of Pune
United Way of Hyderabad
United Way of Chennai

RULE
Preferred arrangement for use in countries with a single office, it is preferable to use "United Way of" first, "City Name" second.

SECOND PREFERRED ARRANGEMENT
"United Way" first, then "City Name."

NAMING CONVENTION: WORLDWIDE

A naming convention specific to countries, regions and cities will help to clarify and shape the name of the organization within the larger United Way brand.

With the recent addition of United Way offices across the globe, the naming of these local entities has been standardized.

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

LIVE UNITED
United Way
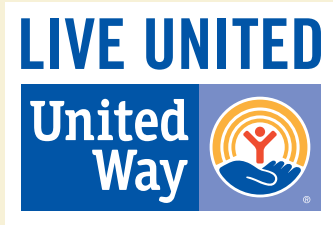
**United Way
of New York City**

**TIER 3:
United States Regional- and
City-Based Offices**

EXAMPLES
United Way of Greater Los Angeles
United Way of New York City

RULE
Preferred arrangement for use with city
names is "United Way of" and "City Name"

SECOND PREFERRED ARRANGEMENT
"City Name" and "United Way"

LIVE UNITED
United Way
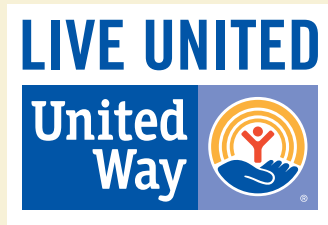
Mile High United Way

**TIER 3:
United States Regional- and
City-Based Offices**

EXAMPLES
Mile High United Way
Foothills United Way
Tulsa Area United Way

RULE
Preferred for use with regions is
"Region" and "United Way"

Second options for Region name is
"United Way of" and "Region."

NAMING CONVENTION: UNITED STATES

A naming convention specific to countries, regions and cities will help to clarify and shape the name of the organization within the larger United Way brand.

With the recent addition of United Way offices across the globe, the naming of these local entities has been standardized.

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

Note: As one of our most important assets, the brandmark must always appear as shown on this page or in one of the color variations described in these guidelines. Never attempt to redraw or rescale the brandmark or add other graphic elements to its presentation.

Do not extract any of the graphic elements contained in the brandmark to use separately. We must use the registered trademark symbol (®) with the brandmark to ensure our legal rights are protected. Always display the registered trademark symbol (®) in the position indicated.

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.

LIVE UNITED
United Way

Foothills United Way

LIVE UNITED
United Way

Foothills United Way

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

location name does not go beyond this area

1U
1U
1/2 U

LIVE UNITED
United Way

Foothills United Way

location name does not go beyond this area

1U
1U
1/4 U
1/2 U

LIVE UNITED
United Way

United Way of Metropolitan Dallas

location name does not go beyond this area

1U
1U
1/2 U

LIVE UNITED
United Way

United Way of Summit, New Providence & Berkeley Heights
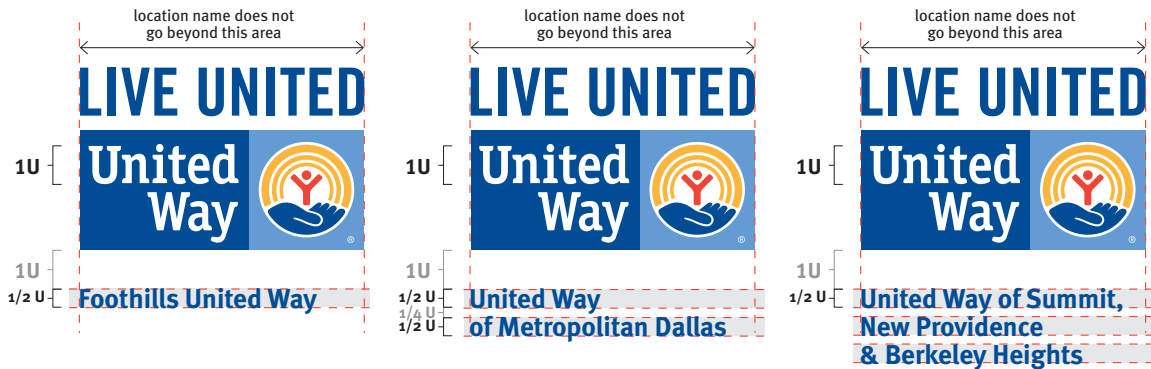
The local identifier may be decreased in size to fit in the designated area when it extends beyond the width of the brandmark by only two or three letters.

