



PARTNER BRAND STANDARDS & GUIDELINES

v3.0 | September 2024



Brand Strategy Summary 3

Core Messaging 4

Primary Logo..... 5

Logo Arrangement & Placement..... 6

Partner Logo Lockups & Strategic Relationships 7

Color Palette 8

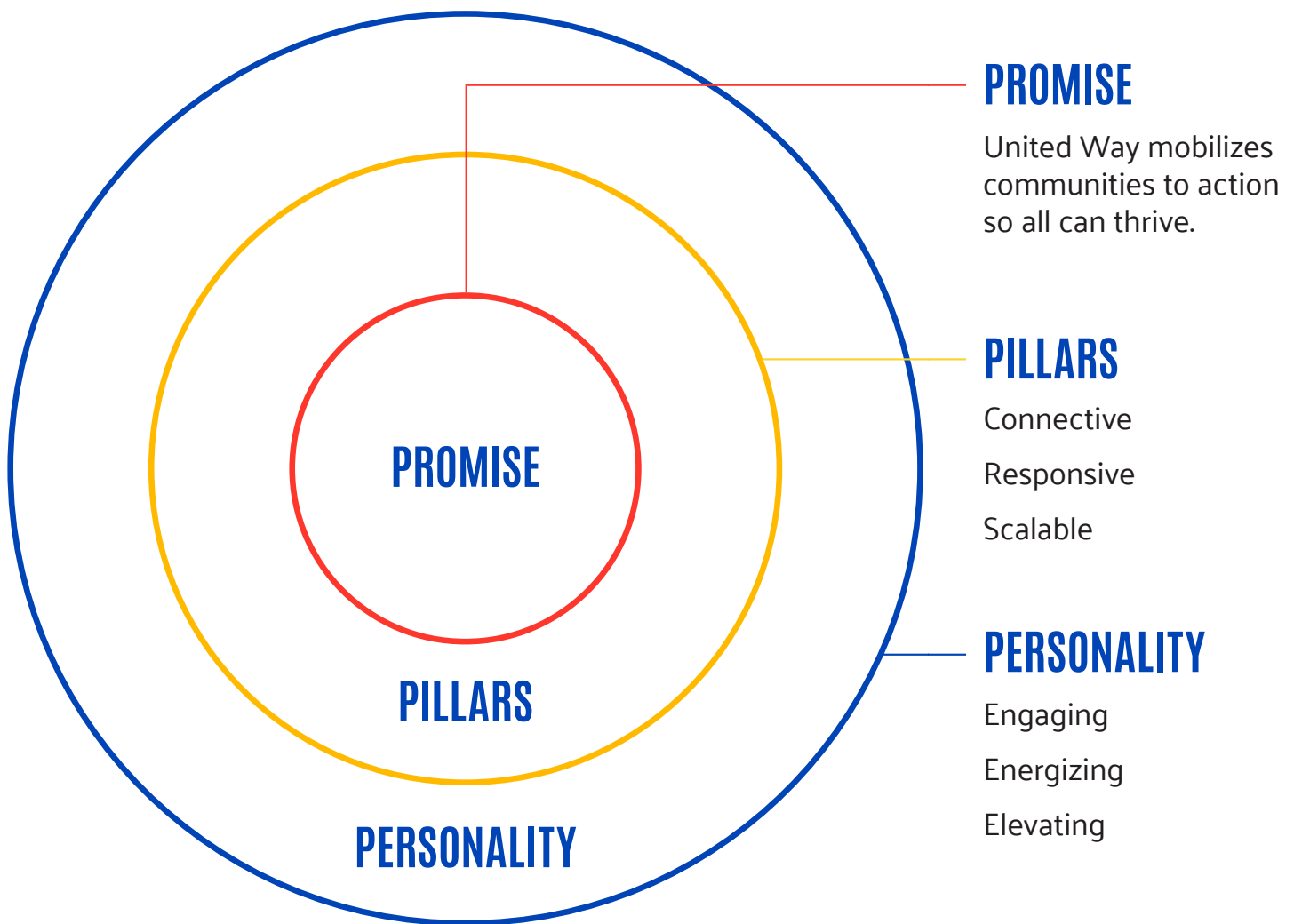
Typography 9

Photography & Imagery 10

Official Social Media Accounts..... 11

BRAND STRATEGY SUMMARY

Our brand strategy clarifies what we are about, how we benefit communities and why audiences should engage with us. It guides the way we think, act and communicate. To responsibly manage our brand, we must present ourselves as having a shared promise, pillars and personality



CORE MESSAGING

Social Media One-Liner

From strengthening local resilience to advancing health, youth opportunity, and financial security, United Way is mobilizing communities to action so all can thrive.

Boilerplate

United Way mobilizes communities to action so all can thrive.

True to our founding spirit, whenever there is a need in our communities, United Way is there. We bring a comprehensive approach to every challenge, actively listening and responding to local needs. Our reach across tens of thousands of communities means we can share innovations and scale impact to improve lives around the world.

