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.
BRANDMARK USAGE

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.
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.

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 USAGE

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.

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.
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

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.
**EXTENDED COLOR PALETTE**

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

**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.

**BODY COPY**

Meta Book LF Roman
*Meta Book LF Italic*

Meta Bold LF
*Meta Bold LF Italic*

**HEADLINES**

Trade Gothic Condensed Eighteen
*Trade Gothic Condensed Eighteen Oblique*

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

**SUBSTITUTE FONT**

Arial Regular
Arial Italic

Arial Bold
Arial Bold Italic

**TYPOGRAPHY**

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: 1234567890.

**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 Regular
Arial Italic

Arial Bold
Arial Bold Italic

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.