LIVE UNITED
United Way

United Way of Grant, Hardy & Pendleton County

LIVE UNITED
United Way

United Way of Grant, Hardy & Pendleton County

BRAND IDENTITY: SYSTEM OVERVIEW

The brand identity elements 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.

Main Color Palette

Expanded Color Palette

Meta Book LF Roman
Meta Book LF Italic
Trade Gothic Condensed Eighteen
Trade Gothic Condensed Eighteen Oblique
Arial Regular
Arial Italic

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

LIVE UNITED

United Way

LIVE UNITED

GIVE. ADVOCATE. VOLUNTEER.

LIVE UNITED
United Way

LIVE UNITED
United Way

LIVE UNITED
United Way

LIVE UNITED
United Way

United Way of Anytown
Anytown United Way

Symbol square   1/2 Square

United Way

ADVANCING EDUCATION
INCOME AND HEALTH

UNITED WAY WORLDWIDE | BRAND STRATEGY AND MARKETING

2013
YEAR
IN
REVIEW
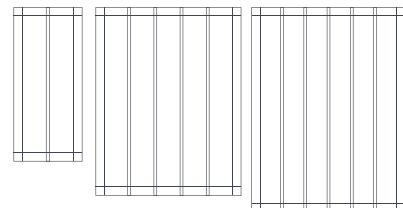
LIVE UNITED
United Way

BROCHURES

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

REPORT COVERS

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

LABOR AND UNITED WAY
PARTNERS IN ADVANCING THE COMMON GOOD

LIVE UNITED
LIVE UNITED

AFL-CIO
COMMUNITY SERVICES

United Way

AFL-CIO Community Services and *United Way* **Partnership**

ADVANCING THE
COMMON GOOD
IN HAITI

LIVE UNITED
United Way

GIVE. ADVOCATE. VOLUNTEER.
UnitedWay.org

ADVANCING EDUCATION
INCOME AND HEALTH

CORPORATE PARTNERSHIPS:
CREATING COMMUNITY IMPACT
IN THE ASIA-PACIFIC REGION

LIVE UNITED
United Way

GIVE. ADVOCATE. VOLUNTEER.
worldwide.UnitedWay.org

UNITED WAY WORLDWIDE
LEARNING AND CONFERENCING
YOUR STRATEGIC LEARNING PARTNER

*Connecting your United Way to
the Tools, Knowledge and Resources
That Drive Community Impact*

Virtual Training

Knowledge Management

Bring to Your United Way
Learning Opportunities

Conferences
and Events

LIVE UNITED
United Way

UWRA

UNITED WAY
RETIREES
ASSOCIATION

2013
ANNUAL
REPORT

UWRA –
THE WAY
TO STAY
UNITED

PARTNERS IN
ADVANCING THE
COMMON GOOD

UWRA
CELEBRATES
25 YEARS

MAKING A
DIFFERENCE
MAKING
CONNECTIONS

LIVE UNITED

GIVE. ADVOCATE. VOLUNTEER.
UnitedWay.org

ADVANCING EDUCATION
INCOME AND HEALTH

TOOLS & TIPS FOR **READING** WITH **CHILDREN**

GIVE. ADVOCATE. VOLUNTEER.
UnitedWay.org

LIVE UNITED

ADVANCING EDUCATION
INCOME AND HEALTH

ONE MILLION
VOLUNTEER
READERS
TUTORS &
MENTORS
EMPLOYEE ENGAGEMENT TOOLKIT

An Invitation to Global Corporate Leadership Companies

GIVE. ADVOCATE. VOLUNTEER.
UnitedWay.org/volunteer

LIVE UNITED

INCLUSION
COMMUNITY
COMMON GOOD
INNOVATION
BUSINESS IMPERATIVE
IMPACT STRATEGIC
CULTURE
EMPOWER
UNDERSTANDING
SYNERGY
BETTER SOLUTIONS
INTERCONNECTED
DIVERSITY

