



BRAND STANDARDS | 01/04/2023

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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.

LOGO

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.

PRIMARY LOGO – GREATER CHARLOTTE

United Way
OF GREATER CHARLOTTE

United Way
OF GREATER CHARLOTTE

LOGO MARK – GREATER CHARLOTTE



LOGO – LOCKUP



CLEAR SPACE



CLEAR SPACE



LOGO

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.

SECONDARY LOGO – WORLDWIDE BRANDING



**United Way
of Greater Charlotte**

**United Way
of Greater Charlotte**



**United Way
of Greater Charlotte**

TYPOGRAPHY

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.

PRIMARY TYPEFACE

LEAGUE GOTHIC REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

SECONDARY TYPEFACE

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

ROBOTO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

COLOR

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

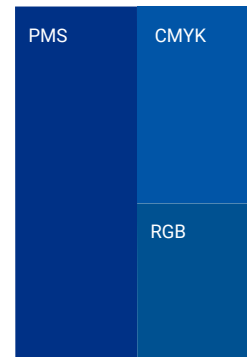
When pairing colors, use only two colors at a time. This will maintain the elegance and modern feel of the brand. Correct color pairings are listed to the right.

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

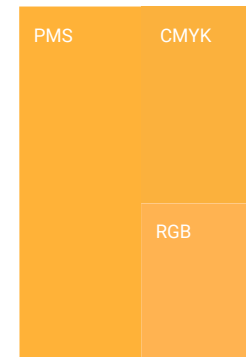
Usage

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.

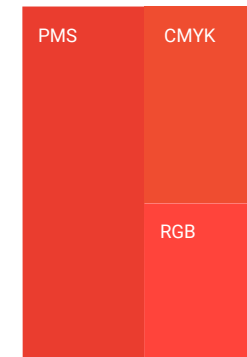
COLOR PALETTE



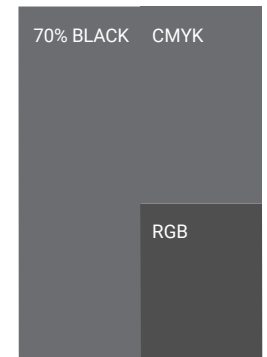
PMS: 287 C
 CMYK: 100 74 0 0
 RGB: 0 81 145
 HEX: #005191



PMS: 143 C
 CMYK: 0 34 86 0
 RGB: 255 179 81
 HEX: #FFB351



PMS: 179 C
 CMYK: 0 85 89 0
 RGB: 255 68 59
 HEX: #FF443B



BLACK AT 70%
 CMYK: 0 0 0 70
 RGB: 79 79 79
 HEX: #545454

COLOR PAIRINGS

USE THESE:



DO NOT USE THESE:



EXAMPLES



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.

RINGS



DOTS



COLORFILLS



ORIGINAL PHOTOGRAPHY

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 Cassie Boesch at cboesch@unitedwaygreaterclt.org.

EXAMPLES



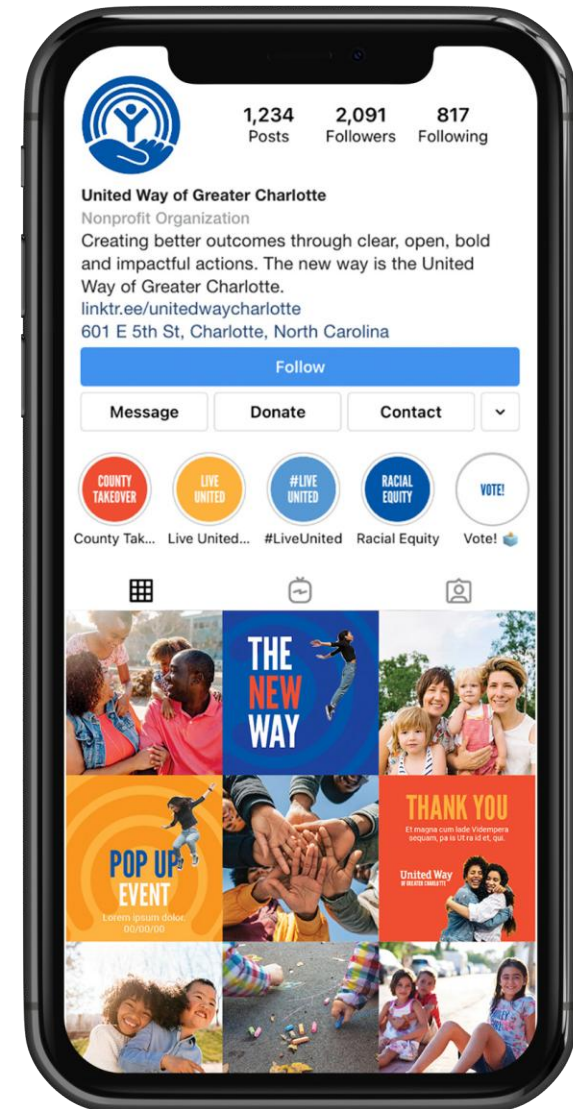
SOCIAL MEDIA/DIGITAL USE ONLY



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.

BROCHURE



WEBSITE



POSTERS



STATIONERY



POCKET FOLDER

