

BRAND STANDARDS & GUIDELINES

LIVE UNITED

A THRIVING COMMUNITY FOR ALL

hwmuw.org



Heart of West Michigan
United Way

OVERVIEW

UNITED WAY BRAND

Heart of West Michigan United Way's identity is the tangible expression of our organization. These guidelines are reminders to ensure the correct and consistent use of the brand identity system.

MESSAGING & DATA

Data facts must be provided and approved by United Way. Do not use data facts from a previous campaign year. Organizational and program copy should match what is provided in the current year's campaign brochure and supporting materials. All other copy and content used must be approved by United Way's marketing team first.

PARTNERS

Our partnering companies are asked to adhere to the following guidelines at all times. Special requests/exceptions must be discussed with United Way's marketing team.

We will be responsive to your needs and review items that need approval within 24 hours or less. You can reach us at communications@hwmuw.org.

OUR NAME

On first reference, the name must always be **Heart of West Michigan United Way**. If used multiple times, the second reference and beyond may be **United Way**.

Never use the abbreviation "HWMUW".

Never use "The" as part of the organization's name. For example:

- ✗ "We support The United Way!"
- ✓ "We support United Way!"
- ✓ "We're at the United Way office."

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UNITED WAY BRANDMARK



**Heart of West Michigan
United Way**

The full-color brandmark shown above is the preferred version for all visuals and communications.

This brandmark should not be altered or distorted for any reason and should never appear smaller than 1.5" wide for legibility.

The white border that surrounds the logo is used to create separation when the logo is used on colored backgrounds and should not be removed or altered.

ONE-COLOR BRANDMARK

When production constraints prevent the use of the primary full-color logo, use one of these approved alternative one-color versions.



**Heart of West Michigan
United Way**

One-color blue



**Heart of West Michigan
United Way**

One-color black

SPECIAL USE BRANDMARK

These special-use brandmarks are approved for limited use in black, white, or United Way blue. This version would apply when reproducing on fabric, plastic, glass, or other materials used for merchandise or signage.



**Heart of West Michigan
United Way**



**Heart of West Michigan
United Way**

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**Heart of West Michigan
United Way**

TYPOGRAPHY

These fonts should be used for all communications, presentations, collateral, and marketing materials.

THIS IS A HEADLINE.

League Gothic Regular | 25 Tracking

League Gothic is the headline font. It should be used sparingly in marketing communications to draw attention to important text. When legibility is an issue, use the block behind the text.

THIS IS A HEADING

Roboto Condensed - Bold | -10 Tracking

Roboto Condensed Bold is the heading font. It should be used in multipage documents and websites to denote a new section.

This is a sub headline.

Roboto - Bold

Roboto bold is the subhead font. It should be used under headlines or headers when necessary. Sub headlines may also be used as the first sentence of a paragraph in marketing communications.

This is body copy.

Roboto - Regular

Roboto Regular is the paragraph font. It should be used for supportive messaging.

To download these free fonts, visit:

theleagueofmoveabletype.com/league-gothic

fonts.google.com/specimen/Roboto

fonts.google.com/specimen/Roboto+Condensed

SUBSTITUTE FONT

Arial is an acceptable substitute for Roboto only when Roboto is unavailable. Arial is also acceptable for websites, PowerPoint presentations, and word-processed documents.

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COLOR PALETTE

The United Way color palette is comprised of colors used in the United Way landmark. In addition, black, orange, grey and white are included for added flexibility and one-color scenarios. On this page you will find specifications for reproducing the United Way colors in a variety of ways.



