



UNITED WAY FOR SOUTHEASTERN MICHIGAN BRAND BOOK

GIVE. ADVOCATE. VOLUNTEER.
 UNITEDWAYSEM.ORG





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OUR HISTORY

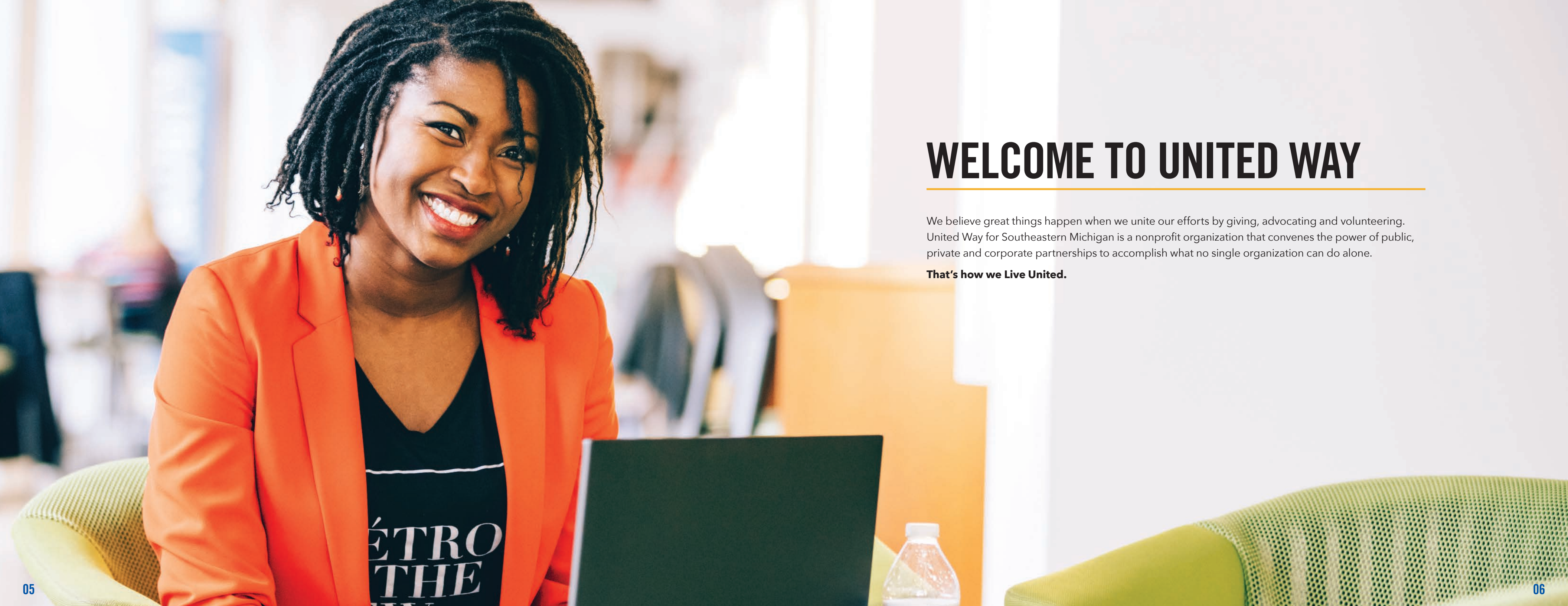
In 1887, a woman, a priest, two ministers and a rabbi recognized the need to work together in new ways to make Denver a better place.

Frances Wisebart Jacobs, the Rev. Myron W. Reed, Monsignor William J.O’Ryan, Dean H. Martyn Hart and Rabbi William S. Friedman created the nation’s first United Way campaign in Denver, benefiting 10 area health and welfare agencies.

The organization collected funds for local charities and coordinated relief services. That year, it raised \$21,700, and created a movement that would become United Way.

In 1917, our regional United Way, known then as Detroit Community Union, served as our area’s first unifier – convening the power of public, private and nonprofit partners to better serve our community. In 2005, two local United Way chapters voted to create a new organization: United Way for Southeastern Michigan.

For more than 100 years, we’ve responded to the region’s most pressing challenges around children and family, health and the community. Although our name has evolved over the years, our core mission to improve communities and individual lives in measurable and lasting ways has never changed.



WELCOME TO UNITED WAY

We believe great things happen when we unite our efforts by giving, advocating and volunteering. United Way for Southeastern Michigan is a nonprofit organization that convenes the power of public, private and corporate partnerships to accomplish what no single organization can do alone.

That's how we Live United.



BRAND STRATEGY

Our contributors experience the United Way brand through our deeds, as well as through the verbal and visual messages we convey. These guidelines are provided to communicate the correct and consistent use of the United Way for Southeastern Michigan brand identity for staff and partner use.

OUR MISSION

To mobilize the caring power of Detroit and Southeastern Michigan to improve communities and individual lives in measurable and lasting ways.

OUR VISION

Southeastern Michigan is united in building a community of stable households and thriving children.

OUR VALUES



PEOPLE-FIRST

Community-oriented, impact, accountable to households, children, customers and staff.



EQUITY AND INCLUSION

Committed to practices that disrupt unfair systems and provide access to opportunity for all.



COLLABORATION

Focused on continuous and active partnerships.



INNOVATION

Taking the lead, challenging the status quo, and focused on continuous improvement.



COMMUNITY IMPACT

UNITED WAY COMMUNITY IMPACT

In our region, 44 percent of households struggle to meet their basic needs like food, housing and health care. We work to help households become stable and ensure children have the support they need to thrive.

11 STABLE HOUSEHOLDS

13 THRIVING CHILDREN



“

This is the most meaningful work I do. For a lot of people, this could mean the difference between them getting evicted or being able to keep a roof over their head.”

LEW ELBERT

VOLUNTEER, ACCOUNTING AID SOCIETY

STABLE HOUSEHOLDS

In Southeastern Michigan, 44 percent of households (681,000) struggle to meet their basic needs. United Way is committed to ensuring these households have access to programs and services that help them meet the basic needs of housing, food, health care and financial stability.

THRIVING CHILDREN

Of the 681,000 households in Southeastern Michigan that struggle to meet their basic needs, 24 percent of them (165,000) have children. United Way is committed to ensuring that families are connected with the tools and supports they need to make sure children are ready to learn and prepared for success in life.



“

She's never been the shy type, but she's learned how to interact and take turns. Her attention span has really improved.

BRANDON HERNANDEZ

PARENT AND EARLY LEARNING
COMMUNITY PARTICIPANT



OUR TONE

WE ARE DIRECT, CLEAR AND AUTHENTIC

We convey optimism, empowerment and a forward-looking approach in everything we do. United Way contributors include donors, advocates, volunteers, service recipients, and corporate and nonprofit partners. We believe everyone can be a community leader, whether as head of a household or a corporation. We celebrate these contributions through vivid storytelling.

17 STATEMENT STYLES

19 OUR CREDO

20 CALL TO ACTION

21 SOCIAL MEDIA

STATEMENT STYLES

Avoid corporate speak, like “investors.” Instead, use words like “contributors” and show the value of support beyond monetary donations. Use optimism over pessimism. Avoid using words like “poor” or “unfortunate.”

