UNITED WAY
SOUTHEASTERN MICHIGAN
BRAND GUIDELINES

2025

INTRODUCTION

Informed by extensive global research, United Way embarked on a process to clarify its brand strategy and story; refocus its brand architecture; and refresh its visual identity for greater recognition, relevance and reach.

The following guidelines provide an overview of the elements that make up our brand and the tools necessary to own and implement it with consistency.

Our brand depends on all of us working collectively to present United Way as a unified network. Together, we are mobilizing communities to action so all can thrive.

01
OUR BRAND STRATEGY

VISUAL IDENTITY OVERVIEW

The United Way visual identity is engaging, energizing and elevating, showcasing how we actively listen and respond to local needs to improve lives around the world.

Our toolkit includes our logo, color palette, typography and graphic elements, as well as our photography, iconography and data visualization styles.

When applied together, these visual identity elements can be modulated across regions, audiences, channels and applications to help us effectively convey the United Way brand.

PRIMARY LOGO

Our primary logo consists of the logo symbol, the Circle of Hope, and our logotype, which is our name set in customized type.

Our Logo Symbol

Our logo symbol, the Circle of Hope, which was created by famed graphic designer Saul Bass in 1972 and has evolved over time, consists of the rainbow of hope, the hand support and the person as a symbol of humanity. Together, they exemplify our personality, which is engaging, energizing and elevating. As originally intended, the logo symbol has been repositioned to show how we are leading the way, and rerendered for greater utility and legibility. The logo symbol should always appear in its entirety and never be deconstructed.

Our Logotype

The logotype has been refreshed to demonstrate our bold commitment to communities today – and for generations to come.

Our Logo Structure

The logo symbol and logotype have been removed from the rectangular holding shape to better convey our open, inclusive and dynamic approach.

By repositioning and re-rendering the logo symbol, refreshing the logotype and removing the holding shape, the logo has been optimized for small spaces and digital media.

See pages 36–38 for how to localize the United Way for Southeastern Michigan logo.

Logo symbol
(Circle of Hope)

Logotype

LOGO ARRANGEMENTS

Our horizontal logo is our preferred version. The vertical logo works best for vertical layouts to optimize space and legibility.

Horizontal logo

Vertical logo

Logo symbol (Circle of Hope)

The full logo should be used in all contexts, except for small spaces (e.g., favicon or social media icon). In these instances, the logo symbol may be used on its own.

See page 15 for additional details.

LOGO CLEAR SPACE & MINIMUM SIZE

Clear Space

Keep the logo clear of competing text, images and graphics by maintaining a minimum amount of clear space, equal to the height of "U" of the logo on all sides.

Minimum Size

Keep the logo legible by always using it in widths equal to or greater than 2.0" for print, and 200px for digital applications for the horizontal logo. For the vertical logo, always use a widths equal to or greater than 1.0" for print, and 100px for digital applications.

2.0" for print,
200px for digital

1.0" for print,
100px for digital

1.0" for print,
100px for digital

LOGO SMALL SPACE APPLICATIONS

In applications, such as small merchandise items, where the canvas is limited, ensure the logo meets the minimum size requirements on the prior page. If additional text or information is required alongside the logo, maintain clear space rules. See examples to the right for ways in which the logo can be used in small spaces.
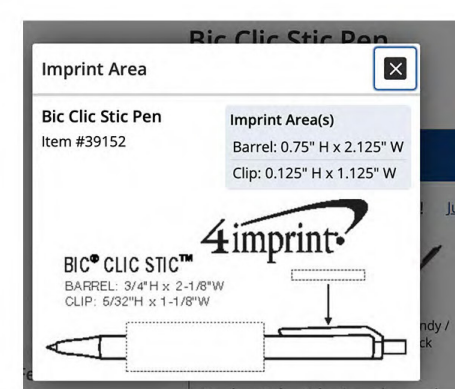
LOGO DON'TS

Our logo is the most recognizable representation of our brand. As such, it should not be altered under any circumstances.

Here are some examples of things to avoid:

1. Don't rotate the logo

2. Don't change the logo's colors

3. Don't crop the logo

4. Don't skew, distort or stretch the logo

5. Don't reconfigure or change the logo elements.

6. Don't add a drop shadow to the logo

7. Don't add artistic effects to the logo

8. Don't use translucency

9. Don't integrate the logo into messaging (i.e., replace an "O" with the logo)

1. Don't rotate

2. Don't change colors

3. Don't crop

4. Don't skew/distort/stretch

5. Don't reconfigure

6. Don't add drop shadow

7. Don't add effects

8. Don't use translucency

9. Don't integrate into messaging

LOGO HIERARCHY & NAMING CONVENTION

Localization

UNITED WAY
Southeastern Michigan

Program/Services

RUN UNITED

UNITED WAY
COMMUNITY SCHOOLS

Initiatives/Projects

GET THE TAX FACTS

Affinity Groups

WOMEN UNITED

TOCQUEVILLE SOCIETY

Internal Groups

WORK FOR A MISSON

LOGO HIERARCHY & NAMING CONVENTION (CONT'D)

Events

REV UNITED

WOMEN OF INFLUENCE SUMMIT

Campaigns

LIVE UNITED

Strategic Relationships

Corporate Partners

UNITED WAY Southeastern Michigan

A corporate partner of United Way

adams

Community Partners

UNITED WAY Southeastern Michigan

A community partner of United Way

M POVERTY SOLUTIONS UNIVERSITY OF MICHIGAN

Collaboratives

UNITED WAY Southeastern Michigan

2·1·1 for Southeastern Michigan

LOGO VARIATIONS

Full-Color (Preferred)

The full-color version of the logo is preferred and, whenever possible, should be used on all branded materials. Do not adjust the colors of the logo symbol in any way. The United Way logotype is blue unless there is low contrast with the background, in which case it should be in white. Ensure that there is sufficient contrast for clarity and legibility when used with photography.

