



United Way British Columbia
Brand Guidelines

May 2021

United Way British Columbia Brandmark with Secondary tagline

Horizontal orientation

The following is an example of the horizontal United Way British Columbia master brandmark, along with the secondary tagline, which outlines the regions included in the amalgamation. The logo appears in colour, black & white and reverse.



 **United Way**
British Columbia | Working with communities in BC's Interior, Lower Mainland, Central & Northern Vancouver Island

Logo Brandmark Location identifier Tagline



 **United Way**
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United Way British Columbia Brandmark with Secondary tagline

Vertical orientation

The following is an example of the vertical United Way British Columbia master brandmark, along with the secondary tagline, which outlines the regions included in the amalgamation. The logo appears in colour, black & white and reverse.

The diagram illustrates the vertical orientation of the United Way British Columbia brandmark. It features a red logo of two hands holding a rainbow with a person icon. Below the logo, the text "United Way" and "British Columbia" is displayed in a bold, sans-serif font, separated by a horizontal line. Underneath the line is the tagline: "Working with communities in BC's Interior, Lower Mainland, Central & Northern Vancouver Island". A vertical dashed line on the right side of the diagram labels the four elements: "Logo" (the red icon), "Brandmark" (the "United Way" text), "Location identifier" (the "British Columbia" text), and "Tagline" (the text below the horizontal line).

This version of the brandmark is in black and white. It consists of the logo (two hands holding a rainbow with a person icon), the text "United Way" and "British Columbia" in a bold, sans-serif font, a horizontal line, and the tagline "Working with communities in BC's Interior, Lower Mainland, Central & Northern Vancouver Island" below the line.

This version of the brandmark is in reverse color, with a red background and white elements. It features the white logo (two hands holding a rainbow with a person icon), the text "United Way" and "British Columbia" in a bold, sans-serif font, a horizontal line, and the tagline "Working with communities in BC's Interior, Lower Mainland, Central & Northern Vancouver Island" below the line.

United Way British Columbia Brandmark with Secondary tagline

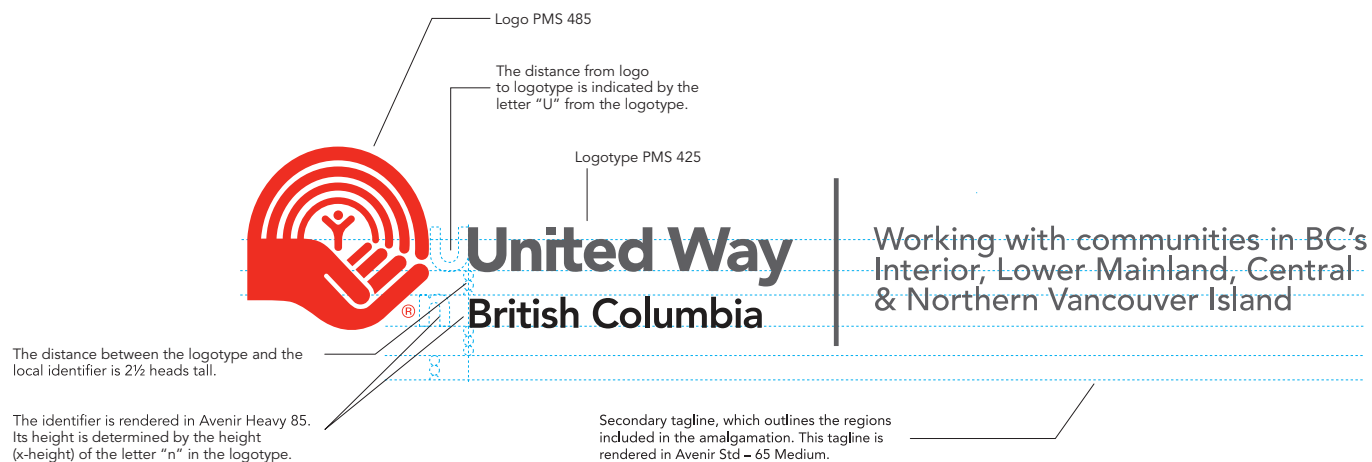
Horizontal Brandmark Lockup

The United Way British Columbia brandmark has an established fixed size and space relationship between the different elements so that they can appear together without competing for attention.

NOTE:

A lockup is the final form of a brandmark with all of its elements locked in their relative positions. The lockup should not be taken apart or altered in any way.

The following is an example of the horizontal United Way British Columbia master brandmark, paired with the secondary tagline, which outlines the regions included in the amalgamation.



