



United Way
Waterloo Region
Communities

United Way Waterloo Region Communities Brand Identity Guidelines

September 2018

United Way Centraide Master Brandmark

The United Way Centraide master brandmark is made of three distinct elements: logo + logotype + registered trademark symbol.

The original United Way logo was created in 1972 by Saul Bass, depicting the helping hand cradling mankind, surrounded by a rainbow symbolizing hope. Our current logo preserves the brandmark's iconic presence while using a warmer red colour.

The logotype is a customized piece of artwork, created from the font Avenir. This modern font complements the round shape of the logo, and its letters have been joined together to reflect the idea of unity.

While there are two different configurations - vertical and horizontal - for the brandmark, the vertical option is preferred. The logotype is set off-centre to create a sense of movement and give the brandmark a more contemporary feel.

Electronic versions of the brandmark can be accessed by contacting communications@uwaywrc.ca.

English Brandmark Vertical



English Brandmark Horizontal



French Brandmark Vertical



French Brandmark Horizontal



English, French & Bilingual Brandmarks

The United Way Centraide brandmark can be used in English, French, and bilingual configurations.

The unilingual English logo should be used in English-only communications. The unilingual French logo should be used in French-only communications.

In Quebec, the unilingual French logo is used exclusively in both English and French materials.

For those local United Ways Centraides with a bilingual logo, to help reinforce our status as a bilingual organization, the bilingual logo configuration should be used, where possible. The English name should appear first when the supporting text is in English. Conversely, the French name should appear first when the supporting text is in French.

For materials that are national in nature, the bilingual logo configuration is preferred.

**English Brandmark
(Except Quebec)**



United Way

French Brandmark



Centraide

**Bilingual Brandmark
(English Dominant)**



**United Way
Centraide**

**Bilingual Brandmark
(French Dominant)**



**Centraide
United Way**



United Way



Centraide



**United Way
Centraide**



**Centraide
United Way**

Localization

The United Way Centraide brandmark must always be accompanied by the local identifier. This local identifier reflects the geographic territory assigned by United Way Centraide Canada to the local United Way Centraide in accordance with the Membership Agreement and Trademark License Agreement.

For materials that refer to the national office or the United Way Centraide Movement as a whole, please contact brand@unitedway.ca to get written permission for usage of the United Way Centraide Canada or generic United Way Centraide logos.

Where practical, the following trademark legend should also be included within material using the brandmark: "United Way is a trademark of United Way of Canada - Centraide Canada, used under license."

Here is an example of an English brandmark with "Toronto & York Region" as the local identifier.



United Way
Toronto & York Region

Here is an example of a French brandmark with "Québec et Chaudière-Appalaches" as the local identifier.



Centraide
Québec et
Chaudière-Appalaches

Here is an example of an English bilingual brandmark with "Canada" as the identifier. As this identifier refers to United Way Centraide Canada, written permission would need to be granted by the national office for use of this logo.



