



UNITED WAY FOR SOUTHEASTERN MICHIGAN
BRANDBOOK

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, they 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 region’s first unifier—convening the power of public, private and nonprofit partners to better serve our community.

In 2005, United Way Community Services and United Way of Oakland County voted to create a new organization: United Way for Southeastern Michigan. For 100 years, we’ve responded to the community’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 PROMISE

We Live United for universal success and prosperity in Southeastern Michigan.

OUR TRUTH

We exist to lift people up and lead our community forward.

OUR GUIDING PRINCIPLES

JUST

We are guided by truth, fairness and equity, and we address the most complex issues facing our community.

Just is... an expression of our moral position, captured through authentic interactions and experiences within our community.

Just is not... utopian. We avoid idealizing, and we do not over promise and or make mandates.

TENACIOUS

We are committed to confronting the root causes of the greater community's most entrenched challenges.

Tenacious is... forthright and aspirational. We express our views through declarative statements, a direct sense of purpose and responsibility through sincere confidence.

Tenacious is not... overly frank, apathetic or unnecessarily complex. We don't use aggressive language and avoid clichés and sweeping generalizations.

ACCOUNTABLE

We serve as a trusted steward of the community's investments and resources; setting specific goals to gauge measurable progress with a track record to address the community's greatest needs.

Accountable is... communicated through storytelling that emphasizes goals and impact made. It puts a face to the numbers. Tracking and reporting resources and progress made is important. Sharing the experience of those impacted is equally as important.

Accountable is not... validated by volume. Percentages, totals and dollars spent have more meaning when shared through story.

COLLABORATIVE

We convene people and organizations to achieve significant scale and impact.

Collaborative is... expressed by bringing people together and empowering them to make a difference. Our convening role is reinforced when we acknowledge the value of our supporters' contributions.

Collaborative is not... symbolic. We avoid staged actions intended to represent the concept of collaboration or teamwork.

ENGAGED

We are closely involved with our community on an individual, local, corporate and government level.

Engaged is... highlighted in our commitment to community. We celebrate connections and develop empathy for our audiences. We are forward-looking and authentic.

Engaged is not... used to pander to trends or audiences through shock imagery or stock photography.



COMMUNITY IMPACT

UNITED WAY COMMUNITY IMPACT

We're improving lives and empowering every family to succeed by uniting around Education, Economic Prosperity and Health — the cornerstones of a strong, equitable community. While our specific Community Impact strategies will evolve over time to respond to the community's needs, they will live within these pillars of work.

12 EDUCATION

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16 HEALTH

EDUCATION

We believe learning begins at birth and that every child is entitled to a nurturing environment and a high-quality education that prepares them for success.

“

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 in United Way's Early Learning Community
at Macomb Family Services

”



ECONOMIC PROSPERITY

We believe in order for individuals to provide for their families, they need support services, career training and jobs that pay a living wage.

“

United Way has been a gateway to opportunities.

- La'Tasha Smith,
job training graduate

”



HEALTH

We believe families thrive when their basic needs are met in communities that foster a culture of wellness and provide the opportunity to live healthy, active lives.

“

We used to see a lot of kids acting out, misbehaving, not able to focus. As soon as we started to provide meals, we saw completely different behavior.

- Lisa Senac,
YMCA of Metropolitan Detroit Healthy Living
and Life Skills Executive Director

”





OUR TONE

WE ARE DIRECT, CLEAR AND AUTHENTIC

We convey optimism, empowerment and a forward-looking approach in everything we do. United Way contributors includes 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.

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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
Top 5 place to live and work (BHAG)

TODAY

UNITED for
Live for
Uniting and empowering community leaders
Leader for sustainable change
Return on contribution
Collaborating for a future vision
Success and prosperity for all

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.

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 to highlight a key point, but don’t inundate readers or viewers with the numbers.

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.

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 Web.

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.



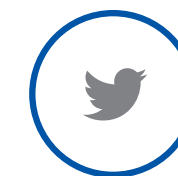
GIVE. ADVOCATE. VOLUNTEER.

SOCIAL MEDIA

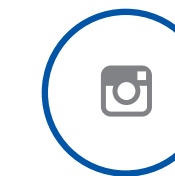
Our social media content echoes the standard tone and look of our brand, but leaves room for fun interpretation of content. Social media content should always be direct and conversational, and reflect our brand values and goals. Imagery and video should focus on real people in the communities we serve.



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.



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.



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.



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.

