

United Way Logo Co-Branding Guidelines

Thank you for co-branding with United Way of the Greater Dayton Area. In order to maintain the value of the United Way brand and our new logo, please follow the branding guidelines listed below.

The logo must always appear in entirety, without any modification. Logos can be downloaded at www.dayton-unityway.org/tools_4_companies/copyright_logos.htm

Full Color Logo Guidelines



When printing marketing materials in full color, always use the **Full Color** logo in the approved United Way branding colors.

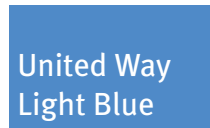


Pantone 287
C:91 M:58 Y:0 K:10
R:16 G:22 B:127



United Way
Red

Pantone 179
C:0 M:84 Y:100 K:0
R:254 G:35 B:10



United Way
Light Blue

Pantone 287 at 52% or Pantone 659
C:86 M:23 Y:0 K:0
R:124 G:129 B:184



United Way
Gold

Pantone 143
C:0 M:35 Y:85 K:0
R:255 G:150 B:0

One Color Logo Guidelines



When printing marketing materials in one color, use the **One Color Blue** logo in the approved United Way branding colors:



United Way
Blue

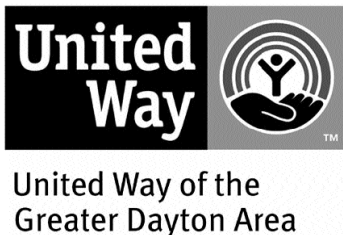
Pantone 287
C:91 M:58 Y:0 K:0
R:16 G:22 B:127



United Way
Light Blue

Pantone 287 at 52%
C:86 M:23 Y:0 K:0
R:124 G:129 B:184

Black Logo Guidelines



When printing collateral materials in one color or two colors other than the approved United Way branding colors, always use the **One Color Black** logo.

Never print the United Way logo in any colors other than the approved United Way branding colors or black.

For questions regarding guidelines for the new United Way logo, please contact:
Jennifer Cadieux - (937) 225-3020 or jenniferc@dayton-unityway.org