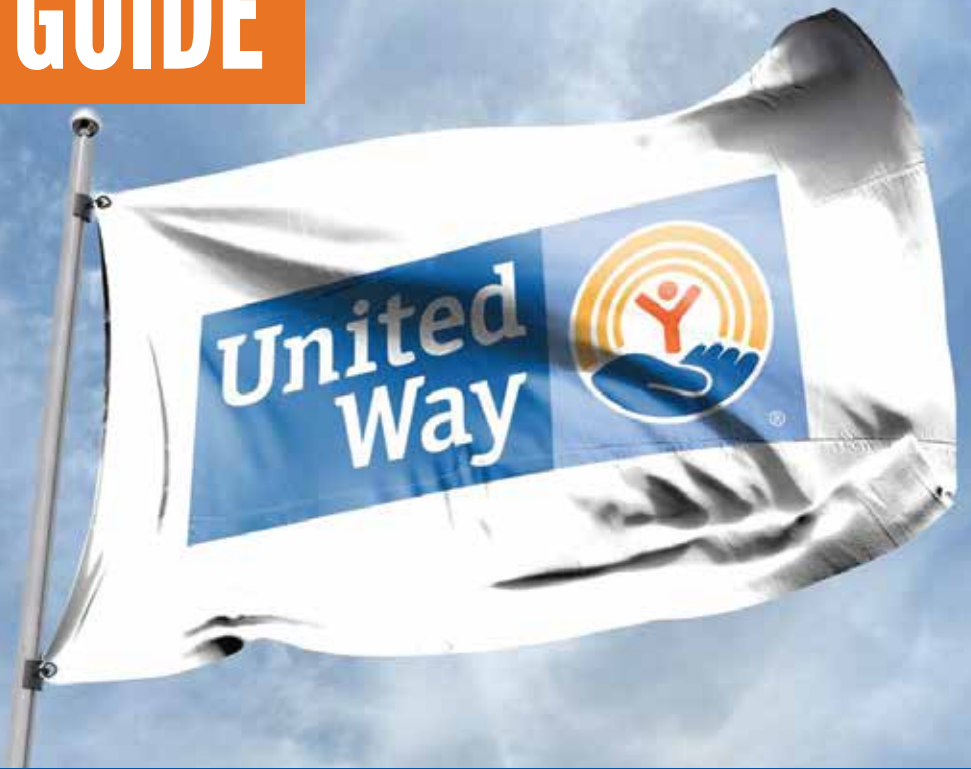


UWMC

BRANDING GUIDE



uwmarion.org



Quick Glance

| | |
|---------------|---|
| Official Name | United Way of Marion County |
| Acronym | UWMC |
| Website | uwmarion.org |
| Hashtag | #liveunited #uwmc |



uwmarion



@uwmarion



uwmarion



uwmarion



uwmarion

Branding Questions?

For questions about use of the United Way brandmarks and these guidelines, contact:

Brett White
Executive Director
brett@uwmarion.org
(304) 366-4550

United Way Logo Variations

The most fundamental visual element of our brand identity is our brandmark (or logo). As one of our most important assets, the logo must always appear as shown on this page in one of these color variations. No other color variations may be used.

1) Full-color



2) One-color black brandmark



LIVE UNITED

The LIVE UNITED tagline should no longer be attached to the brandmark.

When used, it should include the copyright symbol and be used in one of the four color combinations to the right. The collateral piece should include the United Way brandmark somewhere on the design.

LIVE UNITED®



Color Palette



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

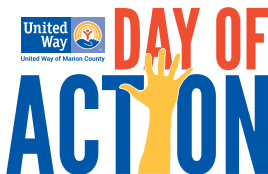
Approved Fonts and Identity Types

League Gothic

Roboto
Roboto Bold

Arial Regular
Arial Bold

Additional Logos



United Way Logo Usage

The consistent and correct application of the United Way brandmark is essential. Always follow these instructions when placing our logo on any materials.

- The correct color and style brandmark should always be chosen in accordance to the guidelines and the materials used.
- Never add other graphic elements to its presentation.
- Never attempt to redraw or rescale the elements of the brandmark or use them separately.
- Never extract any of the graphic elements contained in the brandmark.
- Unless printed on white paper, the brandmark requires a white box behind the logo elements. It is part of the logo and should not be removed.
- If space does not allow, the national brandmark can be used without the Marion County tag, but only in special circumstances.

Unacceptable Uses

The examples below illustrate some of the unacceptable uses of the United Way brandmarks.



Never alter the colors in the brandmark



Never tilt the brandmark



Never distort the shape of the brandmark



Never add elements inside the brandmark



Never rearrange the elements of the brandmark



Never alter the shape of the brandmark in any way



Never change the font or color of the local identifier (page 25)



Never substitute type in the brandmark



Never put other words or phrases inside the brandmark



Never extract any of the graphic elements or words "United Way" contained in the brandmark to use separately



Co-Branding with Partners

The partnership between the United Way of Marion County and its partners can have powerful marketing and fundraising benefits for all of us. United Way was recognized by Forbes.com as the 26th most valued brand in the world! It was the only nonprofit included on the list.

By actively co-branding with United Way, your visible support, and the visible support of your board and staff members, will heighten the community's awareness and positive perception of United Way of Marion County, and increase the power and reach of our mutually beneficial network.

One of the requirements of being a funded partner of United Way MC is that your organization displays the "United Way of Marion County Funded Partner" logo.

Required Co-Branding

- On your organization's website. At minimum the logo should appear on your homepage. The logo must be linked to United Way MC's homepage: <http://www.uwmarion.org>.
- At the entrance to all facilities where funded programs take place. United Way MC will provide window clings for each of your locations at no cost to you. All signage should be hung at eye level in plain sight of visitors to your location(s).
- On your organization's brochures, annual reports, printed newsletters and promotional materials. Logo should be placed on either the front or back cover.
- On e-newsletters, both email and web based.
- Include "United Way of Marion County Funded Partner" message on agency boilerplate for press releases.



**Organizations that receive funding from more than one United Way are permitted to use the United Way logo without the Marion County tagline.

Versions of the logo are available online at <http://www.uwmarion.org/partner-resources>

These guidelines replace all prior agreements and policies. If you are currently using outdated United Way logos, please make arrangements to have those updated as soon as possible.