YESTERDAY

United against
Fight for
Mobilizing the caring power (Mission)
Social change agent
Return on investment
Solving complex problems
Health, Education and Economic Prosperity

TODAY

United for
Live for
Uniting and empowering community leaders
Leader for sustainable change
Return on contribution
Collaborating for a future vision
Stable Households
Food · Housing · Health Care · Family Finance
Thriving Children
Ready to Learn · Ready for Life

BE APPROACHABLE.

In most cases, write in the first person with warmth and professionalism. Make readers feel that they are valuable to our success.

KEEP IT SIMPLE.

Our role in solving community problems is complex, but that doesn’t mean our storytelling has to be. Describe the problem. Explain our solution and reach. Humanize it by focusing on one person who was positively impacted.

BE BRIEF.

There is no one-size-fits-all for messaging length. If you can tell it short, do it. If it takes more space, use it, but make sure every sentence is compelling the reader to go further.

IT’S NOT ALL ABOUT US.

Include partners, both corporate and nonprofit, who were key to our success. Our credo is Live United, so reinforce it in messaging.

FACTS MATTER.

Use data – our own or from credible sources – to highlight key points, but don’t inundate readers or viewers with the numbers.

HIGHLIGHT OPPORTUNITY.

Stories that focus on the overwhelming problem do not inspire action. Focus on the issue and need, but offer a solution that empowers our contributors to take action and show them how they can make positive change. Stories should be optimistic.

WE ADHERE TO AP STYLE.

In addition to following AP, refrain from using internal acronyms and jargon. For instance, never use “UWSEM” in external messaging. Use our full name in first reference and United Way in subsequent references.

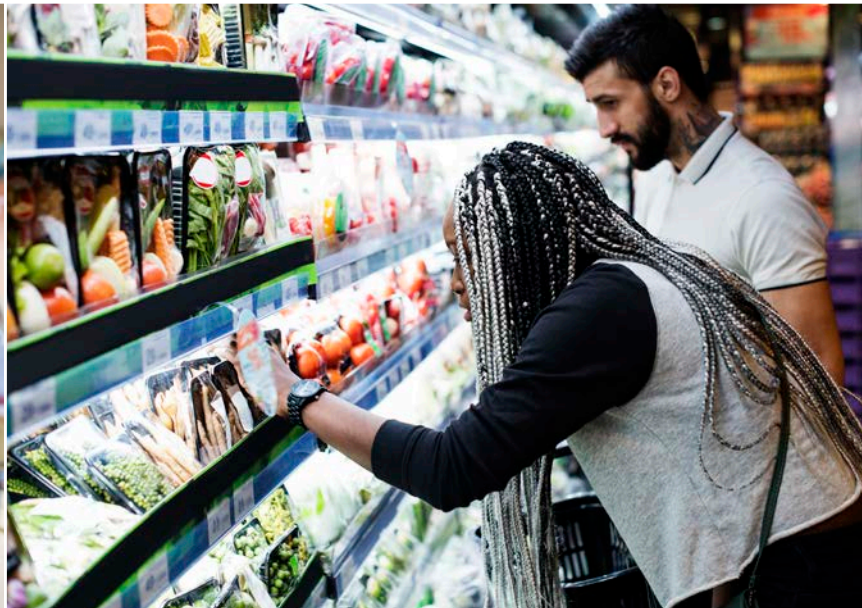
LIVE UNITED IS OUR CREDO.

Our brand’s call to action is “Give. Advocate. Volunteer.” and should be used on public collateral in print and online.

OUR CREDO

“LIVE UNITED” is not just a tagline but also an aspirational rallying cry. We use it on promotional swag and in copy to ignite passion to take action.

LIVE UNITED®



CALL TO ACTION

“Give. Advocate. Volunteer”. should be used in United Way marketing communications including advertising and collateral. It should not be used in cause-related communications or other communications involving multiple partners, nor should it be used on premium items.

GIVE. ADVOCATE. VOLUNTEER.

SOCIAL MEDIA

Our social media content echoes the standard tone and look of our brand, but leaves room for fun interpretation of content. Social media content should always be direct and conversational, and reflect our brand values and goals. Imagery and video should focus on real people in the communities we serve.



FACEBOOK



Content should focus on celebrating community or personal successes via storytelling and should include nonprofit and corporate partners, our employees, donors, advocates and volunteers, and the people we serve. Corporate check presentations should never be posted on Facebook.

TWITTER



Content should focus on thanking and celebrating our corporate and nonprofit partners. Real-time sharing of content is preferable whenever possible. Conversation is important on Twitter, so United Way should respond to or acknowledge all mentions.

INSTAGRAM



Beautiful imagery is key to our brand on Instagram; only the best images should be used on this platform. Instagram Stories are used to provide a real-time, in-depth look at United Way partnerships, programs and events. Stories should focus on storytelling through images, video and quotes.

LINKEDIN



Content should focus on thanking our corporate and nonprofit partners via storytelling that highlights our partnerships, programs and the work we do.



OUR LOOK

WE CONVEY OPTIMISM AND EMPOWERMENT

Our images showcase real people connecting to our work and should help our supporters understand the value of their contributions. Our imagery, just like our language, showcases our goals, and communicates a long-term, sustainable and positive impact.

25 SPOTLIGHT

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SPOTLIGHT

We shine a light on the systems that create barriers for our community. Images should convey optimism over despair, and cast diverse subjects and communities.



WE HIGHLIGHT THE REAL

Our image and video storytelling showcases real people connecting to our work through various means. We shoot in natural light with a shallow depth of field to focus on the various leaders within our community.





VIDEO PRODUCTION

Video storytelling shows the importance of our community impact made possible by our contributors. By lifting up stories of community members who have used our services, donors, advocates, volunteers or partners, we can show the impact of what it means to Live United. Our stories should highlight our collective power.

PEOPLE MATTER.

We take time to get to know the stars of our story. Before we take out our camera, we make sure we have built trust and comfort. We never exploit. We make sure our stars are shown as leaders in their own right.



SHOW UP EARLY.

Preparation not only helps you stay organized and ensures that you capture the content you need, it also puts your subject at ease and can help you get additional face time in before the camera starts rolling. Communicate the amount of time you need, from equipment set up to follow-up protocol. Make sure subjects feel like they are a part of the process.

TALK LESS.

Listen more. Know the key questions you need answered, but don't fire them off. Make sure that you engage in a conversation and ask follow-up questions. The pregnant pause can be a powerful tool, so don't rush an answer.

FRAME YOUR SUBJECT.

Light, angles and depth of field should convey optimism. Make sure primary interview subjects are well lit and shot at eye level with a shallow depth of field (bokeh effect).

KEEP IT REAL.

All primary interviews should take place in the environment the subject is representing (e.g. instructors in a classroom, corporate partner in their office, volunteer in action in the field).

LOGO USAGE

The most fundamental visual element of a brand identity is its logo. The components of our logo – the rainbow of hope, the hand of support and the person as a symbol of humanity – communicate the important United Way brand characteristics: caring, empowering and trustworthy.

