**UWCC - BRANDMARK**

**PRIMARY LOGO**

The primary logo is the preferred logo for use. It is available in a horizontal orientation for limited use. Any other variation is subject to use by the UWCC marketing team.

**COLOR PALETTE**

It is important that a consistent appearance of the brandmark be maintained through all visual communications.

**TYPOGRAPHY**

When using the brandmark in conjunction with text it is preferred that the typeface League Gothic is used for headlines shorter than seven (7) words. The preferred typeface for body copy is Roboto Regular.
ONE COLOR LOGOS

When full color isn’t an available option, the preferred one color option is the logo show in Pantone 287 or Black.

When the logo is used on a colored background, the logo in white is preferred.
HANDS ON CHARLOTTE BRANDMARK

PRIMARY LOGO

Use the primary logo for all United Way Hands On Charlotte communication. Any other orientation and/or color variation is subject to approval by the UWCC marketing team.

An "activation" logo for volunteers and volunteer events is outlined on page 2.

COLOR PALETTE

It is important that a consistent appearance of the United Way Hands On Charlotte brandmark be maintained through all visual communications.

The Hands On Charlotte color palette is comprised of Pantone 287 from the United Way primary color palette.

- Pantone 287
  - C:100 M:74 Y:0 K:0
  - R:0 G:81 B:145
  - HEX: #005191

TYPOGRAPHY

League Gothic is the typeface that defines the United Way Hands On Charlotte brandmark. Use League Gothic in conjunction with Roboto for headlines and body copy.

LEAGUE GOTHIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&('"/?)

Roboto Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&('"/?)
ACTIVATION LOGO

An “activation” logo is used in conjunction with volunteer events. This logo can be seen on such items as event t-shirts or name badges.

REVERSED COLOR OPTIONS

When the primary or activation logo is used on a colored background, the logo in white is preferred. When able use the Pantone 287 for the background.

SOCIAL MEDIA OPTION

Social engagement happens primarily on mobile devices, so it is crucial that the United Way Hands On Charlotte brand is easily identifiable on small screens. To enable brand identification at a smaller size, the Hands On Charlotte symbol is used.
**PRIMARY LOGO**

The primary logo is the preferred logo for use. Any other variation is subject to use by the UWCC marketing team.

**COLOR PALETTE**

It is important that a consistent appearance of the brandmark be maintained through all visual communications.

**TYPOGRAPHY**

When using the brandmark in conjunction with text it is preferred that the typeface League Gothic is used for headlines shorter than seven (7) words. The preferred typeface for body copy is Roboto Regular.
ONE COLOR LOGO OPTIONS

When full color isn't an available option, the preferred one color option is the logo shown in Pantone 179.

When the logo is used on a colored background, the logo in white is preferred.

SECONDARY LOGO OPTION

When space and size is limited, a smaller secondary logo may be used.
**PRIMARY LOGOS**

Use the full color primary logo for the Days of Caring (DOC) and the Week of Caring (WOC) as they apply to either a day or week campaign.

See page 2 for other logo usage and color options.

**COLOR PALETTE**

It is important that a consistent appearance of the DOC/WOC brandmarks be maintained through all visual communications.

The DOC/WOC color palette is comprised of colors from the United Way primary color palette.

**TYPOGRAPHY**

One typeface is used to define the DOC/WOC brandmarks. In special circumstances, other weights of the Gotham font family may be used for headline, etc.
ONE COLOR LOGO OPTION

When full color isn’t an available option, the preferred one color option is the logo shown in Pantone 287.

WHITE LOGO OPTION

When the logo is used on a colored background, the logo in white is preferred. Preferred to be used on dark background.
PRIMARY LOGO

The primary logo is the preferred logo for use. Any other variation is subject to use by the UWCC marketing team.

COLOR PALETTE

It is important that a consistent appearance of the brandmark be maintained through all visual communications.

LEAGUE GOTHIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,;'"/!?)

Roboto Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,;'"/!?)

LEAGUE GOTHIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,;'"/?)

Roboto Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.,;'"/?)
ONE COLOR LOGO OPTION

When the logo is used on a colored background, the logo in white is preferred.

SECONDARY LOGO OPTION

When space and size is limited, a smaller secondary logo may be used.

WHITE LOGO (Preferred to be used on dark background)
STORY BEHIND THE LOGO

The three core elements represent the three stakeholders of the tutoring platform - volunteers, program providers and corporate partners. These core elements unify to form a crown symbolic of Charlotte, the Queen City. Color is utilized to place emphasis on the word Tutor.

COLOR PALETTE

It is important that a consistent appearance of the Tutor Charlotte brandmark be maintained through all visual communications.

The Tutor Charlotte color palette is comprised of colors from the United Way primary color palette.

TYPOGRAPHY

One typeface in two weights is used to define the Tutor Charlotte brandmark. In special circumstances, the rest of the Gotham font family may be used for extended weight options.
The primary logo is the preferred logo for use. It is available in a horizontal orientation for limited use. Any other variation is subject to use by the UWCC marketing team.

It is important that a consistent appearance of the brandmark be maintained through all visual communications.

