

UNITED WAY GREATER TORONTO BRAND GUIDELINES

2022

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THE UNITED WAY GREATER TORONTO PRIMARY BRAND

Section 1 – The United Way Greater Toronto Primary Brand, identifies the design elements that make up the organization's visual identity, such as the UWGT Brandmark, Typography, Colour, Graphic Elements and Photography.

The Primary Brandmark Components

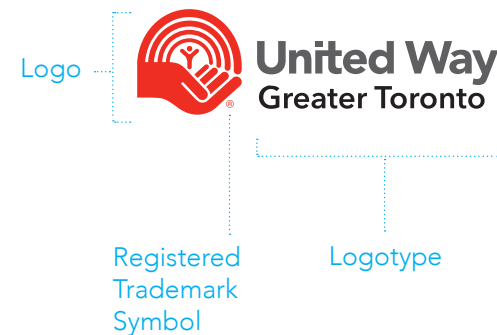
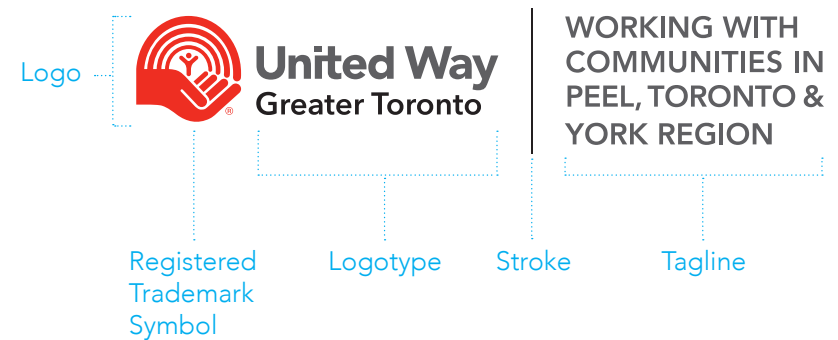
There are two versions of the United Way Greater Toronto brandmark.

The preferred version is made of five distinct components: logo + logotype + registered trademark symbol + stroke + tagline. This version of the brandmark only exists in its horizontal configuration, there is no vertical configuration of the brandmark and tagline.

An alternate version is the brandmark without the stroke and tagline. While there are two different configurations—vertical and horizontal — of this version, the horizontal option is preferred.

The original United Way logo was created in 1972 by Saul Bass, depicting the helping hand cradling mankind, surrounded by a rainbow symbolizing hope. Our current logo preserves the brandmark’s iconic presence while using a warmer red colour.

The logotype is a customized piece of artwork, created from the font Avenir. This modern font complements the round shape of the logo, and its letters have been joined together to reflect the idea of unity. The logotype can never appear in any form other than in its relationship with the logo. Therefore, it can not be used in isolation as a graphic or watermark.



Primary Brandmark Build and Lockup

The United Way Greater Toronto brandmark has an established fixed size and space relationship between the different elements so that they can appear together without competing for attention.

NOTE:

A lockup is the final form of a brandmark with all of its elements locked in their relative positions.

A vertical version of the brandmark exists for those occasions when space is not at a premium, or when being used in portrait (print) layout. However, the horizontal configuration is preferred as it lends itself better for application in digital media.

No configurations of the brandmark other than the vertical and horizontal lockups should be used.

The lockup should not be taken apart or altered in any way.

Preferred Version



The distance between the brandmark and the tagline, where the stroke is located is equal to a letter "U" on each side.

Alternate version



The leading in the logotype is 2 heads tall.

Brandmark Safety Zone

It is important that the logo never feels congested, and that it has a sense of openness. For that reason, we always keep clear space around the logo. No other elements, such as typography, pictures, partner logos, art or borders can appear in the safety zone. In the preferred version of the UWGT brandmark the safety zone is equal to two uppercase "U"s from the stroke.

In the alternate version of the UWGT brandmark the safety zone is equal to two uppercase "U"s from the logotype.

This standard holds true for vertical brandmark as well.