PRIMARY LOGO



United Way
for Southeastern Michigan

REVERSED LOGO



United Way
for Southeastern Michigan

SINGLE COLOR LOGO: BLACK



United Way
for Southeastern Michigan

SINGLE COLOR LOGO: WHITE



United Way
for Southeastern Michigan

SPECIAL LOGO USAGE

A special use outline lockup has been developed for limited use. It may be reproduced in black or white. This logo should be used when the full color logo is not permitted, for example, when reproducing on fabric, plastic, glass or other materials used for merchandise or signage.



United Way
for Southeastern Michigan

LOCALIZATION

The consistent and correct application of the United Way logo and the local identifier is essential. The local identifier should never be altered in scale or position with the brand mark. It should only be removed when applied to small graphics in which it would not be legible.



United Way
for Southeastern Michigan

UNACCEPTABLE LOGO USAGE

The examples below illustrate some of the unacceptable uses of the United Way logo. Never extract any of the elements or words contained in the brandmark to use separately.

DO NOT USE THE
"100 YEARS" VERSION

100 YEARS



United Way
for Southeastern Michigan

NEVER STRETCH OR SQUISH



United Way
for Southeastern Michigan

NEVER ALTER THE
TEXT OR COLORS



United Way
for Southeastern Michigan

NEVER ALTER PLACEMENT OF
THE LOCAL IDENTIFIER

United Way
for Southeastern Michigan



United Way
for Southeastern Michigan

BRAND COLORS

We value white space and adhere to United Way Worldwide’s primary color scheme. Tertiary colors are to be used as accents or in brand-compliant illustrations.

PMS 656C
CMYK 10 2 0 0
RGB 221 229 237
HEX DDE5ED

PMS 283C
CMYK 42 9 0 0
RGB 146 193 233
HEX #92C1E9

PMS 284C
CMYK 59 17 0 0
RGB 108 172 228
HEX #6CACE4

PMS 285C
CMYK 90 48 0 0
RGB 0 114 206
HEX #0072CE

PMS 287C
CMYK 100 75 2 18
RGB 0 48 135
HEX #003087

PMS 288C
CMYK 100 80 6 32
RGB 0 45 114
HEX #002D72

PMS 289C
CMYK 100 76 12 70
RGB 12 35 64
HEX #0C2340

PMS 144C
CMYK 0 51 100 0
RGB 237 139 0
HEX #ED8B00

PMS 145C
CMYK 4 53 100 8
RGB 207 127 0
HEX #CF7F00

PMS 146C
CMYK 7 50 100 34
RGB 167 109 17
HEX #A76D11

PMS 147C
CMYK 19 38 90 58
RGB 113 92 42
HEX #715C2A

PMS 698C
CMYK 0 81 6 4 0
RGB 242 212 215
HEX #F2D4D7

PMS 176C
CMYK 0 35 18 0
RGB 255 177 187
HEX #FFB1BB

PMS 177C
CMYK 0 54 38 0
RGB 255 128 139
HEX #FF808B

PMS 178C
CMYK 0 70 58 0
RGB 255 88 93
HEX #FF585D

PMS WARM RED C
CMYK 0 83 80 0
RGB 249 66 58
HEX #F9423A

PMS 7401C
CMYK 0 4 27 0
RGB 245 225 164
HEX #F5E1A4

PMS 141C
CMYK 0 16 65 0
RGB 242 199 92
HEX #F2C75C

PMS 142C
CMYK 0 24 78 0
RGB 241 190 72
HEX #F1BE48

BLUE
PMS 286C
CMYK 100 75 0 0
RGB 0 51 160
HEX #0033A0

GOLD
PMS 143C
CMYK 0 32 87 0
RGB 241 180 52
HEX #F1B434

RED
PMS 179C
CMYK 0 87 85 0
RGB 224 60 49
HEX #E03C31

SECONDARY

A vertical color bar showing tints of the primary colors. It consists of three columns: blue, yellow, and red. Each column has five rectangular segments of varying opacity, from solid color at the top to white at the bottom. To the right of the segments is a vertical grayscale bar with corresponding percentage labels: 100%, 90%, 70%, 50%, 30%, 10%, and 0%.

TINTS

Tints of the primary and secondary colors may be used as accent colors. Black, white and grayscale tints are also allowed.

A donut chart illustrating the color hierarchy. The chart is divided into two main segments: a large blue segment representing approximately 70% and a smaller yellow segment representing approximately 30%. A small red segment is also visible, representing a minor portion of the hierarchy.

COLOR HIERARCHY

Blues and yellows should be used the majority of the time. Reds should be treated as an accent color.

33

34

TYPOGRAPHY

Our primary brand font is Trade Gothic Condensed for headlines and Avenir Next for body copy.
Arial may be substituted if Avenir Next is not available.

PRIMARY HEADLINE FONT
TRADE GOTHIC BOLD CONDENSED NO. 20

ABCDE
FGHIJKLMN
OPQRSTU
VWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890

PRIMARY HEADLINE FONT
TRADE GOTHIC BOLD CONDENSED NO. 18

ABCDE
FGHIJKLMN
OPQRSTU
VWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890

PRIMARY BODY COPY FONT
AVENIR NEXT REGULAR

ABCDE
FGHIJKLMN
OPQRSTU
VWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890

PRIMARY BODY COPY FONT
AVENIR NEXT DEMI BOLD

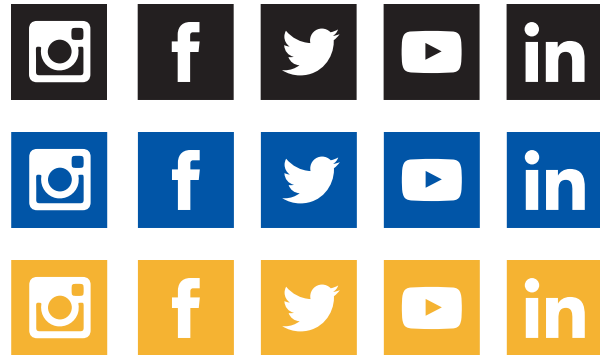
ABCDE
FGHIJKLMN
OPQRSTU
VWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890

ICONOGRAPHY

Icons represent and reinforce complex ideas in a simple way. For full access to our icon library, please contact the marketing department at LiveUnited@LiveUnitedSEM.org.

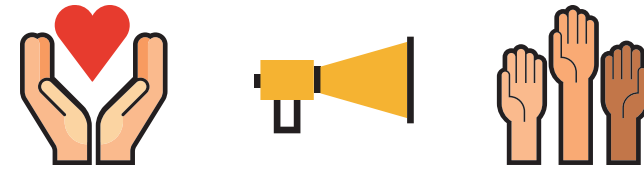
SOCIAL MEDIA ICONS



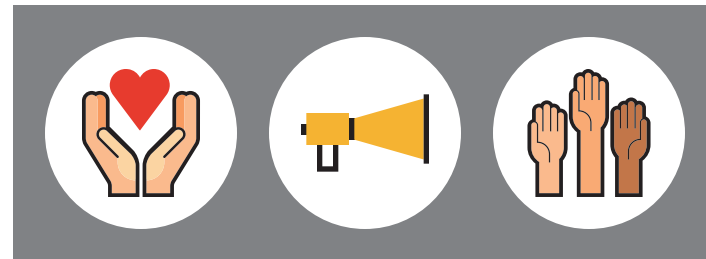
GIVE. ADVOCATE. VOLUNTEER.