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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, a donor, an advocate, a volunteer or a partner, 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. Techniques for video interviews can be found here: bit.ly/23cdauv

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

SPECIAL LOGO USAGE

A special use outline lock-up has been developed for limited use. It may be reproduced in black or white. This would apply, 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.



United Way
for Southeastern Michigan

Never stretch or squish the logo



United Way
for Southeastern Michigan

Never alter the text



United Way
for Southeastern Michigan

Never alter the colors

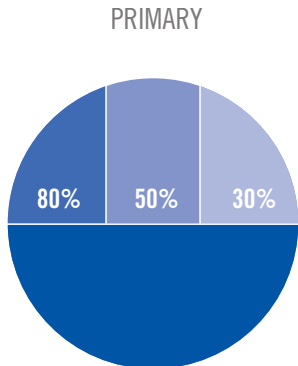
United Way
for Southeastern Michigan



Never alter placement of the local identifier

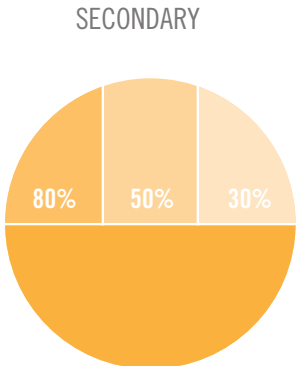
BRAND COLORS

We value white space and adhere to United Way Worldwide's primary color scheme.