Preferred Version



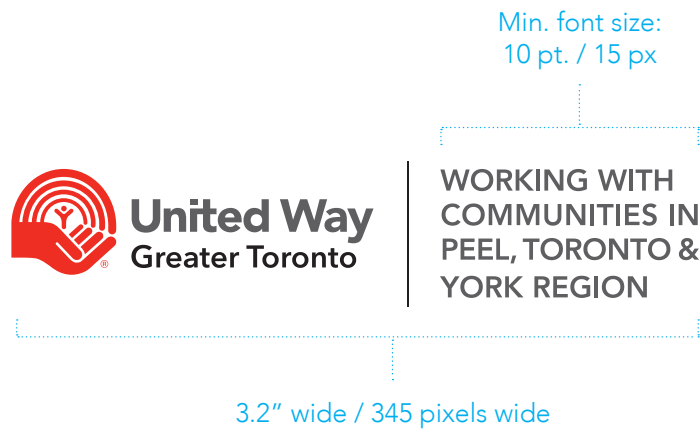
Alternate Version



Brandmark Minimum Size

The principle for minimum size is that any copy component—logotype and/or tagline—of the brandmark should not be smaller than 10pt. size.

This implies that—when used without the tagline—the words “Working with communities in” should be set at a minimum 10pt. size for print or 15 pixels for digital.



When used with the identifier “Greater Toronto”, it should not be smaller than 10pt. size for print and 16 pixels for digital.

This implies that the min. width of the logo should be 0.46" wide in print or 54 pixels wide for digital.



Brandmark Colours

United Way Centraide's brandmark is one of the most recognized identities in the world. PMS 485, a warm red for the logo, and PMS 425, a warm grey for the logotype, work together to humanize the brandmark.

As the preferred version, the positive colour art brandmark and tagline should be used where possible. The red and grey colours should never be switched or altered, and must be used consistently across all communication materials.

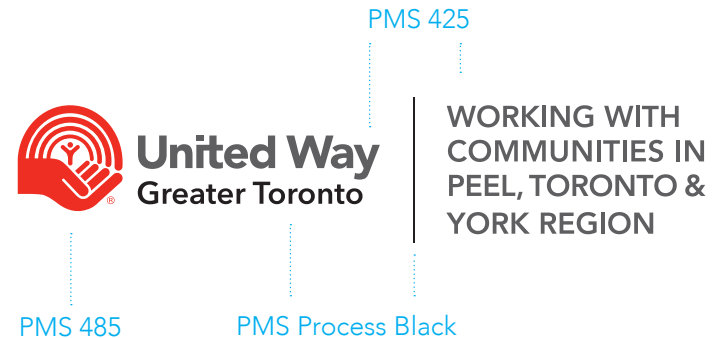
Positive versions of the brandmark should only be used over a white background. The red should clearly and aesthetically separate from the background. If the background against which the brandmark will appear is a darker colour or photo background, the brandmark should appear in Reverse (knock-out). In instances of one colour reproduction, the brandmark should appear in Black.

When Pantone® colours cannot be used, a close match can be achieved using CMYK process colours. For best results when reproducing the colours for print, use a linescreen of no less than 175. This will ensure true, clean reproduction and prevent the grey from looking like a screen.

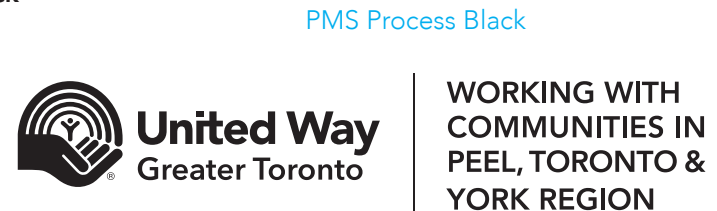
NOTE:

Hexadecimal should be used for online applications,
RGB for Microsoft Office,
CMYK and PMS (Pantone®) for print.

Positive Colour



Black

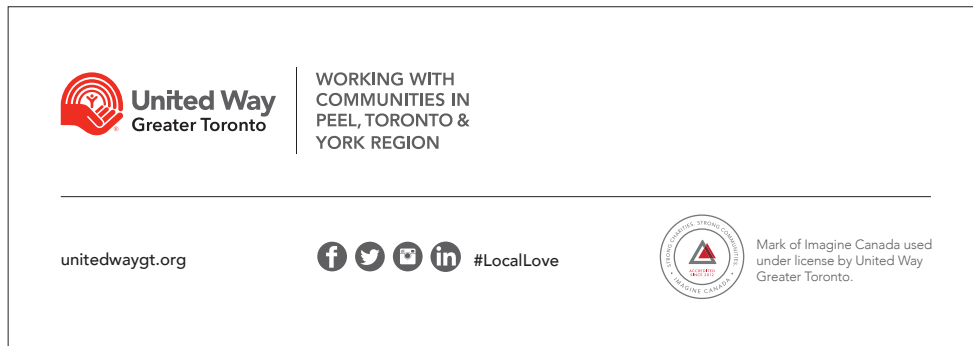


Reverse (Knockout)



