

United Way Centraide Canada

Graphic Guidelines

United Way funded agencies and corporate supporters are welcome to use United Way Centraide Canada's logo in your communication and marketing materials. These guidelines are to be applied consistently to ensure a uniform visual presentation of the United Way brand. When using the bilingual brandmark, the English name should appear first when the supporting text is in English. Conversely, the French name should appear first when the supporting text is in French.



Logo
PMS 485
Coated C 0 M 95 Y 100 K 0
Uncoated C 0 M 73 Y 93 K 1
R 218 G 41 B 28
HTML DA291C

The United Way logo is a registered trademark and its symbol must be present by law. United Way Centraide Canada is the authorized registered user in Canada.

United Way Centraide

Logotype
PMS 425
Coated C 0 M 0 Y 0 K 77
Uncoated C 0 M 0 Y 0 K 77
R 112 G 115 B 114
HTML 54585A

Canada

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



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 the width and height of the logo.

Minimum Size

The logo can never be smaller than 3/8" for print or 27 pixels for screen.



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 never be used in isolation as a graphic or watermark.

However, the logo can be used as a graphic element in a design. The logo is made up of three graphic elements: a rainbow, a hand and a human figure. These elements can be used individually as graphics, icons or background treatments. They can appear in a diagram, as a watermark, pattern or background visual.

They can be screened or knocked out of a background or image, but these three elements should never be joined together in any way other than how they appear in the official logo. They can only appear in red PMS 485 or black.



Misuse of the Brandmark

Here are a few examples of misuse of the United Way graphic elements. The logo is not to be altered graphically in any way. Do not distort, stretch or tilt it. Do not alter the font or resize the text. Do not change, add or eliminate any portion of the symbol.



**United Way
Centraide**
Canada



**United Way
Centraide** Canada



**United Way
Centraide**
Canada



**United Way
Centraide**

Do not rearrange the elements of the brandmark. This includes the logo and logotype.

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



**United Way
Centraide**
Canada



**United Way
Centraide**
Canada
Support the campaign



**United Way
Centraide**
Canada



**United Way
Centraide**
Canada



Do not place other logos or elements (such as slogans) within the safety zone.

Do not place brandmark on a busy background

Do not distort, stretch or tilt the logo.



**United Way
Centraide**
Canada



**United Way
Centraide**
Canada



**United Way
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Do not tint or screen the brandmark.

Do not use an isolated element of the logo.

Do not alter the colours of the brandmark elements.

Acceptable variations

The brandmark is available in a vertical and a horizontal format. The vertical format is preferred. There are black and white versions of each logo. The black and white version may be used as a knock out provided the safety zone is respected.



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For more information, please email brand@unitedway.ca.