

UNITED WAY OF CENTRAL OHIO
**BRAND IDENTITY
GUIDELINES**

REV. Sept. 2017



United Way
of Central Ohio

LOGOS AND FONT USAGE

United Way of Central Ohio's brand identity is the tangible expression of all that we stand for. These guidelines ensure the correct and consistent use of our brand identity, including the logo, color palette, other visual elements and messaging. These specific directions will help you manage your visual communications materials and help protect the equity of the United Way of Central Ohio brand.

LOGO USAGE

Full-color logos



United Way
of Central Ohio



One-color black logos



United Way
of Central Ohio



Please...

- keep the white box around the logo when placed on a colored background.
- consult with United Way of Central Ohio Marketing staff for assistance.

Please don't...

- stretch or distort the logo.
- make the logo smaller than $\frac{3}{4}$ inch wide.
- change the color of the logo.
- use the one-color black logo on web sites, in e-mails, or on documents which will be printed in color.
- place anything on top of the logo, or screen the logo for use as a background.
- change the location of the text portion of the logo.
- separate any element of the logo (hand, person, rainbow).

FONTS

Roboto is the standard typeface chosen for the United Way brand identity. This font should be used in all printed and online communications. Roboto 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.

Arial is an acceptable substitute when Roboto may not be available and is recommended for documents which will be shared in an electronic format other than PDF. Arial can be used in email correspondence, in word-processed documents and for PowerPoint presentations.

Roboto Bold
Roboto Regular

Arial Bold
Arial Regular

TEMPLATES AND COLOR PALETTE

ELECTRONIC TEMPLATES AND LOGOS

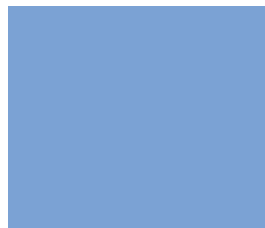
To assist in the creation of branded documents, templates and logos in various formats are available. United Way staff can find these on the “P drive” in the “Branding” folder. Agency and program staff can find them on our website under the “downloads” tab at the bottom of the page, or by contacting Kristen Miller at 614.227.2753 or kristen.miller@uwcentralohio.org.

COLOR PALETTE

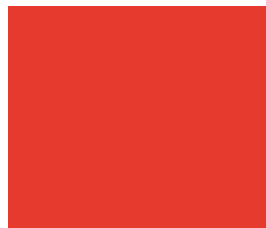
The United Way color palette is comprised of colors used in the United Way logo. In addition, black, orange, grey and white are included for added flexibility and one-color scenarios. Below you will find specifications for reproducing the United Way colors in a variety of ways.



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



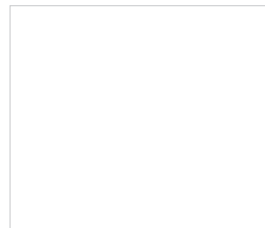
Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
HEX: #000000



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



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