When to Use the UWGT Brandmark

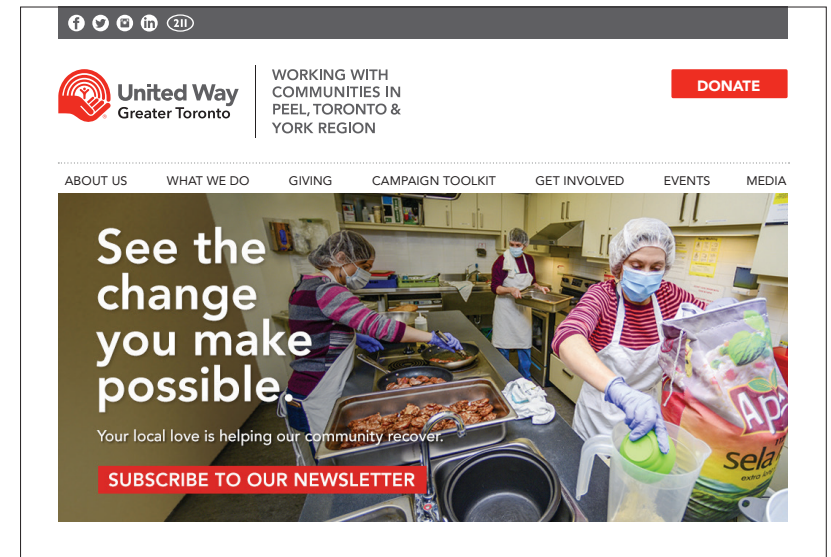
Use the preferred version in all all marketing and communications materials unless the space is at a premium. For example: print covers, website homepage, email footer, video, ads, PPT



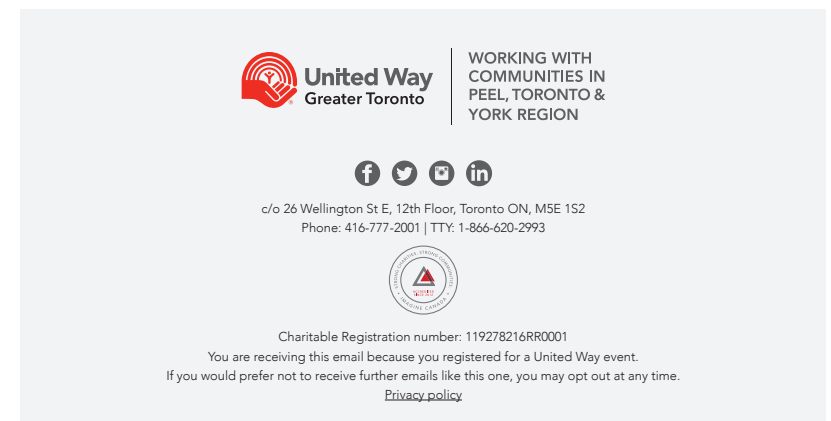
Report back cover



PPT banner



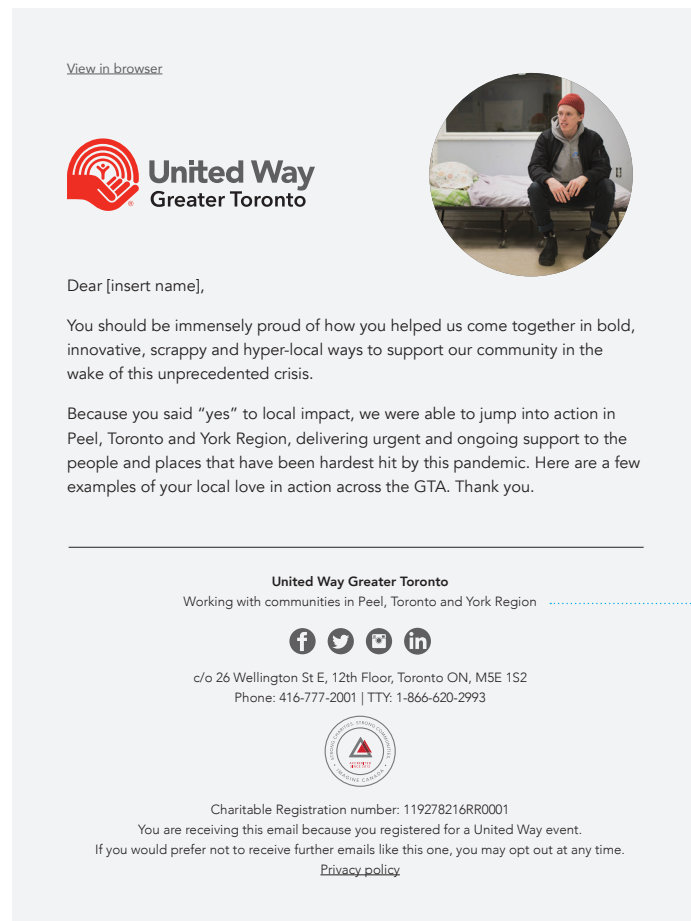
Website homepage



Email footer

When to Use the UWGT Brandmark

Use alternate version when space is at a premium, for example: email banner, webpage, social media and digital ads



