

Brandmark: Minimum size

To ensure the integrity of the United Way brandmark, do not reduce its width to less than .75 inches for print or special usage, and 90 pixels or 1.25 inches for screen applications. Other reproduction methods may require the minimum size to be greater than the sizes identified here.

Screen

90 pixels or
1.25" wide



Print

.75" wide



Special usage

.75" wide



Brandmark: Unacceptable uses

The consistent and correct application of the United Way brandmark is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate some of the unacceptable uses of the United Way brandmark.

Note:
Never attempt to redraw or rescale the elements of the brandmark or add other graphic elements to its presentation. Do not extract any of the graphic elements contained in the brandmark to use separately. See exceptions for video, animation and interactive on page 4.11.



Never substitute type in the brandmark



Never alter the colors in the brandmark



Never separate the symbol from the United Way name



Never put other words or phrases inside the brandmark



Never extract the words "United Way" from the brandmark



Never tilt the brandmark



Never distort the shape of the brandmark



Never alter the shape of the brandmark in any way



Never add elements inside the brandmark



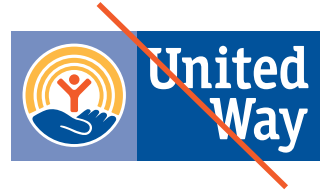
Never extract any of the graphic elements contained in the brandmark to use separately



Never add elements over the brandmark



Never add a local name inside the brandmark



Never rearrange the elements of the brandmark



Never reverse the brandmark to white

Brandmark placement

Correct placement of the brandmark will help ensure the integrity of United Way communications. The brandmark should always be placed at a distance of a half of the symbol square from the right edge of any print or on-screen application. This applies to all versions of the brandmark, with or without the tagline and local identifier. While the brandmark will not necessarily align with the grid, its placement on the right and correctly measured spacing from the edge relative to the brandmark will ensure a consistent presentation.

