



Heart of West Michigan  
United Way

HEART OF WEST MICHIGAN UNITED WAY

# BRAND GUIDELINES



# OUR MARK



**Heart of West Michigan  
United Way**

Four Color



**Heart of West Michigan  
United Way**

One Color (Blue)



**Heart of West Michigan  
United Way**

One Color (Greyscale)

Special Usage



**Heart of West Michigan  
United Way**

One Color (Blue2)



**Heart of West Michigan  
United Way**

One Color (Black)



**Heart of West Michigan  
United Way**

One Color (White)

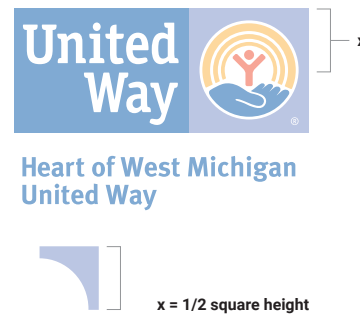
# OUR MARK

## CLEAR SPACE

Clear space frames the logo and separates it from other elements including text and the edge of printed materials. Surround the logo with at least the required minimum of clear space, determined by 1/2 the height of the symbol square.

## MINIMUM SIZE

We developed a special usage lockup for limited use. Use it in black, white, or United Way Blue. This would apply, for example, when reproducing on fabric, plastic, glass, or other materials for merchandise or signage and doesn't require the white control box.



## SCREEN



## PRINT & SPECIAL USAGE



# SPECIAL-USE BRANDMARK ELEMENTS

In certain circumstances, you may use the “Circle of Hope” as a stand-alone design element.

**A FEW GENERAL RULES TO FOLLOW:**

It should always appear with United Way’s brandmark and never in place of United Way’s brandmark.

Never alter the colors in the circle to anything outside of the four main United Way Brand Colors.

Never distort or skew the circle.

Never pull separate elements out of the circle (hand, figure, or rainbow elements). It should stay intact as it appears in the full brandmark.

Never use it in place of a letter or number (e.g., the letter “o” or “O”).

You can use the “Circle of Hope” in a variety of ways, including special-use logo lockups, stationery packages, or for the purpose of enhancing.



Special-use anniversary mark (locked up with full United Way brandmark):



*Celebrating 135 years of helping communities.*

Design Examples:



# UNACCEPTABLE USES

The consistent and correct application of United Way's brandmark and the local identifier is essential. Always follow the standards in these guidelines. The examples on this page illustrate some of the unacceptable uses of United Way's brandmark.

Never alter the colors in the brandmark



Never tilt the brandmark



Never distort the shape of the brandmark



Never add elements inside the brandmark



Never rearrange the elements of the brandmark



Never substitute type in the brandmark



Never put other words or phrases inside the brandmark



# OUR TYPOGRAPHY

LEAGUE GOTHIC REGULAR

**Aa**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & ( )

Note:

We chose three standardized typefaces for United Way's brand identity. Use them in all printed and online communications. Each font has visual compatibility with United Way's brand-mark and the ability to convey a personality that is consistent with our brand. Only use the weights and styles shown on this page. In special circumstances, you may use the rest of the Roboto family for extended weight options.

Roboto Regular

**Aa**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & ( )

Roboto Bold

**Aa**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & ( )

Roboto Condensed Bold

**Aa**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & ( )

# SCRIPT TYPOGRAPHY & PAIRING

Selfie is a connected sans-serif script font with a heavy emphasis on circles. With inspiration from vintage signs, the typeface pairs well with the upright strength of League Gothic.

*Selfie*

*Aa*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & ( )

Below is the preferred example of pairing with League Gothic.  
Use Selfie at approximately 70% the type size of League Gothic.

UNITED WE  
*create change*

# TYPOGRAPHY USAGE

Note:

Use these fonts for all correspondence, presentations, collateral, and marketing materials.

**HEADLINES**

League Gothic typeface is the headline font. Use it sparingly in marketing communications to draw attention to important text. When legibility is an issue, use the block behind the text.

**HEADINGS**

Roboto Condensed Bold is the heading font. Use it in multi-page documents and websites to denote a new section.

**SUB HEADLINES**

Roboto Bold is the subhead font. Use it under headlines or headers when necessary. You can also use sub headlines as the first sentence of a paragraph in marketing communications.

**BODY COPY**

Roboto Regular is the paragraph font. Use it for supportive messaging.

**THIS IS A HEADLINE.**

League Gothic Regular | 25 Tracking | .9-1.1X line spacing

**THIS IS A HEADLINE.**

League Gothic Regular | 25 Tracking | .9-1.1X line spacing

**THIS IS A HEADING.**

Roboto Condensed Bold | -10 Tracking | 1.1-1.3X line spacing

**This is a sub headline.**

Roboto Bold | 8-14 pt type | 1.5-2X line spacing

This is body copy.

