FULL COLOR

The full-color version of the United Way brandmark is the primary brandmark of the identity system. It is required that this version be used in branded applications whenever possible.

Pantone spot color is the preferred usage, but CMYK and RGB reproduction files of the full-color brandmark are available for specific application requirements. See page 34 for CMYK and RGB builds of pantone colors for print and web.

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

The United Way color palette is comprised of colors used in the United Way brandmark. In addition, black, orange, grey 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.
Three standardized typefaces have been chosen for the United Way brand identity. They are to be used in all printed and online communications. Each of the fonts was selected for its visual compatibility with the United Way brandmark and for its ability to convey a personality that is consistent with our brand. Only use the weights and styles shown on this page. In special circumstances, the rest of the Roboto family may be used for extended weight options.

To download the fonts visit:
theleagueofmoveabletype.com/league-gothic
fonts.google.com/specimen/Roboto
fonts.google.com/specimen/Roboto+Condensed

Note:
Trade Gothic and Meta have been discontinued and should no longer be used moving forward.

**LEAGUE GOTHIC REGULAR**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,:' " / !?)

**ROBOTO CONDENSED BOLD**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,:' " / !?)

**Roboto Regular**

ttf

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,:' " / !?)

**Roboto Bold**

ttf

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,:' " / !?)

**Arial Regular**

ttf

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,:' " / !?)

**Arial Bold**

ttf

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,:' " / !?)