United Way British Columbia Brandmark with Secondary tagline

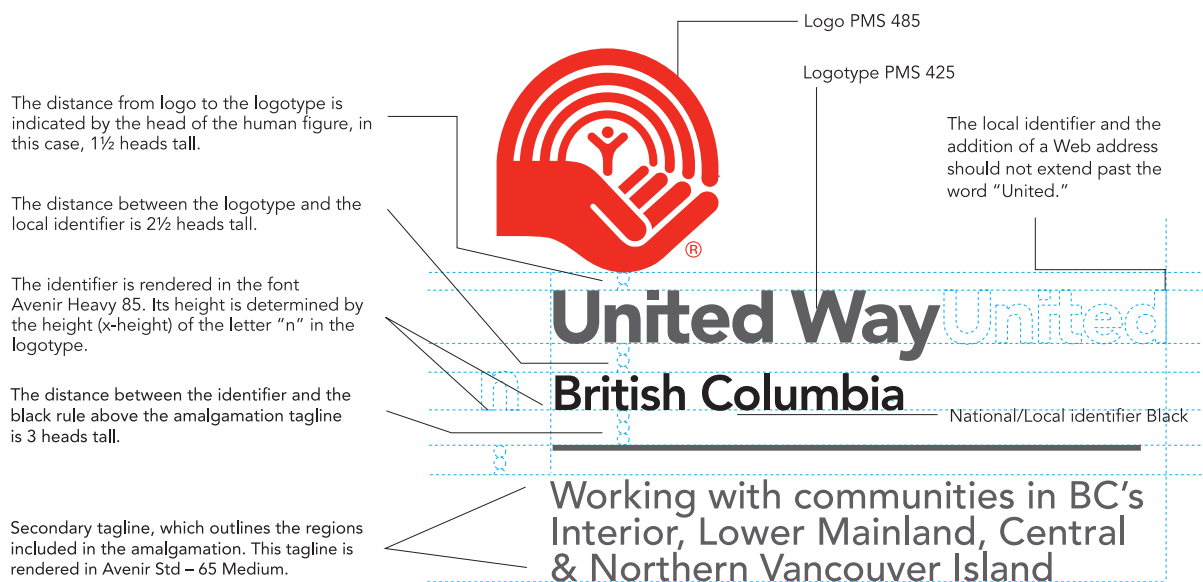
Vertical Brandmark Lockup

The United Way British Columbia brandmark has an established fixed size and space relationship between the different elements so that they can appear together without competing for attention.

NOTE:

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The following is an example of the vertical United Way British Columbia master brandmark, paired with the secondary tagline, which outlines the regions included in the amalgamation.

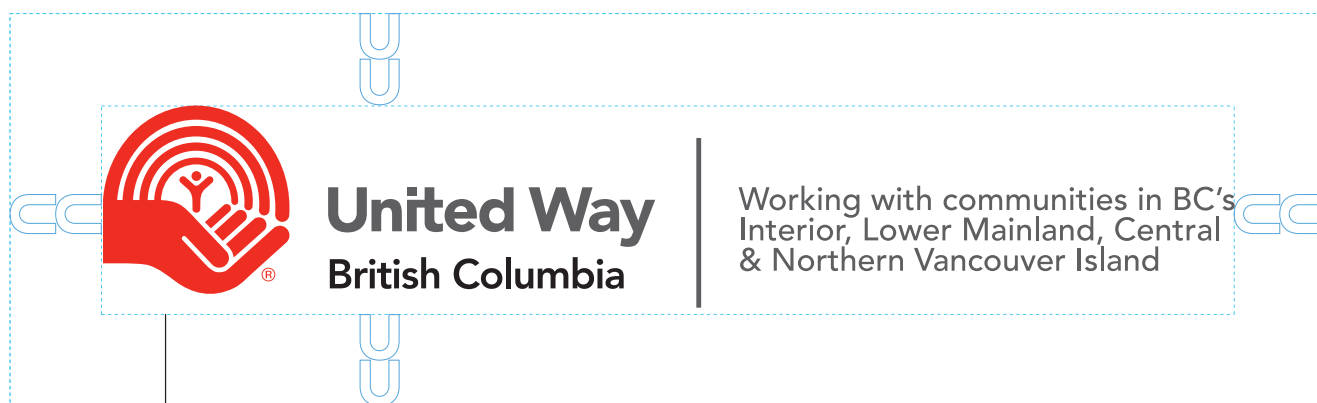


United Way British Columbia Brandmark with Secondary tagline

Horizontal logo safety zone

It is important that the logo never feels congested, and that it has a sense of openness. For that reason, we always keep clear space around the logo. No other elements, such as typography, pictures, partner logos, art or borders can appear in the safety zone.

The safety zone is equal to two uppercase “U”s from the logotype. This standard holds true for all vertical brandmark examples, excluding social media profile pictures. It is especially important with the added secondary tagline.

