

BRAND GUIDELINES



UNITED WAY
Greater St. Louis

BRAND LOGOS



UNITED WAY
Greater St. Louis

LOGO VARIATIONS



UNITED WAY
Greater St. Louis



UNITED WAY
Greater St. Louis

FULL-COLOR (PREFERRED)

The full-color version of the logo is preferred and, whenever possible, should be used on all branded materials. The United Way logotype is blue unless there is low contrast with the background, in which case it should be in white.



UNITED WAY
Greater St. Louis

WHITE

The white version is for use on dark backgrounds or photographs where the full-color logo will not work. When using this version, ensure that the background is dark enough to provide sufficient contrast for clarity and legibility.



UNITED WAY
Greater St. Louis

BLACK

The one-color version is for use in applications where full-color or knockout logos would not provide sufficient contrast.



LOGO SYMBOL | CIRCLE OF HOPE

The full logo should be used in all contexts, except for small spaces (e.g., favicon or social media icon). In these instances, the logo symbol may be used on its own.

BRAND LOGOS

Ensuring brand consistency across all platforms is key in building recognition and trust. Here are some basic guidelines to ensure our brand is represented appropriately:

FULL-COLOR (PREFERRED)

The full-color version of the logo is preferred and, whenever possible, should be used on all branded materials. Do not adjust the colors of the logo symbol in any way. Ensure that there is sufficient contrast for clarity and legibility when used with photography.

WHITE

The white version is for use on dark backgrounds or photographs where the full-color logo will not work.

BLACK

The one-color version is for use in applications where full-color or knockout logos would not provide sufficient contrast.

PRIMARY



UNITED WAY
Greater St. Louis



UNITED WAY
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UNITED WAY
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UNITED WAY
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LOGO USAGE

CLEAR SPACE

Keep the logo clear of competing text, images and graphics by maintaining a minimum amount of clear space, equal to the height of “U” of the logo on all sides.



FULL-COLOR (PREFERRED)

Do not adjust the colors of the logo symbol in any way. Ensure that there is sufficient contrast for clarity and legibility when used with photography.

WHITE

Ensure that the background is dark enough to provide sufficient contrast for clarity and legibility.

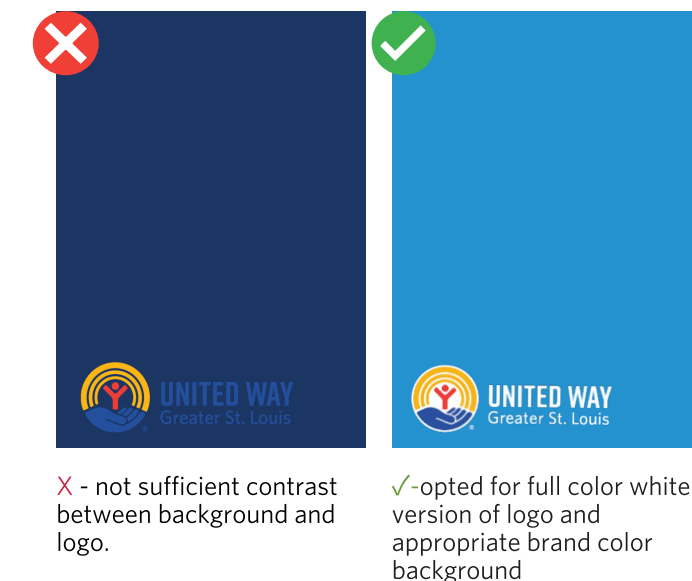
BLACK

Use for B&W documents or whenever full-color or white logos will not work for visibility & legibility.



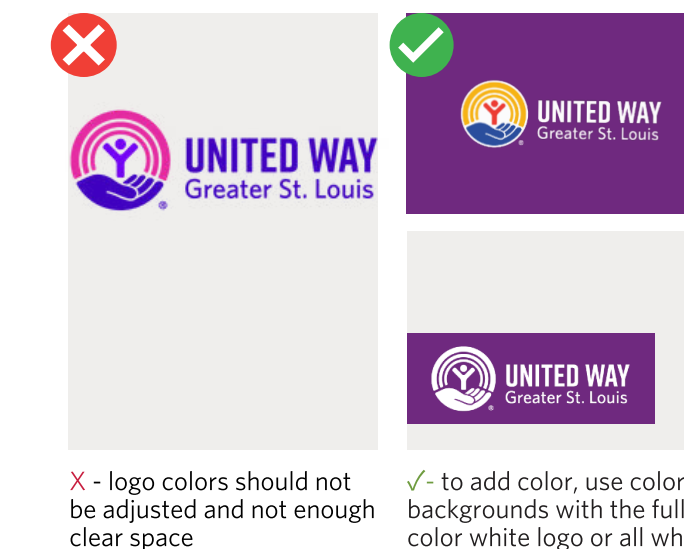
X - logo should not be turned & black logo should not be used with color