Email banner

NOTE:

When the brandmark has to appear on social media or digital ads with complex messages and images, suggest using an animated gif or video format, and place the brandmark in a separate slide/frame to ensure the brandmark appears with the required safety zone around it.



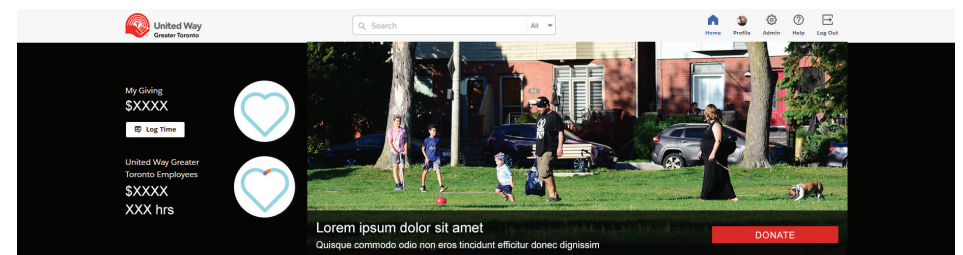
Social media



Digital ad



Digital banner ad



SPC webpage

When using alternate version in the top banner, add the tagline in the footer using text treatment.

Using the United Way Logo

The logo can be used as a graphic element in a design, including as a watermark or pattern. The logo has to have a UWGT brandmark accompanying it's use, especially when the material will be used by others, or outside of UWGT channels.

Positive Colour



Positive Line Art



Reverse (Knockout)



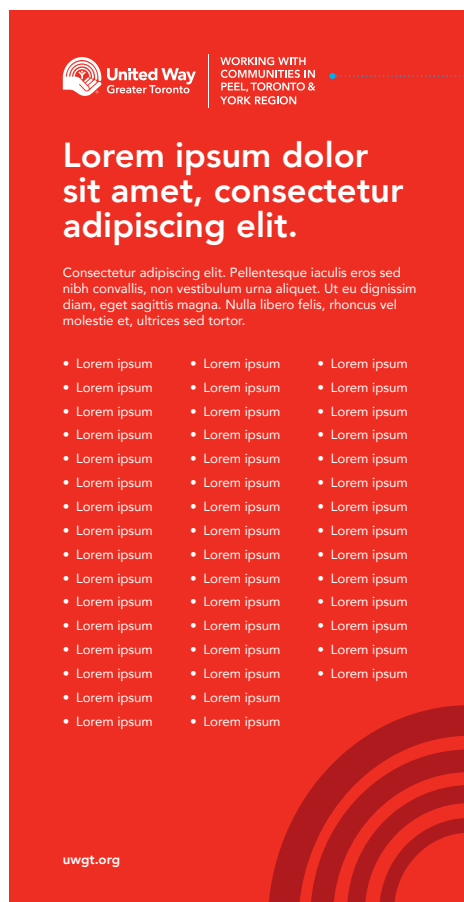
United Way van decal



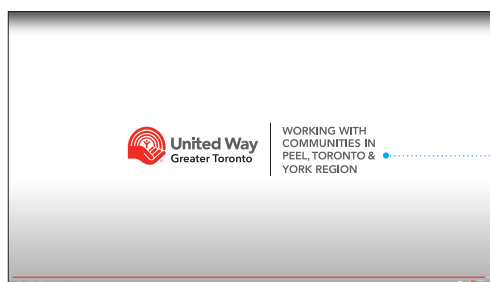
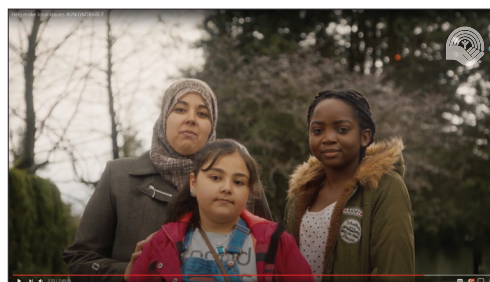
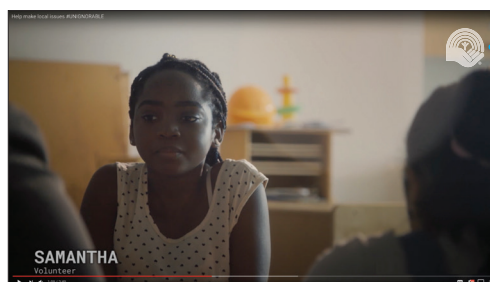
When working with extremely small spaces such as a button pin, use UWGT's full name with a text treatment instead of the brandmark.