Roboto Regular | 8-14 pt type | 1.5-2X line spacing



# CORE COLORS

## PRIMARY

Pantone: 287  
CMYK: 100 / 74 / 0 / 0  
RGB: 0 / 81 / 145  
Hex: #005191

Pantone: 659  
CMYK: 55 / 40 / 0 / 0  
RGB: 83 / 158 / 208  
Hex: #539ed0

Pantone: 179  
CMYK: 0 / 85 / 89 / 0  
RGB: 255 / 68 / 59  
Hex: #ff443b

Pantone: 143  
CMYK: 0 / 34 / 86 / 0  
RGB: 255 / 179 / 81  
Hex: #ffb351

## DIGITAL ACCENT COLORS

Hex: #005191  
\*WCAG compliant

Hex: #07477a  
\*WCAG compliant

Hex: #ffb351  
\*WCAG compliant

Hex: #e8a44c  
\*WCAG compliant

Hex: #ff443b  
\*WCAG compliant

Hex: #d33d35  
\*WCAG compliant

Hex: #f57814  
\*WCAG compliant

Hex: #f26527  
\*WCAG compliant

## GREYSCALE

Pantone: Black  
CMYK: 0 / 0 / 0 / 100  
RGB: 0 / 0 / 0  
Hex: #000000

Pantone: Black 50%  
CMYK: 0 / 0 / 0 / 50  
RGB: 150 / 150 / 150  
Hex: #969696

Pantone: White / Paper  
CMYK: 0 / 0 / 0 / 0  
RGB: 255 / 255 / 255  
Hex: #ffffff

### Note:

The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards, refer to the current edition.

### Digital Accent Colors Note:

These colors are best used to indicate state changes in web applications such as a hover state on buttons.





\* WCAG are web content accessibility guidelines which are recommendations for making web content more accessible for people with disabilities.

# EXTENDED COLORS


The United Way Dark Blue, Light Blue, Orange, and Red are the brand's primary colors. The extended color palette includes darker and lighter shades of the primary palette. Examples for when to use the extended color palette:

- Charts and graphs that require more than four primary colors
- Infographics
- Powerpoints and presentations that require alternate colors





**Extended Color Palette**  
Shades Darker  
(Use only when additional colors or shades are needed)


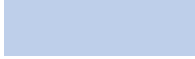


			
Pantone 288 C C:100 M:61 Y:0 K:55 R: 0 G:45 B:114 HEX: #002d72	Pantone 660 C C:68 M:37 Y:0 K:21 R:64 G:126 B:201 HEX: #407ec9	Pantone 144 C C:0 M:41 Y:100 K:7 R:237 G:140 B:0 HEX: #ed8c00	Pantone 180 C C:0 M:69 Y:73 K:25 R:191 G:59 B:52 HEX: #bf3b34


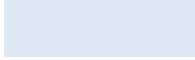
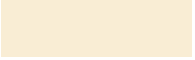
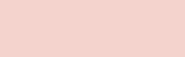
**Primary Colors**

			
Pantone 287 C	Pantone 659 C	Pantone 143 C	Pantone 179 C

**Extended Color Palette**  
Shades Lighter  
(Use only when additional colors or shades are needed)

			
Pantone 287 C at 75% C:84 M:60 Y:6 K:0 R:69 G:100 B:161 HEX: #4564A1	Pantone 658 C at 75% C:37 M:19 Y:0 K:0 R:161 G:185 B:225 HEX: #A1B9E1	Pantone 143 C at 75% C:2 M:23 Y:66 K:0 R:240 G:199 B:124 HEX: #F0C77C	Pantone 179 C at 75% C:2 M:70 Y:55 K:0 R:220 G:120 B:108 HEX: #DC786C

			
Pantone 287 C at 50% C:53 M:34 Y:7 K:0 R:130 G:151 B:191 HEX: #8297BF	Pantone 658 C at 50% C:24 M:11 Y:0 K:0 R:191 G:208 B:234 HEX: #BFD0EA	Pantone 143 C at 50% C:2 M:15 Y:41 K:0 R:244 G:217 B:167 HEX: #F4D9A7	Pantone 179 C at 50% C:1 M:45 Y:31 K:0 R:131 G:164 B:156 HEX: #E7A49C

			
Pantone 287 C at 25% C:24 M:14 Y:3 K:0 R:193 G:203 B:223 HEX: #C1CBDF	Pantone 658 C at 25% C:11 M:5 Y:0 K:0 R:223 G:231 B:245 HEX: #DFE7F5	Pantone 143 C at 25% C:1 M:7 Y:19 K:0 R:250 G:236 B:211 HEX: #FAECD3	Pantone 179 C at 25% C:0 M:21 Y:12 K:0 R:243 G:210 B:206 HEX: #F3D2CE

# GRADIENTS

Use gradients to enhance layouts. Only use gradients sparingly and only one gradient at a time. Place all gradients at a 45° angle.