APPRECIATE DIFFERENCES
CREATE OPPORTUNITIES FOR ALL
2012 DIVERSITY AND INCLUSION ANNUAL REPORT

LEVERAGE
CREATIVITY

RESPECT
ENGAGE
AWARENESS
ADVOCACY
EQUITY OPPORTUNITY
PERSPECTIVES
VALUE
COLLABORATION

GIVE. ADVOCATE. VOLUNTEER.
UnitedWay.org

LIVE UNITED

ADVANCING EDUCATION
INCOME AND HEALTH

LEADERSHIP PRODUCTS & SERVICES
THAT CREATE A **BETTER TOMORROW**

GIVE. ADVOCATE. VOLUNTEER.
UnitedWay.org

LIVE UNITED

LIVE UNITED

CHANGE
WON'T HAPPEN
WITHOUT YOU
**BECOME A
VOLUNTEER**
READER, TUTOR
OR MENTOR

THE CHALLENGE

Fewer Americans are likely to earn a diploma than their parents, a distinction not shared by any other industrialized country. We know that when students drop out of school, communities suffer. The scope of the dropout problem is staggering. About one quarter of all students – one million students a year, 3,000 a day – fail to graduate on time. In some large urban districts, the percentage is closer to half of students, with the problem most acute for African American and Hispanic youth.

To combat this problem, United Way spent time listening to people in communities across the country to learn more about their hopes and aspirations when it comes to education. **Above all, we heard that people are willing to do whatever it takes to set children up for success.** While much of the attention and responsibility has been placed on schools, the people we heard said again and again that while schools play a very important role, communities and individuals have to step forward too.

This is why United Way is committed to recruiting **one million volunteer readers, tutors and mentors.** It takes 12 years to create a student who graduates or who drops out, but during that time:

■ **VOLUNTEER READERS** can help ensure children can read well by 4th grade, when they will start using their reading skills to learn;

■ **VOLUNTEER TUTORS** can help prepare students for a successful transition into middle and high school and be ready for new challenges; and

■ **VOLUNTEER MENTORS** can help prepare high school students for college or work.

United Way is seeking one million people just like you to join us to help children succeed in school. Anyone with passion and commitment can help a young person achieve greater academic success.

Thank you for joining us. Change won't happen without you.

GIVE. ADVOCATE. VOLUNTEER.
UnitedWay.org/volunteer

POSTERS

Posters are a popular way to communicate locally.

NEWSLETTERS

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

DIFFERENT BY NATURE
UNITED BY MISSION
We come from different places. We come to different conclusions. But underneath it all, we share a passion for improving the human condition. When we LIVE UNITED, we create real, lasting change in the building blocks of life: the education, income and health of our communities, our families, even the person next to us. Real change won't happen without you. **SIGN UP TODAY AT LIVEUNITED.ORG.**

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED United Way

PRINT ADVERTISEMENTS

When promoting 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.

HOW TO
LIVE UNITED:
JOIN HANDS.
OPEN YOUR HEART.
LEND YOUR MUSCLE.
FIND YOUR VOICE.
GIVE 10%. GIVE 100%.
GIVE 110%.
GIVE AN HOUR.
GIVE A SATURDAY.
THINK OF WE BEFORE ME.
REACH OUT A HAND TO ONE AND
INFLUENCE
THE CONDITION OF ALL.
GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED United Way

Want to make a difference? Help create opportunities for everyone in your community. United Way is creating real, lasting change where you live, by focusing on the building blocks of a better life—education, income and health. That's what it means to Live United. For more, visit LIVEUNITED.ORG.

HOW TO
LIVE UNITED:
JOIN HANDS.
OPEN YOUR HEART.
LEND YOUR MUSCLE.
FIND YOUR VOICE.
GIVE 10%. GIVE 100%.
GIVE 110%.
GIVE AN HOUR.
GIVE A SATURDAY.
THINK OF WE BEFORE ME.
REACH OUT A HAND TO ONE AND
INFLUENCE
THE CONDITION OF ALL.
GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED United Way