From strengthening local resilience to advancing health, youth opportunity, and financial security, we’re working towards a future where every person in every community can reach their full potential.

To learn more, visit www.unitedway.org.

Elevator Speech

United Way is a global nonprofit that mobilizes communities to action so all can thrive.	If you have a minute
With deep local roots around the world, we see how our communities’ greatest challenges are connected – and how we can bring people and resources together to address them.	
That’s why we’re here, in our communities, always listening and ready to respond. Working together with our neighbors, we’re strengthening local resilience and advancing health, youth opportunity, and financial security for all. With more than a thousand United Ways around the world, we share ideas and innovations to drive global impact.	A little longer
Every day, our communities show that when people unite to take action, change is possible. Together, we’re creating a future where everyone, everywhere can reach their full potential.	Even more

PRIMARY LOGO

Our primary logo consists of the logo symbol, the Circle of Hope, and our logotype, which is our name set in customized type.

Our Logo Symbol

Our logo symbol, the Circle of Hope, which was created by famed graphic designer Saul Bass in 1972 and has evolved over time, consists of the rainbow of hope, the hand support and the person as a symbol of humanity. Together, they exemplify our personality, which is engaging, energizing and elevating. As originally intended, the logo symbol has been repositioned to show how we are leading the way, and re-rendered for greater utility and legibility. The logo symbol should always appear in its entirety and never be deconstructed.

Our Logotype

The logotype has been refreshed to demonstrate our bold commitment to communities today – and for generations to come.

Our Logo Structure

The logo symbol and logotype have been removed from the rectangular holding shape to better convey our open, inclusive and dynamic approach.

By repositioning and re-rendering the logo symbol, refreshing the logotype and removing the holding shape, the logo has been optimized for small spaces and digital media.



Logo symbol
(Circle of Hope)

Logotype

LOGO ARRANGEMENTS & PLACEMENT

Our horizontal logo is our preferred version. The vertical logo works best for vertical layouts to optimize space and legibility.

Horizontal logo



Vertical logo



Icon

The full logo should be used in all contexts, except for small spaces (e.g., favicon or social media icon). In these instances, the logo symbol may be used on its own. See page 15 for additional details.

Logo symbol (Circle of Hope)



Clear Space

Keep the logo clear of competing text, images and graphics by maintaining a minimum amount of clear space, equal to the height of "U" of the logo on all sides.



Minimum Size

Keep the logo legible by always using it in widths equal to or greater than 2.0" for print, and 200px for digital applications for the horizontal logo. For the vertical logo, always use a widths equal to or greater than 1.0" for print, and 100px for digital applications.



2.0" for print,
200px for digital



1.0" for print,
100px for digital



1.0" for print,
100px for digital

PARTNER LOGO LOCKUPS & STRATEGIC RELATIONSHIPS

Strategic relationships are defined as external organizations with whom the organization works to achieve shared strategic goals.

How to Reference in Text:

Describe the relationship as “A corporate partner/ community partner of United Way”



BOYS & GIRLS CLUBS
OF AMERICA

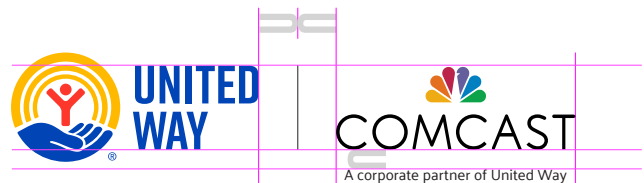
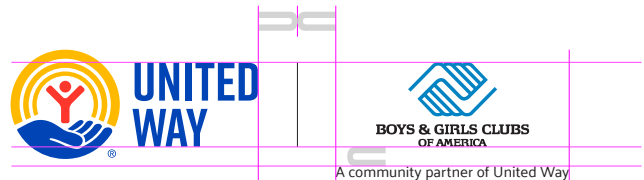
A community partner of United Way



A corporate partner of United Way

How to Visualize:

Lock up partners' logos with United Way; where possible, United Way logo leads. Keep height of the partner logo equal to the height of the United Way logotype.





COLOR PALETTE

Our color palette helps us express the story and personality of United Way. For this reason, it's important to be consistent and use only the colors that we've chosen as part of our brand. The primary colors (one, two or all three) should be applied across all communications, unless it is in black and white context.

Primary Colors

Our primary colors are derived from the logo symbol and are blue, red and yellow. Each has four shades to provide dimension and dynamism. The preferred shade, which is used in the logo, is the larger representation.

