

UNITED WAY BRAND

AT A GLANCE

brandguides.brandfolder.com/united-way-brand-guidelines

LOGO

Approved Lockups

LOGO FILES

FULL COLOR



HORIZONTAL



ICON-ONLY

1 COLOR BLACK



FULL COLOR KNOCKOUT



1 COLOR KNOCKOUT



Logo Clear Space

Use the following elements as a guide to determine space around each logo placement:



COLOR

FULL PALETTE

Primary Colors

BLUE



■ R:0 G:68 B:181
#0044B5

■ C:93 M:78 Y:0 K:0
Pantone 2728 C

RED



■ R:253 G:55 B:44
#FD372C

■ C:0 M:91 Y:88 K:0
Pantone Bright Red C

GOLD



■ R:255 G:186 B:0
#FFBA00

■ C:0 M:30 Y:100 K:0
Pantone 7549 C

Accessible Text Combinations

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



TYPOGRAPHY

All typefaces are available to download for free from Google Fonts

[FONTS.GOOGLE.COM](https://fonts.google.com)

ABC

Antonio Bold (All-Caps)

Headlines, must be set in all capital letters only

Abc

Palanquin (All Weights)

Body Copy + Secondary Headlines

Abe

Montecarlo

Special Applications

인간
يولد

Noto

For languages that don't use latin alphabet