Knockout (White)

The knockout version is for use on dark backgrounds or photographs where the fullcolor logo will not work. When using this version, ensure that the background is dark enough to provide sufficient contrast for clarity and legibility.

One-Color Version (Black)

The one-color version is for use in applications where full-color or knockout logos would not provide sufficient contrast. It can also be used for grayscale or one-color printing.

Full-Color

Full-Color White

White

Black

LOGO & PHOTOGRAPHY

When using the United Way logo over photography, ensure there is sufficient contrast between the background and logo for optimal clarity and legibility.

If the photograph is very busy or has low contrast, use a gradient between above photo and below the logo. Use the following steps:

- Place the photo in your document

- Add a gradient and set it to Multiply in Blending Mode

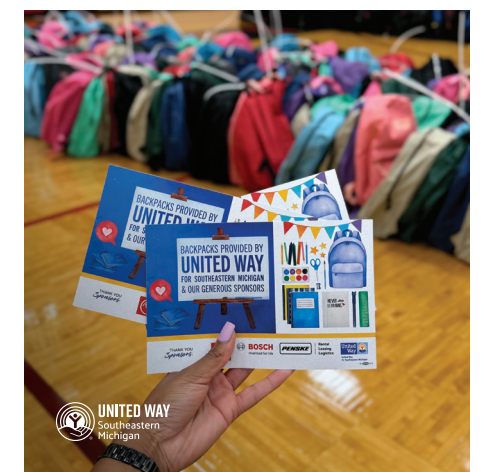- Add a version of the logo in a section of the photo with enough contrast
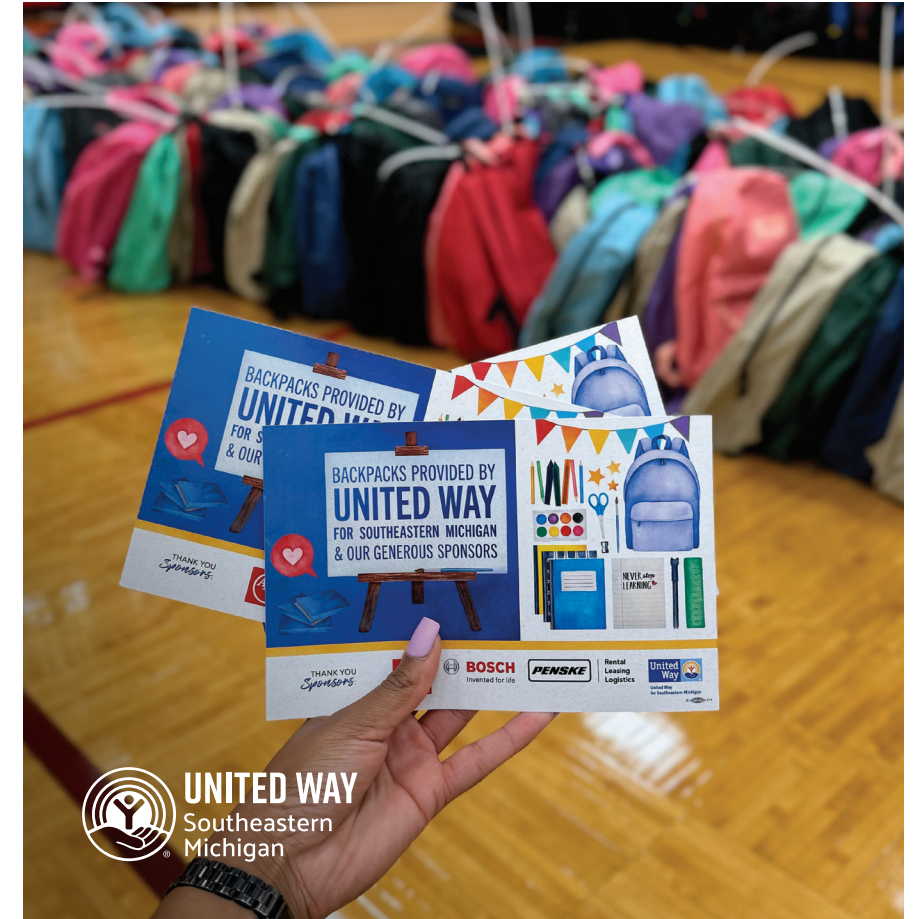
Photography on the bottom

Gradient in the middle

Logo on top

Composition of all the elements

COLOR PALETTE

Our color palette helps us express the story and personality of United Way. For this reason, it's important to be consistent and use only the colors that we've chosen as part of our brand.

Primary Colors

Our primary colors are derived from the logo symbol and are blue, red and yellow. Each has four shades to provide dimension and dynamism. The preferred shade, which is used in the logo, is the larger representation.

