

# Brand Guidelines

## United Way of Metro Chicago

### Logos

#### PRIMARY

(specific to United Way  
of Metro Chicago)

United Way  
of Metro Chicago



United Way  
of Metro Chicago

United Way  
of Metro Chicago



United Way  
of Metro Chicago

#### SECONDARY

United Way  
of Metro Chicago



United Way  
of Metro Chicago



United Way  
of Metro Chicago

United Way  
of Metro Chicago

United Way  
of Metro Chicago



United Way  
of Metro Chicago



United Way  
of Metro Chicago

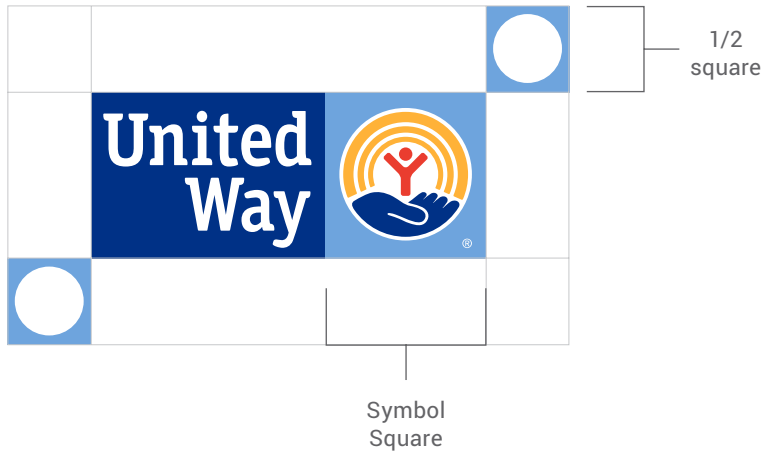
United Way  
of Metro Chicago

United Way  
of Metro Chicago



United Way  
of Metro Chicago

# Clear Space



# Minimum Size

Screen  
MINIMUM SIZE  
90 PIXELS OR 1.25" wide



Print  
MINIMUM SIZE  
.75" wide



# Unacceptable Logo Use



Never alter the colors in the brandmark



Never tilt the brandmark



Never distort the shape of the brandmark



Never add elements inside the brandmark



Never rearrange the elements of the brandmark



Never alter the shape of the brandmark in any way



Never change the font or color of the local identifier



Never substitute type in the brandmark



Never put other words or phrases inside the brandmark







Never extract any of the graphic elements or words "United Way" contained in the brandmark to use separately







# Color Palette







## PRIMARY

			
<b>PANTONE 287</b> C=100 M=74 Y=0 K=0 R=0 G=81 B=145 HEX= #005191	<b>PANTONE 659</b> <b>OR 287C AT 52%</b> C=55 M=40 Y=0 K=0 R=83 G=158 B=208 HEX= #539ED0	<b>PANTONE 179</b> C=0 M=85 Y=89 K=0 R=255 G=68 B=59 HEX= #FF443B	<b>PANTONE 143</b> C=0 M=34 Y=86 K=0 R=255 G=179 B=81 HEX= #FFB351

## SECONDARY

			
<b>BLACK</b> C=0 M=0 Y=0 K=100 R=0 G=0 B=0 HEX= #000000	<b>PANTONE 152</b> C=0 M=60 Y=100 K=0 R=245 G=120 B=20 HEX= #F57814	<b>PANTONE BLACK 50%</b> C=0 M=0 Y=0 K=50 R=150 G=150 B=150 HEX= #969696	<b>WHITE</b> C=0 M=0 Y=0 K=0 R=255 G=255 B=255 HEX= #FFFFFF

## LOGO COLOR VERSIONS

	Preferred Spot Color version	CMYK Version	RGB Version
			
			
	Pantone 287    Pantone 659    Pantone 179    Pantone 143	C=100    C=55    C=0    C=0 M=74    M=40    M=85    M=34 Y=0    Y=0    Y=89    Y=86 K=0    K=0    K=0    K=0	R=0    R=83    R=240    R=251 G=82    G=158    G=72    G=178 B=145    B=207    B=65    B=83 #636466    #539ECF    #F04841    #FBB253

# Fonts

### ROBOTO CONDENSED BOLD

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890\$%&(&#34; / !?)

### Roboto Bold

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890\$%&(&#34; / !?)

### Roboto Regular

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890\$%&(&#34; / !?)

**Note:** Trade Gothic and Meta have been discontinued and should no longer be used moving forward.

## SUBSTITUTE FONT FOR EXTERNAL USE

### Arial Regular

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890\$%&(&#34; / !?)

### Arial Bold

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890\$%&(&#34; / !?)