When using the brandmark in conjunction with text it is preferred that the typface League Gothic is used for headlines shorter than seven (7) words. The preferred typeface for body copy is Roboto Regular.

**COLOR PALETTE**

<table>
<thead>
<tr>
<th>Pantone 287</th>
<th>Pantone 659</th>
</tr>
</thead>
<tbody>
<tr>
<td>C:100 M:74 Y:0 K:0</td>
<td>C:65 M:30 Y:0 K:0</td>
</tr>
<tr>
<td>R:0 G:81 B:145</td>
<td>R:124 G:129 B:184</td>
</tr>
<tr>
<td>HEX: #005191</td>
<td>HEX: #7c81b8</td>
</tr>
</tbody>
</table>

**LEAGUE GOTHIC**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&('"/?)
```

**Roboto Regular**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&('"/?)
```
ONE COLOR LOGOS

When full color isn't an available option, the preferred one color option is the logo shown in Pantone 287 or Black.

When the logo is used on a colored background, the logo in white is preferred.
PRIMARY LOGO

The primary logo is the preferred logo for use. It is available in a horizontal orientation for limited use. Any other variation is subject to use by the UWCC marketing team.

COLOR PALETTE

It is important that a consistent appearance of the brandmark be maintained through all visual communications.

Pantone 287
C:100  M:74  Y:0  K:0
R:0  G:81  B:145
HEX: #005191

TYPOGRAPHY

When using the brandmark in conjunction with text it is preferred that the typeface League Gothic is used for headlines shorter than seven (7) words. The preferred typeface for body copy is Roboto Regular.

LEAGUE GOTHIC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&('"/?)

Roboto Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&('"/?)
ALTERNATE ONE COLOR LOGO

The logo may be used in black when color isn’t available.

When the logo is used on a colored background, the logo in white is preferred. When possible use the logo use the dark blue background or black.
THE MARK

United Way Women United is set in League Gothic Regular typeface in all caps. It follows the parameters of the Masterbrand’s tagline, LIVE UNITED.

The official name of the affinity group is United Way Women United and should appear with this full name upon first mention. All subsequent appearances or marks that are placed in the same composition as the Masterbrand may use only the Women United portion of the mark.

The United Way logo should appear on every piece of communication on the right side.
COLOR APPLICATION

Women United should always appear in the strong blue or grey from our color palette. Pantone 287 is the primary use.

Acceptable secondary uses are 40% black and reversed to white out of a solid color field. Recommended solid color fields include Pantone 659 and 40% black or lighter.
COLOR PALETTE

The brand mark “Women United” and occasional accents can be printed in the strongest blue tone, Pantone 287. However, the main color of all communications should be Pantone 659. All composition should employ a balance of white to the blue.

When printing with limited color application, a screen of 52% of Pantone 287 can be used in place of 659.

Pantone 143 — the gold in the palette should be used sparingly as an accent.

SECONDARY PALETTE

Grey is the recommended additional color to add to communications. Screens of 75%, 50%, and below should be used instead of black at its full strength.

Body copy is recommended to be printed at 75% black and accent graphics in the range of 50% and below. Very light accents are recommended in the range of 16% black.
TYPOGRAPHY

Two standardized typefaces have been chosen for the United Way Women United brand identity. They are the same as outlined in the United Way Masterbrand Guidelines and are to be used in all printed and online communications. Only use the weights and styles shown on this page.

HEADLINES

League Gothic Regular typeface should be used to lead communications. It is the same typeface as LIVE UNITED in the Masterbrand. It should be used sparingly in marketing communications to draw attention to important text.

ADDITIONAL HEADLINES AND SUBHEADS

Roboto Bold typeface should be used for any headlines, subheads and may be used in many cases of the typeface: regular, medium, bold, condensed, or black.

BODY COPY

Roboto Regular typeface is the primary typeface in the United Way brand identity system. Justify paragraphs on the left with an extra line returned to separate paragraphs.

SUBSTITUTE FONT — ONLINE

Arial Regular and Arial Bold can be used in digital and web applications to replace the use of Roboto when Roboto is unavailable.
PRIMARY LOGO

The primary logo is the preferred logo for use. Any other variation is subject to use by the UWCC marketing team.

COLOR PALETTE

It is important that a consistent appearance of the brandmark be maintained through all visual communications.

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone Code</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Red</td>
<td>179</td>
<td>#FF443B</td>
</tr>
<tr>
<td>Amber</td>
<td>143</td>
<td>#FFB351</td>
</tr>
<tr>
<td>Black</td>
<td>80%</td>
<td>#231F20</td>
</tr>
</tbody>
</table>

TYPOGRAPHY

When using the brandmark in conjunction with text it is preferred that the typface League Gothic is used for headlines shorter than seven (7) words. The preferred typeface for body copy is Roboto Regular.

LEAGUE GOTHIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.;,"/?)

Roboto Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&(.;,"/?)
ONE COLOR LOGO OPTIONS

When full color isn’t an available option, the preferred one color option is the logo shown in 80% Black.

When the logo is used on a colored background, the logo in white is preferred.

SECONDARY LOGO OPTION

When space and size is limited, a smaller secondary logo may be used.