

2017 BRAND GUIDELINES

UNITED WAY OF METRO CHICAGO

LOGOS

**PRIMARY
(SPECIFIC TO UNITED WAY
OF METRO CHICAGO)**

United Way
of Metro Chicago



United Way
of Metro Chicago

United Way
of Metro Chicago



United Way
of Metro Chicago

SECONDARY (RARELY USED)

United Way
of Metro Chicago



United Way
of Metro Chicago

United Way
of Metro Chicago



United Way
of Metro Chicago

United Way
of Metro Chicago



United Way
of Metro Chicago

United Way
of Metro Chicago



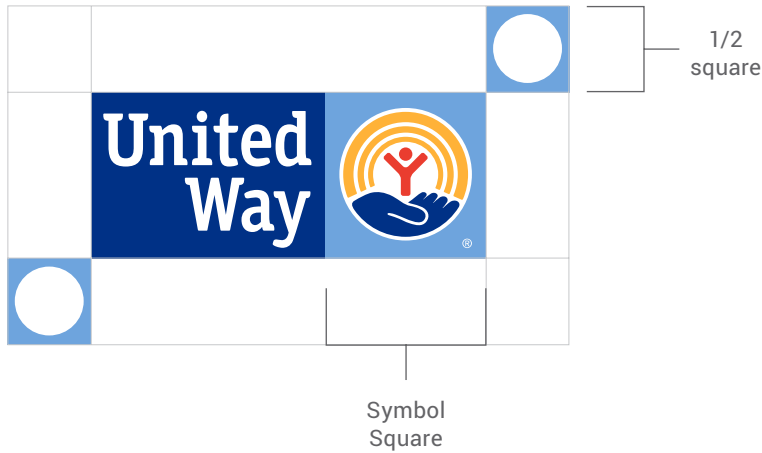
United Way
of Metro Chicago

United Way
of Metro Chicago



United Way
of Metro Chicago

CLEAR SPACE



MINIMUM SIZE

Screen
MINIMUM SIZE
90 PIXELS OR 1.25" wide



Print
MINIMUM SIZE
.75" wide



UNACCEPTABLE LOGO USE



Never alter the colors in the
brandmark



Never tilt the brandmark



Never distort the shape of
the brandmark



Never add elements inside
the brandmark



Never rearrange the
elements of the brandmark



Never alter the shape of the
brandmark in any way



Never change the font or color
of the local identifier



Never substitute type in
the brandmark



Never put other words or
phrases inside the brandmark







Never extract any of the graphic elements or words
"United Way" contained in the brandmark to use separately







COLOR PALETTE







PRIMARY

			
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

SECONDARY

			
BLACK C=0 M=0 Y=0 K=100 R=0 G=0 B=0 HEX= #000000	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

LOGO COLOR VERSIONS

	Preferred Spot Color version	CMYK Version	RGB Version
			
			
	Pantone 287 Pantone 659 Pantone 179 Pantone 143	C=100 M=74 Y=0 K=0 C=55 M=40 Y=0 K=0 C=0 M=85 Y=89 K=0 C=0 M=34 Y=86 K=0	R=0 G=82 B=145 R=83 G=158 B=207 R=240 G=72 B=65 R=251 G=178 B=83 #636466 #539ECF #F04841 #FBB253

FONTS

ROBOTO CONDENSED BOLD

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$%&(" / !?)

Roboto Bold

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$%&(" / !?)

Roboto Regular

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$%&(" / !?)

Note: Trade Gothic and Meta have been discontinued and should no longer be used moving forward.

SUBSTITUTE FONT FOR EXTERNAL USE

Arial Regular

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$%&(" / !?)

Arial Bold

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$%&(" / !?)