✓ - full colored logo is centered and properly spaced



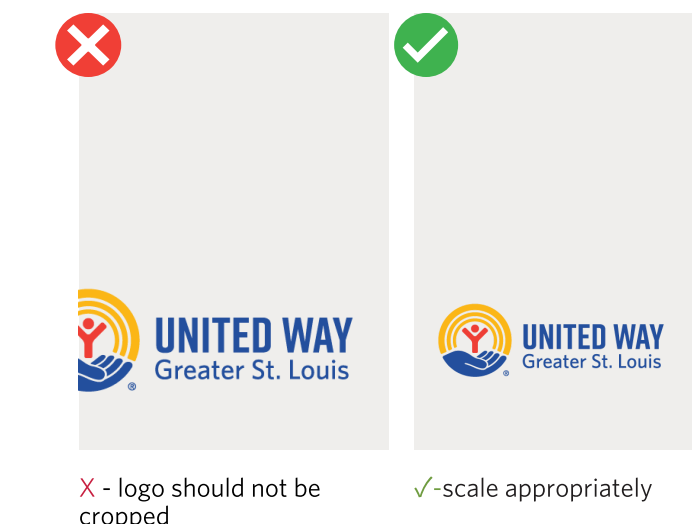
X - not sufficient contrast between background and logo.

✓ - opted for full color white version of logo and appropriate brand color background



X - logo colors should not be adjusted and not enough clear space

✓ - to add color, use colored backgrounds with the full color white logo or all white



X - logo should not be cropped

✓ - scale appropriately

LOGO USAGE

LOGO AND PHOTOGRAPHY

When using the United Way logo over photography, ensure there is sufficient contrast between the background and logo for optimal clarity and legibility.



✗ - not sufficient contrast between background and logo.
- not enough clear space surrounding the logo



✓ - use full color/white version of logo and appropriate brand color elements to provide contrast between logo and background



✗ - not sufficient contrast between background and logo.
logo is cropped and size overshadows image



✓ - proper color and sizing adds to the image vs. taking away from it

LOGO DON'TS

Our logo is the most recognizable representation of our brand. As such, it should not be altered under any circumstances.

Here are some examples of things to avoid:

1. Don't rotate the logo
2. Don't change the logo's colors
3. Don't crop the logo
4. Don't skew, distort or stretch the logo
5. Don't reconfigure or change the logo elements
6. Don't add a drop shadow to the logo
7. Don't add artistic effects to the logo
8. Don't use translucency
9. Don't integrate the logo into messaging (i.e., replace an "O" with the logo)

1. Don't rotate



2. Don't change colors



3. Don't crop



4. Don't skew/distort/stretch



5. Don't reconfigure



6. Don't add drop shadow



7. Don't add effects



8. Don't use translucency



9. Don't integrate into messaging





COLOR

PALETTE



COLOR PALETTE

BRAND
COLORS
PRIMARY

<div>RGB: 219 80 74 HEX: DB504A</div> <div>CMYK: 9 83 73 1 PMS 178</div>	<div>RGB: 37 145 208 HEX: 2592D0</div> <div>CMYK: 76 31 0 0 PMS 2925</div>	<div>RGB: 111 41 127 HEX: 6F297F</div> <div>CMYK: 69 100 12 3 PMS 2592 2X</div>	<div>RGB: 157 193 59 HEX: 9DC13B</div> <div>CMYK: 44 6 100 0 PMS 382 2X</div>	<div>RGB: 248 154 41 HEX: F89A29</div> <div>CMYK: 0 47 95 0 PMS 1375</div>
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BRAND
COLORS
SECONDARY

<div>RGB: 119 21 46 HEX: 77152E</div> <div>CMYK: 33 9 71 39 PMS 1955</div>	<div>RGB: 28 54 100 HEX: 1C3664</div> <div>CMYK: 100 86 34 23 PMS 648</div>	<div>RGB: 69 45 109 HEX: 452D6D</div> <div>CMYK: 87 97 26 14 PMS 2695</div>	<div>RGB: 32 81 39 HEX: 205127</div> <div>CMYK: 62 20 100 3 PMS 350</div>	<div>RGB: 242 103 35 HEX: F26723</div> <div>CMYK: 0 74 99 0 PMS 165</div>
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BRAND
COLORS
TERTIARY

<div>TEXT #1</div> <div>RGB: 33 30 31 HEX: 211E1F</div> <div>CMYK: 70 68 64 75 PMS 419</div>	<div>TEXT #2</div> <div>RGB: 73 73 73 HEX: 494949</div> <div>CMYK: 66 59 58 40 PMS 446</div>	<div>RGB: 225 227 219 HEX: E1E3DB</div> <div>CMYK: 11 7 12 0 PMS 441</div>	<div>UNIVERSAL WHITE</div> <div>RGB: 255 255 255 HEX: FFFFFFFF</div> <div>CMYK: 0 0 0 0</div>
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Our color palette helps us express the story and personality of United Way. For this reason, it’s important to be consistent and use only the colors that we’ve chosen as part of our brand.

