

RCUW Brand Usage Guidelines

The United Way brand identity is the tangible expression of all that we stand for. It embodies what we do, how we do it and why we are a beacon of trust and support throughout the communities we serve. In a very real way, members of our communities, our partners, and our investors experience the United Way brand through our deeds, as well as through the verbal and visual messages we send.

- The logo is accompanied by the Registered Trademark symbol (®).
- The width of the logo must always be at least 180 pixels for on screen or .75" for print.
- **Background Control:** Background colors and graphics can easily overpower or compete with brand marks. A white outline has been built into the artwork to maintain separation between the United Way brand mark and the backgrounds where it will appear. This outline will not appear when the brand mark is staged on a white background and different color binding-boxes should not be used. Additionally, the box size should not be altered in any form.
- The logo must be used as provided by River Cities United Way with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words or artwork. The logo may not be animated, morphed, or otherwise distorted in perspective or appearance.



On screen: 180 px or 2.5" wide



Print: 1.5" wide



River Cities United Way

On screen: 180 px or 2.5" wide



River Cities United Way

Print: .75" wide

River Cities United Way reserves the right in its sole discretion to terminate or modify permission to display the logo, and may request that third parties modify or delete any use of the logo that, in RCUW's sole judgement, does not comply with these guidelines or might otherwise impair RCUW's rights in the logo. River Cities United Way further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

RCUW Brand Usage Guidelines

UNACCEPTABLE USES



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 alter the shape of the
brandmark in any way



UNITED WAY OF ANYTOWN

Never change the font or color
of the local identifier (page 25)



Never substitute type in
the brandmark



Never put other words or
phrases inside the brandmark



Never extract any of the graphic elements or words
“United Way” contained in the brandmark to use separately

