

PENNSYLVANIA 2-1-1 EAST · BRANDING GUIDELINES: QUICK REFERENCE

UNITED WAY BRANDMARK

United Way's brandmark should be present with the Pennsylvania 2-1-1 east logo when possible. In addition, the United Way brandmark logo should be placed at the **right** edge of a printed material whenever possible. The brandmark can be sized as is appropriate for the document or application. Note: when resizing the logo, many programs allow you to hold down the <Shift> button, and drag the image from the corner in order to maintain its original dimensions.

HORIZONTAL LOCK-UP



FOR PRINT USE



FOR WEB USE



COLOR PALETTE

UNITED WAY BRAND

Color Palette Includes:

United Way Blue
United Way Light Blue
United Way Red
United Way Gold

Spot Colors:

Pantone 287
Pantone 659
Pantone 179
Pantone 143

For Print Use:

C:100 M: 74 Y:0 K:0
C:55 M:40 Y:0 K:0
C:0 M:85 Y:89 K:0
C:0 M:34 Y:86 K:0

For Online Use:

R:16 G:22 B:127
R:124 G:129 B:184
R:254 G:35 B:10
R:255 G:150 B:0

Pantone (Spot Colors)	United Way Blue	United Way Light Blue	United Way Red	United Way Gold
Print (CMYK)	[Blue swatch]	[Light Blue swatch]	[Red swatch]	[Gold swatch]
Web (RGB)	[Dark Blue swatch]	[Light Blue swatch]	[Red swatch]	[Gold swatch]



This example uses the color for print use - CMYK.



This example uses the color for online use - RGB.

NOTES:

Online vs. Print

Online = RGB Colors

- Red, Green, Blue
- Used for online, computer, video, and projector use

Print = CMYK Colors

- Cyan, Magenta, Yellow, Black
- Used for anything printed

File Formats

JPEG Image (.jpg)

- Most common
- Used with multiple programs
- Encapsulated Post Script (.eps)
- Easily enlarged or reduced without losing image quality
- Use with Adobe Creative Suite

FONT

UNITED WAY BRAND

Materials developed by United Way of Lancaster County will use the following typefaces:

Meta LF (primary typeface – used for all body copy)

TRADE GOTHIC CONDENSED (used for headlines – LIVE UNITED tagline and block wording)

Arial (used online and when Meta is unavailable – for correspondence, Power Points, websites, etc.)

QUESTIONS? CONTACT:

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Note: All branding guidelines included here are dictated from United Way Worldwide. This is a simplified version of their manual.