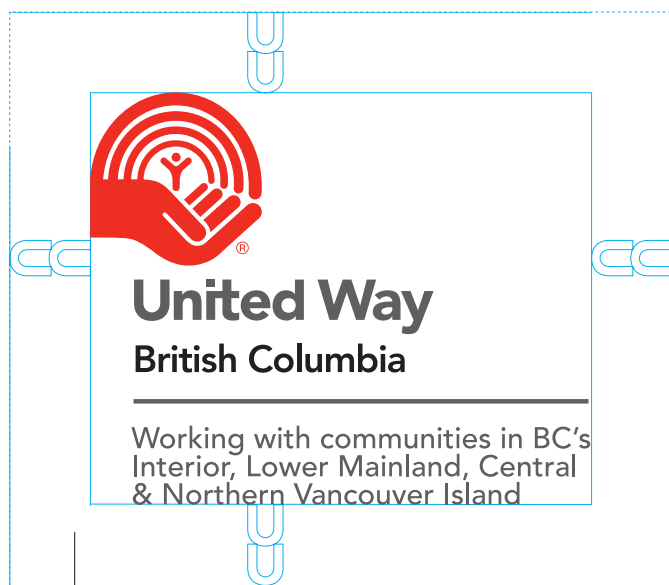


Safety Zone

United Way British Columbia Brandmark with Secondary tagline

Vertical logo safety zone

The safety zone is equal to two uppercase “U”s from the logotype. This standard holds true for all vertical brandmark examples, excluding social media profile pictures. It is especially important with the added secondary tagline.



Safety Zone

Minimum size

The logo can never be smaller than 3/8” for print or 27 pixels for screen. This standard holds true for all horizontal and vertical brandmark examples.

Minimum 3/8” in width for print.



Minimum 3/8” in width for print.



Minimum 27 pixels in width for screen.

Minimum 27 pixels in width for screen.

United Way British Columbia Brandmark

Brandmark colours

United Way's brandmark is one of the most recognized identities in the world. PMS 485, a warm red for the logo, and PMS 425, a warm grey for the logotype, work together to humanize the brandmark.

As the preferred version, the positive colour art brandmark should be used where possible. The red and grey colours should never be switched or altered, and must be used consistently across all communication materials.

Positive versions of the brandmark must only be used over a white background. When using a reverse version of the brandmark, use discretion to select between the colour art and line art versions. The red should clearly and aesthetically separate from the background, otherwise only the line art option should be used.

When Pantone® colours cannot be used, a close match can be achieved using CMYK process colours. For best results when reproducing the colours for print, use a linescreen of no less than 175. This will ensure true, clean reproduction and prevent the grey from looking like a screen.

NOTE:

Hexadecimal should be used for online applications, RGB for Microsoft Office, CMYK and PMS (Pantone®) for print.

United Way British Columbia Brandmark

Primary and Secondary colours

An important part of establishing a brand is creating a colour palette and using it consistently. As a complement to United Way's primary colour palette, the secondary palette comprises three bright and optimistic colour families. Each of the colour families is assigned to one of our three focus areas, and should be used when you are showcasing these focus areas in your communications.

You may also use these colours to complement our primary colour palette.

Shades of grey can also be used to create interest and depth in your design, but should be used sparingly to maintain an optimistic look and feel.

When Pantone® colours cannot be used, a close match can be achieved using CMYK process colours. For best results when reproducing the colours for print, use a line screen of no less than 175. This will ensure true, clean reproduction and prevent the grey from looking like a screen.

NOTE:

Hexadecimal should be used for online applications, RGB for Microsoft Office, CMYK and PMS (Pantone®) for print.

PRIMARY



PMS 485
C=0 M=95 Y=100 K=0
R=218 G=41 B=28
#DA291C



PMS 425
C=0 M=0 Y=0 K=77
R=112 G=115 B=114
#54585A



PMS Process Black
C=0 M=0 Y=0 K=100
R=44 G=42 B=41
#2C2A29



White (for Reverse)
C=0 M=0 Y=0 K=0
R=255 G=255 B=255
#FFFFFF

SECONDARY



PMS 285
C90 M48 Y0 K0
R0 G114 B206
#0072CE



PMS 298
C67 M2 Y0 Y0
R65 G182 B230
#41B6E6



PMS 369
C=68 M=0 Y=100 K=0
R=10 G=167 B=11
#64A70B



PMS 375
C=49 M=0 Y1=00 K=0
R=140 G=214 B=0
#8CD600



PMS 166
C=0 M=76 Y=100 K=0
R=227 G=82 B=5
#E35205



PMS 138
C=0 M=52 Y=100 K=0
R=222 G=124 B=0
#DE7C00

United Way British Columbia Brandmark

Typography

Another crucial element of the United Way brand is our font family – Avenir and Arial. Only these fonts should be used for United Way communication materials. Using other fonts should be restricted, as they will reduce brand recognition.

Primary Font

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir is our principal font, flexible enough to be used for headings, and long or short copy. Avenir is a highly legible, elegant sans serif font. It has a large family offering many weights.

