



**United Way**  
Brandon & District

# **United Way** Brandon & District Brand Identity Guidelines

May 2022

(Schedule D - UWCC Trademark Licence Agreement)

# United Way Brandon & District Brandmark

The United Way Brandon & District brandmark is made of three distinct elements: logo + logotype + registered trademark symbol.

The original United Way logo was created in 1972 by Saul Bass, depicting the helping hand cradling mankind, surrounded by a rainbow symbolizing hope. Our current logo preserves the brandmark's iconic presence while using a warmer red colour.

The logotype is a customized piece of artwork, created from the font Avenir. This modern font complements the round shape of the logo, and its letters have been joined together to reflect the idea of unity.

While there are two different configurations - vertical and horizontal - for the brandmark, the vertical option is preferred. The logotype is set off-centre to create a sense of movement and give the brandmark a more contemporary feel.

Electronic versions of the brandmark can be accessed by contacting [office@brandonuw.ca](mailto:office@brandonuw.ca).

English Brandmark Vertical



English Brandmark Horizontal



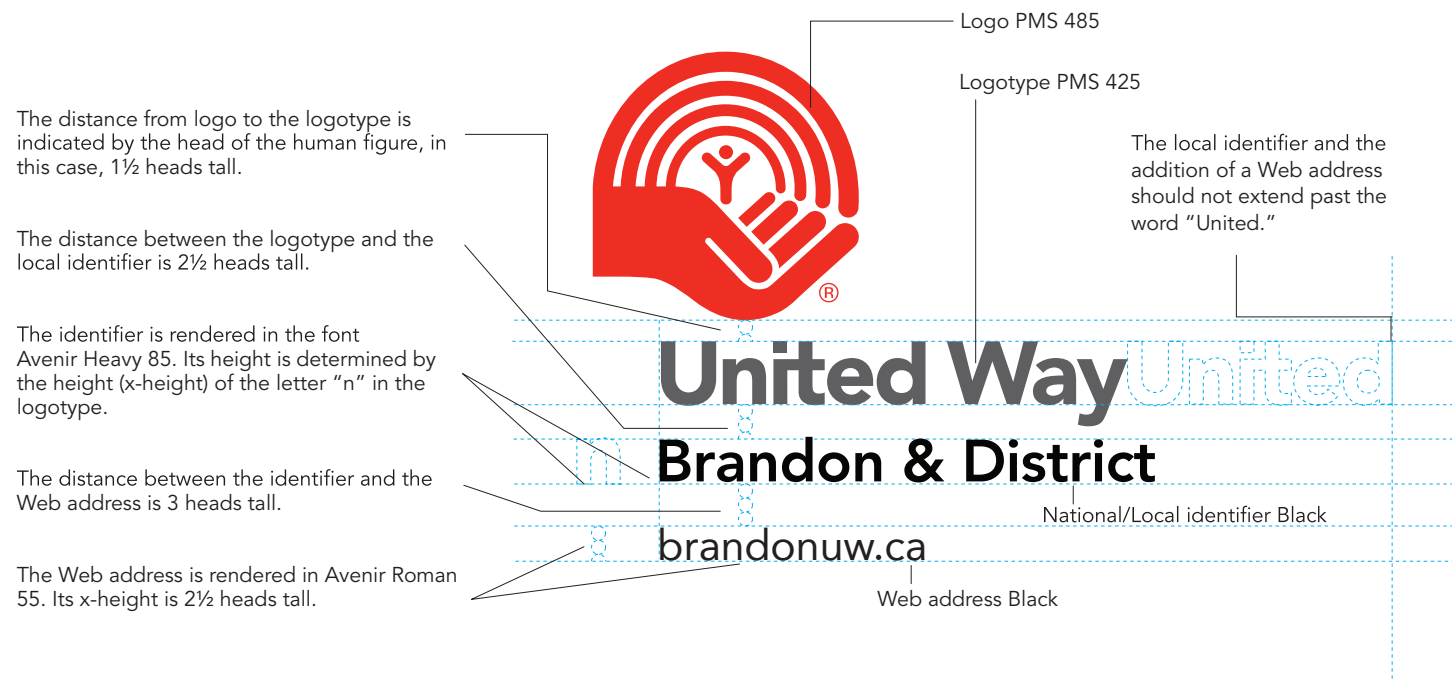
## Vertical Brandmark Lockup

The United Way Brandon & District 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 vertical english United Way Centraide Master brandmark, with Brandon & District as the identifier, and web address.

