

Tygart Valley United Way

BRANDING GUIDE



Tygart Valley
UNITED WAY

Quick Glance

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



tvunitedway



tvunitedway



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OUR PROMISE

Tygart Valley United Way mobilizes our community to action so all can thrive.

From strengthening local resilience to advancing health, youth opportunity, and financial security, Tygart Valley United Way is mobilizing our community to action so all can thrive.

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

HEALTHY COMMUNITY

Improving health and wellbeing for all

YOUTH OPPORTUNITY

Helping young people realize their full potential

FINANCIAL SECURITY

Creating a stronger financial future for every generation

COMMUNITY RESILIENCY

Addressing urgent needs today for a better tomorrow

Brandmark

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.

Full color (primary)

The full color logo is preferred version of the brandmark.

When using the Circle of Hope on its own, ensure the full name is referenced elsewhere.

Horizontal



Vertical



Circle of Hope

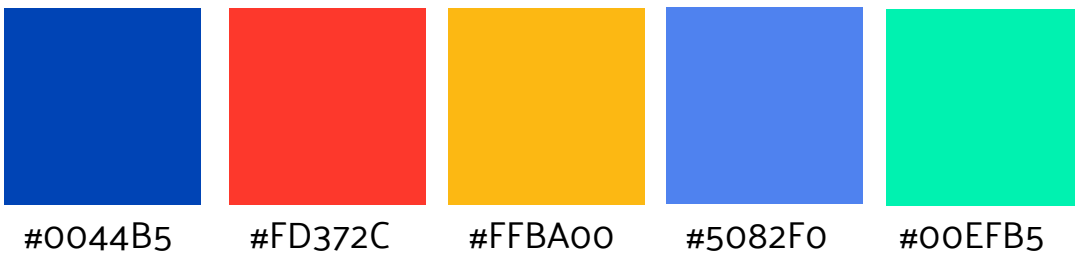


Full color (reversed)

A reversed logomark is available for use on dark backgrounds, such as the United Way dark blue.



Color Palette



Typography

Our primary font is Antonio.
Secondary is Palanquin.
Alternate is Arial.

Antonio
Palanquin
Arial Regular

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 Tygart Valley United Way, 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.

Updated: October 28, 2024