When adding the brandmark or the organization name to the design is not an option, such as in the case of a buff, ensure the item is packaged with another item that has the UWGT brandmark on it.



Using as graphic element on print and digital material.



In the case of a video that will be used by others or outside of local channels, there must be a UWGT landmark used at the beginning and/or the end.



Use within social media graphics is allowed. Instances where using the UWGT landmark at its minimum accessible size does not fit or occupies too much space, and an animated gif or a video is not an option, would be an example.

Misuse of the UWGT Brandmark

Do not modify the colours of the brandmark



Do not modify the built relation of the different components of the brandmark



WORKING WITH
COMMUNITIES IN
PEEL, TORONTO &
YORK REGION

Do not modify the stylistic components of the brandmark, such as font, size and composition



Do not modify the colours of the landmark



Do not place positive colour landmark on a complex or coloured background



Do not modify the built relation of the different components and the stylistic components of the landmark, such as font, size and composition






Do not distort, stretch or tilt the landmark



UWGT Primary Colour Palette

An important part of establishing a brand is creating a colour palette and using it consistently. United Way Greater Toronto’s primary colours palette is a key component of our brand. It is composed of the following Pantone Matching System (PMS) colours: PMS 485 (Red), PMS 425 (Grey) and PMS Process Black.

Primary Colours			
Pantone	CMYK	RGB	Hexadecimal
 PMS 485	C0 M95 Y100 K0	R218 G41 B28	#DA291C
 PMS 425	C0 M0 Y0 K77	R112 G115 B114	#54585A
 PMS PROCESS BLACK	C0 M0 Y0 K100	R44 G42 B41	#2C2A29

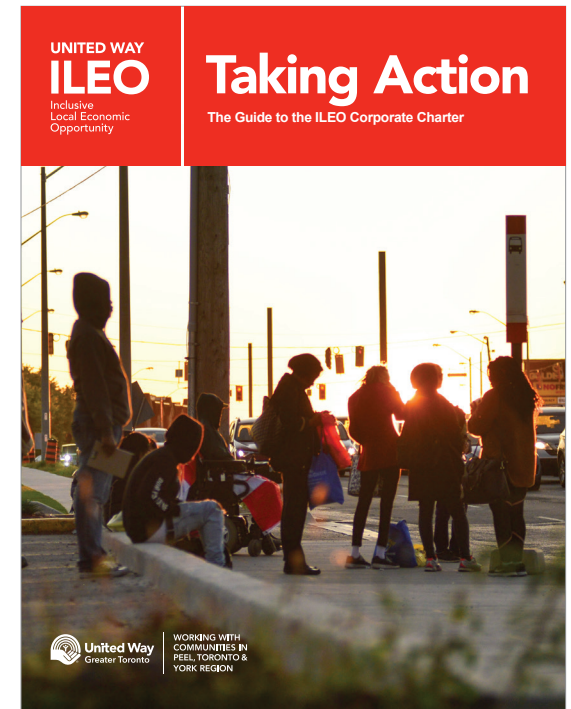
NOTE:
CMYK and PMS (Pantone®) for Print,
RGB for Microsoft Office and Video,
Hexadecimal should be used for online applications.

Use

Use of the primary colour— PMS 485 (Red)— should be prioritized when creating material by/for UWGT that speaks of United Way work. This includes national material, UWGT corporate material, and material regarding Community Impact programs and initiatives.

When Pantone® colours cannot be used, a close match can be achieved using CMYK process colours. For best results when reproducing the colours for print, use a line screen of no less than 175. This will ensure true, clean reproduction and prevent the grey from looking like a screen.

