

BRAND GUIDELINES

UNITED WAY OF JOHNSON & WASHINGTON COUNTIES' PARTNER AGENCIES

Brand Guidelines & Logos/Link

United Way of United Way of Johnson & Washington Counties adheres to strict brand guidelines in accordance to United Way Worldwide. In order to maintain the value of the United Way brand, please follow the branding guidelines below. These guidelines are provided to ensure the correct and consistent use of the brand identity system. Please review the guidelines before using the logo.

United Way of United Way of Johnson & Washington Counties' standard logo:



Brandmark: Minimum Size

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



Screen
MINIMUM SIZE
90 PIXELS OR 1.25" wide



Print
MINIMUM SIZE
.75" wide



Special Usage
MINIMUM SIZE
.75" wide



Reproduction Constraints

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.

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



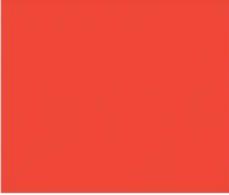
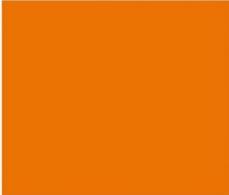
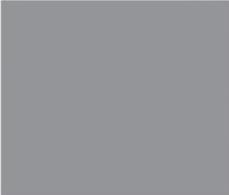
Unacceptable Uses of the United Way Brandmark

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 below illustrate some of the unacceptable uses of the United Way brandmark.



Color Specifications

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.

			
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

Link Specifications

Appropriate links provide instant pathways to locations within and outside a page that are likely to increase readers' understanding. Why do we encourage you to link?

- Linking Out Sends Trackable Traffic
- It Makes Your Site a More Valuable, Scalable Resource
- Search Engines Likely Reward the Behavior Algorithmically
- Linking Out Incentivizes Links In
- Linking Out Encourages Positive Participation & Contribution

On websites, please embed the link: <http://www.unitedwayjwc.org/> into United Way of Johnson & Washington Counties' logo.

Organization Name

Our preferred name in print is United Way of Johnson & Washington Counties. In all written documents, always use the name in its entirety when referring to the organization. Please try to avoid abbreviating the name as there are many other United Way chapters across the globe - separate and anonymous of United Way of Johnson & Washington Counties. However, if it is necessary to abbreviate, then "UWJWC" is acceptable.

Thank You for your cooperation!