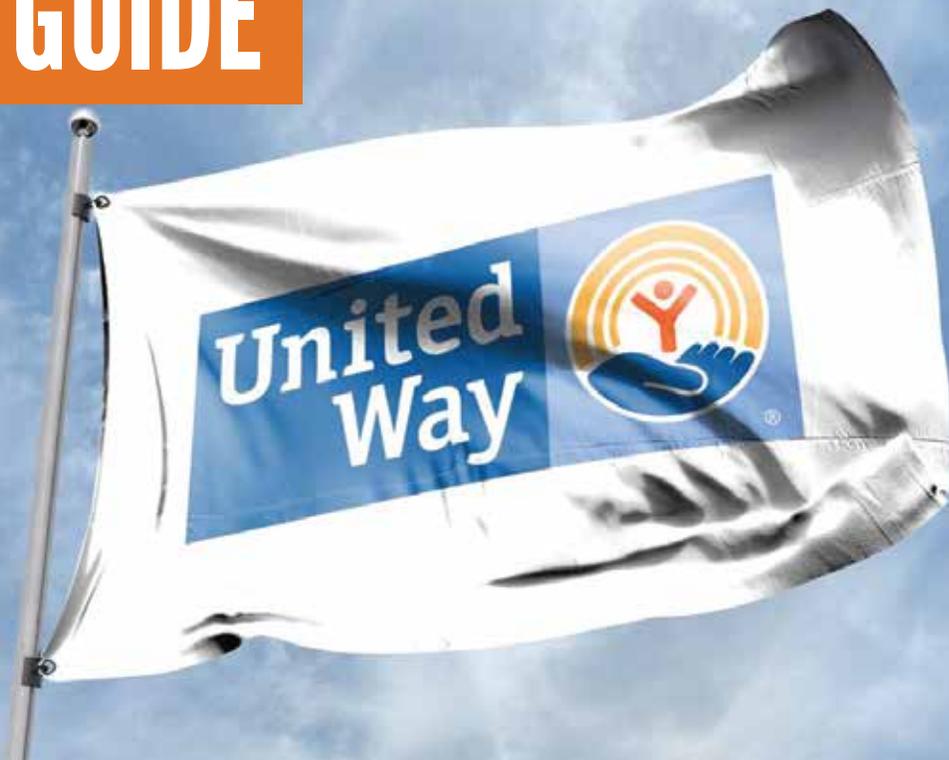


TVUW

BRANDING GUIDE



tvunitedway.org



Tygart Valley United Way

Quick Glance

Official Name	Tygart Valley United Way
Acronym	TVUW
Website	tvunitedway.org
Hashtag	#liveunited #tvuw



tvunitedway



tvunitedway



tvunitedway



tvunitedway



tvunitedway

Branding Questions?

For questions about use of the United Way brandmarks and these guidelines, contact:

Brett White

Chief Executive Officer
brett@tvunitedway.org
(304) 366-4550

United Way Logo Variations

The most fundamental visual element of our brand identity is our brandmark (or logo). As one of our most important assets, the logo must always appear as shown on this page in one of these color variations. No other color variations may be used.

1) Full-color



2) One-color black brandmark



LIVE UNITED

The LIVE UNITED tagline should no longer be attached to the brandmark.

When used, it should include the copyright symbol and be used in one of the four color combinations to the right. The collateral piece should include the United Way brandmark somewhere on the design.

LIVE UNITED®



Color Palette



Pantone 287
C:100 M:74 Y:0 K:0
R:0 G:81 B:145
HEX: #005191

Pantone 659
or 287C at 52%
C:55 M:40 Y:0 K:0
R:83 G:158 B:208
HEX: #539ED0

Pantone 179
C:0 M:85 Y:89 K:0
R:255 G:68 B:59
HEX: #FF443B

Pantone 143
C:0 M:34 Y:86 K:0
R:255 G:179 B:81
HEX: #FFB351

Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
HEX: #000000

Spot: Pantone 152
C:0 M:60 Y:100 K:0
R:245 G:120 B:20
HEX: #f57814

Pantone Black 50%
C:0 M:0 Y:0 K:50
R:150 G:150 B:150
HEX: #969696

Approved Fonts and Identity Types

League Gothic

Roboto
Roboto Bold

Arial Regular
Arial Bold

Additional Logos



United Way Logo Usage

The consistent and correct application of the United Way brandmark is essential. Always follow these instructions when placing our logo on any materials.

- The correct color and style brandmark should always be chosen in accordance to the guidelines and the materials used.
- Never add other graphic elements to its presentation.
- Never attempt to redraw or rescale the elements of the brandmark or use them separately.
- Never extract any of the graphic elements contained in the brandmark.
- Unless printed on white paper, the brandmark requires a white box behind the logo elements. It is part of the logo and should not be removed.
- If space does not allow, the national brandmark can be used without the Marion/Taylor Counties tag, but only in special circumstances.

Unacceptable Uses

The examples below illustrate some of the unacceptable uses of the United Way brandmarks.



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



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

Co-Branding with Partners

The partnership between the Tygart Valley United Way and its partners can have powerful marketing and fundraising benefits for all of us. United Way was recognized by Forbes.com as the 26th most valued brand in the world! It was the only nonprofit included on the list.

By actively co-branding with United Way, your visible support, and the visible support of your board and staff members, will heighten the community's awareness and positive perception of United Way of Marion and Taylor Counties, and increase the power and reach of our mutually beneficial network.

One of the requirements of being a funded partner of Tygart Valley United Way is that your organization displays the "TVUW Funded Partner" logo.

Required Co-Branding

- On your organization's website. At minimum the logo should appear on your homepage. The logo must be linked to TVUW's homepage: <http://www.tvunitedway.org>.
- At the entrance to all facilities where funded programs take place. TVUW will provide window clings for each of your locations at no cost to you. All signage should be hung at eye level in plain sight of visitors to your location(s).
- On your organization's brochures, annual reports, printed newsletters and promotional materials. Logo should be placed on either the front or back cover.
- On e-newsletters, both email and web based.
- Include "Tygart Valley United Way Funded Partner" message on agency boilerplate for press releases.



**Organizations that receive funding from more than one United Way are permitted to use the United Way logo without the TV tagline.

Versions of the logo are available online at <http://www.tvunitedway.org/partner-resources>

These guidelines replace all prior agreements and policies. If you are currently using outdated United Way logos, please make arrangements to have those updated as soon as possible.