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 voice, brandmark, typography, color palette and other visual elements, specific directions are included to help you manage communication materials. By accurately and consistently implementing this brand identity system, you protect the equity of the United Way brand and make the brand positioning stronger.
BRAND FRAMEWORK OVERVIEW

VISION
Long term statement that describes what the organization is trying to accomplish and where it wants to be in the future.

Our vision is supportive communities where people live healthy and productive lives.

MISSION
Foundational statement describing how the organization will achieve its vision by making its core objective clear.

Our mission is to bring people and resources together to measurably improve lives and strengthen our communities.

BRAND PROMISE
What drives our unique promise and proposition in the marketplace, and frames how we communicate and innovate.

We win by living United. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources. And by inspiring individuals to join the fight against their community’s most daunting social crises.

BRAND POSITIONING
The articulation of how our brand drives value, which should be actively communicated to the target audience.

United Way fights for the health, education, and financial stability of every person in every community.

BRAND IDEA
The singular motivating idea that drives action in the marketplace.

In order to live better, we must LIVE UNITED.
A brand is brought to life not just through images, but also words. As with imagery and design, it’s important to maintain consistency in brand language, tone and voice. The following guidelines and examples provide an overview of the correct way to write and speak as the voice of United Way.
As a reflection of the work United Way does, the tone of brand communications must be one of strength.

It’s our charge to be both uplifting and empowering. To be motivating and inspiring. It is not enough for our communications to make people think. Our messages must incite them to act. And our brand tone plays a key role in encouraging this action.

Our voice should be thoughtful and matter-of-fact. It has to be challenging, because we don’t back down. It must maintain confidence and elicit trust. We avoid clichés and passive language. We don’t muddy the message with complexities. Our statements are straightforward and our questions inspire thoughtfulness.

Our mission is powerful, so our interactions must be purposeful. We should always ask ourselves:

Is this message honest? Is it clear? Does it inspire emotion and action?
THIS IS WHAT WE SOUND LIKE.

Sometimes it’s helpful to think of a brand as a person. How do they talk? How do they make people feel? Are they outgoing, or more reserved? Are they entertaining, or especially thought-provoking?

By understanding United Way’s personification, we can remain true to our voice in communications. This consistency will enable audiences throughout the world to recognize and connect with our brand.

UNITED WAY IS

…the hand raiser and the soldier. We’re friend to the underdog and foe to the oppressor. We’re the steadfast leader you can count on to rally the troops and to choose battles wisely. We don’t wait for problems to land in our laps. Instead, we dig for the challenges that need us most.

Honest | Optimistic | Purposeful | Credible | Encouraging
Empathetic | Inclusive | Human

UNITED WAY IS NOT

…only a fundraiser. We don’t wait passively for a problem to address. And we aren’t afraid to take on the toughest challenges. We won’t approach you with vague requests and undefined causes, and we won’t give up when the going gets tough.

Fabricated | Ungrateful | Vague | Passive | Exclusive
Disrespectful | Stuffy | Careless
CAPITALIZATION

- Headlines should be entirely capitalized.
- Subheads, if desired, should live in the first sentence of body copy and be bolded.

PUNCTUATION

- Punctuation should be included in all headlines.
- Punctuation should always be included at the end of complete sentences and fragment sentences. Punctuation should not be included at the end of phrases where it is not necessary.
- To shy away from being disingenuous, we avoid exclamation points, only using them very sparingly and never in headlines.

GRAMMAR

For grammar rules outside of those previously addressed for capitalization and punctuation, please refer to the Associated Press Stylebook.

BREVITY

Long messages tend to be less effective. Always try to be concise.

UNITED

As a tribute to the brand, the word “United” should be capitalized when used in any written context.

Examples:

The group United to bring new opportunities to the community.

The volunteers were United in their dedication to the cause.

We win by living United.
OUR BRANDMARK

LIVE UNITED®
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.

**Note:**
LIVE UNITED is no longer required as part of the United Way brandmark lockup.
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 33 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.
CONTROL BOX

The control box is the white border that surrounds the logo. It is used to create separation when the logo is placed on colored backgrounds without the need for alternate logo color options.
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 33 for complete specifications.