Want to make a difference? Help create opportunities for everyone in your community. United Way is creating real, lasting change where you live, by focusing on the building blocks of a better life—education, income and health. That's what it means to Live United. For more, visit LIVEUNITED.ORG.
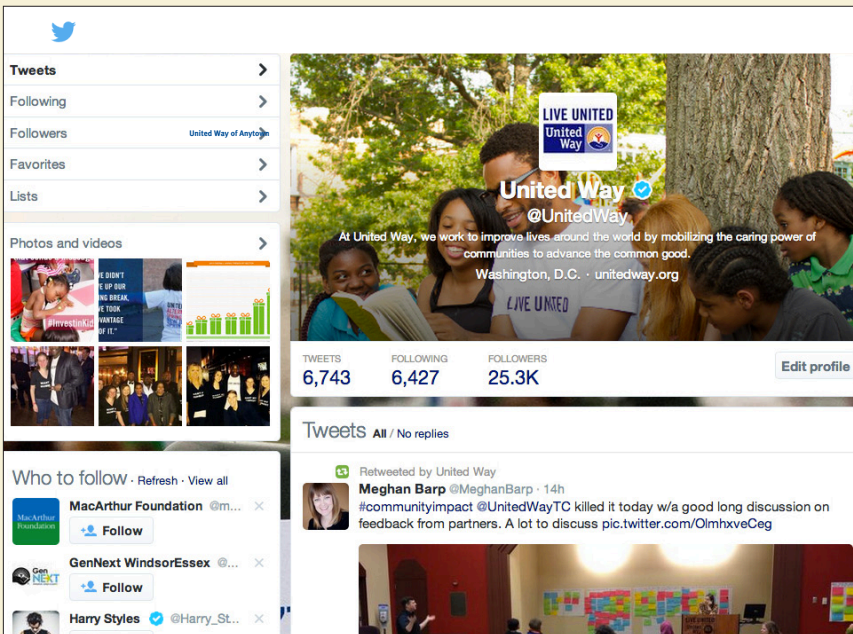
SAMPLE APPLICATIONS

WEBSITES

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.

Use the horizontal version of the master brandmark for website layouts.

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

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

United Way | **LIVE UNITED**

United Way of Anytown

ABOUT   OUR WORK   OUR PARTNERS   BLOG   VIDEO   TAKE ACTION   **DONATE**

Google™ Custom Search   GO!

🐸 **GIVE**
📢 **ADVOCATE**
👤 **VOLUNTEER**

Pledge with a Player Football greats want YOU to join their teams on behalf of America's students. **more »**

TAKE ACTION

● ● ●

JOIN THE MOVEMENT
PLEDGE TO BECOME A VOLUNTEER
READER, TUTOR OR MENTOR

EDUCATION. INCOME. HEALTH.
We envision a world where all individuals and families achieve their human potential through EDUCATION, FINANCIAL STABILITY and HEALTHY LIVES... **Learn more »**

BLOG

POSTED BY BRIAN GALLAGHER 02/12/14 | RELATED: INTERNATIONAL | UNITED WAY NETWORK
Individualism or the Common Good? We need both.
The economic narrative is changing. Growth and recovery have been joined with talk of sustainability, inclusive success, and concerns about rising income and wealth disparities. Working towards the common good is becoming a norm. **Continue reading »**

POSTED BY MEI COBB | 02/10/14 | RELATED: UNITED WAY NETWORK | VOLUNTEER
Share the Love - Through Volunteering

POSTED BY PATRICK MCINTYRE | 02/05/14 | RELATED: COMMUNITY IMPACT | INCOME | YOUTH
National Youth Enrollment Day - February 15

POSTED BY MEI COBB | 02/04/14 | RELATED: EDUCATION | VOLUNTEER
Meet Me in St. Louis - or Anywhere—to Volunteer

READ MORE BLOG POSTS »

TAKE ACTION

LIVE UNITED
Open your heart. Lend your muscle. Find your voice. **Read more »**

Join the Team
Support your football team by becoming a volunteer. **Read more »**

Are You in College?
Connect with Student United Way today! **Read more »**

Women's Leadership Council
Join a network of caring, powerful women. **Read more »**

GO TO THE ACTION CENTER »

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ABOUT   OUR WORK   OUR PARTNERS   BLOG   VIDEO   TAKE ACTION   PRIVACY POLICY   STORE   MEDIA CENTER   CONTACT US   EN ESPAÑOL

FACEBOOK AND TWITTER

Engaging with our supporters through social media provides an opportunity to collaborate with supporters and create authentic relationships in a personalized way.

EXAMPLE OF BRANDMARK "BUILD" ANIMATION ON SCREEN

Separated brandmark elements are added one by one in sequence as images move to back.

GIVE.

GIVE. ADVOCATE.

GIVE. ADVOCATE. VOLUNTEER.

LIVE UNITED
United Way

LIVE UNITED
United Way
UNITEDWAY.ORG

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 the font Trade Gothic Bold Condensed No. 20 should be used.

POWERPOINT PRESENTATIONS

PowerPoint presentations continue to be a common format for presenting information. The United Way PowerPoint template, available for download on the Brand Management site, makes it easy to create a branded presentation.

