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LIVE UNITED often has greater appeal as it is more inclusive of United Way’s constituent base.
The LIVE UNITED/United Way Lock-Up is our primary signature and should be the default signature for all communications, except in special circumstances.

This Lock-Up has been created using precise proportional relationships. The white box forms an integral part of the LIVE UNITED/United Way Lock-Up and should not be removed or altered in any way. The Lock-Up is fixed artwork and should only be reproduced from authorized artwork.

Those special circumstances where usage of the Lock-Up are inappropriate include when LIVE UNITED is used as a primary message or branding element, such as the LIVE UNITED print campaign and on premium items, for example T-shirts.
The one-color version of the LIVE UNITED/United Way Lock-Up (top) may be used when reproduction constraints prevent use of the primary full-color Lock-Up.

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

The one-color blue and white brandmark is to be used when United Way Blue is the only available color selection.

A special usage Lock-Up (bottom) has been developed for limited use when screening of inks is not possible. The special usage Lock-Up can be reproduced in black or United Way Blue. This would apply, for example, when reproducing on fabric, plastic, glass or other materials used for merchandise or signage, and does not require the white control box.
In cases where the LIVE UNITED/United Way Lock-Up is unsuitable for the nature of the communication, a horizontal version may be used. The horizontal version is intended for very limited use only. This would apply, for example, to websites and in email marketing.
The preferred LIVE UNITED/United Way Lock-Up localization is at the left of the Lock-Up (top). However, positioning the localization under the Lock-Up is also acceptable (bottom).

These localizations should be considered the primary local signature constructs and should be the default signatures for all local communications, unless they are unsuitable for the nature of the communication.

The localizations have been created using precise proportional relationships which should not be altered.
When LIVE UNITED is used as a primary message or branding element, LIVE UNITED should appear in black. It should not appear in blue as it does in the LIVE UNITED/United Way Lock-Up.

In certain special circumstances, LIVE UNITED can appear in white on a black background.
ADVANCING EDUCATION INCOME AND HEALTH should be used in those communications where the content focuses on our work in education, income and health. It should also be used on broadly-focused corporate communications such as annual reports and websites.

It should not be used in cause-related communications or other communications involving multiple partners, nor should it be used on premium items.

This succinct statement of our impact areas is fixed artwork and should only be reproduced from authorized artwork. It should not be typeset. White may be used for dark backgrounds and black is acceptable when black is the only available color, but other colors should not be used.

The impact area statement should be placed in proximity to the message it supports, for example, a headline, title, etc. It should not be placed in the space reserved for the LIVE UNITED/United Way Lock-Up and call to action.
GIVE. ADVOCATE. VOLUNTEER.

UnitedWay.org
The United Way Blue, Red and Orange are the brand’s primary colors. An expanded color palette that includes darker and lighter shades of the primary palette may be used when more colors are required.
## Color Specifications

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>C:0 M:0 Y:0 K:100</td>
<td>C:100 M:0 Y:35 K:0</td>
<td>C:10 M:100 Y:90 K:30</td>
<td>C:0 M:60 Y:100 K:0</td>
<td>C:0 M:10 Y:35 K:0</td>
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<tr>
<td>R:0 G:60 B:10</td>
<td>R:0 G:100 B:100</td>
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<td>R:245 G:120 B:20</td>
<td>R:230 G:215 B:70</td>
</tr>
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<td>HEX: #f57814</td>
<td>HEX: #6d7aa</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Spot: Pantone 287</th>
<th>Spot: Pantone 179</th>
<th>Spot: Pantone 143</th>
<th>Spot: Pantone 7500</th>
</tr>
</thead>
<tbody>
<tr>
<td>C:100 M:0 Y:0 K:0</td>
<td>C:0 M:85 Y:89 K:0</td>
<td>C:0 M:34 Y:86 K:0</td>
<td>C:0 M:10 Y:35 K:0</td>
</tr>
<tr>
<td>HEX: #10167f</td>
<td>HEX: #fe230a</td>
<td>HEX: #ff9600</td>
<td>HEX: #0e6c8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Spot: Pantone 7500</th>
<th>Spot: Pantone Black 52%</th>
<th>Spot: Pantone Black 75%</th>
<th>United Way Blue</th>
<th>United Way Red</th>
<th>United Way Orange</th>
<th>Spot: Pantone 7500 52%</th>
<th>Spot: Pantone 7500 0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>C:0 M:0 Y:0 K:0</td>
<td>C:0 M:0 Y:0 K:50</td>
<td>C:0 M:60 Y:0 K:50</td>
<td>C:100 M:74 Y:0 K:0</td>
<td>C:0 M:10 Y:0 K:0</td>
<td>C:0 M:34 Y:60 K:0</td>
<td>C:0 M:3 Y:15 K:3</td>
<td>C:0 M:0 Y:0 K:0</td>
</tr>
<tr>
<td>HEX: #969696</td>
<td>HEX: #f7c8b8</td>
<td>HEX: #ff967d</td>
<td>HEX: #10167f</td>
<td>HEX: #fe230a</td>
<td>HEX: #ff9600</td>
<td>HEX: #0e6c8</td>
<td>HEX: #000000</td>
</tr>
</tbody>
</table>
United Way has specific brand fonts and rules for how and when to use the fonts. Use Trade Gothic Bold Condensed Eighteen and Twenty for headings and the Meta family of fonts for body copy, as indicated.