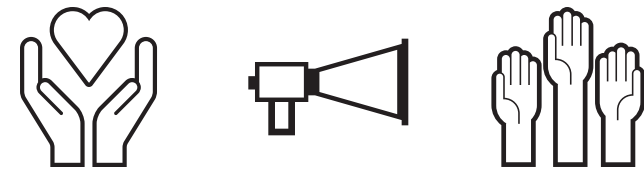
GRAPHIC ICONS: FULL COLOR



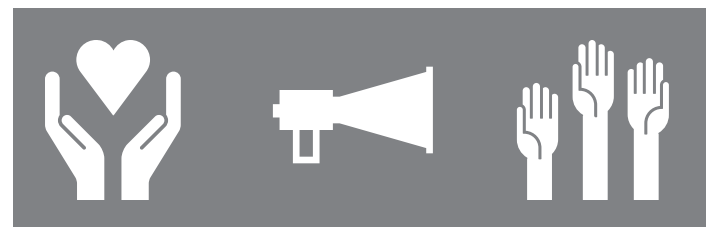
GRAPHIC ICONS: FULL COLOR REVERSED



GRAPHIC ICONS: SINGLE COLOR



GRAPHIC ICONS: SINGLE COLOR REVERSED



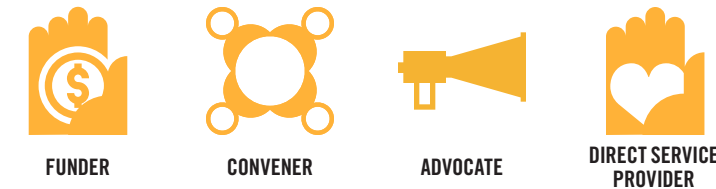
OUR CALL TO ACTION



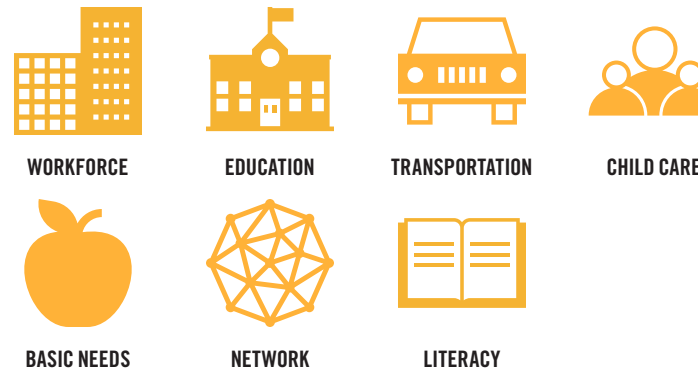
OUR VALUES



OUR ROLES



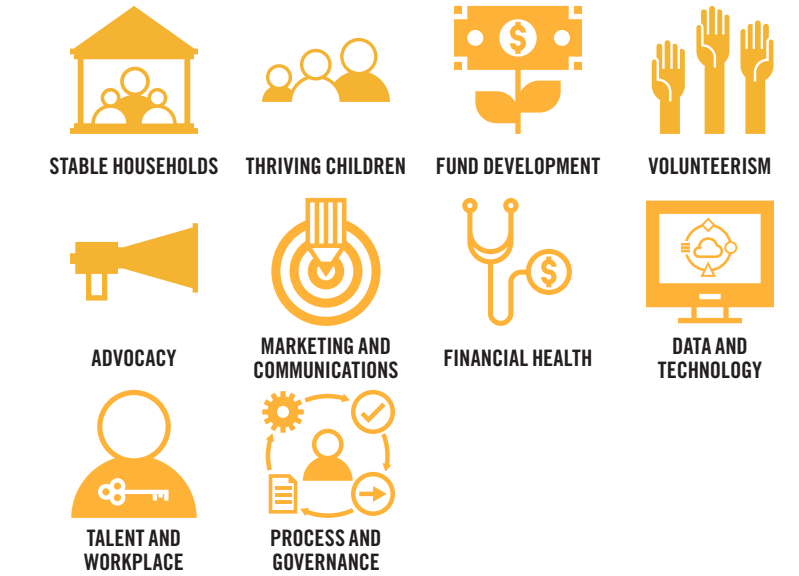
OTHER



OUR IMPERATIVES



OUR OBJECTIVES



OUR INITIATIVES



ILLUSTRATION

Illustration is another visual tool in the United Way toolbox. All illustration use must use a brand-compliant color palette and be vetted by the marketing department.

Please contact the marketing department at LiveUnited@LiveUnitedSEM.org if you would like to learn more.

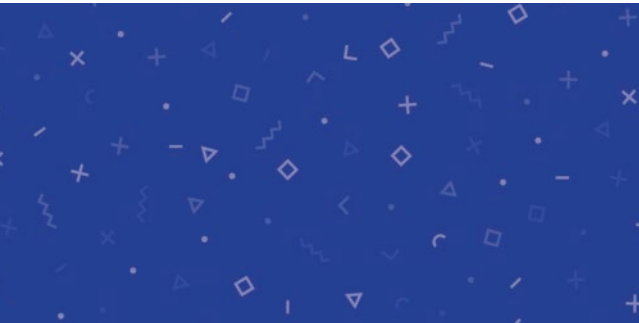
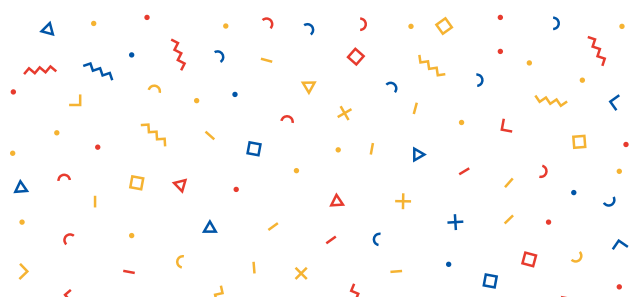