Examples:



UWGT Secondary Colour Palette

As a complement to United Way's primary colour palette, the secondary colour palette is composed of the following Pantone Matching System (PMS) colours:

Secondary Colours

Pantone	CMYK	RGB	Hexadecimal
 PMS 285	C90 M48 Y0 K0	R0 G114 B206	#0072CE
 PMS 298	C67 M2 Y0 K0	R65 G182 B230	#41B6E6
 PMS 527	C45 M72 Y0 K0	R150 G97 B175	#9661AF
 PMS 369	C68 M0 Y100 K0	R10 G167 B11	#64A70B
 PMS 375	C49 M0 Y100 K0	R140 G214 B0	#8CD600
 PMS 166	C0 M76 Y100 K0	R227 G82 B5	#E35205
 PMS 138	C0 M52 Y100 K0	R222 G124 B0	#D67C00

NOTE:

CMYK and PMS (Pantone®) for Print,
RGB for Microsoft Office and Video,
Hexadecimal should be used for online applications.

UWGT Tertiary Colour Palette

A tertiary colour palette has been created in order to facilitate the creation of icons, infographics, illustrations and other graphic elements that enhance our visual communications and marketing material.

This tertiary colour palette is composed of:

- Our primary colour, PMS 485
- Tint values of our primary colour and secondary colours and
- A darker iteration of our primary colour and secondary colours

Tertiary Colours

C15 M100 Y100 K20 R165 G15 B0 #A50F00	PMS 485 C0 M95 Y100 K0 R165 G15 B0 #DA291C	80% of PMS 485 C0 M76 Y80 K0 R225 G84 B73 #E15449	60% of PMS 485 C0 M57 Y60 K0 R233 G127 B119 #E97F77	40% of PMS 485 C0 M38 Y40 K0 R240 G169 B164 #F0A9A4	20% of PMS 485 C0 M19 Y20 K0 R248 G212 B210 #F8D4D2	10% of PMS 485 C0 M10 Y10 K0 R251 G233 B232 #FBE9E8
C100 M75 Y0 K15 R0 G72 B146 #004892	PMS 285 C90 M48 Y0 K0 R0 G114 B206 #0072CE	80% of PMS 285 C72 M38 Y0 K0 R51 G142 B216 #338ED8	60% of PMS 285 C54 M29 Y0 K0 R102 G170 B226 #66AAE2	40% of PMS 285 C36 M19 Y0 K0 R153 G199 B235 #99C7EB	20% of PMS 285 C18 M9 Y0 K0 R204 G227 B245 #CCE3F5	10% of PMS 285 C9 M5 Y0 K0 R229 G241 B250 #E5F1FA
C100 M25 Y0 K5 R0 G136 B202 #0088CA	PMS 298 C67 M2 Y0 K0 R65 G182 B230 #41B6E6	80% of PMS 298 C54 M2 Y0 K0 R103 G197 B235 #67C5EB	60% of PMS 298 C40 M0 Y0 K0 R141 G211 B240 #8DD3F0	40% of PMS 298 C27 M0 Y0 K0 R179 G226 B245 #B3E2F5	20% of PMS 298 C13 M0 Y0 K0 R217 G240 B250 #D9F0FA	10% of PMS 298 C7 M0 Y0 K0 R236 G248 B252 #ECF8FC
C60 M90 Y0 K5 R121 G59 B145 #793B91	PMS 527 C45 M72 Y0 K0 R150 G97 B175 #9661AF	80% of PMS 527 C36 M58 Y0 K0 R171 G129 B191 #AB81BF	60% of PMS 527 C27 M43 Y0 K0 R192 G160 B207 #C0A0CF	40% of PMS 527 C18 M29 Y0 K0 R213 G192 B223 #D5C0DF	20% of PMS 527 C9 M15 Y0 K0 R234 G223 B239 #EADFEF	10% of PMS 527 C5 M7 Y0 K0 R244 G239 B247 #F4EFF7

