United Way Centraide
Brand Identity Guidelines

May 2016

(Schedule D - UWCC Trademark Licence Agreement)

Table of Contents

Introduction

The United Way Centraide brand identity is a visual expression of who we are and what we stand for. It represents what we do, how we do it, and how we work together to create lasting change in Canadian communities.

Our visual and verbal messaging is often the first experience that community members, partners and donors have with our organization – which makes having a carefully managed and well-implemented brand identity system that much more important. These brand identity guidelines have been created to ensure the correct and consistent use of the brandmark, typography, colour palette, and other visual elements in communication materials.

Within this document, material has been divided into two sections, representing mandatory (Brandmark Graphic Standards, Design Elements I) and recommended (Design Elements II, Templates | Applications) guidelines.

It is critical that we use this shared visual vocabulary and, in doing so, work together to consistently represent the United Way Centraide brand across Canada.

Our Brand Frame

We've captured the key brand elements that create the essence of who we are, what we stand for and how we express it.

Mission

To improve lives and build community by engaging individuals and mobilizing collective action.

Values

- Demonstrate trust, integrity, respect, inclusivity, and transparency
- Energize and inspire volunteerism and volunteer leadership
- Endorse innovation, partnerships and collective action
- Provide non-partisan leadership
- Embrace diversity

Brand promise

Create opportunities for a better life for everyone in our communities.

Brand personality

Caring • Connected • Optimistic • Empowering • Trustworthy • Courageous

Focus areas and outcomes

Moving people from poverty to possibility

Meeting basic human needs and moving people out of poverty

- Housing stability
- Food security
- Employment and financial security

Building strong and healthy communities

Supporting personal wellbeing and strengthening neighbourhoods

- Connection to supports
- Neighbourhood and community engagement
- Personal wellbeing and safety

Helping kids be all they can be

Helping children and youth reach their full potential

- Engagement in learning
- Connectedness and community involvement
- Emotional and physical wellbeing

Strategies

1. Engage and mobilize community (dollars, influence, time, knowledge, action)

2. Address underlying causes

3. Strengthen the network of services and capacity of non-profits and community

4. Influence public attitudes, systems and policy

Slogan

Quebec
FR
Nous tous, ici
EN
We are community

Rest of Canada
EN
Together, we are possibility.
FR
Ensemble, tout devient possible.

Call to action

Give. Volunteer. Act.

Brandmark Graphic Standards (Mandatory)

United Way Centraide Master Brandmark

The United Way Centraide master brandmark is made of three distinct elements: logo + logotype + registered trademark symbol.

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.

While there are two different configurations - vertical and horizontal - for the brandmark, the vertical option is preferred. The logotype is set off-centre to create a sense of movement and give the brandmark a more contemporary feel.

Electronic versions of the brandmark can accessed by contacting brand@unitedway.ca.

English Brandmark Vertical
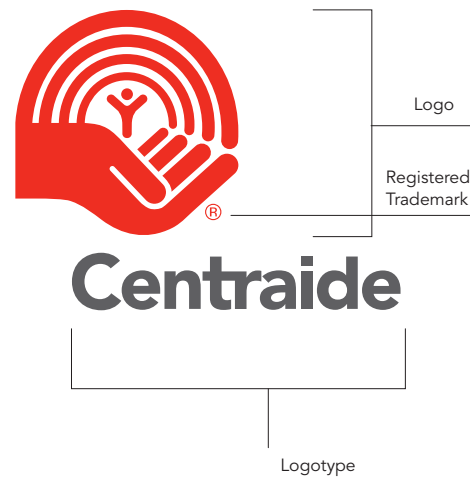
Logo

Registered Trademark

Logotype

English Brandmark Horizontal

Logo   Registered Trademark   Logotype

French Brandmark Vertical

Logo

Registered Trademark

Logotype

French Brandmark Horizontal

Logo   Registered Trademark   Logotype

English, French & Bilingual Brandmarks

The United Way Centraide brandmark can be used in English, French, and bilingual configurations.

The unilingual English logo should be used in English-only communications. The unilingual French logo should be used in French-only communications.

In Quebec, the unilingual French logo is used exclusively in both English and French materials.

For those local United Ways Centraides with a bilingual logo, to help reinforce our status as a bilingual organization, the bilingual logo configuration should be used, where possible. The English name should appear first when the supporting text is in English. Conversely, the French name should appear first when the supporting text is in French.

For materials that are national in nature, the bilingual logo configuration is preferred.