DESIGN ELEMENTS

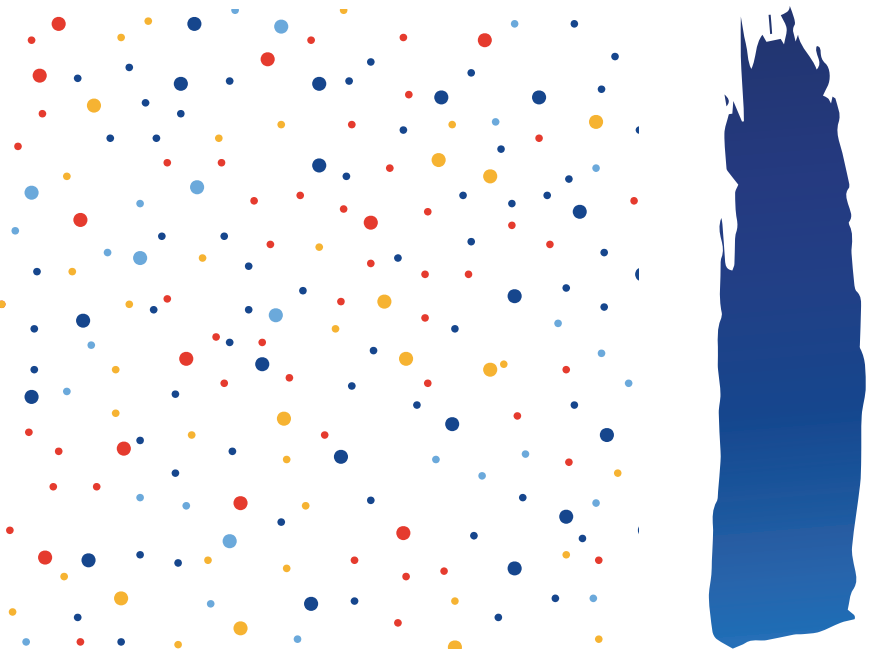
Using patterns and motifs is a great way to add extra visual interest to a design. Patterns must comply with brand colors and be approved by the marketing department.

For full access to our design elements, please contact the marketing department at LiveUnited@LiveUnitedSEM.org.

PATTERNS USED ON WEBSITE

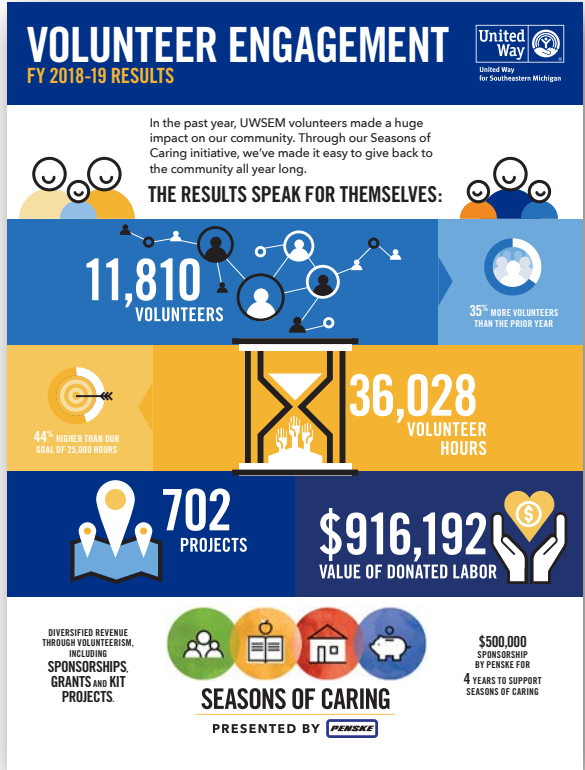
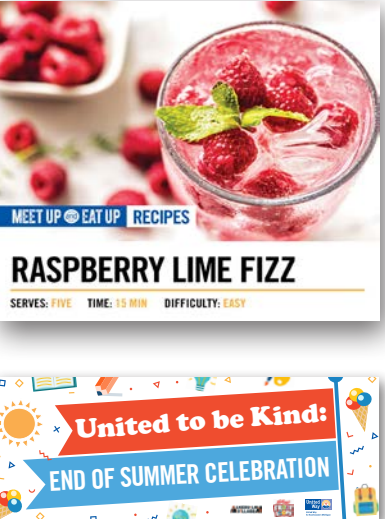
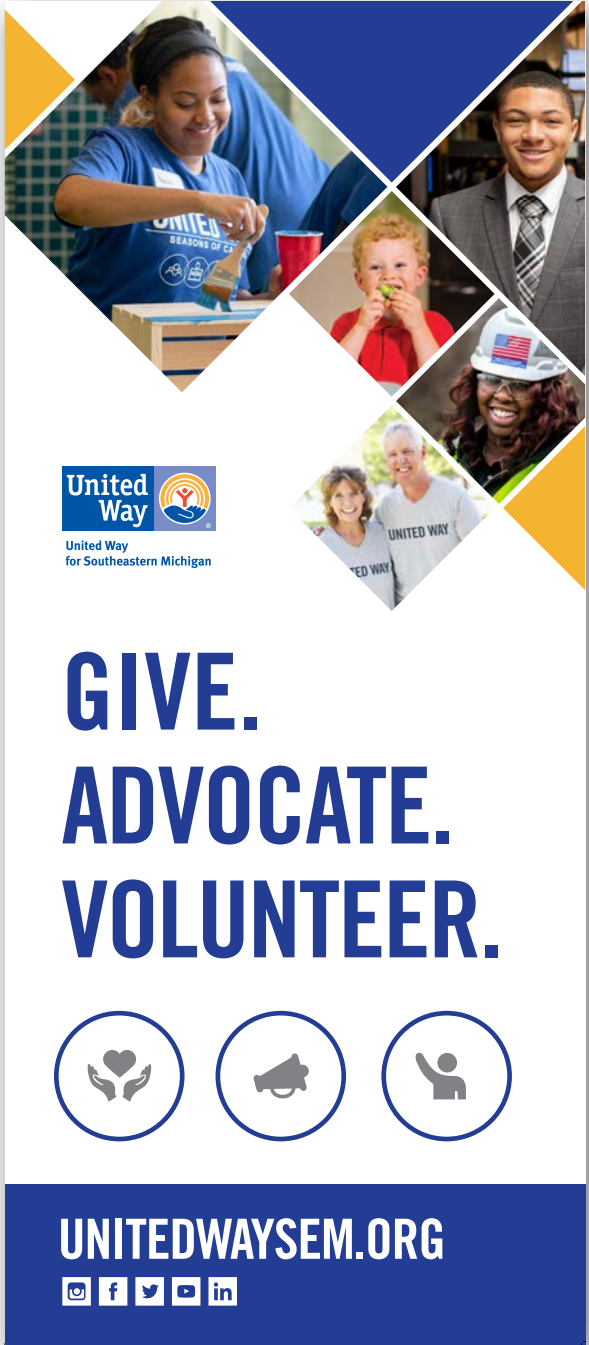
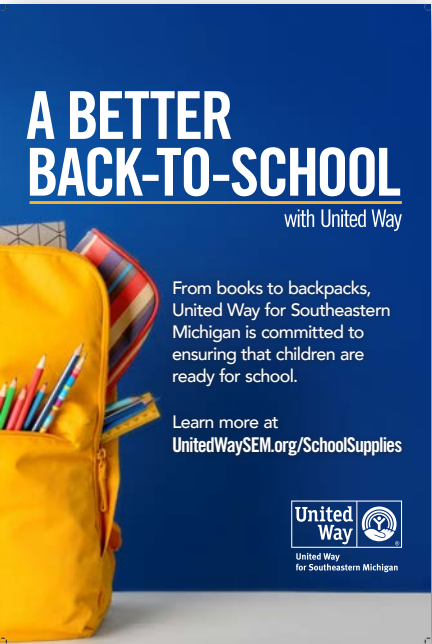


PATTERN AND TEXTURE USED FOR PARENT RESOURCES



DESIGN

Print and digital assets should inform the intended audience about our work and the value of contributing to United Way. When used, our logo should always reside in the lower right corner (exceptions may apply when co-branding). Samples below and at right are reflective of design standards. Headline styles can be used as a design element to draw the eye and grab attention. There are different ways that headlines can be stacked and weighted. These styles can be found throughout the brand book for reference.