Goals for the common good
The United Way challenge to America

2012 Summit Meeting

LIVE UNITED
United Way

February 2, 2012

First slide should have the LIVE UNITED masterbrand lockup present on the bottom right hand corner

United Way
PowerPoint Presentation Template

LIVE UNITED
United Way

February 2, 2012

General content slides

- Section titles should be in sentence case (not UPPERCASE or Title Case)
- Title style is Arial Bold 24, in United Way Blue
- Body style is Arial 20, in United Way Blue
- Spacing and alignment are preset by the master
- If necessary, font size may be reduced. Keep size consistent throughout the document
- You may copy this example slide

The masterbrand mark should be presented at the bottom right hand corner of every slide.

LIVE UNITED
United Way

3   February 2, 2012

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.
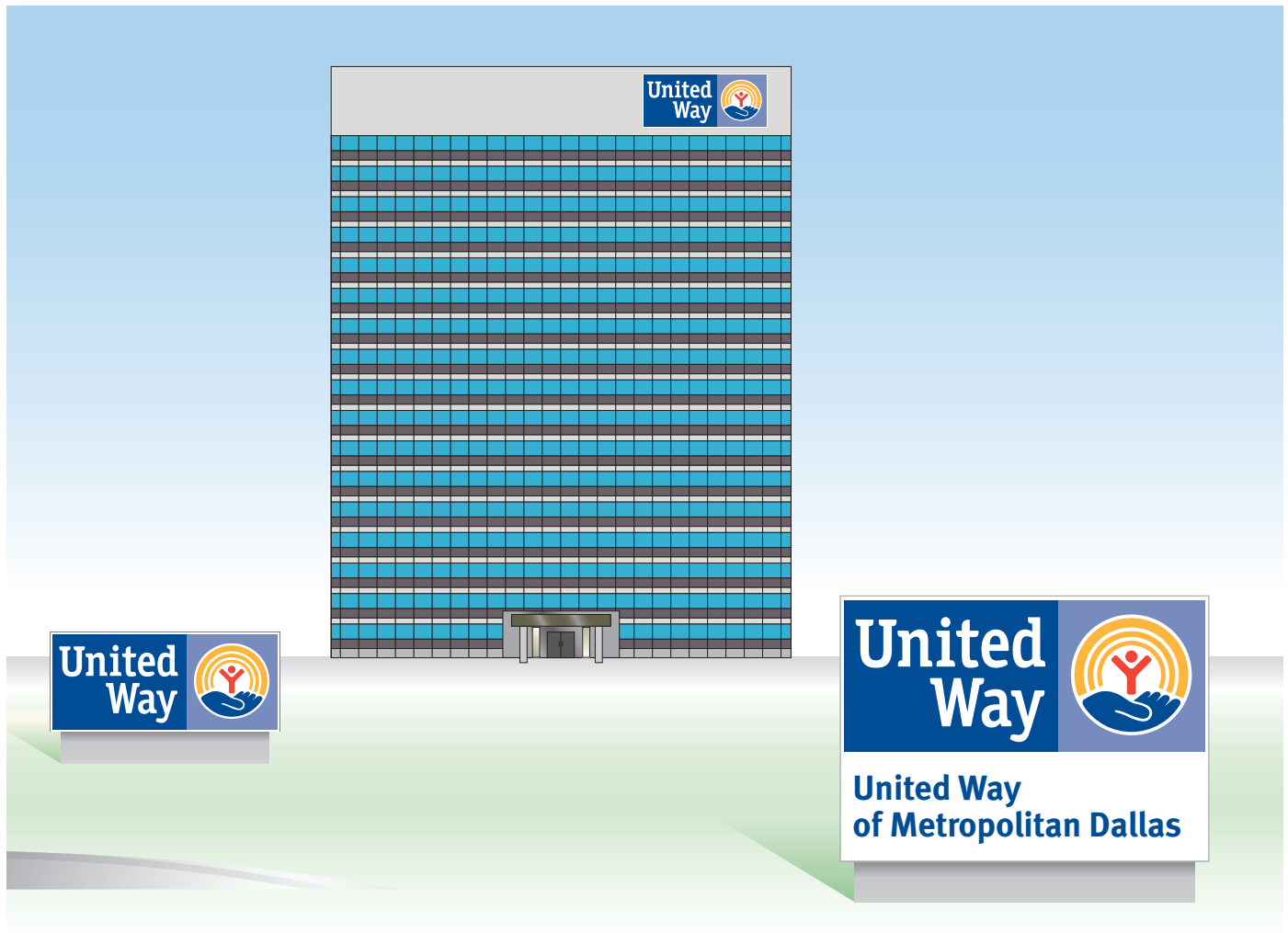
INTERIOR SIGNAGE

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.