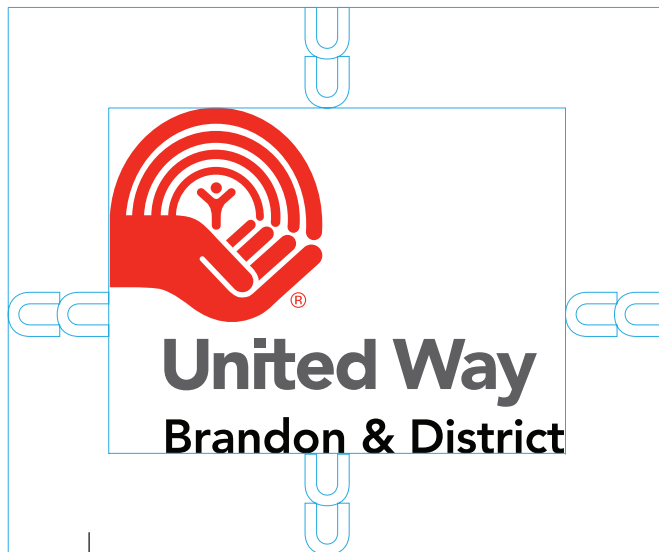


## Vertical Brandmark Lockup: Safety Zone & Minimum Size

### 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.

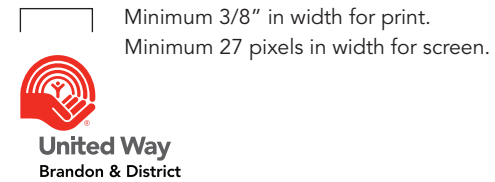
The safety zone is equal to two uppercase "U"s from the logotype. This standard holds true for all vertical brandmark examples, excluding social media profile pictures (see p. 30 for additional information on using the brandmark on social media).



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 vertical brandmark examples.

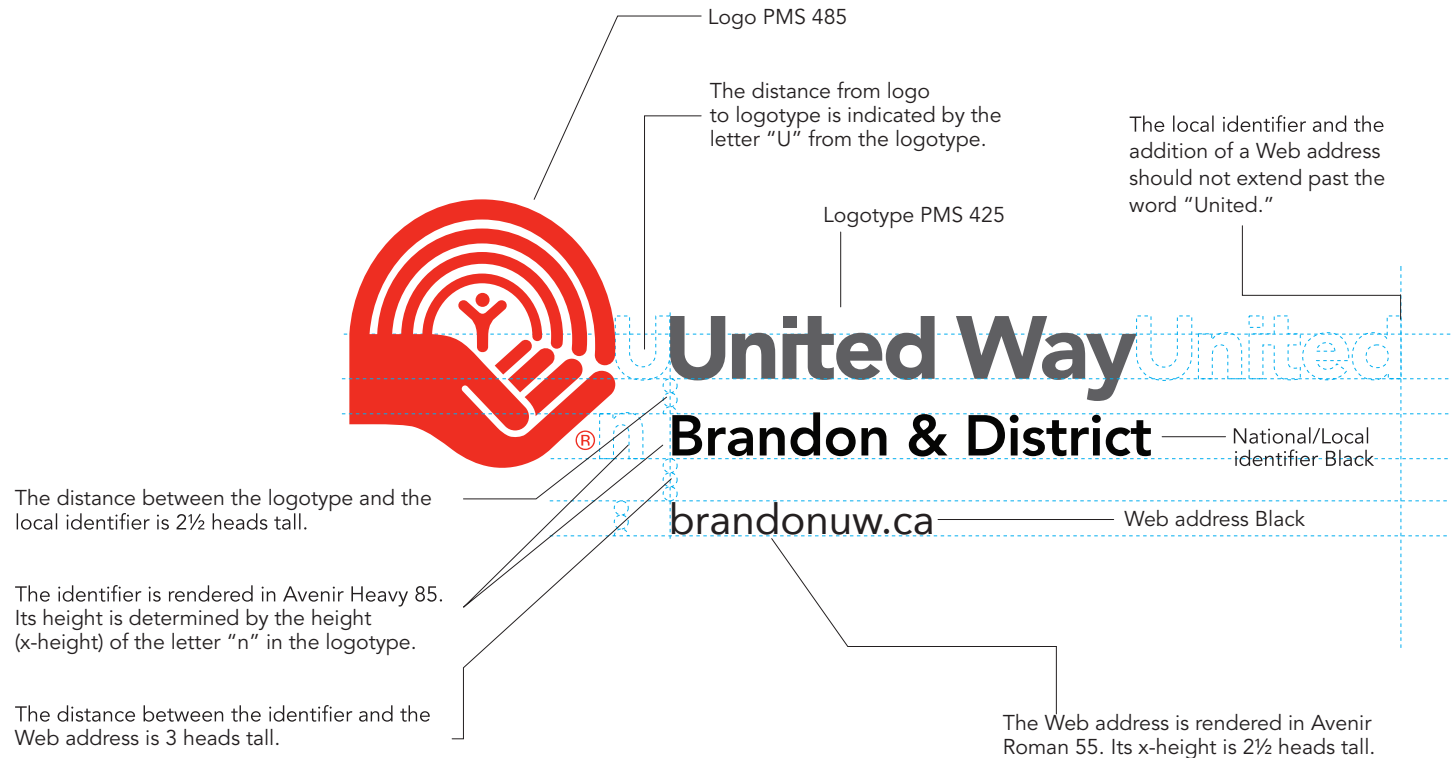


## Horizontal Brandmark Lockup

A horizontal version of the brandmark exists for those occasions when a more compact shape is required for your layout, or when space is at a premium. However, the vertical configuration is preferred and should be used whenever possible.

