

The Brandmark

Colour

Corporate Colours (Primary)

United Way's brandmark is one of the most recognized identities in the world. To modernize it and enhance its human aspect, we've adopted a new red, (PMS 485) for the logo and a warm grey, (PMS 425), for the logotype. Depending on usage and/or printing application, the grey PMS 425 can also be reproduced as a 77% screen of black.

Unless you are using the all-black or knock-out version of the logo, the brandmark elements must always appear in these colours. Red and grey should never be switched or altered, and must be used consistently across all communication materials.



Safety Zone and Minimum Size

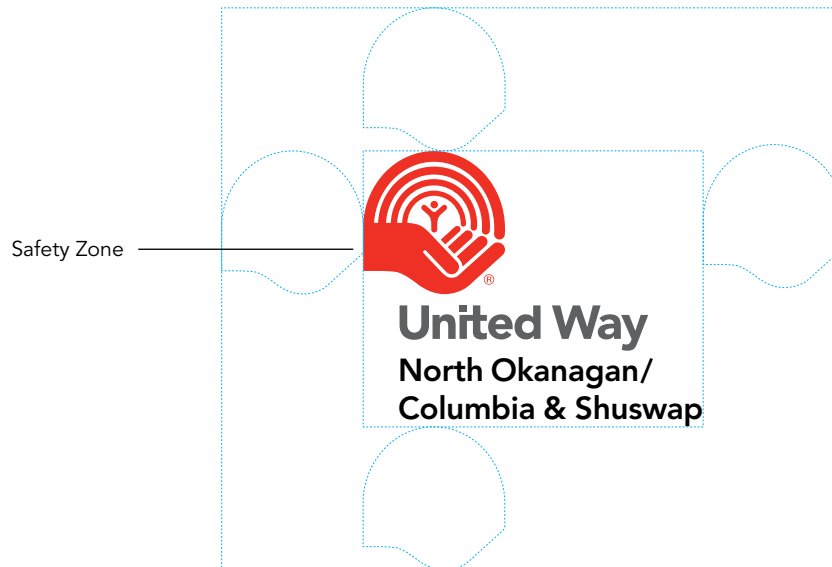
Safety Zone (vertical)

It is important that the logo never feels congested, and that it has a sense of openness. For that reason, we always keep clear space around the logo. No other elements, such as typography, pictures, partner logos, art or borders, can appear in the safety zone.

The safety zone is equal to the width and height of the logo. This standard holds true for all vertical brandmark lock-ups.

Minimum Size (vertical)

The logo can never be smaller than 3/8" for print or 27 pixels for screen. This standard holds true for all vertical brandmark lock-ups.



Minimum 3/8" in width for print.



Minimum 27 pixels in width for screen.

Safety Zone and Minimum Size

Safety Zone (horizontal)

Safety Zone



Minimum Size (horizontal)

Minimum 3/8" in width for print.



Minimum 27 pixels in width for screen.