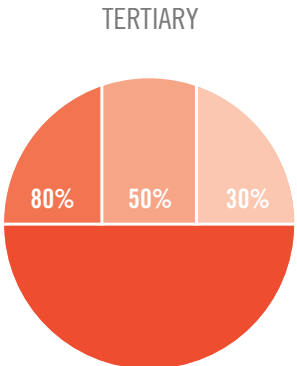
BLUE

Pantone 287
CMYK: 100, 74, 0, 0
RGB: 0, 81, 145
HEX: #005191



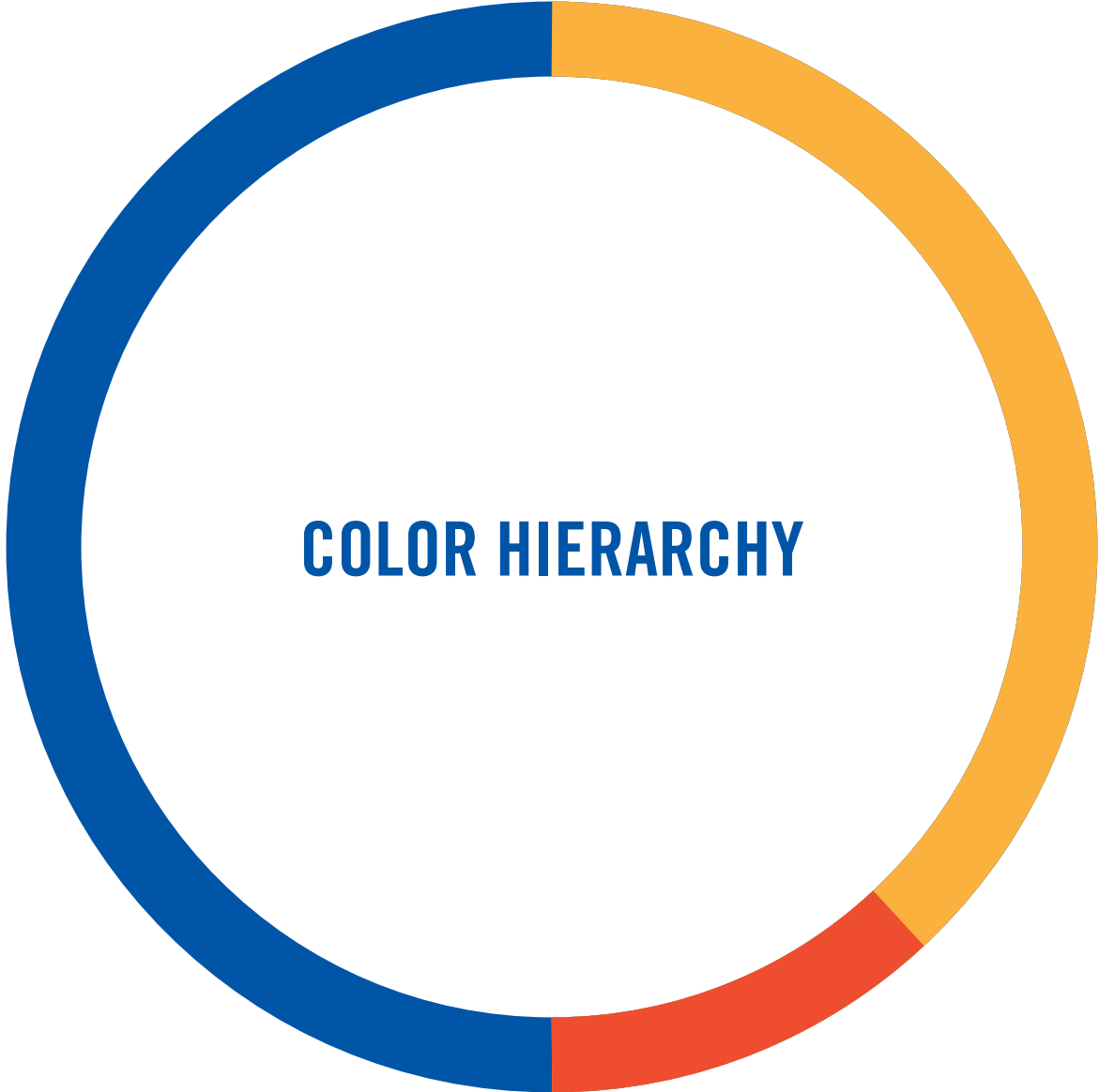
YELLOW

Pantone 143
CMYK: 0, 34, 86, 0
RGB: 255, 179, 81
HEX: #ffb351



RED

Pantone 179
CMYK: 0, 85, 89, 0
RGB: 255, 68, 59
HEX: #ff443b



TYPOGRAPHY

Our primary brand font is Trade Gothic Condensed for headlines and Arial for body copy in both print and Web.

PRIMARY HEADLINE FONT

TRADE GOTHIC BOLD CONDENSED NO. 20

**ABCDE
FGHIJKLMN
OPQRSTU
VWXYZ**

abcdefghijklmnopqstuvwxyz
1234567890

PRIMARY HEADLINE FONT

TRADE GOTHIC BOLD CONDENSED NO. 18

**ABCDE
FGHIJKLMN
OPQRSTU
VWXYZ**

abcdefghijklmnopqstuvwxyz
1234567890

PRIMARY BODY COPY FONT ARIAL

**ABCDE
FGHIJKLMN
OPQRSTU
VWXYZ**

abcdefghijklmnopqstuvwxyz

1234567890

PRIMARY BODY COPY FONT ARIAL BOLD

**ABCDE
FGHIJKLMN
OPQRSTU
VWXYZ**

abcdefghijklmnopqstuvwxyz

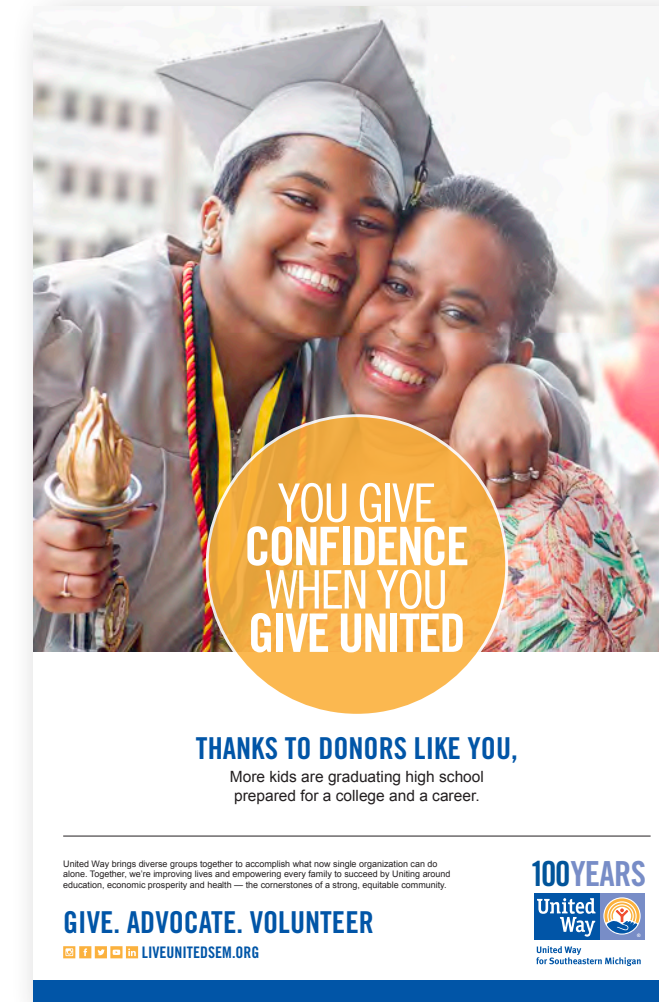
1234567890

DESIGN

Printed and digital assets should inform the intended audience about our work and the value of contributing to United Way. Our logo should always reside in the lower right-hand 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 brandbook for reference.