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 the our intent and aligned with our audience's needs.

• It extends and transfers the United Way brand strengths to build value throughout the whole organization.

• It promotes simplicity and consistency in our communications.

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
LIVE UNITED United Way **United Way of Anytown**	WITH	N/A
Level 1: United Way masterbrand only		
United Way *Affinity Group*	WITH	**LIVE UNITED** United Way **United Way of Anytown**
Level 2A: United Way affinity group identities (see page 40)		
United Way *Product or event*	WITH	**LIVE UNITED** United Way **United Way of Anytown**
Level 2B: United Way product and event identities (see page 42)		
Partner/Program logo	WITH	A **United Way** Community Partner **OR** **LIVE UNITED** United Way **Community Partner**
Level 3: Partner dominant with United Way endorsement (see page 44)		
United Way • AIRS **2-1-1** Get Connected. Get Answers. **United Way** SUCCESS BY 6	WITH	**LIVE UNITED** United Way **United Way of Anytown** (optional)
Level 4: Legacy brands and collective initiative identities (see page 46)		
NFL **LIVE UNITED** United Way UPS **LIVE UNITED** United Way A **United Way** Global Corporate Leader American Red Cross **LIVE UNITED** United Way **United Way of Anytown**		N/A
Level 5: National/local partnerships and co-sponsorships (see page 47)		

United Way *Affinity Group*

(descriptive nomenclature)

WITH **LIVE UNITED**

United Way of Anytown

OR

United Way of Anytown *Affinity Group*

(descriptive nomenclature)

WITH **LIVE UNITED**

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 standalone 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 brandmark placed on the right. Level 2A programs may appear in United Way blue, black or white. See the United Way brandmark color palette on page 10.

EXAMPLE of Identity Specifications

First upper and then lower case

United Way of Anytown *Tocqueville Society*

Meta Bold   Meta Book Italic

Tocqueville Society artwork

United Way affinity group identity examples with associated artwork

United Way
United Way of Anytown

United Way *Tocqueville Society*
Leadership Dinner

THE UNITED WAY WORLDWIDE LEADERSHIP COUNCIL

INVITES YOU TO THE

TOCQUEVILLE LEADERS GATHERING

APRIL 11–13, 2013

WASHINGTON, D.C.

United Way *Tocqueville Society*

Repurposed associated artwork

United Way *Women's Leadership Council*

MOBILIZING THE POWER
OF WOMEN TO ADVANCE
THE COMMON GOOD

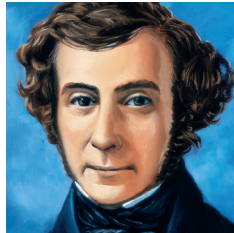GIVE. ADVOCATE. VOLUNTEER.
UnitedWay.org/wlc

LIVE UNITED
United Way

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.
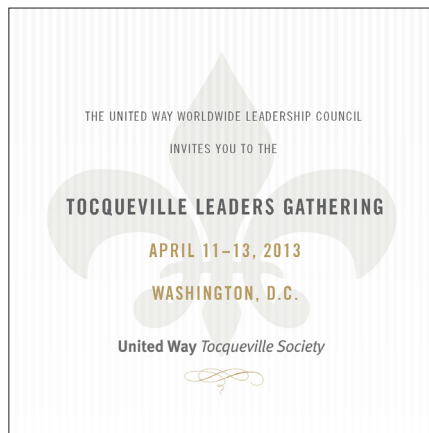
Artwork for Tocqueville societies is available from United Way Worldwide. Visit the Brand Management site on United Way Online for more information and artwork for download.

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.