No configurations of the brandmark other than the vertical and horizontal lockups should be used. For any exception requests, please contact [office@brandonuw.ca](mailto:office@brandonuw.ca).

The following is an example of the horizontal English United Way Centraide master brandmark, with Brandon & District as the identifier, and Web address.



## Brandmark Colours

United Way Centraide'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.

### Primary



PMS 485  
C0 M95 Y100 K0  
R218 G41 B28  
#DA291C



PMS 425  
C0 M0 Y0 K77  
R112 G115 B114  
#54585A



PMS Process Black  
C0 M0 Y0 K100  
R44 G42 B41  
#2C2A29



White (for Reverse)  
C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF

### Colour Art Brandmark

#### Positive



**United Way**  
**Brandon & District**



PMS 485  
C0 M95 Y100 K0  
R218 G41 B28  
#DA291C

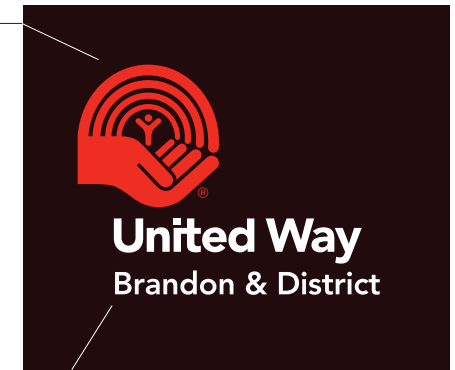


PMS Process Black  
C0 M0 Y0 K100  
R44 G42 B41  
#2C2A29



PMS 425  
C0 M0 Y0 K77  
R112 G115 B114  
#54585A

#### Reverse



White  
C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF

### Line Art Brandmark

#### Positive

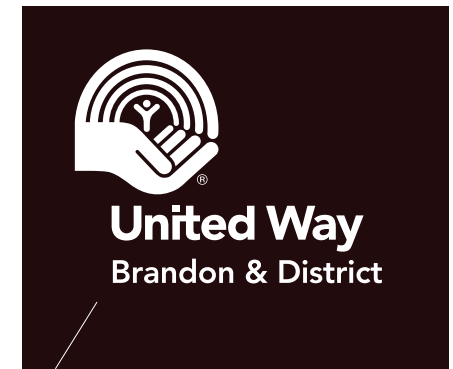


**United Way**  
**Brandon & District**



PMS Process Black

#### Reverse



White

# Misuse of Brandmark

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 logotype.



United Way

Once you've started using our new brandmark, do not use the previous version.



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 of the logotype.



United Way  
Canada

Do not alter the colour of the logo.



United Way  
Canada

Do not tint or screen the brandmark.



Do not place the brandmark on a busy background.



United Way  
Canada

Do not distort, stretch or tilt the brandmark.

# Synopsis

The United Way Centraide brand identity outlined in these pages represents what we do, how we do it, and how we work together to create lasting change in Canadian communities.

As we work together to consistently represent the United Way Centraide brand across Canada, the following standards and guidelines should be kept in mind:

## Using the landmark

- Use the vertical configuration of the landmark whenever possible
- The landmark must be accompanied by a local identifier unless permission is granted by United Way Centraide Canada
- Always keep a clear space around the landmark
- The positive colour art landmark is preferred; however, it is best to use the reverse landmark against a dark or patterned background

## Working with colours

- Only use the correct red and grey for the landmark
- Complement the primary colour palette and highlight focus areas with the secondary colours

## Using typography

- Use only Avenir and Arial fonts
- Keep body text between 9 and 14 points
- Emphasize important text with bold type

## Using graphics

- The logo and its three elements (hand, rainbow and human figure) can be used judiciously in design
- Use rounded text boxes and circles; avoid hard edges and sharp corners

## Selecting imagery

- Include people as the main subject, reflecting the copy as closely as possible
- Show a wide cross-section of emotions and stories
- Reflect the makeup and diversity of your community

## Applying the brand

- The brand should be applied consistently across all print and digital applications
- Social media profile photo and naming conventions help create a unified look
- Templates are available from United Way Centraide Canada