English Brandmark (Except Quebec)

French Brandmark

Bilingual Brandmark (English Dominant)

Bilingual Brandmark (French Dominant)

Localization

The United Way Centraide brandmark must always be accompanied by the local identifier. This local identifier reflects the geographic territory assigned by United Way Centraide Canada to the local United Way Centraide in accordance with the Membership Agreement and Trademark License Agreement.

For materials that refer to the national office or the United Way Centraide Movement as a whole, please contact brand@unitedway.ca to get written permission for usage of the United Way Centraide Canada or generic United Way Centraide logos.

Where practical, the following trademark legend should also be included within material using the brandmark: "United Way is a trademark of United Way of Canada - Centraide Canada, used under license."

Here is an example of an English brandmark with "Toronto & York Region" as the local identifier.

Here is an example of a French brandmark with "Québec et Chaudière-Appalaches" as the local identifier.

Here is an example of an English bilingual brandmark with "Canada" as the identifier. As this identifier refers to United Way Centraide Canada, written permission would need to be granted by the national office for use of this logo.

United Way
Toronto & York Region

Centraide
Québec et Chaudière-Appalaches
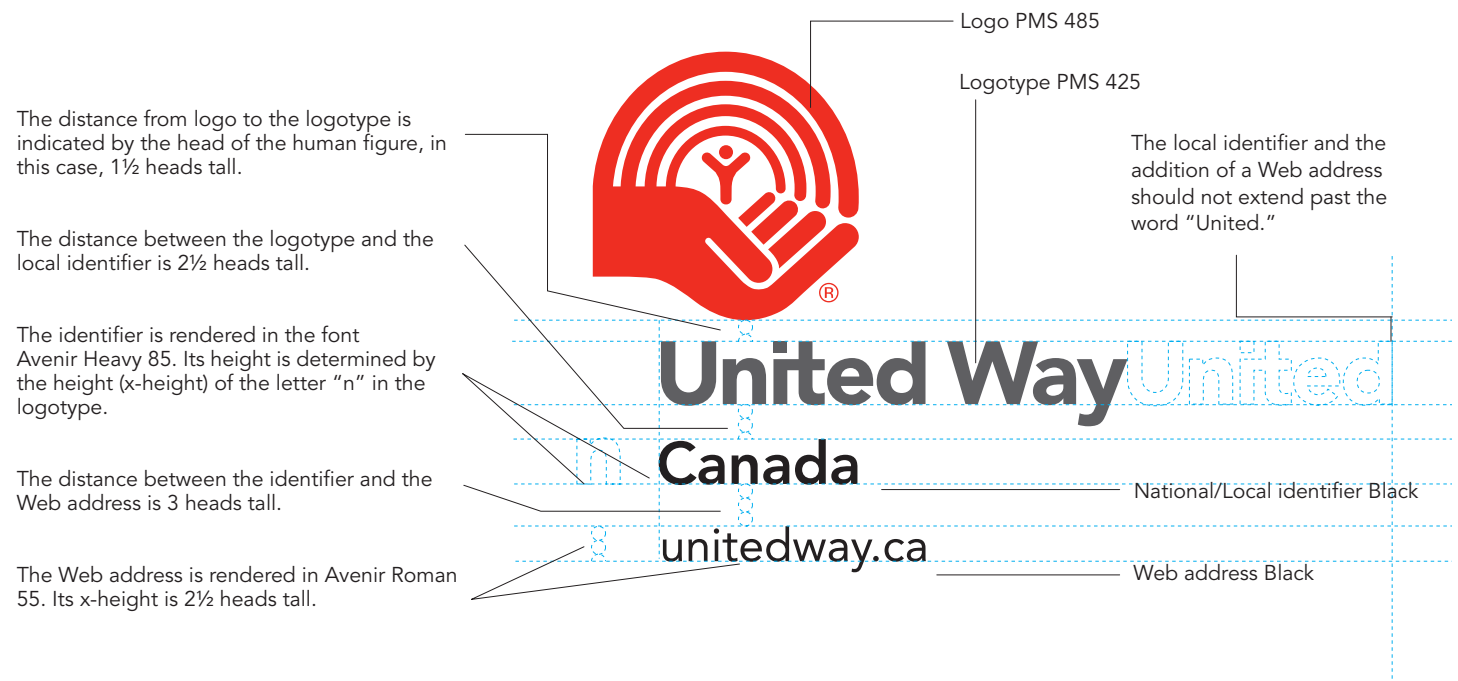
United Way Centraide
Canada

Vertical Brandmark Lockup

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

The following is an example of the vertical English United Way Centraide master brandmark, with Canada as the identifier, and Web address.