Substitute Font

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Our secondary font, Arial, should be used as a substitute wherever Avenir is not available.

Arial should be used for all Web and email communications, on all Microsoft applications for internal documentation, and for slide presentations such as PowerPoint.

When using these fonts, please consider the following points:

- The minimum point size for headings is 14 point.
- The minimum leading on headings should be 120% of point size. For a heading set in 14 point text, the leading should be 16 points.
- Avenir can be used in its various weights for headings. Both fonts can also be used in colour. Depending on the colour of the background, the heading should be increased in weight and size.
- Body text should be set no smaller than 9 points over 11 point leading.
- Bold typefaces should be used to show emphasis on special or important information within body copy.
- Do not set long body copy in white over a colour background.

United Way British Columbia Brandmark

Typography hierarchy

To preserve consistency throughout the United Way brand, the following font sizes are recommended for the outlined hierarchy. It is good practice to use no more than four different sizes when designing a document, to keep the design structured and clear. Font sizes are at the designer's discretion.

Avenir LT Std 85 Heavy
is our headline weight 24/28

Avenir LT Std 85 Heavy
is our sub-heading weight 16/20

Avenir LT Std 85 Heavy
is our paragraph title weight 11/13

Avenir LT Std 35 Light
is our body copy weight 11/13

Example of 'sub-heading' weight

———— **A community grows here.**

Example of 'body copy' weight

———— A neighbourhood association dug a community garden. Donors gave seed money. Local nutrition programs offered healthy eating courses.

United Way? We helped plant the idea with partners and residents, then carefully tended this proud new source of local food.

That's how change got started in communities across Canada. People coming together to think, plan, work, teach, build and give. Through United Way.

United Way British Columbia's fonts for use with most supporting brands

Typography

Unless otherwise stated, Avenir is the primary type family that is to be used with all of United Way British Columbia's printed collateral materials and web-based applications. There are some brands that make use of other font families which will be outlined whenever they are applicable.

Headlines

Headline type should be set with Avenir Black, sentence case, aligned left, whenever possible.

AVENIR BLACK

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890**

Subheads

Subhead type should be set with Avenir Medium, sentence case, aligned left, whenever possible.

AVENIR MEDIUM

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890**

Section titles / Small subheads

Section title / small subhead type should be set with Avenir Heavy, upper case, aligned left, whenever possible.

AVENIR HEAVY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

United Way British Columbia's fonts for use with most supporting brands

Lead-in copy

Lead-in copy type should be set with Avenir Light, sentence case, aligned left, whenever possible.

AVENIR LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Body copy (print)

Body copy type should be set with Avenir Book, sentence case, aligned left, whenever possible.
Other weights and styles of Avenir may be used as different use cases dictate.

AVENIR BOOK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Body copy (web)

If Avenir is unavailable for online use, body copy type should be set with Arial, sentence case, aligned left, whenever possible.

ARIAL REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

United Way British Columbia Brandmark

Graphic elements

The United Way brandmark is made up of three distinct elements: logo + logotype + registered trademark symbol. The logotype can never appear in any form other than in its relationship with the logo. Therefore, it can not be used in isolation as a graphic or watermark.

The logo can be used as a graphic element in a design, including as a watermark or pattern. When used in its entirety, the logo must be accompanied at all times by the registered trademark symbol.

The three graphic elements contained in the logo - a rainbow, a hand and a human figure - can also be used individually as graphics, icons or background visuals to enhance a layout or communicate an idea.

However, these three elements should never be joined together in any way other than how they appear in the official logo. For example, do not keep the rainbow and hand joined together and replace the human figure with an alternate element.

The logo and its elements should be used judiciously and in moderation within a design. They can be screened or knocked out of a background or image, but must only appear in red PMS 485, black or white.

In 1972, designer Saul Bass created the iconic United Way logo, depicting the helping hand cradling mankind and surrounded by a rainbow symbolizing hope. Our community impact mission – to improve lives and build community by engaging individuals and mobilizing collective action – reflects the ideas outlined in our logo.



rainbow



hand



human figure

United Way British Columbia Brandmark

Usage violations

Below are examples of misuse of the corporate brandmark.



United Way Canada

- Do not move the location of the identifier.



United Way
Canada

- Do not move or try to center the logo.



United Way
Canada

- Do not alter the colour or tint of the logo.



United Way
Canada

- Do not change any of the typefaces.



United Way
Canada

- Do not use an isolated element of the logo.



UPCOMPANY



United Way
Canada

- Do not place other logos or elements within the safety zone.



United Way
Canada

- Do not alter the colour or tint of the logo.



- Do not place the brandmark on a busy background.



United Way
British Columbia

Working with communities in BC's
Interior, Lower Mainland, Central
& Northern Vancouver Island