

LOGO USAGE

CONTROL BOX

The control box is the white border that surrounds the logo. It is used to create separation when the logo is placed on colored backgrounds without the need for alternate logo color options.



LOGO USAGE

ONE-COLOR

When reproduction constraints prevent the use of the primary full-color United Way brandmark, use one of the alternative one-color versions. The white control box is still present in these one-color solutions.

One-color blue brandmark

The one-color blue brandmark is to be used when United Way Blue is the only available color selection. See the United Way color palette on page 33 for complete specifications.

One-color black brandmark

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

SPECIAL USAGE

A special usage lock-up has been developed for limited use. It may be reproduced in black, white or United Way Blue. This would apply, for example, when reproducing on fabric, plastic, glass or other materials used for merchandise or signage, and does not require the white control box.

Note:

These lock-up brandmarks should never appear on a website, four-color brochure or any other application where a full-color brandmark is usable. The one-color brandmarks may not be reproduced in any color other than black, white or United Way Blue.

One-color blue Brandmark lock-up



One-color black Brandmark lock-up



One-color blue special lock-up



One-color black special lock-up



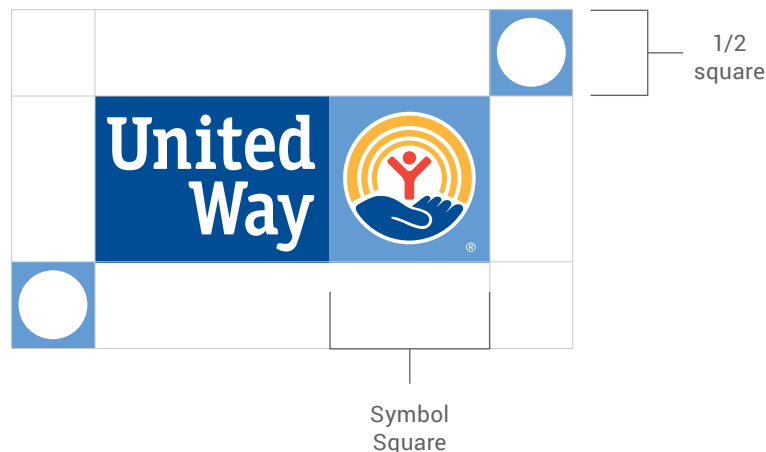
One-color white special lock-up



CLEAR SPACE & MINIMUM SIZE

CLEAR SPACE

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



MINIMUM SIZE

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Screen
MINIMUM SIZE
 90 PIXELS OR 1.25" wide



Print
MINIMUM SIZE
 .75" wide



Special Usage
MINIMUM SIZE
 .75" wide