Tertiary Colours

C80 M10 Y100 K25 R29 G131 B58 #1D833A	PMS 369 C68 M0 Y100 K0 R100 G167 B11 #64A70B	80% of PMS 369 C54 M0 Y80 K0 R131 G185 B60 #83B93C	60% of PMS 369 C40 M0 Y60 K0 R162 G202 B109 #A2CA6D	40% of PMS 369 C27 M0 Y40 K0 R193 G220 B157 #C1DC9D	20% of PMS 369 C14 M0 Y20 K0 R224 G237 B206 #E0EDCE	10% of PMS 369 C7 M0 Y10 K0 R239 G246 B230 #EFF6E6
C60 M5 Y100 K20 R95 G153 B55 #5F9937	PMS 375 C49 M0 Y100 K0 R140 G214 B0 #8CD600	80% of PMS 375 C40 M0 Y80 K0 R163 G222 B51 #A3DE33	60% of PMS 375 C30 M0 Y60 K0 R186 G230 B102 #BAE666	40% of PMS 375 C20 M0 Y40 K0 R209 G239 B153 #D1EF99	20% of PMS 375 C10 M0 Y20 K0 R232 G247 B204 #E8F7CC	10% of PMS 375 C5 M0 Y10 K0 R243 G251 B229 #F3FBE5
C10 M85 Y100 K20 R182 G63 B30 #B63F1E	PMS 166 C0 M76 Y100 K0 R227 G82 B5 #E35205	80% of PMS 166 C0 M60 Y80 K0 R233 G117 B55 #E97537	60% of PMS 166 C0 M45 Y60 K0 R238 G151 B105 #EE9769	40% of PMS 166 C0 M30 Y40 K0 R244 G186 B155 #F4BA9B	20% of PMS 166 C0 M15 Y20 K0 R249 G220 B205 #F9DCCD	10% of PMS 166 C0 M8 Y10 K0 R252 G237 B230 #FCEDE6
C10 M70 Y100 K20 R184 G90 B30 #B85A1E	PMS 138 C0 M52 Y100 K0 R214 G124 B0 #D67C00	80% of PMS 138 C0 M42 Y80 K0 R222 G150 B51 #DE9633	60% of PMS 138 C0 M30 Y60 K0 R230 G176 B102 #E6b066	40% of PMS 138 C0 M20 Y40 K0 R239 G203 B153 #EFCB99	20% of PMS 138 C0 M10 Y20 K0 R247 G229 B204 #F7E5CC	10% of PMS 138 C0 M5 Y10 K0 R251 G242 B229 #FBF2E5

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GUIDELINES FOR UWGT COMMUNITY IMPACT PROJECTS

United Way Greater Toronto's day to day work has positive impact in the lives of individuals and in communities across our region. This work includes providing funding and other supports to a network of social service agencies and projects, as well as conceiving of community impact strategies and initiatives that engage public, private and social sector partners.

Section 2 of the Brand Guidelines focuses on these products and services with a direct link to community impact: funded agencies, funded projects, programs and initiatives.

Funded Agencies and Funded Projects logos

Funded Agencies

Social service agencies that receive operational funding and/or are a United Way Greater Toronto anchor agency are required to use this iteration of our landmark in all of their organization's outdoor signage, print and digital material.



Funded Projects

Organizations, collectives and individuals that receive project funding from United Way Greater Toronto are required to use this iteration of our landmark in all of their project print and digital material.



Logo Build, Lockup and Safety Zone

The United Way Greater Toronto landmark has an established fixed size and space relationship between the different elements so that they can appear together without competing for attention.

NOTE:

A lockup is the final form of a landmark with all of its elements locked in their relative positions. The lockup should not be taken apart or altered in any way.



The leading between the logotype and the funding acknowledgement is equal to 2 heads tall.

Funded Agencies and Funded Projects

Logos Safety Zone

Safety Zone

It is important that the logo never feels congested, and that it has a sense of openness. For that reason, we always keep clear space around the logo. No other elements, such as typography, pictures, partner logos, art or borders can appear in the safety zone. The safety zone is equal to two uppercase "U"s from the logotype.

This standard holds true for vertical brandmark as well.

Horizontal version



Vertical version



Funded Agencies and Funded Projects

Logos Minimum Size

Minimum Size

The Logo should be used at a minimum size that guarantees FUNDED AGENCY or FUNDED PROGRAM is set at a minimum 6pt in print, 11px for digital.

This implies that the min. width of the horizontal Logo should be 1.6" wide in print or 220 pixels wide for digital. The Vertical Logo should be 1.2" wide in print or 148 pixels wide for digital

The horizontal and vertical Logos below have been set at its minimum usable size.



min. 1.6" / 220 pixels wide






min. 1.2" / 148 pixels wide

Funded Agencies and Funded Projects

Colour Palette

United Way Greater Toronto Primary Colours

	PMS 485	C0 M95 Y100 K0	R218 G41 B28	#DA291C
	PMS 425	C0 M0 Y0 K77	R112 G115 B114	#54585A
	PMS PROCESS BLACK	C0 M0 Y0 K100	R44 G42 B41	#2C2A29

The Logo can only be used in its colour version, or in an all-black or all-white iterations.
The Logo may be used in all black on a white or light-coloured background, white on a dark-coloured background (or photography), but always at a size that guarantees compliance with accessibility standards.



When to Use the Funded Agencies and Funded Projects Logos

The Logo can be placed on any marketing and communications materials. For example: signage, banners, report front or back covers, websites, email footers, ads...etc.

