The United Way color palette includes three logo colors with the additions of light blue, dark blue, purple, orange, black, grey and white. For added flexibility, shades or tints of colors are permitted and are especially useful for backgrounds and sidebars used behind text.

Showcasing our expanded color palette, the color bars symbolize diversity and serve as an eye-catching visual motif. The color bar should always be used on all marketing material including print, social media and video. The order of the colors may be rearranged to suit specific usage.
As one of our most important assets, the logo must always appear as shown on this page or in one of the color variations described in these guidelines. Never attempt to redraw or rescale the logo or add other graphic elements to its presentation. Do not extract any of the graphic elements contained in the brandmark to use separately. We must use the registered trademark symbol (®) with the logo to ensure our legal rights are protected. Always display the registered trademark symbol (®) in the position indicated.

The stacked version is the primary logo, but as space and layout dictate, the horizontal version may be used as an alternative.

A full color version was developed specifically for use on dark backgrounds. The United Way logotype may be used in white, but the icon should remain in full color with the white circle as a background as shown below.
One-color logos should only be used when reproduction constraints prevent the use of the primary full-color United Way logo. These logos should never appear on a website, four-color brochure or any other application where a full-color logo is usable.

Preferred use of the one-color logos is white reversed out of any color within the United Way palette shown on page 1.

If further reproduction constraints prevent the use of the white logo, the one-color logo may be used in alternate colors within the United Way color palette. This would apply, for example, when reproducing on fabric, plastic, glass or other materials used for merchandise or signage.
The logo and tag line may be used in lockup configurations or, for flexibility, the tag line may be used separately from the logo as a headline or footer. The typeface League Gothic should always be used for the tag line.
ICON
The components of our icon – the rainbow of hope, the hand of support and the person as a symbol of humanity – communicate the important United Way brand characteristics — caring, inspiring, trustworthy and approachable.

The United Way icon may be used separately from the logotype under any of these conditions:
• On printed material in conjunction with the use of the entire logo, or in multi page documents after the initial use of the entire logo.
• If space is limited and the logotype would be difficult to read. This includes social media and any round space that does not allow room for the entire logo.
• On any webpage or digital media when used on the same page with the entire logo.
• In video, after the initial use of the entire logo or in conjunction with the entire logo.

BACKGROUND TRIANGLE PATTERN
The triangle pattern symbolizes forward momentum and may be used as a background texture to separate a page into sections or designate a side bar.
These fonts are to be utilized for all correspondence, presentations, collateral and marketing materials.

**HEADLINES**
League Gothic typeface is the headline font. It should be used sparingly in marketing communications to draw attention to important text.

**HEADINGS**
Officina Serif is the heading font. It should be used in documents and websites to denote a new section or sidebar. It may also be used above headlines as a descriptor.

**SUB HEADLINES**
Roboto Black is the subhead font. It should be used within body copy if section breaks are needed under headings. It may also be used for bulleted copy or listed items with body copy underneath.

**BODY COPY**
Roboto Condensed is the paragraph font. It should be used for supportive messaging. 11 point is preferred and using it below 9 point should be avoided.

This is body 11 point body copy.
This is 10 point body copy, which is also acceptable.
This is 9 point body copy, which is bit more difficult to read.