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. 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.
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.
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.

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.
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.

**UNITED WAY COMMUNITY IMPACT**

- **STABLE HOUSEHOLDS**: 11
- **THRIVING CHILDREN**: 13

**COMMUNITY IMPACT**
In Southeastern Michigan, 44 percent of households (481,000) 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.

“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 E. ELBERT
VOLUNTEER, ACCOUNTING AID SOCIETY
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
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.

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 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.

**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.
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 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 on 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.

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.

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.

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.

- Never stretch or squash
- Never alter the text or colors
- Never alter placement of the local identifier
- Do not use the "100 Years" version
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.

**BLUE**
PMS 28C  CMYK 1 0 75 0 0  
RGB 0  5  1  160  
HEX  #0033A0

**GOLD**
PMS 14C  CMYK 0 3 2 87 0  
RGB 2  41  180  52  
HEX  #F1B434

**RED**
PMS 17C  CMYK 0 8 7 85 0  
RGB 22  4  60  49  
HEX  #E03C31

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

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

**TERTIARY**
PMS 140C  CMYK 0 2 4 78 0  
RGB 2  41  190  72  
HEX  #F1BE48

PMS 141C  CMYK 0 1 6 65 0  
RGB 2  42  199  92  
HEX  #F2C75C

PMS 142C  CMYK 0 2 4 78 0  
RGB 2  41  190  72  
HEX  #F1BE48

PMS 143C  CMYK 0 5 1 100 0  
RGB 23  7  139  0  
HEX  #ED8B00

PMS 144C  CMYK 0 5 3 100 8  
RGB 2  07  127  0  
HEX  #CF7F00

PMS 145C  CMYK 4 5 3 100 8  
RGB 2  07  127  0  
HEX  #CF7F00

PMS 146C  CMYK 7 5 0 100 34  
RGB 1  67  109  17  
HEX  #A76D11

PMS 147C  CMYK 1 9 38 90 58  
RGB 1  13  92  42  
HEX  #715C2A

PMS 180C  CMYK 3 9 1 86 12  
RGB 1  90  58  52  
HEX  #BE3A34

PMS 181C  CMYK 2 1 93 88 50  
RGB 1  29  49  47  
HEX  #81312F

PMS 178C  CMYK 0 7 0 58 0  
RGB 2  55  88  93  
HEX  #FF585D

PMS 177C  CMYK 0 5 4 38 0  
RGB 2  55  128  139  
HEX  #FF808B

PMS 176C  CMYK 0 3 5 18 0  
RGB 2  55  177  187  
HEX  #FFB1BB

PMS 698C  CMYK 0 B 16 4 0  
RGB 24  2  212  215  
HEX  #F2D4D7
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.
GOAL: UNITE. STRIVE. IMPACT.