For headings use Trade Gothic Bold Condensed No. 20 or No. 18 in capital case. Justify all lines of headings.

For body copy use the Meta family of fonts in sentence case. Use the complete range of styles and weights available as needed, for example: Meta Book Roman; Meta Book Italic; Meta Bold Roman; Meta Bold Italic. For numbers, use Meta Expert to ensure that the characters are consistent in height, for example: 123456789. Justify paragraphs with the last line aligned left (as this example shows).
The LIVE UNITED T-shirt is a critical element of our identity system and should be prominently featured in communications. Candid images that include two or more people engaged in activity portray real examples of what it means to LIVE UNITED and add tangible examples of the work we do through our communications.
Candid images that include two or more people engaged in activity portray realism and add tangible examples of the work we do through our communications. Where possible, the image should focus or be cropped closely on the people and the action.
United Way graphic elements should maintain a consistent look and feel and only use United Way brand colors. When creating icons, charts and tables, a circle shape is preferred.
To maintain a consistent look and feel when creating icons, charts and tables, circles should include an outer ring, an inner ring and a central circle, and should follow the proportions shown here. The outer ring should be white whenever possible.
Lorem Ipsum Dolor Dapibus Vel Praesen Fames
A white frame has been developed as a key feature of the brand identity system. In layout, the “frame” forms a rigid foundation upon which all other components of the system are built.

In special circumstances, a limited amount of flexibility in applying the frame is allowable. These include interior pages of brochures and other multi-page documents. In those circumstances, all other components should be applied as specified.

The minimum size of frame width is 1/8 of an inch when printing or 8 pixels for digital applications.

Logo size is determined proportionally to the width of the medium and ranges between 5 and 7 widths of the brand mark.
The relationships that have been established among the components of our brand identity system have been created to support our strategy and clarify our messages. The guidelines for using them in communications are broadly as follows:

LIVE UNITED is locked up with the United Way brandmark to create a strong tie between who we are, what we do, and the people who join us in advancing the common good.

GIVE. ADVOCATE. VOLUNTEER., our call to action, is associated with our URLs as our websites are important destinations for those seeking to learn more and join our movement. The call to action is placed in proximity to the LIVE UNITED/United Way Lock-Up as it is important that people understand that there are multiple ways to join United Way.

Identification of the local United Way is placed in proximity to the LIVE UNITED/United Way Lock-Up and call to action, as United Way’s work is carried out on a community level.

ADVANCING EDUCATION INCOME AND HEALTH, the succinct explanation of the areas on which we focus, is located in proximity to the title or headline of our communications, as these communications are generally focused on one of the three impact areas.

Note, GIVE. ADVOCATE. VOLUNTEER. and ADVANCING EDUCATION INCOME AND HEALTH are fixed artwork and should not be typed.
We come from different places. We come to different conclusions. But underneath it all, we share a passion for improving the human condition. When we LIVE UNITED, we create a real, lasting change in the building blocks of life: the education, income and health of our communities, our families, even the person next to us. Real change won’t happen without you. SIGN UP TODAY AT UNITEDWAYSUMMIT.ORG
We come from different places. We come to different conclusions. But underneath it all, we share a passion for improving the human condition. When we LIVE UNITED, we create a real, lasting change in the building blocks of life: the education, income and health of our communities, our families, even the person next to us. Real change won’t happen without you. SIGN UP TODAY AT UNITEDWAYSUMMIT.ORG
IN 2010, THE UNITED WAY NETWORK OF NEARLY 1,800 LOCAL UNITED WAYS RAISED $5.09 BILLION, MAKING UNITED WAY THE LARGEST PRIVATE NONPROFIT IN THE WORLD.

Membership Support

Membership support is received annually from local United Ways for continued membership in the United Way network. Local United Ways receive the benefits of membership and comply with standards established by United Way Worldwide.

Contributions

Contributions are funds donated to support United Way Worldwide’s mission and its programs that promote education, income and health. These funds consist of unrestricted, temporarily-restricted and permanently-restricted donations.