United Way
Centraide
Canada

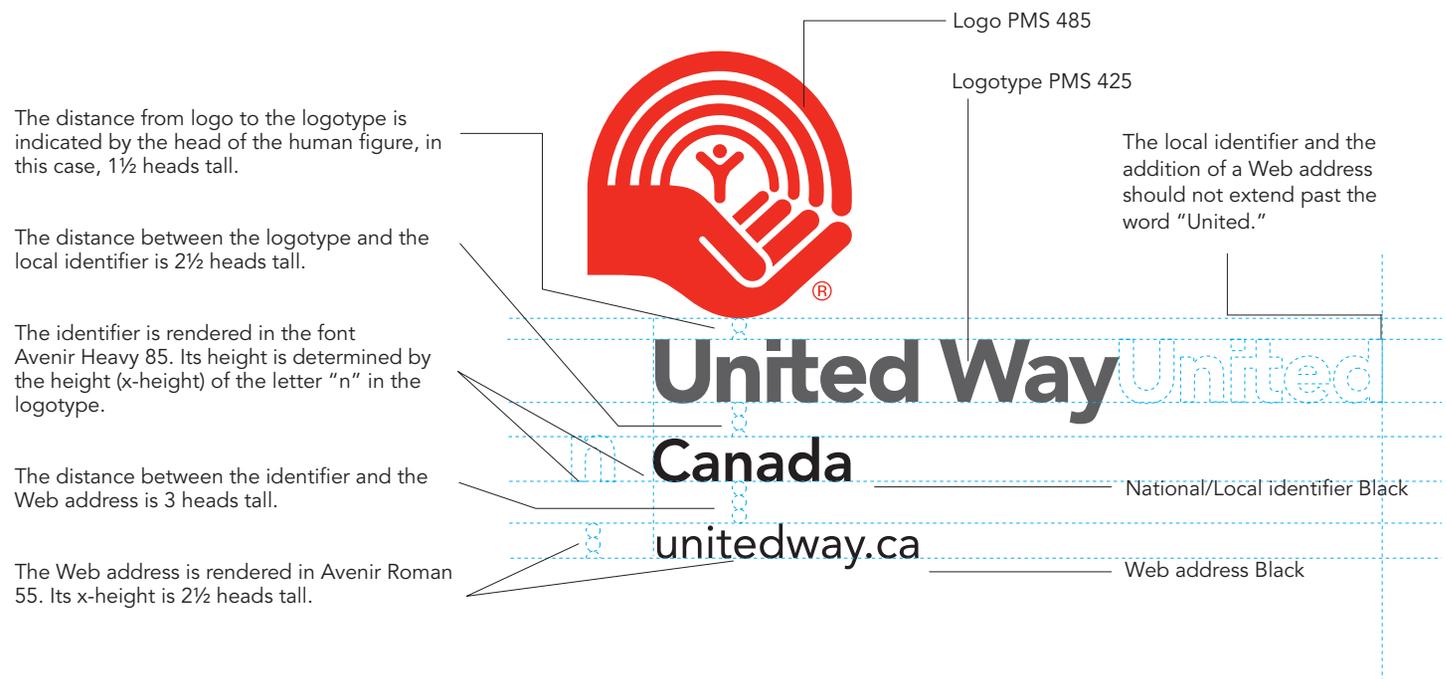
Vertical Brandmark Lockup

The United Way Centraide brandmark has an established fixed size and space relationship between the different elements so that they can appear together without competing for attention.

NOTE:

A lockup is the final form of a brandmark with all of its elements locked in their relative positions. The lockup should not be taken apart or altered in any way.

The following is an example of the vertical English United Way Centraide master brandmark, with Canada as the identifier, and Web address.



Vertical Brandmark Lockup: Safety Zone & Minimum Size

Safety Zone

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 two uppercase "U"s from the logotype. This standard holds true for all vertical brandmark examples, excluding social media profile pictures (see p. 30 for additional information on using the brandmark on social media).



Minimum Size

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

Minimum 3/8" in width for print.



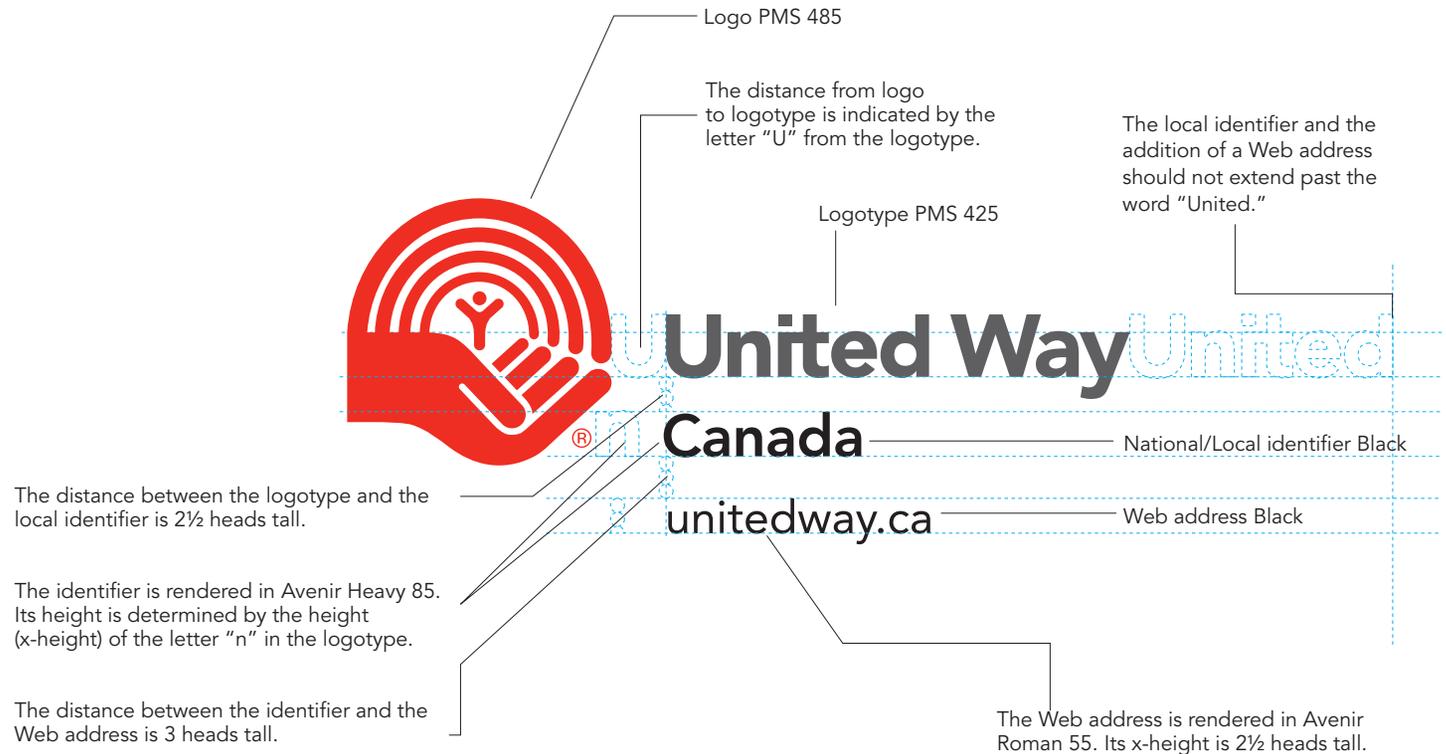
Minimum 27 pixels in width for screen.