KEYHOLES

OUR CALL TO ACTION

GIVE
ADVOCATE
VOLUNTEER

OUR IMPERATIVES

IMPACT
MOBILIZATION
OPERATIONS

OUR OBJECTIVES

STORAGE INFRASTRUCTURE
TRADING CHILDREN
FUND DEVELOPMENT

MARKETING AND COMMUNICATIONS
FINANCIAL HEALTH
TECHNOLOGY

TALENT AND WORKPLACE
PROCESS AND GOVERNANCE

PEOPLE-FIRST EQUITY AND INCLUSION
COLLABORATION
INNOVATION

OUR INITIATIVES

VOLUNTEERISM
ADVOCACY

OUR ROLES

FUNDING
CONVINCING
ADVOCATING
DIRECT SERVICE PROVIDER

OUR VALUES

PERSONALITY
EQUITY AND INCLUSION
COLLABORATION
INNOVATION

OUR INITIATIVES

WORKFORCE
EDUCATION
TRANSPORTATION
CHILD CARE

BASIC NEEDS
NETWORK
LITERACY

OUR CALL TO ACTION

GIVE
ADVOCATE
VOLUNTEER

OUR IMPERATIVES

IMPACT
MOBILIZATION
OPERATIONS

OUR OBJECTIVES

STORAGE INFRASTRUCTURE
TRADING CHILDREN
FUND DEVELOPMENT

MARKETING AND COMMUNICATIONS
FINANCIAL HEALTH
TECHNOLOGY

TALENT AND WORKPLACE
PROCESS AND GOVERNANCE

PEOPLE-FIRST EQUITY AND INCLUSION
COLLABORATION
INNOVATION

OUR INITIATIVES

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CHILD CARE

BASIC NEEDS
NETWORK
LITERACY

SOCIAL MEDIA ICONS

GRAPHIC ICONS: FULL COLOR

GRAPHIC ICONS: FULL COLOR REVERSED

GRAPHIC ICONS: SINGLE COLOR

GRAPHIC ICONS: SINGLE COLOR REVERSED

GIVE. ADVOCATE. VOLUNTEER.

LIVINGUNITEDSEM.ORG

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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
From books to backpacks, United Way for Southeastern Michigan is committed to ensuring that children are ready for school. Learn more at UnitedWaySEM.org/SchoolSupplies.

WE WANT TO SEE STUDENTS HUNGER FOR KNOWLEDGE, NOT FOOD.

17% of Michigan kids eligible for free and reduced-price school meals don’t eat school breakfast.

NEARLY

Oakland Schools Superintendent Dr. Wanda Cook-Robinson

UNITED WAY IS FUELING STUDENT SUCCESS. Children can’t concentrate in school if they’re hungry. That’s why United Way for Southeastern Michigan is working with more than 100 Michigan schools to ensure all children have access to breakfast.

1.5 MORE DAYS OF SCHOOL PER YEAR & SCORE 17% HIGHER ON STANDARDIZED MATH TESTS.

“worked with Oakland County and Oakland Schools to expand universal school breakfast to 3,500 STUDENTS IN 2019. UNITED WAY
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.

### SUB-BRANDS AND PARTNERSHIPS

- 2-1-1
- BETTER WITH BREAKFAST
- CONNECT4CARE
- FEAST
- MEET UP AND EAT UP
- SEASONS OF CARING
- LOGO LOCKUPS
- LEGACY MARKS
- BRAND PARTNERSHIPS
Our primary brand font is Avenir Next for body copy in print and web, while Trade Gothic is reserved for headline text.

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

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.

The Roush logo should appear with this language as long as they are a major sponsor of 2-1-1.
Our primary brand font is Avenir Next for body copy in both print and web, while Trade Gothic is reserved for headline text.

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

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

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

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.

**COLORS**

- **Utility Assistance Blue**
  - PMS: 280C
  - CMYK: 1 00 75 0
  - RGB: 0 5 1 160
  - HEX: #0033A0

- **Seniors Light Blue**
  - PMS: 658C
  - CMYK: 22 85 0 0
  - RGB: 0 85 1 168
  - HEX: #1B4343

- **Gold**
  - PMS: 14C
  - CMYK: 0 3 2 87 0
  - RGB: 2 41 180 52
  - HEX: #F1B434

- **Food Red**
  - PMS: 179C
  - CMYK: 0 8 7 85 0
  - RGB: 22 4 60 49
  - HEX: #E03C31

**fonts**

- **Trade Gothic** (headline)
  - Bold Condensed No. 20
  - Condensed No. 18

- **Avenir Next** (body)
  - Regular
  - Demi Bold
  - Bold
Our primary brand font is Avenir Next for body copy in both print and web, while Trade Gothic is reserved for headline text.

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

Our primary colors are gold and black. Use of whitespace is encouraged.
Please contact the marketing department at LiveUnited@LiveUnitedSEM.org if you would like access to the Meet Up and Eat Up logo files.

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

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

### Fonts

- **Avenir Next** (Body)
  - Regular
  - Demi Bold
  - Bold

- **Trade Gothic** (Headline)
  - Bold Condensed No. 20
  - Condensed No. 18

Please contact the marketing department at LiveUnited@LiveUnitedSEM.org if you would like access to the Meet Up and Eat Up logo files.
Our primary brand font is Avenir Next for body copy in print and web, while Trade Gothic is reserved for headline text.

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.