Logo PMS 485

Logotype PMS 425

The distance from logo to the logotype is indicated by the head of the human figure, in this case, 1½ heads tall.

The local identifier and the addition of a Web address should not extend past the word "United."

The distance between the logotype and the local identifier is 2½ heads tall.

The identifier is rendered in the font Avenir Heavy 85. Its height is determined by the height (x-height) of the letter "n" in the logotype.

United Way

Canada

National/Local identifier Black

The distance between the identifier and the Web address is 3 heads tall.

unitedway.ca

Web address Black

The Web address is rendered in Avenir Roman 55. Its x-height is 2½ heads tall.

Vertical Brandmark Lockup: Safety Zone & Minimum Size

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 all vertical brandmark examples, excluding social media profile pictures (see p. 30 for additional information on using the brandmark on social media).

Minimum Size

The logo can never be smaller than 3/8" for print or 27 pixels for screen. This standard holds true for all vertical brandmark examples.

Minimum 3/8" in width for print.

United Way
Canada

Centraide
Canada

Minimum 27 pixels in width for screen.

United Way Centraide

Canada

Safety Zone

Horizontal Brandmark Lockup

A horizontal version of the brandmark exists for those occasions when a more compact shape is required for your layout, or when space is at a premium. However, the vertical configuration is preferred and should be used whenever possible.

No configurations of the brandmark other than the vertical and horizontal lockups should be used. For any exception requests, please contact brand@unitedway.ca.

The following is an example of the horizontal English United Way Centraide master brandmark, with Canada as the identifier, and Web address.

Logo PMS 485

The distance from logo to logotype is indicated by the letter "U" from the logotype.

The local identifier and the addition of a Web address should not extend past the word "United."

Logotype PMS 425

United Way

Canada

National/Local identifier Black

unitedway.ca

Web address Black

The distance between the logotype and the local identifier is 2½ heads tall.

The identifier is rendered in Avenir Heavy 85. Its height is determined by the height (x-height) of the letter "n" in the logotype.

The distance between the identifier and the Web address is 3 heads tall.

The Web address is rendered in Avenir Roman 55. Its x-height is 2½ heads tall.

Horizontal Brandmark Lockup: Safety Zone & Minimum Size

Safety Zone

The safety zone is equal to two uppercase "U"s from the logotype.
This standard holds true for all horizontal brandmark examples.

Minimum Size

The logo can never be smaller than 3/8" for print or 27 pixels for screen.
This standard holds true for all horizontal brandmark examples.

Safety Zone

Minimum 3/8" in width for print.

United Way
Canada

Centraide
Canada

Minimum 27 pixels in width for screen.

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 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 must only be used over a white background. When using a reverse version of the brandmark, use discretion to select between the colour art and line art versions. The red should clearly and aestetically separate from the background, otherwise only the line art option should be used.

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.

Colour Art Brandmark

Positive   **Reverse**

PMS 485
C0 M95 Y100 K0
R218 G41 B28
#DA291C

PMS Process Black
C0 M0 Y0 K100
R44 G42 B41
#2C2A29

PMS 425
C0 M0 Y0 K77
R112 G115 B114
#54585A

White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Line Art Brandmark

Positive   **Reverse**

PMS Process Black

White

Primary

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

White (for Reverse)
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Misuse of Brandmark

Below are examples of misuse of the corporate brandmark.

Do not move the location of the identifier.

Do not move or try to center the logo.

Do not alter the logotype.

Once you've started using our new brandmark, do not use the previous version.

Do not change any of the typefaces.

Do not use an isolated element of the logo.

Do not place other logos or elements within the safety zone.

Do not alter the colour of the logotype.
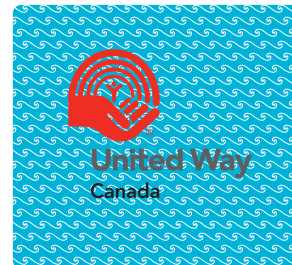
Do not alter the colour of the logo.

Do not tint or screen the brandmark.

Do not place the brandmark on a busy background.

Do not distort, stretch or tilt the brandmark.

Design Elements
(Mandatory)

Colour

An important part of establishing a brand is creating a colour palette and using it consistently. As a complement to United Way Centraide's primary colour palette, the secondary palette comprises three bright and optimistic colour families. Each of the colour families is assigned to one of our three focus areas, and should be used when you are showcasing these focus areas in your communications.

