CDT \photo\assets\brand_standards.pdf

For any additional questions regarding brand standards for United Way of Greater Charlotte, please contact Cassie Boesch at cboesch@unitedwaygreaterclt.org.

**BRAND POSITIONING**

Engaging in **open collaboration** across Charlotte-area communities, only United Way has the **empathetic determination** to take **unified action** and boldly deliver fresh, highly focused solutions to the lives of our neighbors for truly proven transformation.

**BRAND NARRATIVE**

Big thinking requires optimistic vision. Fresh solutions mean bridging people and purpose in new ways. Meaningful impact demands determination to get to the heart of the matter and a willingness to work hands-on and side by side.

As United Way, we are more than an empathetic listener — we’re a dedicated partner speaking up and acting out with our neighbors, committed to creating change together.

Where others are willing to sit back, we step up to replace complacency with bold bridges that blaze new paths forward, fired with a shared passion and positive focus on enacting real change that will transform lives and benefit entire communities.

We are unified in our belief that working together is the only way, the United Way of Greater Charlotte.
The United Way of Greater Charlotte logo, mark or lockup should be used in all collateral.

The primary logo, mark and lockup should always be shown in either blue or, if on a colored background, white. Make sure to use the correct color values when reproducing the logo. For print, Pantone and CMYK values should be used. For digital and web applications, RGB and HEX values should be used.

The logo mark or logo lockup can be used instead of the primary logo when the branding has already been established. The lockup can be used in video or digital applications.

**Clear Space**
Always isolate the logo on the page by maintaining clear space from other elements on the page, the edge of the page, or the gutter. For the primary logo, there should always be clear space at least the size of the letter “U” on all sides of the logo. For the logo mark, there should always be clear space at least the size of the figure on all sides of the mark.
The secondary logo is to be used when partnering with the worldwide United Way brand.

For full guidelines and use restrictions of the worldwide United Way logos, please refer to the United Way worldwide brand guidelines document.
Primary typeface
League Gothic Regular is the primary typeface and should be used for headlines, subheader copy and CTAs. In general, the type should be all caps, in any of the brand colors or, if on a colored background, white. In certain instances (such as an infographic), the primary typeface can be sentence case.

Secondary typeface
Roboto Regular, Roboto Light and Roboto Bold should be used for some subheader copy and all body copy. This typeface should always be either dark gray or, if on a colored background, white. Body copy should be sentence case, left aligned. The secondary typeface can sometimes be used in all caps as a callout or in an infographic.
COLOR

The United Way of Greater Charlotte has four main brand colors: Blue, Yellow, Red and Dark Gray.

When pairing colors, use only two colors at a time. This will maintain the elegance and modern feel of the brand. Correct color pairings are listed to the right.

Dark Gray should be used only for body text and only when used with a white background.

Usage

Make sure to use the correct color values when reproducing the logo. For print, Pantone and CMYK values are to be used. For digital and web applications, RGB and HEX values should be used.

COLOR PALETTE

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS:</th>
<th>CMYK:</th>
<th>RGB:</th>
<th>HEX:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>287 C</td>
<td>100 74 0 0</td>
<td>0 81 145</td>
<td>#005191</td>
</tr>
<tr>
<td>Yellow</td>
<td>143 C</td>
<td>0 34 86 0</td>
<td>255 179 81</td>
<td>#FFB351</td>
</tr>
<tr>
<td>Red</td>
<td>179 C</td>
<td>0 85 89 0</td>
<td>255 68 59</td>
<td>#FF443B</td>
</tr>
<tr>
<td>Black</td>
<td>BLACK AT 70%</td>
<td>CMYK: 0 0 0 70</td>
<td>RGB: 79 79 79</td>
<td>HEX: #545454</td>
</tr>
</tbody>
</table>

COLOR PAIRINGS

USE THESE:

![Type Type](image1)

![Type Type](image2)

![Type Type](image3)

DO NOT USE THESE:

![Type Type](image4)

EXAMPLES

![The New Way](image5)

![The Open Way](image6)

![The Impactful Way](image7)

![Connect](image8)
GRAPHIC ELEMENTS

The graphic elements are used to tell the brand narrative and enhance photography. There are three main graphic elements, and they should be used only in brand colors.

**Rings:** Highlight a moment of impact for the community.

**Dots:** Represent the diversity of people and/or organizations we serve. Can be used in a line as a graphic divider or as a radiating circle. Example on the right.

**Colorfills:** Reinforce the paths (rings for the open way and the bold way, lines moving forward for the clear way, and the bar graph lines for the impactful way).

For additional examples of how to combine elements, please refer to the Branded Examples on page 11.
Our photography point of view is optimistic, joyful, unique and memorable. We show real people in our community, engaging with the nonprofits we support.

Photographs are captured so the viewer is looking up, reinforcing the positivity and optimism of our brand narrative.

To access the full library of original images, please contact Cassie Boesch at cboesch@unitedwaygreaterclt.org.
STOCK PHOTOGRAPHY

Stock photography should be used only when there is not an option for original photography. Stock images should follow the photography point of view (optimistic, joyful, unique and memorable). In addition to the ground-up view, images can be shown featuring grass to reinforce the “grassroots” messaging.

Silhouette images of movement (jumping, hugging, etc.) can be used in digital mediums, such as the website and social media posts. Silhouette images need to be clipped out and placed over the brand colorfills, as shown in the example below. Do not use this image style in print.

To access the full library of stock images, please contact contact Cassie Boesch at cboesch@unitedwaygreaterclt.org.

EXAMPLES

SOCIAL MEDIA/DIGITAL USE ONLY
SOCIAL MEDIA

Social media content should maintain brand standards whenever possible, using the templates created for Canva. Social avatars are not to be changed from the blue logo mark.

Photography captured for social should follow the guidelines laid out in Original Photography when possible.
BRANDED EXAMPLES

A sample of branded collateral for reference.