Secondary & Tertiary Colors

Our secondary color is green, and our tertiary colors are purple and black to round out the palette. Use the secondary and tertiary colors in supporting roles in communications, not as the main or dominant color.

Secondary & Tertiary Colors

The primary colors (one, two or all three) should be applied across all communications, unless it is in black and white context. The tones can be used to apply texture and depth to the primary colors, but should not be used as a replacement. The secondary and tertiary colors may be used as accents and/or in data visualization. White is a universal color that can be applied alongside the primary, secondary, and tertiary colors to add visual clarity and contrast. Refer to the Bringing the Elements to Life section (pages 61–68) to see color in application.

Primary colors

R:0 G:68 B:181
#0044B5

C:93 M:78 Y:0 K:0
Pantone 2728 C

R:253 G:55 B:44
#FD372C

C:0 M:91 Y:88 K:0
Pantone Bright Red C

R:255 G:186 B:0
#FFBA00

C:0 M:30 Y:100 K:0
Pantone 7549 C

Secondary color

R:0 G:148 B:100
#009464

C:85 M:18 Y:78 K:3
Pantone 340 C

Tertiary colors

R:108 G:118 B:211
#6C76D3

C:63 M:56 Y:0 K:0
Pantone 2124 C

R:100 G:101 B:103
#646567

C:61 M:52 Y:50 K:20
Pantone 4195 C

R:33 G:41 B:107
#21296B

C:100 M:97 Y:28 K:16
Pantone 3581 C

R:209 G:38 B:38
#D12626

C:12 M:100 Y:100 K:0
Pantone 1795 C

R:244 G:121 B:37
#F47925

C:0 M:65 Y:98 K:0
Pantone 6018 C

R:21 G:107 B:76
#156B4C

C:88 M:34 Y:80 K:24
Pantone 6160 C

R:78 G:74 B:166
#4E4AA6

C:82 M:82 Y:0 K:0
Pantone 2103 C

R:34 G:30 B:31
#221E1F

C:70 M:68 Y:64 K:75
Pantone 419 C

R:80 G:130 B:240
#5082F0

C:69 M:49 Y:0 K:0
Pantone 2718 C

R:255 G:128 B:108
#FF806C

C:0 M:63 Y:53 K:0
Pantone 170 C

R:250 G:212 B:47
#FAD42F

C:3 M:14 Y:91 K:0
Pantone 115 C

R:130 G:216 B:164
#82D8A4

C:48 M:0 Y:48 K:0
Pantone 345 C

R:142 G:151 B:239
#8E97EF

C:44 M:39 Y:0 K:0
Pantone 7452 C

R:158 G:158 B:158
#9E9E9E

C:0 M:0 Y:0 K:38
Pantone 4276 C

R:167 G:210 B:255
#A7D2FF

C:31 M:9 Y:0 K:0
Pantone 2717 C

R:255 G:215 B:208
#FFD7D0

C:0 M:18 Y:12 K:0
Pantone 698 C

R:255 G:234 B:208
#FFEAD0

C:0 M:8 Y:18 K:0
Pantone 7401 C

R:198 G:247 B:218
#C6F7DA

C:21 M:0 Y:20 K:0
Pantone 2253 C

R:192 G:198 B:252
#C0C6FC

C:22 M:19 Y:0 K:0
Pantone 2120 C

R:204 G:204 B:204
#CCCCCC

C:0 M:0 Y:0 K:20
Pantone 2330 C

R:255 G:255 B:255   #FFFFFF   C:0 M:0 Y:0 K:0

COLOR ACCESSIBILITY

It's important that our communications are accessible to all. This page includes approved color combinations that meet accessibility standards. When choosing typography and background colors, always promote visibility and legibility by ensuring sufficient contrast.

These contrast ratios of text and background color combinations meet the level AA standards of the Web Content Accessibility Guidelines (WCAG) 2.1 guidelines.

Use an online tool such as the Adobe Color Contrast Analyzer (color.adobe.com/create/colorcontrast-analyzer) to check the contrast ratios.

Blue text on white background	Red text on white background	Dark blue text on white background
White text on blue background	White text on red background	Dark blue text on white background

Black text on yellow background	Dark blue text on yellow background
Black text on light yellow background	Dark blue text on light yellow background

| Large/bold white text on red background	Large/bold red text on white background	Large/bold white text on light blue background

SECONDARY & TERTIARY COLORS IN APPLICATION

When applying colors to our brand communications, it's important to maintain consistency and cohesion.

To achieve this, all core communications should prominently feature at least one, but preferably all three, primary colors as the dominant color(s). While the primary color tones can add texture and depth, they should not replace or overshadow the primary colors.

Secondary and tertiary colors may be used as supporting elements to enhance visual interest, but they should not take precedence over the primary colors in our communications.

The following examples demonstrate how to integrate the primary colors as the focal point, complemented by the secondary and tertiary colors and tones, which have been applied as accents to infuse energy and depth without detracting from the primary palette.