SUB-BRANDS AND PARTNERSHIPS

United Way for Southeastern Michigan encompasses several sub-brands that have their own design elements. When creating materials related to these brands or products, use these guidelines in conjunction with overall United Way brand guidelines.

45 2-1-1

47 BETTER WITH BREAKFAST

49 CONNECT4CARE

51 FEAST

53 MEET UP AND EAT UP

55 SEASONS OF CARING

57 LOGO LOCKUPS

58 LEGACY MARKS

59 BRAND PARTNERSHIPS

2-1-1

All approved 2-1-1 styles are available for download on the United Way for Southeastern Michigan website in the Fundraiser Toolkit at UnitedWaySEM.org/partner-resource-toolkits.

PRIMARY LOGO



SINGLE COLOR



COLOR REVERSE



SINGLE COLOR REVERSE



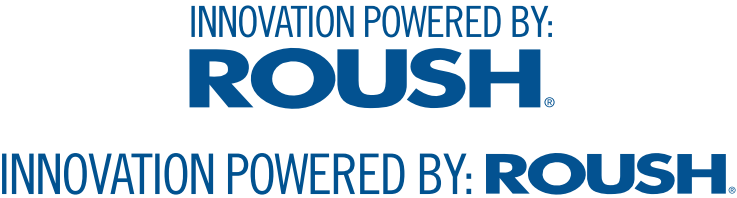
FONTS

Our primary brand font is Avenir Next for body copy in print and web, while Trade Gothic is reserved for headline text.

TRADE GOTHIC (Headline)
BOLD CONDENSED NO. 20
CONDENSED NO. 18

Avenir Next (Body)
Regular
Demi Bold
Bold

The Roush logo should appear with this language as long as they are a major sponsor of 2-1-1.



COLORS

Our primary colors are dark blue, light blue, gold and red. Secondary colors should be used sparingly and with purpose.

PRIMARY

BLUE

PMS 286C
CMYK 100 75 0 0
RGB 0 51 160
HEX #0033A0

LIGHT BLUE

PMS 659C
CMYK 59 27 0 0
RGB 123 164 219
HEX #7BA4DB

GOLD

PMS 143C
CMYK 0 32 87 0
RGB 241 180 52
HEX #F1B434

RED

PMS 179C
CMYK 0 87 85 0
RGB 224 60 49
HEX #E03C31

SECONDARY

BLACK

PMS 611C
CMYK 7 1 89 10
RGB 215 200 38
HEX #D7C826

WHITE

PMS 1645C
CMYK 0 63 75 0
RGB 255 106 57
HEX #FF6A39

BETTER WITH BREAKFAST

Please contact the marketing department at LiveUnited@LiveUnitedSEM.org if you would like access to the Better with Breakfast logo files.

PRIMARY LOGO



HORIZONTAL



FONTS

Our primary brand font is Avenir Next for body copy in both print and web, while Trade Gothic is reserved for headline text.

TRADE GOTHIC (Headline)
BOLD CONDENSED NO. 20
CONDENSED NO. 18

Avenir Next (Body)
Regular
Demi Bold
Bold

The chevron graphic can be used next to the logo or as a recurring motif in a design.



COLORS

Our colors are blue, yellow and red. Secondary and tertiary colors should be used sparingly and with purpose.

PRIMARY		BLUE
		PMS 286C CMYK 100 75 0 0 RGB 0 51 160 HEX #0033A0
SECONDARY		GOLD
		PMS 143C CMYK 0 32 87 0 RGB 241 180 52 HEX #F1B434
TERTIARY		RED
		PMS 179C CMYK 0 87 85 0 RGB 224 60 49 HEX #E03C31

Connect4Care

Please contact the marketing department at **LiveUnited@LiveUnitedSEM.org** if you would like access to the **Connect4Care** logo files.

When marketing materials are not printed in full color, or preclude the use of the spot colors, use the C4C or C4C Kids logo in black or reverse to white.

Fonts

Our primary brand font is Avenir Next for body copy in print and web, while Trade Gothic is reserved for headline text.

The words “**Connect4Care**” are to remain sentence case in TradeGothic (“Connect” in bold), while the program type is to be all caps in Avenir Black.

Colors

The circles within the logomark correspond with the program type in the logotype. For example, the gold circle corresponds with the word “Kids” in Kids Gold.

Stacked



FOR GENERAL USE

Horizontal Reverse



Horizontal



FOR LOCKUPS

Stacked Reverse



Stacked Program



FOR GENERAL USE WITH SPECIFIC PROGRAM

Horizontal Program Reverse



Horizontal Program



FOR PROGRAM-SPECIFIC LOCKUPS

Stacked Program Reverse



TRADE GOTHIC (Headline)

BOLD CONDENSED NO. 20
CONDENSED NO. 18

Avenir Next (Body)

Regular
Demi Bold
Bold



UTILITY ASSISTANCE BLUE

PMS 286C
CMYK 100 75 0 0
RGB 0 51 160
HEX #0033A0



SENIORS LIGHT BLUE

PMS 659C
CMYK 59 27 0 0
RGB 123 164 219
HEX #7BA4DB



GOLD

PMS 143C
CMYK 0 32 87 0
RGB 241 180 52
HEX #F1B434



FOOD RED

PMS 179C
CMYK 0 87 85 0
RGB 224 60 49
HEX #E03C31

FEAST

Please contact the marketing department at LiveUnited@LiveUnitedSEM.org if you would like access to the FEAST logo files.

PRIMARY LOGO



SINGLE COLOR



SINGLE COLOR REVERSE



COLOR REVERSE



FONTS

Our primary brand font is Avenir Next for body copy in both print and web, while Trade Gothic is reserved for headline text.

TRADE GOTHIC (Headline)
BOLD CONDENSED NO. 20
CONDENSED NO. 18

Avenir Next (Body)
Regular
Demi Bold
Bold

COLORS

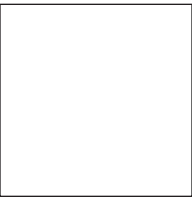
Our primary colors are gold and black. Use of whitespace is encouraged.



GOLD
PMS 143C
CMYK 0 32 87 0
RGB 241 180 52
HEX #F1B434



BLACK
PMS 611C
CMYK 7 1 89 10
RGB 215 200 38
HEX #D7C826



WHITE
PMS 1645C
CMYK 0 63 75 0
RGB 255 106 57
HEX #FF6A39

MEET UP AND EAT UP

Please contact the marketing department at LiveUnited@LiveUnitedSEM.org if you would like access to the Meet Up and Eat Up logo files.

FONTS

Our primary brand font is Avenir Next for body copy in both print and web, while Trade Gothic is reserved for headline text.

COLORS

Our primary colors are red and blue. Use of whitespace is encouraged.

