

LOGO/NAME USAGE STANDARDS

INSTRUCTIONS & CONDITIONS

Any use of the United Way name or logo in materials promoting activity between the organization and an external client must be reviewed and approved by the United Way Communications Team.

To receive a logo please email Lynda.Licastro@uw-mc.org. We will provide IMMEDIATE (no more than 24 hours) assistance upon receipt of your request. This LOGO/NAME USAGE STANDARDS sheet will be provided to you as well as the requested logo file.

For final approval of your materials please email Lynda.Licastro@uw-mc.org and indicate **LOGO/NAME APPROVAL** in the subject line of your email. Approvals will be given within 48 hours.

USAGE STANDARDS

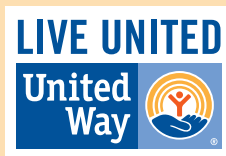
The United Way logo is rendered in a specific design and should not be altered in any way other than re-sizing as a complete graphic. UNDER NO CIRCUMSTANCES should the logo be modified. The United Way logo must not be smaller than 1 inch in width in any application. Additionally, do not use the logo within a headline, sentence or title. Instead, you may reference the name "United Way of DuPage/West Cook" as text only. If you require special assistance in choosing a logo to meet your particular needs, please contact the Creative Studio.

NAME

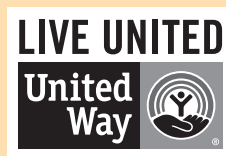
The correct listings of United Way of Metropolitan Chicago and its members are as follows: United Way of Metropolitan Chicago; United Way North-Northwest; South-Southwest Suburban United Way; United Way of DuPage/West Cook.

COLOR

The logo must be used in full color or one color (black, PANTONE® 287 Blue or white) for all applications. Full color is preferred. No other color or tint of black is acceptable when reproducing the logo.



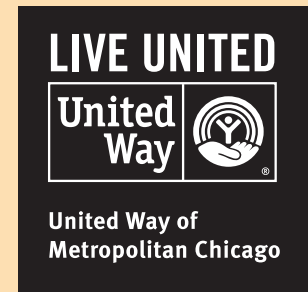
United Way of
Metropolitan Chicago



United Way of
Metropolitan Chicago



United Way of
Metropolitan Chicago



United Way of
Metropolitan Chicago

CLEAR LOGO SPACE

When using the logo, a certain amount of "clear space" must surround it to maintain its visual integrity. No other elements may intrude on the clear space.

The height of the logo dictates the amount of clear space that must surround it. Specifically, the height of LIVE UNITED is exactly the amount of clear space that surrounds the



The logo should only be used as stated above. Any questions, please call the Creative Studio at 312.906.2390. THANK YOU.

United Way of Metropolitan Chicago

Creative Studio
333 S. Wabash Avenue, 30th Floor
Chicago, IL 60604
312.906.2390

AUGUST 2014