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

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.
CLEAR SPACE

Clear space frames the logo and separates it from other elements including text and the edge of printed materials. The logo must be surrounded with at least the required minimum of clear space which is determined by 1/2 the height of the symbol square.

MINIMUM SIZE

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.
The consistent and correct application of the 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 25.

**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.
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.

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

<table>
<thead>
<tr>
<th>Company</th>
<th>Color</th>
<th>Version</th>
<th>Format suffix</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Way</td>
<td>cmyk</td>
<td>special</td>
<td>eps</td>
</tr>
<tr>
<td></td>
<td>4-color process</td>
<td>special-usage</td>
<td>Hi-resolution vector artwork created in Adobe Illustrator</td>
</tr>
<tr>
<td></td>
<td>spot</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 4-color spot</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• 1-color spot</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>spot-3</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3-color spot</td>
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<tr>
<td></td>
<td>rgb</td>
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</tr>
<tr>
<td></td>
<td>on-screen applications</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>blue</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pantone 287 blue</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>black</td>
<td></td>
<td></td>
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<td>black</td>
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<tr>
<td></td>
<td>white</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Social engagement happens primarily on mobile devices, so it is crucial that United Way’s brand is easily identifiable on small screens. To enable brand identification at a smaller size, the United Way symbol is used.

The square mark should be used for profiles that display the picture as a square such as Facebook and Twitter.

Correct:

- United Way
- United Way of Anytown

Incorrect:

- Incorrect
- Incorrect

The circle mark should be used for profiles that display the picture as a circle such as Instagram and Pinterest.

Correct:

- United Way
- United Way of Anytown

Incorrect:

- Incorrect
- Incorrect
SUPPORTING ELEMENTS
LIVE UNITED®
“LIVE UNITED” is not just a tagline but also a rally cry. It should be used as the closing to headlines and key statements both as a messaging component and a visual piece.

In “UNITED WE FIGHT” communications, the orange version of the tagline lock up should be included.

In “UNITED WE WIN” communications, the yellow version should be used.

FULL COLOR

The full-color version of the LIVE UNITED tagline 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 33 for CMYK and RGB builds of pantone colors for print and web.

ONE-COLOR

When reproduction constraints prevent the use of the primary full-color LIVE UNITED tagline, use one of the alternative one-color versions.
The LIVE UNITED tagline should never appear on its own. It must always be accompanied by the United Way logo.

The LIVE UNITED tagline should never be placed within 2 vertical, 2 horizontal or 1 diagonal unit of the logo.
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.
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**
  - 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

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

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

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

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

- **Pantone 152**
  - C:0 M:60 Y:100 K:0
  - R:245 G:120 B:20
  - HEX: #f57814
The extended color palette must be used only in conjunction with the main color palette. It should never be used alone.

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
50%
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
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.

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

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&('" / ?)

Roboto Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&('" / ?)

ROBOT CONDENSED BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&('" / ?)

Roboto Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&('" / ?)

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&('" / ?)

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&('" / ?)
These fonts are to be utilized for all correspondence, presentations, collateral and marketing materials.

**HEADLINES**

League Gothic typeface is the headline font. It should be used sparingly in marketing communications to draw attention to important text. When legibility is an issue, use the block behind the text.

**HEADINGS**

Roboto Condensed Bold is the heading font. It should be used in multipage documents and websites to denote a new section.

**SUB HEADLINES**

Roboto bold is the subhead font. It should be used under headlines or headers when necessary. Sub headlines may also be used as the first sentence of a paragraph in marketing communications.

**BODY COPY**

Roboto Regular is the paragraph font. It should be used for supportive messaging.
United Way graphic elements should maintain a consistent look and feel and only use United Way brand colors. When creating icons, a circle shape is preferred. Please follow the directions below on how to accomplish the preferred look.
Referencing these application examples when creating new communication pieces will ensure brand consistency and encourage brand recognition.
PRINT AD OVERVIEW

PRINT AD GUIDELINES

1. The headline should be white text on a colored background. The messaging should be uplifting and celebratory, focusing on the solution and accomplishments.

2. The LIVE UNITED logo must follow the headline and be white text on a contrasting color background.

3. Additional details should live within the body copy. If a subhead is desired, it should live as the first sentence of the body copy and be bolded.