TYPGRAPHY
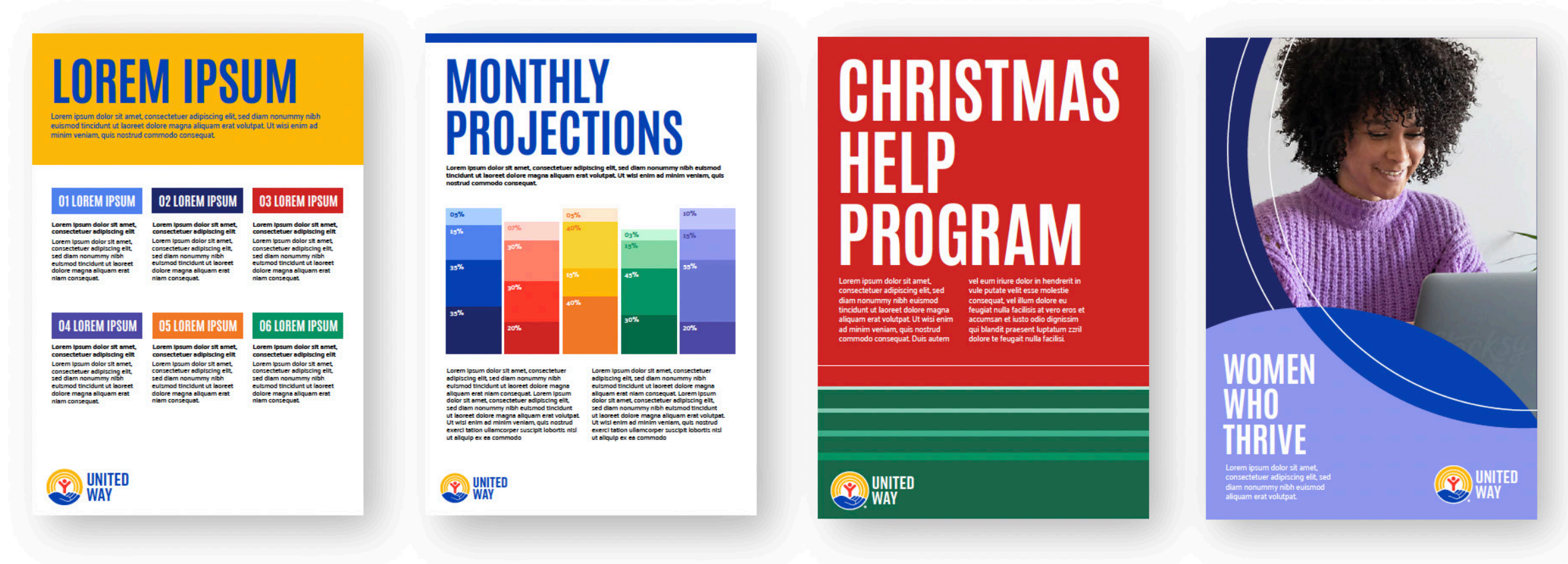
Brand Fonts

Antonio is our brand font for headlines; its alluppercase style is suitable for bold headlines and large-scale messaging. **Antonio is available for download at fonts.google.com**.

Palanquin is our brand font for body copy; its design is optimized for legibility. Palanquin is available for download at fonts.google.com.

Alternate Brand Font

In languages where Antonio and Palanquin are not available, use Noto as an alternative font. Noto is also available for download at fonts.google.com.

Special Use Font

For events and collateral where a more sophisticated style is required (i.e., a fundraising gala), use Monte Carlo Script. Monte Carlo Script is also available for download at **fonts.google.com**.

Brand Fonts

ANTONIO THIN
ANTONIO LIGHT
ANTONIO REGULAR
ANTONIO SEMIBOLD
ANTONIO BOLD

Palanquin Thin
Palanquin ExtraLight
Palanquin Light
Palanquin Regular
Palanquin Medium
Palanquin SemiBold
Palanquin Bold

Default Font

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Alternative Brand Fonts

Noto Serif Hebrew
שנקבעו בהכרזש

Noto Serif Korean
인권에

Noto Sans Devanagari
चूंकि मानव अधिकारों

Noto Serif Traditional Chinese
人皆生而自由

Noto Serif Vietnamese
Việc thừa nhận nhân

Special Use Font

Monte Carlo Script Regular

TYPGRAPHY USAGE

Usage

Together, our typography and color palette can be used to create clear and compelling messaging. The following example shows how we can apply typography and color to establish a consistent messaging hierarchy.

We do not recommend the use of italics. The italics appear disruptive with our headline font (Antonio). If absolutely necessary, use the italics of the alternate brand font (Noto).

HEADLINES
ANTONIO BOLD

UNITED WE RISE

Multiple Line Headlines Rule ONLY
Font Point Size + Leading Point Size = Same Point Size
example: 72 pt Font + 72pt Leading

SUB-HEADLINES
Palanquin SemiBold

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet magna aliquam erat volutpat.

BODY COPY
Palanquin Regular

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vule putate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril dolore te feugait nulla facilisi. Lorem adipiscing elit, sed diam nonummy nibh euismod tincidunt erat volutpat. Ut wisi enim minim ex modo consequat.

UNITED WAY
Southeastern
Michigan

PULL QUOTES
Palanquin Bold

"Lorem ipsum dolor sit amet, adipiscing elit, sed diam nonummy nibh euismod."

BODY COPY
Palanquin
Medium

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam **nonummy nibh.**

TYPGRAPHY USAGE IN APPLICATION

The world's best experts on human trafficking are survivors who have lived through it. Too often, their expertise is missing from the anti-trafficking field, along with that of leaders of vulnerable populations.

Jane Doe
EXECUTIVE DIRECTOR
UNITED WAY WORLDWIDE

UNITED WAY

The world's best experts on human trafficking are survivors who have lived through it.

