

UNITED WAY GREATER TORONTO

Funded Agency and Funded Project Logo Guidelines

2022

United Way Greater Toronto's day to day work has positive impact on 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.

Funded Agency and Funded Project Logos

Funded Agencies:

Organizations receiving **multi-year** program funding and/or general operating support from United Way Greater Toronto should use this iteration of our landmark in all of their organizational signage, print and digital material.



Funded Projects

Organizations or collaboratives receiving **one-time** project funding from United Way Greater Toronto should 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.

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



Logos Minimum Size

Minimum Size

The Logo should be used at a minimum size that guarantees FUNDED AGENCY or FUNDED PROJECT 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

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	R0 G0 B0	#000000

The Logo can only be used in its colour version, or in an all-black, all-grey 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 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:



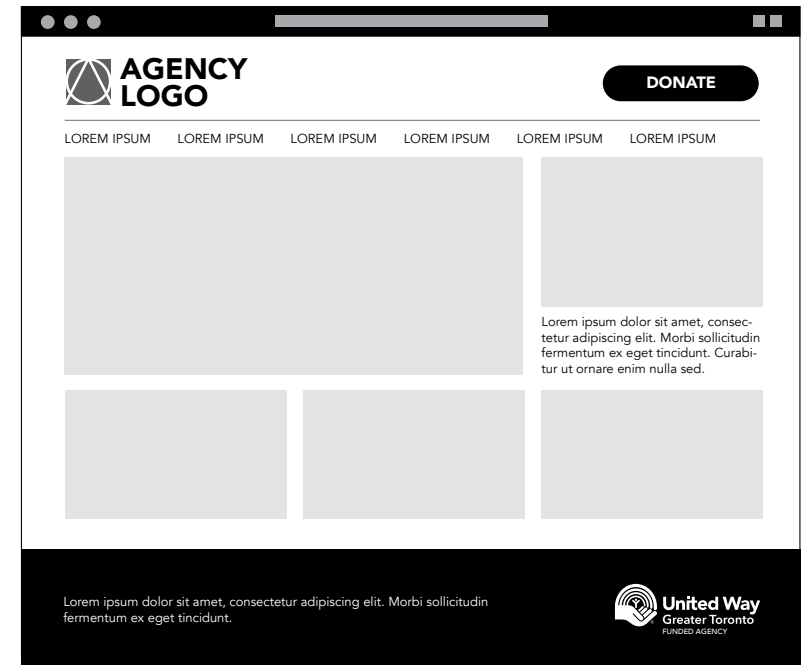
On indoor or outdoor signage



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:



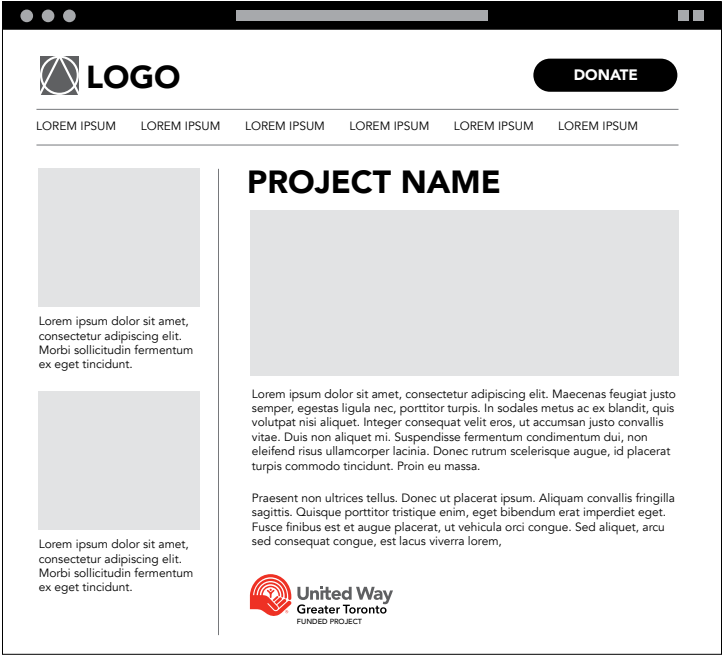
On signage



On print or digital banners



On document cover



On program webpage



Use written form when space is at a premium

Misuse of the 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