TRI-FOLD BROCHURE DESIGN



POSTER DESIGN



POSTCARD DESIGN

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

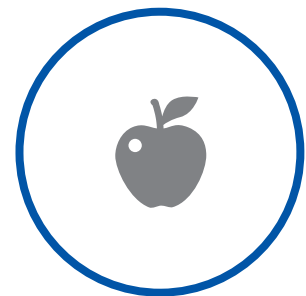
PRIMARY ICONS



EDUCATION



ECONOMIC PROSPERITY



HEALTH

GRAPHIC ICONS EXAMPLES



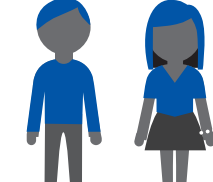
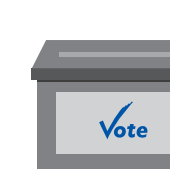
GRAPHIC ICONS REVERSED



SOCIAL MEDIA



ILLUSTRATION EXAMPLES





The Alexis de Tocqueville Society

Our Giving Societies 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.

Communications and events should feel upscale and special, while maintaining our heartfelt gratitude. Visually, collateral should be simple and elegant.

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The History

In 1831, Alexis Charles-Henri de Tocqueville traveled America extensively, recording his observations of life in the young nation. His insightful observations, readings and discussions with eminent Americans formed the basis of his two volumes of "Democracy in America," published in 1835 and 1840.

The name of the Alexis de Tocqueville Society was chosen because he recognized, applauded, admired and immortalized American voluntary action on behalf of the common good and its advancement.



AdT Logo

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



AdT Fonts

Our primary brand font is Times New Roman for headlines and body copy in both print and Web. Edwardian Script can be used for invitations and signage.

TIMES NEW ROMAN

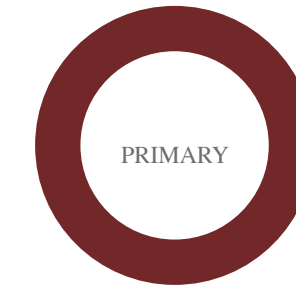
Regular
BOLD
ITALIC

Edwardian Script (all caps not recommended)

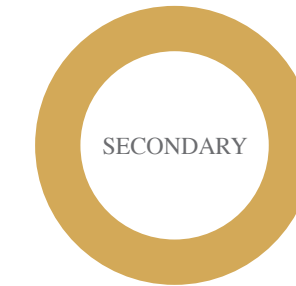
abcdefghijklmnopqrstuvwxyz
1234567890

AdT Color Hierarchy

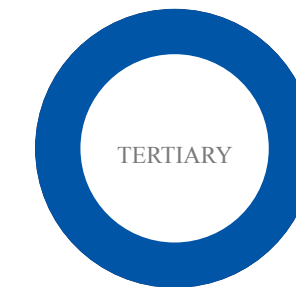
Our primary colors are dark burgundy and gold with lots of white space. Secondary colors should be used sparingly and with purpose.



Wine Red
Pantone Coated 188 C
CMYK: 60, 100, 100, 17
RGB: 114, 39, 42
HEX: #72272a



Gold
PMS 7407
CMYK: 18, 33, 77, 0
RGB: 212, 169, 88
HEX: #d4a858

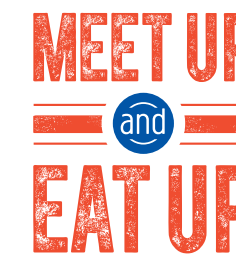


Blue
Pantone 287
CMYK: 100, 74, 0, 0
RGB: 0, 81, 145
HEX: #005191



LEGACY MARK EXAMPLES

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. Cobranding encompasses a wide range of marketing activities including partnerships, promotions and sponsorships. Our partnerships include public, private and nonprofit brands.



GUIDELINES

All cobranding 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 the United Way for Southeastern Michigan Marketing Team.

LOGO/BRAND DOMINANCE

Cobranded 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 right-hand lower corner on co-branded collateral.



(Co-sponsorship horizontal examples)

WHY COBRAND?

Cobranding 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)