

2020 NC 211 Branding Guide

This guide provides an overview of NC 211 branding, including logo usage, color palette, and font choices. When including NC 211 in your local United Way's marketing materials, please refer to this guide. For more information on 211 branding, visit the United Way Worldwide [211 Logos and Standards Document](#).

LOGOS

Logos are standard and cannot be changed or modified. The 211 Counts logo is owned by Washington University in St. Louis. Both logos are available for your use but should not be modified in any way.



CO-BRANDING

United Way of North Carolina administers the 2-1-1 three digit dialing number for all of North Carolina. Therefore, NC 211 must be associated with United Way in all materials.

Local funding partners may be associated with the NC 211 materials with the addition of a logo or a line of text recognizing the partner's support (for example: *United Way of County's support of NC 211 is made possible by Awesome Partner*), but the United Way logo cannot be replaced or deleted. The United Way logo can be replaced with a localized United Way logo if the material will only be used in the footprint of the United Way creating the localized material. You must submit any changes to materials to United Way of North Carolina for approval before producing and distributing any materials that have been changed. Please submit any request for approval to Julia Van Patter at jvanpatter@unitedwaync.org. Since NC 211 is a statewide service, United Way localization should be used cautiously as neighboring United Ways offer the service in their communities as well. TV and Radio PSAs or Billboards may not be localized.

When positioning the United Way logo and the NC 211 logo, always place the United Way logo on the right-hand side, as displayed below:



NC 211 LANGUAGE

“Help Starts Here” is the official tagline for NC 211 and should appear in marketing materials. Our statewide tagline differs from United Way Worldwide’s tagline, “Get Connected. Get Help.” We expect to eventually transition to the United Way Worldwide tagline and are starting to incorporate this language in our current marketing materials.

When referring to 2-1-1 as a phone number, use 2-1-1 with dashes between the numbers. For instance, “Call 2-1-1” or “Dial 2-1-1.”

When referring to the program itself, use NC 211 with no dashes between the numbers and a space between NC and 211. For instance, “NC 211 is a free and confidential resource” or “Learn more about NC 211 by visiting nc211.org”

USE OF COLOR

All NC 211 Marketing Materials are consistent with the United Way CMYK color palette. Specific colors are listed below for your reference:

Dark Blue: C:100 M:74 Y:0 K:0, Hex: #005191

Light Blue: C:55 M:40 Y:0 K:0, Hex: #539ED0

Yellow: C:0 M:34 Y:86 K:0, Hex: #FFB351

Red: C:0 M:85 Y:89 K:0, Hex: #FF443B

Medium Grey: C:0 M:0 Y:0 K:30, Hex: #CCCCCC

FONTS

The following fonts are used throughout the NC 211 marketing materials. If your organization does not already own these fonts, free fonts can be obtained by using the links listed below.

Open Sans is used in body text. Open Sans Semi-Bold can be used for subheadings or special body text.

<https://www.fontsquirrel.com/fonts/open-sans>

League Gothic Regular and League Gothic Bold are used for headings, with 2-point letter spacing

<https://www.fontsquirrel.com/fonts/league-gothic>

211 COUNTS

211 Counts is a dashboard tool that provides real-time, searchable data from 2-1-1 calls from across North Carolina. Using 211 Counts provides a dashboard view of community specific information from a county, legislative district, to a zip code.

Marketing Goals of 211 Counts:

- Demonstrate how data from 211 Counts can:
 - Raise awareness of needs and gaps in services in local communities
 - Educate the community on how data is connected to impact work
 - Empower the community to know the facts and tell the story
- Influence and motivate the funding and resource allocation decisions of community stakeholders.
 - Increase understanding of community needs, identifying gaps in services, budgetary allocation and service provider priority
- Serve as a valuable resource for community partners who may be seeing funding via grants and are seeking current community trend data to “make their case” for funding.
- Initiate action among users to value the data as an integral part of community assessment and planning and use as foundation for legislative decisions.
- Build the case and resources for support of North Carolina 211. The more people who call 2-1-1 from your community, the more data available to show trends in your community.