Use written form when space is at a premium:

“A United Way Greater Toronto Funded Agency”

“A United Way Greater Toronto Funded Project”

Funded agency Logo examples of possible uses:



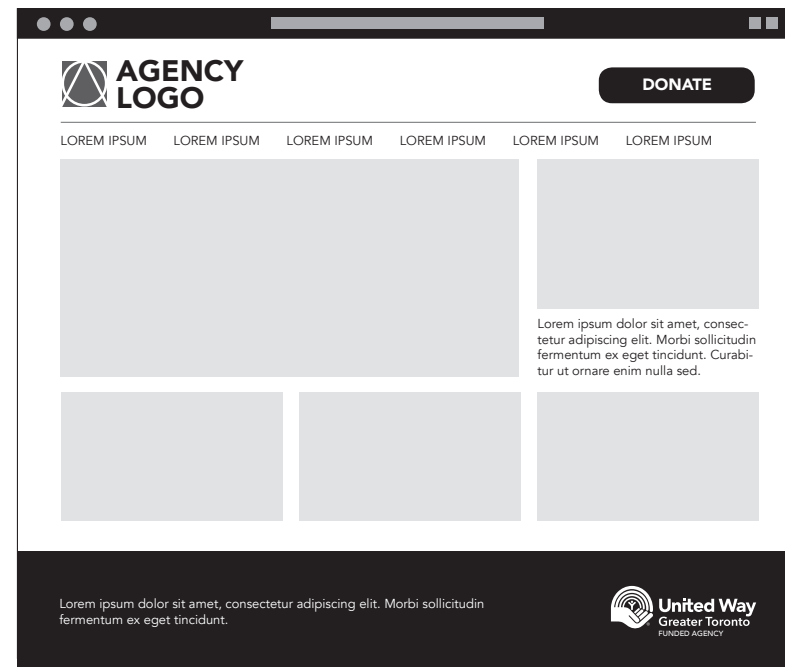
On indoor or outdoor signage



Use written form when space is at a premium



On a document cover

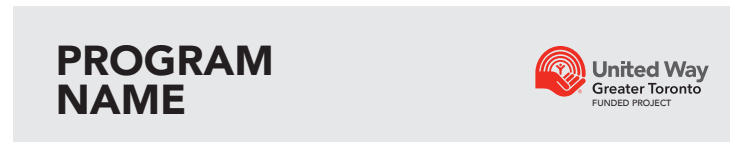


On website footer or a page about funding partners

Funded project Logo examples of possible uses:



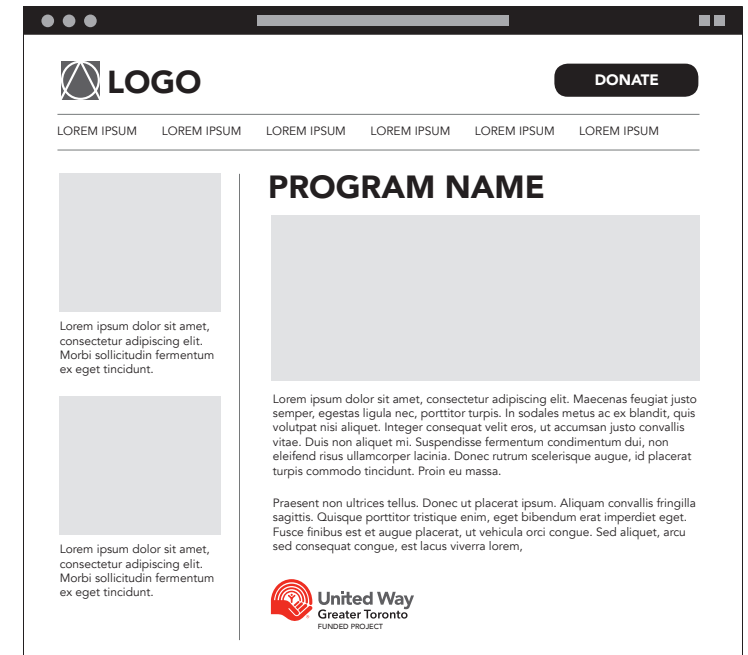
On signage



On print or digital banners



On document cover



On program webpage



Use written form when space is at a premium

Misuse of the Funded Agencies and Funded Projects Logos

Do not place the positive colour Logo on a coloured or complex background.



Do not outline the Logo



Do not use written form with UWGT brandmark

A United Way Greater Toronto Funded Agency



Do not modify the colours of the Logo



Do not distort, stretch or tilt the Logo