USAGE

The primary brand colors should be applied across all communications, unless it is in black and white context.

Primary & Secondary Brand colors may be used as headline text, backgrounds, and decorative elements.

Tertiary colors may be used as text on contrasting backgrounds, and in some cases, as background colors, but they should not take precedence over the primary colors in our communications.

COLOR USAGE

When applying colors to our brand communications, it's important to maintain consistency and cohesion. To achieve this, all core communications should prominently feature at least one primary colors as the dominant color(s).

Secondary and tertiary colors may be used as supporting elements to enhance visual interest, but they should not take precedence over the primary colors in our communications.

BRAND COLORS



UNITED WAY
Greater St. Louis

WHAT WE DO

WE EMPOWER OUR NEIGHBORS

We unite people, resources and funding to help build strong and equitable communities where everyone can thrive.

Throughout 16 counties in Missouri and Illinois, we equip over 160 local nonprofits with vital funding and training resources to keep our region's safety net responsive and resilient.

A better tomorrow starts today. Together, we can make our region healthier, resilient, and a more caring place for all of us.

MAKE A GIFT TODAY OR LEARN MORE AT
[HELPINGPEOPLE.ORG](https://helpingpeople.org)

“Short one line quote can go here.”



UNITED WAY
Greater St. Louis

UNITED IMPACT



WHAT WE DO

WE EMPOWER OUR NEIGHBORS

We unite people, resources and funding to help build strong and equitable communities where everyone can thrive.

Throughout 16 counties in Missouri and Illinois, we equip over 160 local nonprofits with vital funding and training resources to keep our region's safety net responsive and resilient. United Way focuses on addressing regional needs that align with food, shelter, and transportation and longer-term support of job training, youth programming, education and counseling.

Our annual community campaign brings together thousands of individuals, companies, unions and foundations to help make a collective impact on the communities we serve. A better tomorrow starts today. Together, we can make our region healthier, resilient, and a more caring place for all of us.

MAKE A GIFT TODAY!



UNITED WAY
Greater St. Louis



**UNITE
WITH US.**



DID YOU KNOW? **1.45M** dollars invested
towards meeting
emergency needs

TYPO

GRAP

HY

We use a custom font selected for readability and elegance. This typography helps to reinforce our brand identity and should be used in all communications.



TYPEFACE
PRINT + SOCIAL

PAGE TITLE

METROPOLIS | BOLD | UPPER CASE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 & \$ # @ ! ~

SECTION/PARAGRAPH HEADER

METROPOLIS | BOLD | UPPER CASE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 & \$ # @ ! ~

SUB-HEADER

METROPOLIS | REGULAR | UPPER CASE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 & \$ # @ ! ~

BODY

Whitney | Book | Sentence Case | -25 tracking

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 & \$ # @ ! ~

SUPPLIMENTAL TEXT | CALL TO ACTION/LISTS/IMPACT #’S

Antonio | Regular | Sentence Case & UPPER CASE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 & \$ # @ ! ~

TYPEFACE

DIGITAL

When using Canva, both Print and Digital
typefaces are available in the BrandKit

PAGE TITLE

FIGTREE | EXTRABOLD | UPPER CASE
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 & \$ # @ ! ~

SECTION/PARAGRAPH HEADER

FIGTREE | EXTRA BOLD | UPPER CASE
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 & \$ # @ ! ~

SUB-HEADER

FIGTREE | LIGHT | UPPER CASE
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 & \$ # @ ! ~

BODY

Open Sans | Light | Sentence Case | -25 tracking
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 & \$ # @ ! ~

SUPPLIMENTAL TEXT | CALL TO ACTION/LISTS/IMPACT #’S

Antonio | Regular | Sentence Case & UPPER CASE
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 & \$ # @ ! ~

TITLE

THE UNITED WAY

HEADER

WHAT WE DO

SUB-HEAD

WE EMPOWER OUR NEIGHBORS

We unite people, resources and funding to help build strong and equitable communities where everyone can thrive.

Throughout 16 counties in Missouri and Illinois, we equip over 160 local nonprofits with vital funding and training resources to keep our region’s safety net responsive and resilient. United Way focuses on addressing regional needs that align with food, shelter, and transportation and longer-term support of job training, youth programming, education and counseling.

Our annual community campaign brings together thousands of individuals, companies, unions and foundations to help make a collective impact on the communities we serve. A better tomorrow starts today. Together, we can make our region healthier, resilient, and a more caring place for all of us.

BODY

CTA

MAKE A GIFT TODAY!

DID YOU KNOW?

1.45M dollars invested
towards meeting
emergency needs

EX
AM
PLE