		
R:0 G:68 B:181 #0044B5 C:93 M:78 Y:0 K:0 Pantone 2728 C	R:253 G:55 B:44 #FD372C C:0 M:91 Y:88 K:0 Pantone Bright Red C	R:255 G:186 B:0 #FFBA00 C:0 M:30 Y:100 K:0 Pantone 7549 C
		
R:33 G:41 B:107 #21296B C:100 M:97 Y:28 K:16 Pantone 3581 C	R:209 G:38 B:38 #D12626 C:12 M:100 Y:100 K:0 Pantone 1795 C	R:244 G:121 B:37 #F47925 C:0 M:65 Y:98 K:0 Pantone 6018 C
		
R:80 G:130 B:240 #5082F0 C:69 M:49 Y:0 K:0 Pantone 2718 C	R:255 G:128 B:108 #FF806C C:0 M:63 Y:53 K:0 Pantone 170 C	R:250 G:212 B:47 #FAD42F C:3 M:14 Y:91 K:0 Pantone 115 C
		
R:167 G:210 B:255 #A7D2FF C:31 M:9 Y:0 K:0 Pantone 2717 C	R:255 G:215 B:208 #FFD7D0 C:0 M:18 Y:12 K:0 Pantone 698 C	R:255 G:234 B:208 #FFEAD0 C:0 M:8 Y:18 K:0 Pantone 7401 C

Color Accessibility

It's important that our communications are accessible to all. This page includes approved color combinations that meet accessibility standards. When choosing typography and background colors, always promote visibility and legibility by ensuring sufficient contrast.

These contrast ratios of text and background color combinations meet the level AA standards of the Web Content Accessibility Guidelines (WCAG) 2.1 guidelines. Use an online tool such as the Adobe Color Contrast Analyzer to check the contrast ratios.

AAA COMPLIANT

Blue + White



Dk. Blue + White



Gold + Dk. Blue



AA COMPLIANT

Dk. RED + White



Gold + Blue



AA LARGE (>18pt or >14pt bold)

RED + White



Lt. Blue + White



[> ADOBE COLOR CONTRAST ANALYZER](#)

TYPOGRAPHY

NOTE: Arial May be used in instances when these fonts cannot be installed

Brand Fonts

Antonio is our brand font for headlines; its all-uppercase style is suitable for bold headlines and large-scale messaging. Antonio is available for download at fonts.google.com.

Palanquin is our brand font for body copy; its design is optimized for legibility. Palanquin is available for download at fonts.google.com.

ANTONIO THIN
ANTONIO LIGHT
ANTONIO REGULAR
ANTONIO SEMIBOLD
ANTONIO BOLD

Palanquin Thin
Palanquin ExtraLight
Palanquin Light
Palanquin Regular
Palanquin Medium
Palanquin SemiBold
Palanquin Bold

Alternate Brand Font

In languages where Antonio and Palanquin are not available, use Noto as an alternative font. Noto is also available for download at fonts.google.com.

Noto Serif Hebrew
שזרכהב ועבקנש

Noto Serif Korean
인권에

Noto Sans Devanagari
चूंकभानव अधकिरो

Noto Serif
Traditional Chinese
人皆生而自由

Special Use Font

For events and collateral where a more sophisticated style is required (i.e., a fundraising gala), use Monte Carlo Script. Monte Carlo Script is also available for download at fonts.google.com.

Monte Carlo Script Regular

Usage

Together, our typography and color palette can be used to create clear and compelling messaging. The following example shows how we can apply typography and color to establish a consistent messaging hierarchy.

We do not recommend the use of italics. The italics appear disruptive with our headline font (Antonio). If absolutely necessary, use the italics of the alternate brand font (Noto).

HEADLINES
ANTONIO BOLD

UNITED
WE RISE

SUB-HEADLINES
Palanquin
SemiBold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet magna aliquam erat volutpat.

BODY COPY
Palanquin
Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim

consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril dolore te feugait nulla facilisi.

> [DOWNLOAD ALL FONTS ON FONTS.GOOGLE.COM](https://fonts.google.com)

PHOTOGRAPHY & IMAGERY





Photography is a central to our storytelling. To express our brand promise, pillars and personality in a compelling and credible way, use photography that is community-rooted and responsive, and highlights people in action. Whether photos are of individuals or groups, ensure that they are engaging, energizing; and elevating, and showcase people connecting to their community and each other. Trust and transparency are also key associations of our brand, and, as such, AI-generated photography and/or people- based illustrations should never be used as a substitute for place- based, people-focused imagery.

To ensure that our imagery embodies an authentic look and feel, avoid the following when selecting photography:

- 1. Don't use photos that are out of focus
- 2. Don't use photos with unnatural or extreme filters or effects
- 3. Don't use photos that are overly posed
- 4. Don't use photos that are on blank backgrounds/ silhouetted and lack context
- 5. Don't use images of low resolution or poor quality
- 6. Don't use photos that are overly busy or complex in composition
- 7. Don't use AI-generated images or people-based illustrations

Add captions when necessary to provide greater context. Captions should be left-aligned and appear below the photo.

[> BROWSE IMAGES ON BRANDFOLDER](#)

	Individual	Collective
In Action		
Portrait		
Local		
Global		

OFFICIAL SOCIAL MEDIA ACCOUNTS



facebook.com/UnitedWay



linkedin.com/company/united-way-worldwide



tiktok.com/@unitedwayworldwide



youtube.com/unitedway



x.com/unitedway

QUESTIONS?

Get in touch at
partnerships@unitedway.org