

The New United Way Brandmark

The most fundamental visual element of a brand identity is its brandmark. The new United Way brandmark signals a change for a new approach to the future while preserving the heritage of our past.

The original components of our traditional brandmark—the rainbow of hope, the hand of support and the person as a symbol of humanity—have been maintained because they

are still effective in communicating important United Way brand characteristics—caring, inspiring, trustworthy and approachable.

The changes to these key elements are intended to express new brand characteristics—innovative, dynamic and results oriented—characteristics that we need to help us achieve our community impact mission.

Full-color brandmark



H: Logos/United Way brandmarks/United Way full-color.jpg

The full-color version of the United Way brandmark is the primary brandmark of the identify system. Use this version in branding applications whenever possible.

Blue brandmark



H: Logos/United Way brandmarks/United Way blue.jpg

The blue brandmark is to be used when United Way blue (Pantone 287) is the only available color selection.

Black brandmark



H: Logos/United Way brandmarks/United Way black.jpg

The black brandmark is to be used when United Way blue (Pantone 287) is the only available color selection.

Special Usage Brandmarks



United Way blue FSU ONLY.jpg



United Way black FSU ONLY.jpg

The special usage United Way brandmarks are used when printing on colored surfaces, or screening of inks is not possible. This may occur when reproduction on plastic, glass, metal, fabric or other materials. For printed materials, these brandmarks may only be used when the method of reproduction is faxing and photocopying, or the surface of the paper is a color other than white.

Color palette



UW Blue
Pantone 287



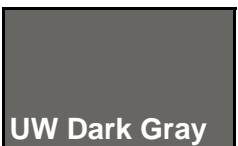
UW Light Blue
Pantone 659



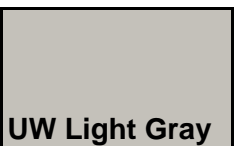
UW Red
Pantone 179



UW Gold
Pantone 143



UW Dark Gray
Pantone Cool gray 11



UW Light Gray
Pantone Cool Gray 4

Minimum Size

To ensure the integrity of the United Way brandmark, not reduce its width to less than .75 inches for print or special usage, and 90 pixels or 1.25 inches for screen applications.

Placement

The brandmark is to be placed at a distance of half of the symbol square from the right edge of the application.