Campaign Efforts

Includes charitable funds raised from employees and companies through United Way campaigns at a group of participating companies whose employees live and/or work in the New York Tri-State region (United Way Worldwide manages United Way of the New York Tri-State region). The Tri-State regional office is responsible for collecting and distributing these campaign funds.

Other Revenue

Includes income generated from the sale of promotional materials, program service fees, investment activity, conferences, rent and non-professional service, transaction fees and miscellaneous activity.

Program Expenses

Includes Investor Relations, Community Impact Leadership and Learning, Public Policy, Brand Leadership, Campaign and Public Relations and promotional material costs.

Fund-raising

Fund-raising is responsible for all United Way Worldwide fund-raising efforts.

General and Administration

Activities include finance, legal, IT and other services that support United Way Worldwide’s programs.

The financial information above is for United Way Worldwide, the leadership organization of the United Way network.
Goals for the common good
The United Way challenge to America
DIGITAL APPLICATIONS
DIGITAL APPLICATIONS
## Hierarchy and Purpose

### United Way Brandmark

The United Way brandmark is the most fundamental element of our brand identity system. It represents our organization and embodies our heritage. It acts as a source brand in all communications.

### Live United Purpose Brand

LIVE UNITED was initially a tagline/marketing message, but today, it functions more broadly as a surrogate for our brandmark in situations where the need to promote partnership and inclusivity makes the United Way brandmark less effective. LIVE UNITED is our Purpose Brand. It embodies our mission, expresses the way in which we work and articulates what it means to join our movement. It is also used as a source brand in cause-related marketing efforts.

### Live United/United Way Lock-Up

The LIVE UNITED/United Way Lock-Up is the preferred signature for use in our communications. It embodies who we are, what we believe, and how we work, and expresses the partnerships that we form with the people and communities that come together to advance the common good.

### Call to Action/URL

GIVE. ADVOCATE. VOLUNTEER. is a call to action that communicates the different ways in which people can LIVE UNITED and be a part of our movement. It plays an important role in expanding perceptions that donating is the only way to contribute to United Way. This call to action is linked with the URL to provide a clear destination site where people can go to take action.

### Impact Areas

Education, income and health are the areas in which we focus our work. These impact areas are important building blocks for advancing the common good, which is the essence of United Way’s mission. The succinct expression of our overarching goal, ADVANCING EDUCATION INCOME AND HEALTH, telegraphs this message in a single thought and allows us to more overtly communicate what we do.

### Partnerships

Partnerships are critical to United Way’s work in advancing the common good. We have many partnerships on the national and local levels and often co-brand our communications. These co-branded communications should feature all partners’ brandmarks with equal prominence. The LIVE UNITED/United Way Lock-Up should be used to represent United Way in partnership branding, and it should appear last and farthest to the right or bottom of the communication.
125TH ANNIVERSARY
The preferred version of the 125th Anniversary Mark incorporates the United Way brandmark and is full-color.
The 125th Anniversary Mark has been created using precise proportional relationships. The United Way brandmark is aligned at right with the ‘5’ and half of the square in the brandmark is used to determine the space between the word ‘Years’ and the brandmark. The proportions of the 125th Anniversary Mark should not be altered and the Mark should only be reproduced from authorized artwork.
A minimum clearance of half of the square in the United Way brandmark is required around all edges of the 125th Anniversary Mark. Copy, logos, graphics, photos and all other artwork must not be placed closer than the clearance area.
The preferred version of the Mark can be placed on most backgrounds, but the alternative Mark may be used for dark backgrounds. In the alternative Mark the word ‘Years’ appears in white and the number ‘2’ appears in United Way Light Blue so that the Mark is clearly visible.
SPECIAL CIRCUMSTANCES

The Black and White version of the Mark (left) is to be used when black is the only available color. The special usage White version of the Mark (right) is to be used when black is the only available color on a black background.
In special circumstances the Mark may stand alone, without the United Way Brandmark, provided the Brandmark appears in proximity to the Mark. This would apply, for example, when the 125th Anniversary Mark appears on the front of a key chain and the United Way Brandmark appears on the back.
SPECIAL CIRCUMSTANCES

When used in the United Way “frame” layout, the Mark may be positioned next to the LIVE UNITED/United Way Lock-Up. This arrangement has been created using precise proportional relationships. The proportions of the Mark when positioned next to the LIVE UNITED/United Way Lock-Up should not be altered and should only be reproduced from authorized artwork.
APPLICATIONS
We come from different places. We come to different conclusions. But underneath it all, we share a passion for improving the human condition. When we LIVE UNITED, we create a real, lasting change in the building blocks of life: the education, income and health of our communities, our families, even the person next to us. Real change won’t happen without you. SIGN UP TODAY AT UNITEDWAYSUMMIT.ORG.
APPLICATIONS