Too often, their expertise is missing from the anti-trafficking field, along with that of leaders of vulnerable populations. This Fellowship is designed to provide pathways to leadership for survivors which is what the we need to to correct that."

Jane Doe
EXECUTIVE DIRECTOR
UNITED WAY WORLDWIDE

UNITED WAY

The world's best experts on human trafficking are survivors who have lived through it. Too often, their expertise is missing from the anti-trafficking field, along with that of leaders of vulnerable populations.

Jane Doe
EXECUTIVE DIRECTOR
UNITED WAY WORLDWIDE

UNITED WAY

The world's best experts on human trafficking are survivors who have lived through it.

Jane Doe
EXECUTIVE DIRECTOR
UNITED WAY WORLDWIDE

UNITED WAY

The world's best experts on human trafficking are survivors who have lived through it. Too often, their expertise is missing from the anti-trafficking field, along with that of leaders of vulnerable populations.

Jane Doe
EXECUTIVE DIRECTOR
UNITED WAY WORLDWIDE

Pull Quotes

SUMMER SOIREE

"Lorem ipsum dolor sit amet, adipiscing elit, sed diam nonummy nibh euismod."
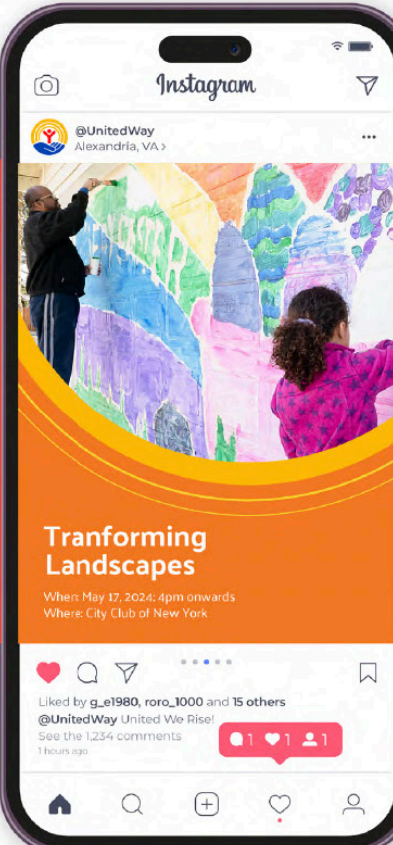
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud commodo consequat.

UNITED WAY

UNITED WAY

FURTHER TOGETHER

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud commodo consequat.

SWIPE FOR UPCOMING EVENTS

Food Donation Drive
When: May 17, 2024; 4pm onwards
Where: City Club of New York

Headlines, Subheads, Body Copy

PHOTOGRAPHY

Photography is a central to our storytelling. To express our brand promise, pillars and personality in a compelling and credible way, use photography that is community-rooted and responsive, and highlights people in action. Whether photos are of individuals or groups, ensure that they are engaging, energizing; and elevating, and showcase people connecting to their community and each other. Trust and transparency are also key associations of our brand, and, as such, AI-generated photography and/or peoplebased illustrations should never be used as a substitute for placebased, people-focused imagery.

To ensure that our imagery embodies an authentic look and feel, avoid the following when selecting photography:

1. Don't use photos that are out of focus
2. Don't use photos with unnatural or extreme filters or effects
3. Don't use photos that are overly posed
4. Don't use photos that are on blank backgrounds/ silhouetted and lack context
5. Don't use images of low resolution or poor quality
6. Don't use photos that are overly busy or complex in composition
7. Don't use AI-generated images or people-based illustrations

Add captions when necessary to provide greater context. Captions should be left-aligned and appear below the photo.