PRIMARY



HORIZONTAL



HORIZONTAL RED



PRIMARY RED



PRIMARY BLUE



HORIZONTAL REVERSE



HORIZONTAL BLUE



SINGLE COLOR REVERSE



TRADE GOTHIC (Headline)
BOLD CONDENSED NO. 20
CONDENSED NO. 18

Avenir Next (Body)
Regular
Demi Bold
Bold

PRIMARY		RED PMS 179C CMYK 0 87 85 0 RGB 224 60 49 HEX #E03C31
		BLUE PMS 286C CMYK 100 75 0 0 RGB 0 51 160 HEX #0033A0
SECONDARY		BLACK PMS 611C CMYK 7 1 89 10 RGB 215 200 38 HEX #D7C826
		WHITE PMS 1645C CMYK 0 63 75 0 RGB 255 106 57 HEX #FF6A39

SEASONS OF CARING

Please contact the marketing department at LiveUnited@LiveUnitedSEM.org if you would like access to the Seasins of Caring logo files.

PRIMARY LOGO



SINGLE COLOR



SINGLE COLOR REVERSE



COLOR REVERSE



FONTS

Our primary brand font is Avenir Next for body copy in print and web, while Trade Gothic is reserved for headline text.

TRADE GOTHIC (Headline)
BOLD CONDENSED NO. 20
CONDENSED NO. 18

Avenir Next (Body)
Regular
Demi Bold
Bold

The Penske logo should appear with this language as long as they are a major sponsor of the Seasons of Caring initiative.



COLORS

Primary colors correspond with the seasons, while the secondary colors are the overlaps between the circles. Secondary colors should be used sparingly and with purpose.

PRIMARY

SPRING

PMS 360C
CMYK 63 0 84 0
RGB 108 194 74
HEX #6CC24A

SUMMER

PMS 143C
CMYK 0 32 87 0
RGB 241 180 52
HEX #F1B434

AUTUMN

PMS 179C
CMYK 0 87 85 0
RGB 224 60 49
HEX #E03C31

WINTER

PMS 286C
CMYK 100 75 0 0
RGB 0 51 160
HEX #0033A0

SECONDARY

CHARTREUSE

PMS 611C
CMYK 7 1 89 10
RGB 215 200 38
HEX #D7C826

ORANGE

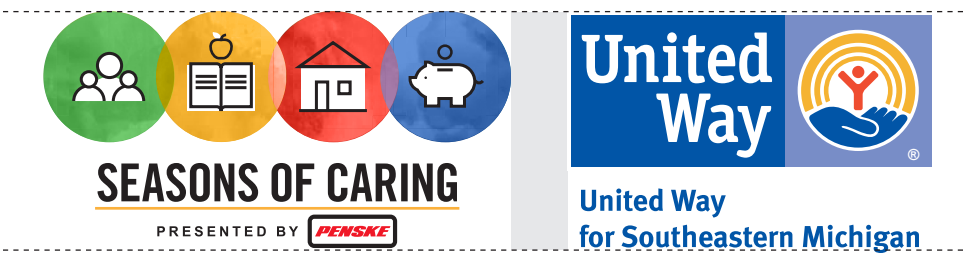
PMS 1645C
CMYK 0 63 75 0
RGB 255 106 57
HEX #FF6A39

DARK PURPLE

PMS 519C
CMYK 65 95 9 40
RGB 89 49 95
HEX #59315F

LOGO LOCKUPS

United Way’s logo should be placed in the lower right corner. When using multiple logos, those logos should appear to the left or above the United Way logo. They should be the same size and have a minimum of .25 inches of spacing between them. Logos differ in shape and style, so some discretion is required to ensure a balanced look and feel.



THE SEASONS OF CARING LOGO APPEARS MOST BALANCED WHEN ALIGNED TO THE TOP AND BOTTOM OF THE WHOLE UNITED WAY LOGO AND LOCALIZATION.



THE 2-1-1 LOGO APPEARS BEST WHEN THE SPEECH BUBBLE IS ALIGNED TO THE TOP AND BOTTOM OF THE MAIN GRAPHIC IN THE UNITED WAY LOGO.



SOME LOGOS, LIKE WOMEN UNITED, WOULD APPEAR MUCH LARGER THAN THE UNITED WAY LOGO IF THEY WERE ALIGNED TO THE TOP AND BOTTOM OF THE WHOLE LOGO. IN THESE CASES, IT IS CORRECT TO ALIGN TO THE TOP AND BOTTOM OF THE MAIN GRAPHIC.

LEGACY MARKS

In external facing messages, United Way brand products should always be messaged as the following “United Way’s (insert program name)” paired with the United Way logo. However, products with existing brand identity logos that have widespread recognition, history and/or legal constraints should remain as is. The 2-1-1 and Meet Up and Eat Up logos are examples of this.



BRAND PARTNERSHIPS

We bring diverse groups of people together to accomplish what none can do alone. We value the contributions of all our partners. Co-branding encompasses a wide range of marketing activities including partnerships, promotions and sponsorships. Our partnerships include public, private and nonprofit organizations.



GUIDELINES

All co-branding opportunities must be mutually agreed upon between United Way for Southeastern Michigan and partners. Our logo is our seal of approval. Never use our logo on public materials without consulting consulting our marketing department.

LOGO/BRAND DOMINANCE

Co-branded collateral should share the spotlight, but depending on audience, messaging, etc., one brand may play a lead role with overall look and feel. We won't create materials that stray from our brand colors, typography, messaging, values, etc., for a piece that is for our audience. United Way's logo should also appear in the lower right corner on co-branded collateral.



(Co-sponsorship horizontal examples)

WHY CO-BRAND?

Co-branding can be a powerful tool to help gain affinity within new markets, add credibility, promote new campaigns and recognize the partners who help drive our mission. Opportunities must be mutually beneficial for both brands.



(Co-sponsorship vertical examples)



PHILANTHROPIC GROUPS

Our philanthropic groups comprise donors of all levels. Alexis de Tocqueville Society (AdT for internal use only) members are our premier donors, giving \$10,000 or more annually. These donors are part of a nationwide community.

63 ALEXIS DE TOCQUEVILLE SOCIETY

65 EMERGING PHILANTHROPISTS

67 WOMEN UNITED

69 ALUMNI UNITED

71 LEGACY LEADERS

73 RUN UNITED

ALEXIS DE TOCQUEVILLE

All approved Alexis de Tocqueville logo styles are available for download on the United Way for Southeastern Michigan website in the Fundraiser Toolkit at UnitedWaySEM.org/partner-resource-toolkits.

PRIMARY LOGO



VERTICAL LOGO



PRIMARY LOGO WITH ICON



COLOR REVERSE



FONTS

Our primary brand font is Bodoni MT Std for headlines and body copy in both print and web. Avenir Next may also be used for body copy.

Edwardian Script can be used as an accent.

Bodoni MT Std (Headline)

Book

BOLD

Black

Book Italic

Bold Italic

Edwardian Script (Headline)

abcdefghijklmnopqrstuvwxyz

1234567890

Avenir Next (Body)





Regular

Demi Bold

Bold

COLORS

Our primary colors are wine red and warm gold with lots of white space. Secondary colors should be used sparingly and with purpose.