4. “Give. Advocate. Volunteer.” call to action should be included on all print pieces.

5. The United Way of Central New Mexico logo resides in the lower right corner as a signature.
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.

Headlines should be between 50–75% the height of the United Way logo and at least 1.5X larger than the Live United Copy. The blocks around the type should be 1/4 square margin.

The LIVE UNITED logo should be used and always attached directly under the headline.

The headline and live united can slide up and down the image area but must remain on the left edge and cannot come within 1 square margin of the body copy.

The GIVE. ADVOCATE. VOLUNTEER. call to action should be placed as the last line of copy in the body copy section.
1. The headline color and treatment should follow the same guidelines as those laid out for print.

2. The LIVE UNITED tagline must follow the headline and follow the same guidelines as those laid out for print.

3. The call to action should provide clear direction and expectations for the user’s next step. Examples include: Hear his story; Give. Advocate. Volunteer; Join us; See what’s next.

4. The United Way logo resides in the lower right corner as a signature. In instances where height is an issue, then the logo should be placed on the top left.
Billboards must follow the featured use of color and design formats. The United Way logo must appear in white space to the left of the board, with the “GIVE. ADVOCATE. VOLUNTEER.” call to action below.
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 is 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 aesthetically desirable, so the brandmark may be centered.

The brand color palette and the font League Gothic should be used.
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.
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.

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.
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.

Overview

The levels shown here define the correct visual representation of the brandmark for United Way entities, offerings, products, events and other branding opportunities.

<table>
<thead>
<tr>
<th>PROGRAM OR BRAND</th>
<th>UNITED WAY BRANDMARK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1: United Way masterbrand only</td>
<td>with N/A</td>
</tr>
<tr>
<td><strong>United Way</strong></td>
<td></td>
</tr>
<tr>
<td><strong>United Way of Anytown</strong></td>
<td></td>
</tr>
<tr>
<td>Level 2A: United Way affinity group identities (see page 55)</td>
<td>with</td>
</tr>
<tr>
<td><strong>United Way Affinity Group</strong></td>
<td></td>
</tr>
<tr>
<td><strong>United Way of Anytown</strong></td>
<td></td>
</tr>
<tr>
<td>Level 2B: United Way product and event identities (see page 57)</td>
<td>with</td>
</tr>
<tr>
<td><strong>United Way Product or Event</strong></td>
<td></td>
</tr>
<tr>
<td><strong>United Way of Anytown</strong></td>
<td></td>
</tr>
<tr>
<td>Level 3: Partner dominant with United Way endorsement (see page 58)</td>
<td>with</td>
</tr>
<tr>
<td><strong>PARTNER/PROGRAM LOGO</strong></td>
<td></td>
</tr>
<tr>
<td><strong>United Way of Anytown</strong></td>
<td></td>
</tr>
<tr>
<td>Level 4: Legacy brands and collective initiative identities (see page 60)</td>
<td>with</td>
</tr>
<tr>
<td><strong>211</strong></td>
<td></td>
</tr>
<tr>
<td><strong>my free taxes</strong></td>
<td></td>
</tr>
<tr>
<td><strong>United Way of Anytown</strong></td>
<td>(optional)</td>
</tr>
<tr>
<td>Level 5: Global/National/Local partnerships and co-sponsorships (see page 61)</td>
<td>with</td>
</tr>
<tr>
<td><strong>NFL</strong></td>
<td></td>
</tr>
<tr>
<td><strong>United Way</strong></td>
<td></td>
</tr>
<tr>
<td><strong>UPS</strong></td>
<td></td>
</tr>
<tr>
<td><strong>United Way</strong></td>
<td></td>
</tr>
<tr>
<td><strong>United Way of Anytown</strong></td>
<td></td>
</tr>
<tr>
<td>A United Way Global Corporate Leader</td>
<td></td>
</tr>
</tbody>
</table>
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 33.

Example of Identity Specifications

United Way Affinity Group

or

United Way of Anytown Affinity Group

Descriptive Nomenclature
First upper and then lower case

Roboto Bold

Roboto Italic
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

Tocqueville Society artwork

United Way affinity group identity examples with associated artwork
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.