Other United Way affinity groups include:

- **Global/National/Local Corporate Leadership**
- **National Professional Council**
- **Million Dollar Roundtable**
- **Legacy Giving Circle**
- **Women's Leadership Council**

United Way
Product or Event

WITH **LIVE UNITED**

United Way of Anytown

OR

United Way of Anytown
Product or Event

WITH **LIVE UNITED**

EXAMPLE of Identity Specifications

Meta Bold

1U
1/2U **United Way of Anytown**
1-1/3U *Day of Action*

Meta Book Italic   First upper and then lower case

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 brandmark 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 of Anytown
Day of Action

GIVE. ADVOCATE. VOLUNTEER.
UnitedWay.org/dayofaction

LIVE UNITED
United Way

United Way
Worldwide Leadership Forum

MAY 8–10, 2013
FRANKFURT, GERMANY

LIVE UNITED
United Way

Other United Way products and events include:
• **Community Leaders Conference**
• **Minority Roundtable**

BRAND ARCHITECTURE

Program dominant with United Way endorsement visualization

PARTNER/PROGRAM LOGO

WITH

A **United Way** Community Partner   **OR**

LIVE UNITED
United Way

Community Partner

Program dominant with United Way endorsement specifications

First upper and then lower case

A **United Way** Community Partner

└─ Meta Book   └─ Meta Bold   └─ Meta Book

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.

LIVE UNITED
United Way
1U
Community Partner
1U
1/2 U
white box

Program dominant with local United Way endorsement visualization

LIVE UNITED

United Way

**United Way of Anytown
Community Partner**

1U

1U
1/2 U — **United Way of Anytown**
1/4 U — **Community Partner**
1/2 U

— white box

Program dominant with local United Way endorsement specifications

A **United Way of Anytown** Community Partner

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.

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.

Note:
Please refer to the appropriate logo usage guidelines to obtain specific usage guidelines for these and all legacy brands.
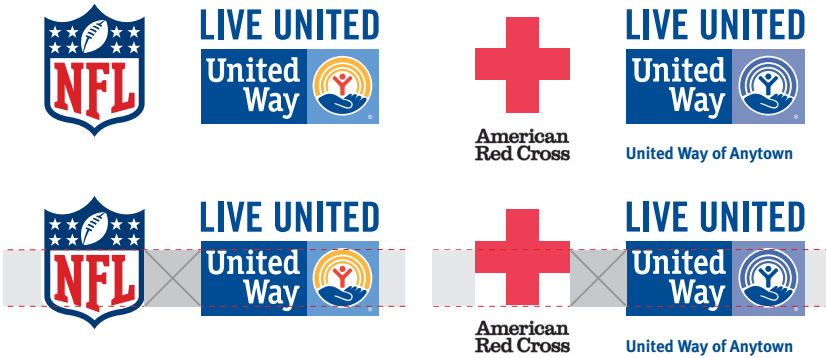
Legacy brand examples

United Way • AIRS
2-1-1
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National/local partnership examples and specifications

**Global Corporate Leadership
tagline examples and specifications**

Co-sponsorship horizontal examples and specifications

LEVEL 5: GLOBAL/ NATIONAL/LOCAL PARTNERSHIPS AND CO-SPONSORSHIPS

The logos of partners and co-sponsors should always be center-aligned, spaced equally and optically at the same size. Use the diagrams here to guide their placement. The United Way brandmark should always appear last and farthest to the right or bottom.

Note:
These examples and specifications apply when 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.

**Co-sponsorship vertical examples
and specifications**

TOOLS AND RESOURCES

Find more tools and resources on the United Way Brand Management Website at **online.UnitedWay.org/brand**.

UNITED WAY VISION

United Way envisions a world where all individuals and families achieve their human potential through education, financial stability and healthy lives.

Imagine a world that fosters hope and opportunity for everyone. A world where...

- All children receive a **quality education** that offers a pathway to a brighter tomorrow.

- The cycle of poverty and financial dependence ends, and **productive livelihoods** begin for even the most disadvantaged.

- Everyone receives **effective health care** that improves quality of life.

- Communities not only set significant and measurable goals to **advance these fundamental elements of human development**, but achieve them.

UNITED WAY MISSION

To improve lives by mobilizing the caring power of communities around the world to advance the common good.

To do this we will...

- Ignite a **worldwide social movement**, and thereby mobilize millions to action — to give, advocate and volunteer to improve the conditions in which they live.

- Galvanize and connect all sectors of society — individuals, businesses, nonprofit organizations and governments — to create **long-term social change** that produces healthy, well-educated and financially-stable individuals and families.

- Raise, invest and leverage billions of **funds annually in philanthropic contributions** to create and support innovative programs and approaches to generate sustained impact in local communities.

- Hold ourselves accountable to this cause through our steadfast commitment to continually measure — in real terms — **improvement in education, income and health**.

For more information contact:

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United Way