**SEASONS OF CARING**

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

**PRIME LOGO**

**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.

**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.

**PRIMAR LOGO**

**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.

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.

**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.

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

**SPRING**

- **PMS**: 012C
- **CMYK**: 0.32 0.87 0.9 0.0
- **RGB**: 0.108 0.194 0.74
- **HEX**: #6CC24A

**SUMMER**

- **PMS**: 179C
- **CMYK**: 0.87 0.85 0.9 0.0
- **RGB**: 0.22 0.4 0.6 0.49
- **HEX**: #E03C31

**AUTUMN**

- **PMS**: 309C
- **CMYK**: 0.3 0.25 0.87 0.0
- **RGB**: 0.55 0.106 0.57
- **HEX**: #FF6A39

**WINTER**

- **PMS**: 509C
- **CMYK**: 0.95 0.8 0.6 0.4
- **RGB**: 0.81 0.85 0.95
- **HEX**: #95315F

**CHARTREUSE**

- **PMS**: 611C
- **CMYK**: 7.1 0.93 0.0
- **RGB**: 0.225 0.300 0.176
- **HEX**: #D7C826

**ORANGE**

- **PMS**: 529C
- **CMYK**: 0.85 0.8 0.6 0.4
- **RGB**: 0.81 0.85 0.95
- **HEX**: #95315F

**DARK PURPLE**

- **PMS**: 005C
- **CMYK**: 0.64 0.5 0.3 0.0
- **RGB**: 0.250 0.300 0.176
- **HEX**: #D7C826

**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.
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.

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.

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.
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.
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.

**FONTS**

- **Bodoni MT Std** (Headline)
  - Book
  - Bold
  - Black
  - Book Italic
  - Bold Italic

- **Edwardian Script** (Accent)

**COLORS**

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

- **Wine Red**
  - PMS: 186 C
  - CMYK: 64, 100, 100, 17
  - RGB: 114, 39, 42
  - HEX: #72272A

- **Warm Gold**
  - PMS: 74 C
  - CMYK: 1, 8, 33, 77
  - RGB: 212, 169, 88
  - HEX: #D4A858

- **Dark Gold**
  - PMS: 125 C
  - CMYK: 9, 3, 55, 98
  - RGB: 173, 132, 31
  - HEX: #AD841F

- **Blue**
  - PMS: 281
  - CMYK: 0, 81, 145
  - RGB: 0, 81, 145
  - HEX: #005191

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

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

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.
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.

**FONTS**

**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.

Our 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

**PRIMARY LOGO WITH ICON**

WOMEN UNITED

**HORIZONTAL LOGO**

WOMEN UNITED

**COLOR REVERSE**

WOMEN UNITED

**DARK BLUE**
- PMS 280 C
- CMYK 0 98 30 19
- RGB 0 41 101
- HEX #242865

**GOLD**
- PMS 14 C
- CMYK 0 21 87 0
- RGB 242 180 52
- HEX #F1B434

**WARM RED**
- PMS WARM RED C
- CMYK 2 76 73 5
- RGB 236 95 76
- HEX #EB5D4C
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.

Our primary color is dark blue with lots of white space. Secondary and tertiary colors should be used sparingly and with purpose.
Our primary brand font is Avenir Next for body copy in both print and web, while Trade Gothic is reserved for headline text.

**FONTS**

**TRADE GOTHIC (Headline)**
- Condensed No. 20
- Condensed No. 18

**Avenir Next (Body)**
- Regular
- Demi Bold
- Bold

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

**COLORS**

**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**

**PRIMARY LOGO WITH ICON**

**HORIZONTAL LOGO**

**COLOR REVERSE**

**BLUE**
- CMYK: C 0 M 75 Y 0 K 0
- Hex: #0033A0
- RGB: 0 51 160

**GOLD**
- CMYK: C 0 M 3 Y 2 87 K 0
- Hex: #F1B434
- RGB: 2 41 180 52

**RED**
- CMYK: C 87 M 0 Y 0 K 0
- Hex: #E03C31
- RGB: 224 60 49

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

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

**COLORS**

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.