Pantone 287
C:100 M:74 Y:0 K:0
R:0 G:81 B:145
HEX: #005191



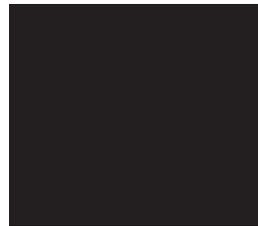
Pantone 659
or 287C at 52%
C:55 M:40 Y:0 K:0
R:83 G:158 B:208
HEX: #539ED0



Pantone 179
C:0 M:85 Y:89 K:0
R:255 G:68 B:59
HEX: #FF443B



Pantone 143
C:0 M:34 Y:86 K:0
R:255 G:179 B:81
HEX: #FFB351



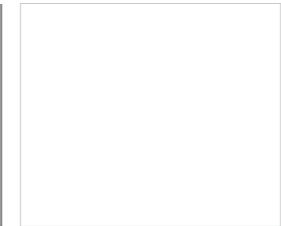
Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
HEX: #000000



Spot: Pantone 152
C:0 M:60 Y:100 K:0
R:245 G:120 B:20
HEX: #f57814



Pantone Black 50%
C:0 M:0 Y:0 K:50
R:150 G:150 B:150
HEX: #969696



White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX: #ffffff

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SAMPLE LAYOUT

POSTER/FLYER

Use images to set the tone and reinforce the intended message.

The headline should be white text on a blue background, with the LIVE UNITED logo attached directly underneath it.

The headline and LIVE UNITED can slide up and down the image area but must remain on the left edge.

The vision statement, A Thriving Community for All, and the website should be stacked in the lower left corner.

The United Way logo resides in the lower right corner.

To co-brand the piece, partner or sponsor logos can be placed to the left of the United Way logo. If space for multiple logos is needed, the vision statement and website can be omitted.

A gallery of approved photos can be found at www.hwmuw.org/photos



COMMUNICATION GUIDELINES

BEST PRACTICES

Capitalization

- Headlines should be entirely capitalized.
- Subheads, if desired, should live in the first sentence of body copy and be bolded.

Punctuation

- Punctuation should be included in all headlines.
- Punctuation should always be included at the end of complete sentences and fragment sentences. Punctuation should not be included at the end of phrases where it is not necessary.
- To shy away from being disingenuous, we avoid exclamation points, only using them very sparingly and never in headlines.

Grammar

For grammar rules outside of those previously addressed for capitalization and punctuation, please refer to the Associated Press Stylebook.

Brevity

Long messages tend to be less effective. Always try to be concise.

AS A REFLECTION OF THE WORK UNITED WAY DOES, THE TONE OF BRAND COMMUNICATIONS MUST BE ONE OF STRENGTH.

It's our charge to be both uplifting and empowering. To be motivating and inspiring. It is not enough for our communications to make people think. Our messages must incite them to act. And our brand tone plays a key role in encouraging this action.

Our voice should be thoughtful and matter-of-fact. It has to be challenging, because we don't back down. It must maintain confidence and elicit trust. We avoid clichés and passive language. We don't muddy the message with complexities. Our statements are straightforward and our questions inspire thoughtfulness.

Our mission is powerful, so our interactions must be purposeful. We should always ask ourselves:

Is this message honest? Is it clear? Does it inspire emotion and action?

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COMMUNICATION GUIDELINES

THIS IS WHAT WE SOUND LIKE.

Sometimes it's helpful to think of a brand as a person. How do they talk? How do they make people feel? Are they outgoing, or more reserved? Are they entertaining, or especially thought-provoking?

By understanding United Way's personification, we can remain true to our voice in communications. This consistency will enable audiences throughout the world to recognize and connect with our brand.

UNITED WAY IS

...the hand raiser and the steadfast leader. We're friend to the underdog and foe to the oppressor. We don't wait for problems to land in our laps. Instead, we dig for the challenges that need us most.

Honest | Optimistic | Purposeful | Credible | Encouraging
Empathetic | Inclusive | Human

UNITED WAY IS NOT

...only a fundraiser. We don't wait passively for a problem to address. And we aren't afraid to take on the toughest challenges. We won't approach you with vague requests and undefined causes, and we won't give up.

Fabricated | Ungrateful | Vague | Passive | Exclusive
Disrespectful | Stuffiness | Careless

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