2019 Campaign Banners/Wings Guide

UWMC Brand

Volunteer Engagement

Suggested Pairings

What makes a Strong Neighborhood?

Building Stronger Neighborhoods

To increase awareness of the United Way brand and our neighborhood work.

To increase awareness of the United Way brand and how to get involved as a volunteer.

To increase awareness of our neighborhood work and how to get involved as a volunteer.

NOTE: The “What makes a stronger neighborhood?” banner should never be used without the “Building Stronger Neighborhoods” banner and, if possible, a United Way representative and additional materials should be present.

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