Horizontal Brandmark Lockup

A horizontal version of the brandmark exists for those occasions when a more compact shape is required for your layout, or when space is at a premium. However, the vertical configuration is preferred and should be used whenever possible.

No configurations of the brandmark other than the vertical and horizontal lockups should be used. For any exception requests, please contact communications@uwaywrc.ca.

The following is an example of the horizontal English United Way Centraide master brandmark, with Canada as the identifier, and Web address.



Horizontal Brandmark Lockup: Safety Zone & Minimum Size

Safety Zone

The safety zone is equal to two uppercase "U"s from the logotype. This standard holds true for all horizontal brandmark examples.



Safety Zone

Minimum Size

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

Minimum 3/8" in width for print.



Minimum 27 pixels in width for screen.

Brandmark Colours

United Way Centraide's brandmark is one of the most recognized identities in the world. PMS 485, a warm red for the logo, and PMS 425, a warm grey for the logotype, work together to humanize the brandmark.

As the preferred version, the positive colour art brandmark should be used where possible. The red and grey colours should never be switched or altered, and must be used consistently across all communication materials.

Positive versions of the brandmark must only be used over a white background. When using a reverse version of the brandmark, use discretion to select between the colour art and line art versions. The red should clearly and aesthetically separate from the background, otherwise only the line art option should be used.

When Pantone® colours cannot be used, a close match can be achieved using CMYK process colours. For best results when reproducing the colours for print, use a linescreen of no less than 175. This will ensure true, clean reproduction and prevent the grey from looking like a screen.

NOTE:

Hexadecimal should be used for online applications, RGB for Microsoft Office, CMYK and PMS (Pantone®) for print.

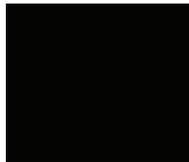
Primary



PMS 485
C0 M95 Y100 K0
R218 G41 B28
#DA291C



PMS 425
C0 M0 Y0 K77
R112 G115 B114
#54585A



PMS Process Black
C0 M0 Y0 K100
R44 G42 B41
#2C2A29



White (for Reverse)
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Colour Art Brandmark

Positive



PMS 485
C0 M95 Y100 K0
R218 G41 B28
#DA291C

United Way
Canada



PMS Process Black
C0 M0 Y0 K100
R44 G42 B41
#2C2A29



PMS 425
C0 M0 Y0 K77
R112 G115 B114
#54585A

Reverse



United Way
Canada



White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Line Art Brandmark

Positive



United Way
Canada



PMS Process Black

Reverse



United Way
Canada



White

Misuse of Brandmark

Below are examples of misuse of the corporate brandmark.



United Way Canada

Do not move the location of the identifier.



United Way
Canada

Do not move or try to center the logo.



United
Way
Canada

Do not alter the logotype.



United Way

Once you've started using our new brandmark, do not use the previous version.



United Way
Canada

Do not change any of the typefaces.



United Way
Canada

Do not use an isolated element of the logo.



UPCOMPANY



United Way
Canada

Do not place other logos or elements within the safety zone.



United Way
Canada

Do not alter the colour of the logotype.



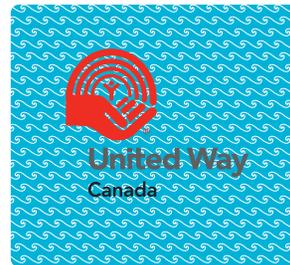
United Way
Canada

Do not alter the colour of the logo.



United Way
Canada

Do not tint or screen the brandmark.



Do not place the brandmark on a busy background.



United Way
Canada

Do not distort, stretch or tilt the brandmark.