

BRAND STANDARDS & GUIDELINES

LIVE UNITED[®]

LOGO USAGE

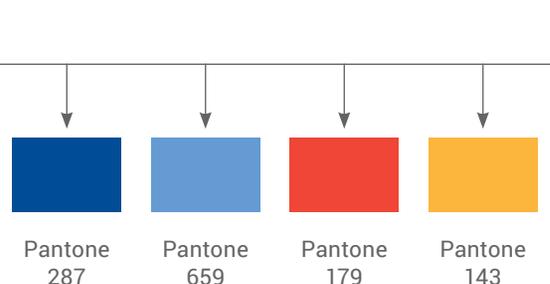
FULL COLOR

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.

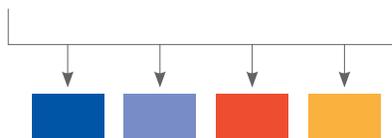
Pantone spot color is the preferred usage, but CMYK and RGB reproduction files of the full-color brandmark are available for specific application requirements. See page 34 for CMYK and RGB builds of pantone colors for print and web.

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.

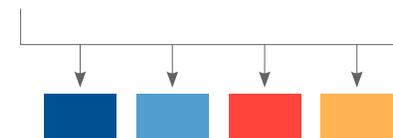
Preferred Spot Color version



CMYK Version



RGB Version



COLOR PALETTE

PRIMARY COLOR PALETTE

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.

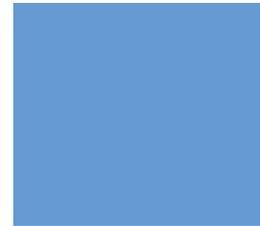
The United Way color palette is comprised of colors used in the United Way brandmark. In addition, black, orange, grey and white are included for added flexibility and one-color scenarios. On this page you will find specifications for reproducing the United Way colors in a variety of ways.

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.



Pantone 287
C:100 M:74 Y:0 K:0
R:0 G:81 B:145
HEX: #005191



Pantone 659
or 287C at 52%
C:55 M:40 Y:0 K:0
R:83 G:158 B:208
HEX: #539ED0



Pantone 179
C:0 M:85 Y:89 K:0
R:255 G:68 B:59
HEX: #FF443B



Pantone 143
C:0 M:34 Y:86 K:0
R:255 G:179 B:81
HEX: #FFB351



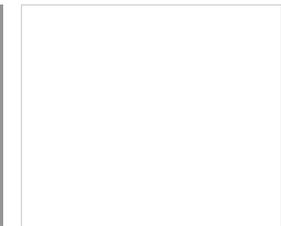
Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
HEX: #000000



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



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



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

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. 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.

SUBSTITUTE FONT

Arial is an acceptable substitute for Roboto only when Roboto is unavailable. Arial can also be used in correspondence, in word-processed documents, for text in publications, for PowerPoint presentations and for narrative text on websites.

LEAGUE GOTHIC REGULAR

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$%&(.,' " / !?)

ROBOTO CONDENSED BOLD

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$%&(.,' " / !?)

Roboto Regular

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$%&(.,' " / !?)

Roboto Bold

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$%&(.,' " / !?)

Arial Regular

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$%&(.,' " / !?)

Arial Bold

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$%&(.,' " / !?)