Individual   Collective

In Action

Portrait

Local

Global
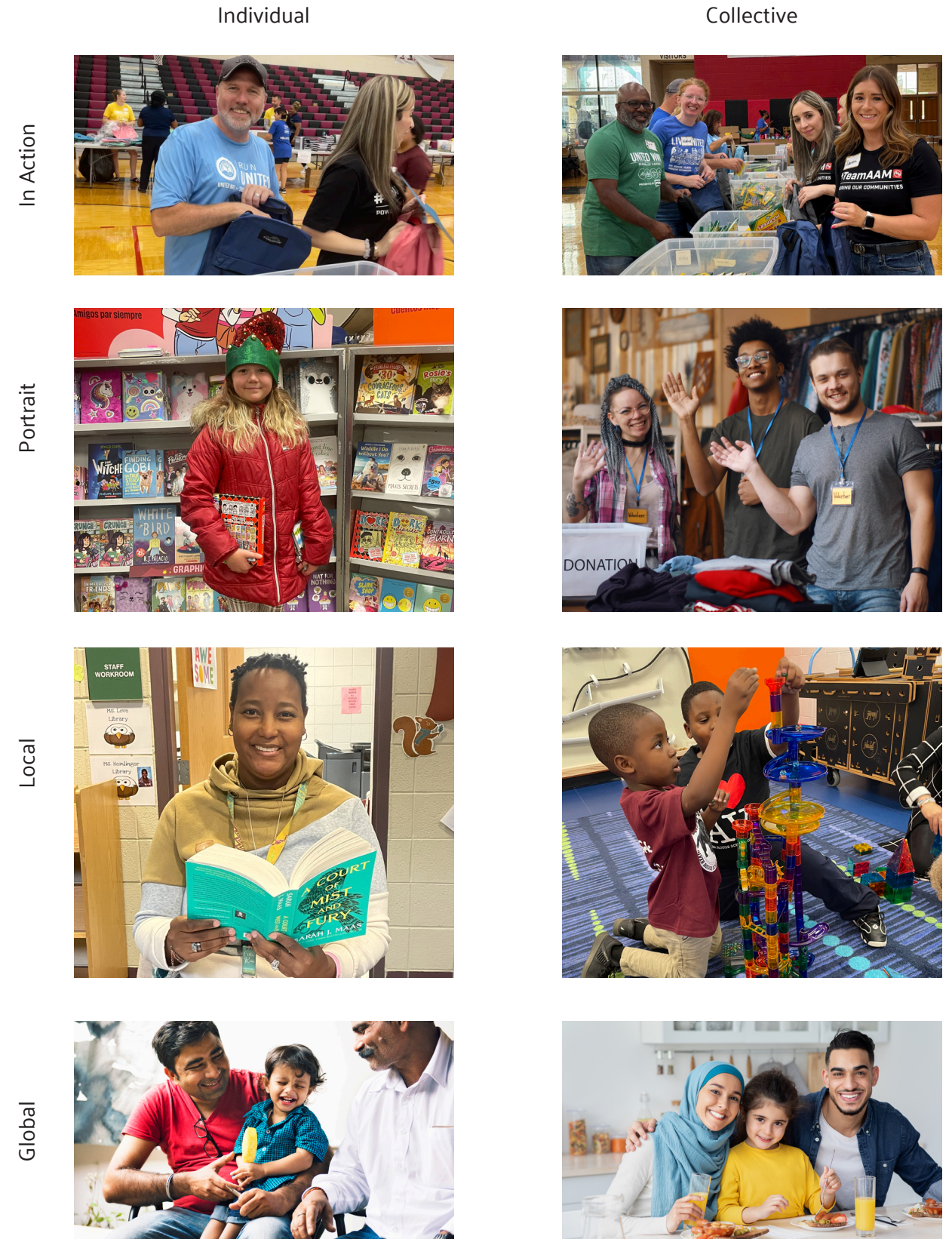
GRAPHIC ELEMENTS OVERVIEW

The Circle of Hope, our logo symbol, consists of the rainbow of hope, the hand of support and the person as a symbol of humanity. Together with our name, these elements reinforce our brand promise, pillars and personality.

To expand our visual toolkit, which includes our logo, typography, color palette, photography style and more, we have created a set of graphic elements to help us advance our strategy and story.

Inspired by the logo symbol, our graphic elements include the arc, arrow and circle, which show how we are connective, responsive and scalable.

The arc, inspired by the shapes of the rainbow and hand, emphasizes our comprehensive approach to every challenge, and shows how we connect people to possibility.

The arrow, which evokes a thriving person, shows how we are solution-oriented and forward-moving, listening and responding to the needs of local communities.

The circular shape, which echoes the Circle of Hope, reflects the ripple effect of our impact.

