

United Way of Bay County
Graphic Standards
2005

The United Way of Bay County logo must always appear in the format provided.

The service mark consisting of the hand, person, rainbow and words United Way cannot be altered in anyway. This is a custom mark and the font cannot be matched in any type style. Reference for this mark must be taken from digital files provided via the United Way of Bay County web site. The service mark can never be altered and should remain in proportions provided.

The trade name consisting of the words United Way of Bay County must always appear under the service mark.

The logo can appear in the following colors.

Full color- the full-color version of the United Way brandmark should be used whenever possible. Pantone, CMYK and RGB reproduction are available for specific application requirements. A large format version is also available for logo reproduction larger than two feet.

One color- these should never appear on a website, four color brochure or any other application where full-color brandmark is useable. When reproduction constraints prevent the use of the full color brandmark use blue PMS 287.

The one-color black brandmark is to be used when black is the only available color selection.

One color brandmarks may not appear in any other color than PMS 287 or black.

Logo can appear white reverse on solid background. When placing the service mark against a dark background, "knock out" or delete the dark background from behind the open parts of the symbol. The same is true when placing the mark against a texture background.

When using the service mark hand, person rainbow under 1/2" in size, you must use Symbol B for reproduction purposes. This symbol has more white space and allows for cleaner reproduction.

Special Use The special usage brandmarks are used when printing on colored surfaces, or screening of inks is not possible. This may occur when reproducing on plastic, glass, metal, fabric or other materials used for merchandise or signage.

For printed materials, these brandmarks may only be used when the method of reproduction is faxing and photocopying or the surface of the paper is a color

other than whites. For example, this may occur when printing a black and white laser print on blue paper, the full-color and one-color brandmarks should be used at all times. The special use brandmarks may not be reproduced in any color other than PMS 287, black and white.

Background Control

Background colors and graphics can easily overpower or compete with brandmarks. A white outline has been built into the artwork to maintain separation between the United Way brandmark and the backgrounds where it will appear. This outline will not appear when the brandmark is staged on a white background.

Minimum Size

To ensure the integrity of the United Way brandmark, do not reduce its width to less than .75 inches for print or special usage, and 90 pixels or 1.25 inches for screen applications.

Never attempt to redraw or rescale the elements of the brandmark or add other graphic elements for presentation.

Our Brandmark

The original components of our traditional brandmark - the rainbow of hope, the hand of support and the person as a symbol of humanity - have been maintained because they are still effective in communicating important United Way brand characteristics - caring, inspiring, trustworthy and approachable. The changes to these key elements are intended to express new brand characteristics - innovative, dynamic and results oriented - characteristics that we need to help us achieve our community impact mission.

Questions regarding graphic standards can be directed to:
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