

## what matters.™

### United Way Logo

United Way has recently changed its logo and created a new set of guidelines to increase brand awareness among the many individuals who are exposed to our message.

This communication is provided to ensure the correct and consistent use of the brandmark.

### Our New Brandmark

United Way changed the look of the long-standing United Way logo to make it more contemporary. The new United Way brandmark signals a change for a new approach to the future while preserving the heritage of the past.

It's important that there be continuity when we all use the impactful United Way brand, so our community understands exactly who we are and what we do. Along with the new logo comes a new theme--What Matters. The words "United Way" now appear locked in beside the circular rainbow and hand symbol, and you will now see the phrase "what matters.™" on our printed materials somewhere around or beside the logo.

These changes are all minor adjustments but will help the community identify United Way messages and materials with greater ease and will help make United Way stand out from other fund raising organizations.

### Community Partner

As community partners, you should use this specially-designed logo on your printed and online materials. Branding Guidelines related to size, placement, and colors are attached.



### Help is Available

The "Community Partner" logo can be downloaded in either .EPS or .JPEG formats from the United Way of Greater Rochester Web site by going to [www.uwrochester.org](http://www.uwrochester.org), selecting Logos on the right hand side.

If you need additional clarification, help with accessing the logos, please feel free to contact Mary Ellen Smith, Senior Communications Associate, United Way of Greater Rochester at 585-242-6426.



## United Way Logo Branding Guidelines For Community Partner

**Size:** The logo should not be smaller than .75 inches wide for print and 90 pixels or 1.25 inches wide for screen applications.

**Brandmark Usage:** The consistent and correct application of the brandmark is essential. Never attempt to redraw or rescale the elements of the brandmark or alter other graphic elements including changing the font, altering colors, separating the symbol from the United Way name, distorting or altering the shape, adding elements over the brandmark and rearranging the symbol and United Way name.

**Location:** The logo should be placed at a distance of a half of the symbol square from the right edge of the application.



**Colors:** The color palette is comprised of colors used in the United Way brandmark.

United Way Blue  
Pantone 287  
C:100 M:74 Y:0 K:0  
R:16 G:22 B:127



United Way Dark Gray  
Pantone Cool Gray 11  
C:0 M:0 Y:0 K:08  
R:54 G:54 B:54



United Way Light Blue  
Pantone 287C at 52% or  
Pantone 659  
C:55 M:40 Y:0 K:0  
R:124 G:129 B:184



United Way Light Gray  
Pantone Cool Gray 4  
C:0 M:0 Y:8 K:27 or C:0 M:0 Y:0 K:27  
R:186 G:186 B:186



United Way Red  
Pantone 179  
C:0 M:85 Y:89 K:0  
R:254 G:35 B:10



Black  
Black  
C:0 M:0 Y:0 K:100  
R:0 G:0 B:0



United Way Gold  
Pantone 143  
C:0 M:34 Y:86 K:0  
R:255 G:150 B:0



White  
White  
C:0 M:0 Y:0 K:0  
R:255 G:255 B:255



Logos are accessible for downloading from  
United Way of Greater Rochester's Web site at [www.uwrochester.org](http://www.uwrochester.org).  
Select logos from the right hand side.