Arch

Arrow
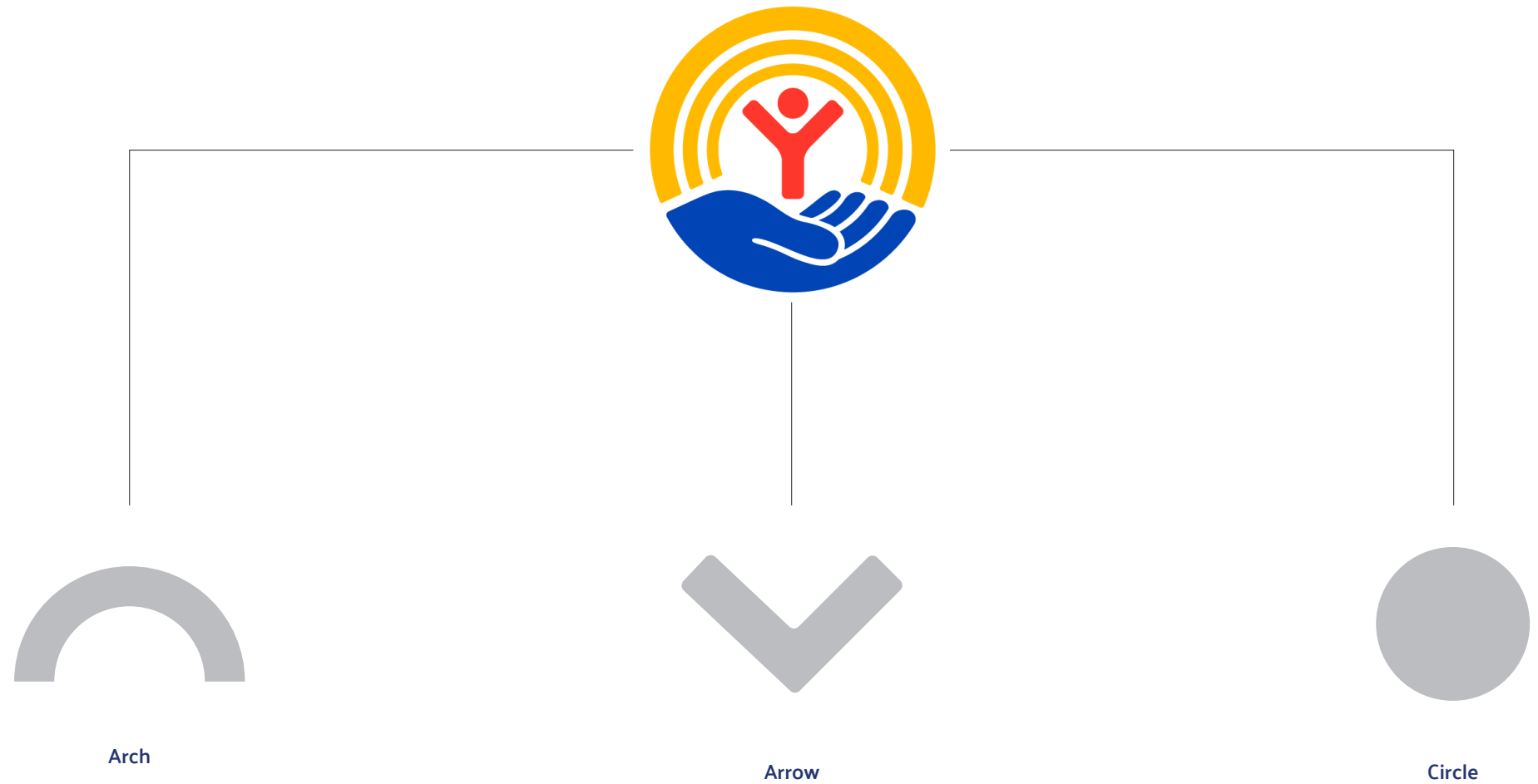
Circle

GRAPHIC ELEMENTS CONFIGURATION

Our graphic elements, inspired by our logo symbol, should always be used to advance our brand strategy and story. When applying the graphic elements, prioritize the circle and arc as heroic components as they represent the core focal points of our logo symbol. As for the arrow, which stems from the thriving person within our logo symbol, incorporate it as a supportive element to signal points of impact, complementing and rounding out our communications seamlessly.

They can be applied in the following ways:

- **Connective:** Use the arc, arrow or circle in an overlapping arrangement to depict our comprehensive and interconnected approach.

- **Responsive:** Create dynamic arrangements of the arc, arrow or circle to evoke movement, and symbolize our proactive and solution-oriented approach to addressing the needs of local communities.

- **Scalable:** Apply a ripple effect to the arc, arrow or circle to mirror the cascading impact of our efforts.
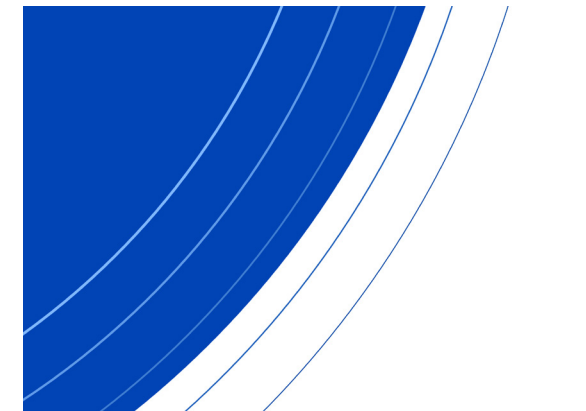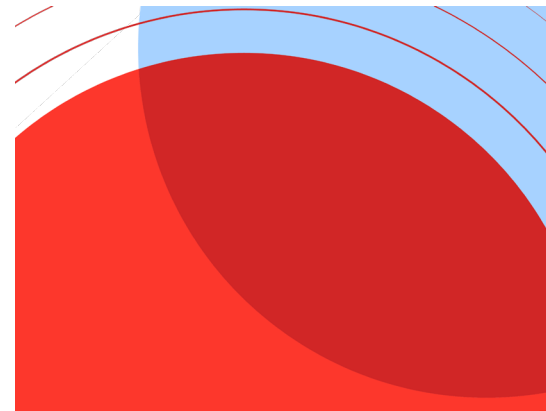
Primary Elements
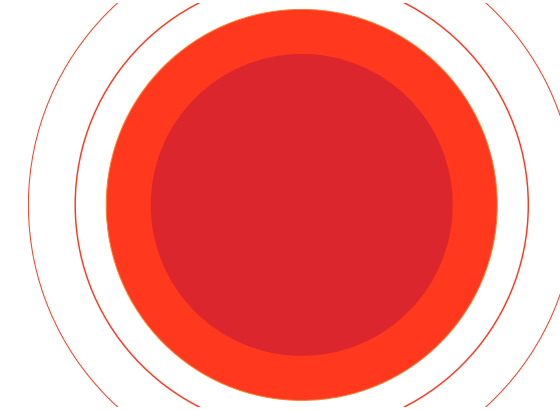
Connective	Scalable	Responsive

Secondary Elements

Connective	Scalable	Responsive

GRAPHIC ELEMENTS DON'TS

Our graphic elements are strategic tools that play a vital role in advancing our strategy and story. Apply them purposefully to reinforce our brand, and never as decoration.

1. No bullseye: When presenting the circular shape, ensure the innermost circle isn't too small to avoid resembling a bullseye, which could evoke unintended associations.

2. No using multiple graphic elements at once: Use one graphic element style at a time to ensure clarity in visual communication.

3. No polka dots: Steer clear of decorative compositions like polka dots, as they lack a strategic connection to our visual identity.