PRIMARY		WINE RED PMS 188 C CMYK 60, 100, 100, 17 RGB 114, 39, 42 HEX #72272A
		WARM GOLD PMS 7407 CMYK 18, 33, 77, 0 RGB 212, 169, 88 HEX #D4A858
SECONDARY		DARK GOLD PMS 1255C CMYK 9 35 98 30 RGB 173 132 31 HEX #AD841F
TERTIARY		BLUE PMS 288 CMYK 100, 74, 0, 0 RGB 0, 81, 145 HEX #005191

EMERGING PHILANTHROPISTS

All approved Emerging Philanthropists logo styles are available for download on the United Way for Southeastern Michigan website in the Fundraiser Toolkit at UnitedWaySEM.org/partner-resource-toolkits.

PRIMARY LOGO

EMERGING
PHILANTHROPISTS

HORIZONTAL LOGO

EMERGING
PHILANTHROPISTS

PRIMARY LOGO WITH ICON



COLOR REVERSE



FONTS

Our primary brand font is Avenir Next for body copy in both print and web, while Trade Gothic is reserved for headline text.

TRADE GOTHIC (Headline)




BOLD CONDENSED NO. 20
CONDENSED NO. 18

Avenir Next (Body)

Regular
Demi Bold
Bold

COLORS

Our primary color is blue with lots of white space. Secondary and tertiary colors should be used sparingly and with purpose.

PRIMARY SECONDARY TERTIARY	[	BLUE PMS 286C CMYK 100 75 0 0 RGB 0 51 160 HEX #0033A0
SECONDARY	[	GOLD PMS 143C CMYK 0 32 87 0 RGB 241 180 52 HEX #F1B434
TERTIARY	[	RED PMS 179C CMYK 0 87 85 0 RGB 224 60 49 HEX #E03C31

WOMEN UNITED

All approved Women United logo styles are available for download on the United Way for Southeastern Michigan website in the Fundraiser Toolkit at UnitedWaySEM.org/partner-resource-toolkits.

PRIMARY LOGO

WOMEN
UNITED

HORIZONTAL LOGO

WOMEN
UNITED

PRIMARY LOGO WITH ICON



COLOR REVERSE



FONTS

Our primary brand font is Avenir Next for body copy in both print and web. Trade Gothic is reserved for headline text with Bodoni as a secondary font. When necessary, Trade Gothic can be used as a subhead if Bodoni is being used as a headline.

TRADE GOTHIC (Headline)
BOLD CONDENSED NO. 20
CONDENSED NO. 18

Avenir Next (Body)
Regular
Demi Bold
Bold

Bodoni MT Std (Headline)
Book
BOLD
Black
Book Italic
Bold Italic

COLORS

Our primary color is dark blue with lots of white space. Secondary colors should be used sparingly and with purpose.

PRIMARY		DARK BLUE PMS 280C CMYK 100 98 30 19 RGB 34 40 101 HEX #242865
		GOLD PMS 143C CMYK 0 32 87 0 RGB 241 180 52 HEX #F1B434
SECONDARY		WARM RED PMS WARM RED C CMYK 2 78 73 0 RGB 236 95 76 HEX #EB5D4C

ALUMNI UNITED

All approved Alumni United logo styles are available for download on the United Way for Southeastern Michigan website in the Fundraiser Toolkit at UnitedWaySEM.org/partner-resource-toolkits.

PRIMARY LOGO

ALUMNI
UNITED

HORIZONTAL LOGO

ALUMNI
UNITED

PRIMARY LOGO WITH ICON



COLOR REVERSE



FONTS

Our primary brand font is Avenir Next for headlines and body copy in both print and Web with Hoefler Text as a secondary font. Avenir Next Ultra Light can be used for headlines, but must be significantly larger (300%) than body copy. When necessary, Trade Gothic can be used as a subhead if Avenir is being used as a headline.

Avenir Next (Body)

Ultra Light

Regular

Demi Bold

Bold

Hoefler Text (Secondary)

Headline




TRADE GOTHIC (Subhead)

BOLD CONDENSED NO. 20

CONDENSED NO. 18

COLORS

Our primary color is dark blue with lots of white space. Secondary and tertiary colors should be used sparingly and with purpose.

PRIMARY SECONDARY TERTIARY	[	DARK BLUE
			PMS 301C CMYK 60 100 100 17 RGB 114 39 42 HEX #015681
SECONDARY TERTIARY	[	WARM GOLD
			PMS 7407C CMYK 18 33 77 0 RGB 212 169 88 HEX #D4A858
TERTIARY	[	LIGHT BLUE
			PMS 2925C CMYK 85 24 0 0 RGB 0 150 214 HEX #0D96D4

LEGACY LEADERS

All approved Legacy Leaders logo styles are available for download on the United Way for Southeastern Michigan website in the Fundraiser Toolkit at UnitedWaySEM.org/partner-resource-toolkits.

PRIMARY LOGO

LEGACY
LEADERS

HORIZONTAL LOGO

LEGACY
LEADERS

PRIMARY LOGO WITH ICON



COLOR REVERSE



FONTS

Our primary brand font is Avenir Next for body copy in both print and web, while Trade Gothic is reserved for headline text.

TRADE GOTHIC (Headline)

BOLD CONDENSED NO. 20
CONDENSED NO. 18

Avenir Next (Body)

Regular
Demi Bold
Bold

COLORS

Our primary color is blue with lots of white space. Secondary and tertiary colors should be used sparingly and with purpose.

PRIMARY SECONDARY TERTIARY	[BLUE
			PMS 286C CMYK 100 75 0 0 RGB 0 51 160 HEX #0033A0
SECONDARY TERTIARY	[GOLD
			PMS 143C CMYK 0 32 87 0 RGB 241 180 52 HEX #F1B434
TERTIARY	[RED
			PMS 179C CMYK 0 87 85 0 RGB 224 60 49 HEX #E03C31

RUN UNITED

All approved Alumni United logo styles are available for download on the United Way for Southeastern Michigan website in the Fundraiser Toolkit at UnitedWaySEM.org/partner-resource-toolkits.

PRIMARY LOGO



HORIZONTAL LOGO



PRIMARY LOGO WITH ICON



COLOR REVERSE



FONTS

Our primary brand font is Avenir Next for body copy in both print and web, while Trade Gothic is reserved for headline text.

TRADE GOTHIC (Headline)
BOLD CONDENSED NO. 20
CONDENSED NO. 18

Avenir Next (Body)
Regular
Demi Bold
Bold

COLORS

Our primary color is red with lots of white space. Secondary and tertiary colors should be used sparingly and with purpose.

PRIMARY		RED
		PMS 179C CMYK 0 87 85 0 RGB 224 60 49 HEX #E03C31
SECONDARY		BLUE
		PMS 286C CMYK 100 75 0 0 RGB 0 51 160 HEX #0033A0
TERTIARY		GOLD
		PMS 143C CMYK 0 32 87 0 RGB 241 180 52 HEX #F1B434