4. No chevron: The shape of the arrow, including the angle, is derived from the person in our logo symbol and is distinct to our brand. Avoid using alternative arrow shapes or interpretations, like the chevron, which are not directly borne out of our logo symbol and could cause confusion with other brands.

5. No mosaics: Avoid creating mosaics with multiple graphic elements, as this may result in compositions that are overly complex and chaotic.

6. No uneven line art – clean orbits only: Apply line art in a clean and consistent way to maintain a polished appearance that mirrors our focus and intentionality.
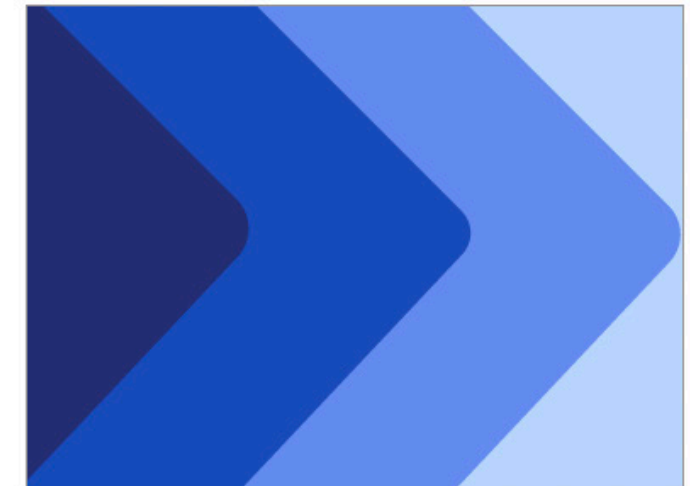
No bullseye

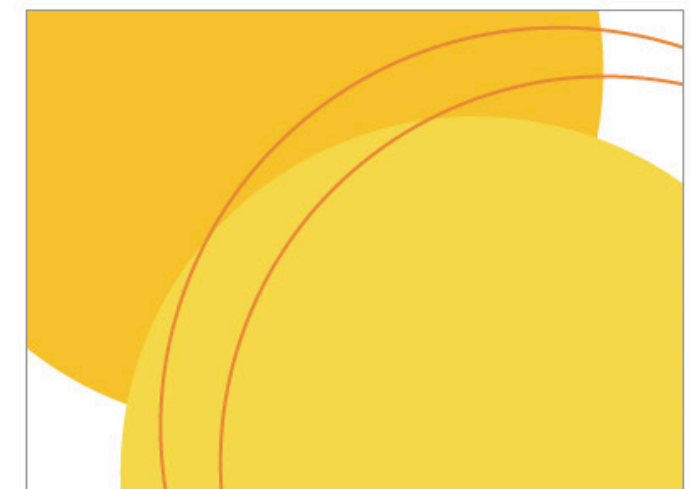No using multiple styles at once
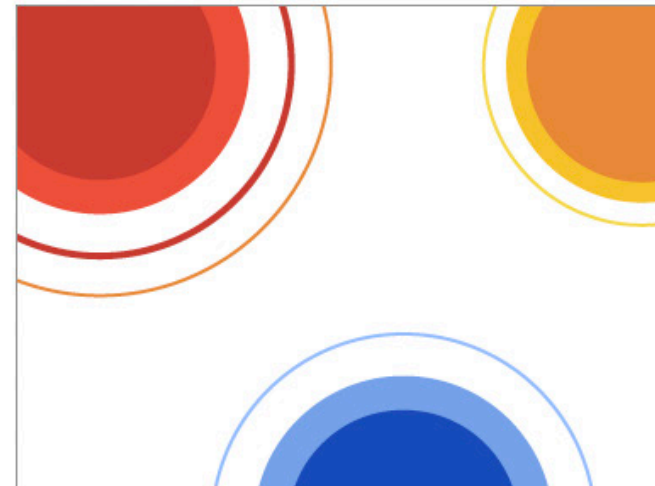
No polka dots

No chevron

No mosaics

No uneven line art – clean orbits only

GRAPHIC ELEMENTS IN APPLICATION

ICONOGRAPHY

While other visual elements, such as photography, complement narratives and tell a story, iconography has a more functional purpose. Icons can enhance navigation and comprehension by quickly drawing attention to important messages and to actions audiences should take. Icons help people find their way, both in-person and online.

Our iconography style is a simple line treatment with rounded edges to mirror the radiating lines in our logo symbol. The icons are designed to help audiences navigate content and contexts, and are designed to inspire audiences to learn more, get involved and take action. Icons should be optimized to ensure legibility and clarity in small spaces.

The icons may be rendered in any of the primary colors; however, a set of icons should ideally be displayed in the same primary color. Ensure proper contrast between the background and icon.
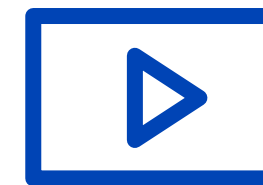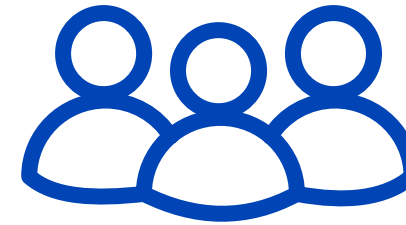
For further information,
please email jessica.mastrapasqua@unitedwaysem.org

UNITED WAY
Southeastern
Michigan