You may also use these colours to complement our primary colour palette.

Shades of grey can also be used to create interest and depth in your design, but should be used sparingly to maintain an optimistic look and feel.

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.

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

Primary

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

White (for Reverse)
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Secondary

Moving people from poverty to possibility
Blue colour family: stable, secure and calm

PMS 285
C90 M48 Y0 K0
R0 G114 B206
#0072CE

PMS 298
C67 M2 Y0 Y0
R65 G182 B230
#41B6E6

Building strong and healthy communities
Green colour family: supportive, grounded and nurturing

PMS 369
C68 M0 Y100 K0
R100 G167 B11
#64A70B

PMS 375
C46 M0 Y100 K0
R149 G214 B0
#95D600

Helping kids be all they can be
Yellow colour family: energetic, playful and optimistic

PMS 166
C0 M76 Y100 K0
R227 G82 B5
#E35205

PMS 138
C0 M42 Y100 K1
R246 G160 B26
#F6A01A

Typography

Another crucial element of the United Way Centraide brand is our font family - Avenir and Arial. Only these fonts should be used for United Way Centraide communication materials. Using other fonts should be restricted, as they will reduce brand recognition.

Primary Font

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir is our principal font, flexible enough to be used for headings, and long or short copy. Avenir is a highly legible, elegant sans serif font. It has a large family offering many weights.

Substitute Font

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Our secondary font, Arial, should be used as a substitute wherever Avenir is not available.

Arial should be used for all Web and email communications, on all Microsoft applications for internal documentation, and for slide presentations such as PowerPoint.

When using these fonts, please consider the following points:

• The minimum point size for headings is 14 point.
• The minimum leading on headings should be 120% of point size. For a heading set in 14 point text, the leading should be 16 points.
• Avenir can be used in its various weights for headings. Both fonts can also be used in colour. Depending on the colour of the background, the heading should be increased in weight and size.
• Body text should be set no smaller than 9 points over 11 point leading.
• Bold typefaces should be used to show emphasis on special or important information within body copy.
• Do not set long body copy in white over a colour background.

Typography Hierarchy

To preserve consistency throughout the United Way Centraide brand, the following font sizes are recommended for the outlined hierarchy. It is good practice to use no more than four different sizes when designing a document, to keep the design structured and clear. Font sizes are at the designer's discretion.

Avenir LT Std 85 Heavy is our headline weight 24/28

Avenir LT Std 85 Heavy is our sub-heading weight 16/20

**Avenir LT Std 85 Heavy
is our paragraph title weight 11/13**

Avenir LT Std 35 Light
is our body copy weight 11/13

Example of **'sub-heading'** weight ———

A community grows here.

Example of **'body copy'** weight ———

A neighbourhood association dug a community garden.
Donors gave seed money. Local nutrition programs offered healthy eating courses.

United Way Centraide? We helped plant the idea with partners and residents, then carefully tended this proud new source of local food.

That's how change got started in communities across Canada. People coming together to think, plan, work, teach, build and give. Through United Way Centraide.

Graphic Elements

The United Way Centraide brandmark is made up of three distinct elements: logo + logotype + registered trademark symbol. 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.

The logo can be used as a graphic element in a design, including as a watermark or pattern. When used in its entirety, the logo must be accompanied at all times by the registered trademark symbol.

The three graphic elements contained in the logo - a rainbow, a hand and a human figure - can also be used individually as graphics, icons or background visuals to enhance a layout or communicate an idea.

However, these three elements should never be joined together in any way other than how they appear in the official logo. For example, do not keep the rainbow and hand joined together and replace the human figure with an alternate element.

The logo and its elements should be used judiciously and in moderation within a design. They can be screened or knocked out of a background or image, but must only appear in red PMS 485, black or white.

rainbow   hand   human figure

Design Elements
(Recommended)

Secondary Graphic Elements

This family of secondary graphics and geometric shapes is also available for use in design. The shapes echo the round, smooth nature of the United Way Centraide brandmark. Use rounded text boxes and circles, and avoid hard edges and sharp corners.

The stylized box ("bump box"), with its distinctive shape, creates brand ownership and extends the brand's visual personality. Based on the profile of the hand in the logo, this shape can be used as a graphic or to house images or text.

These shapes should be used in moderation within a design, and can appear in any of the brand colours.
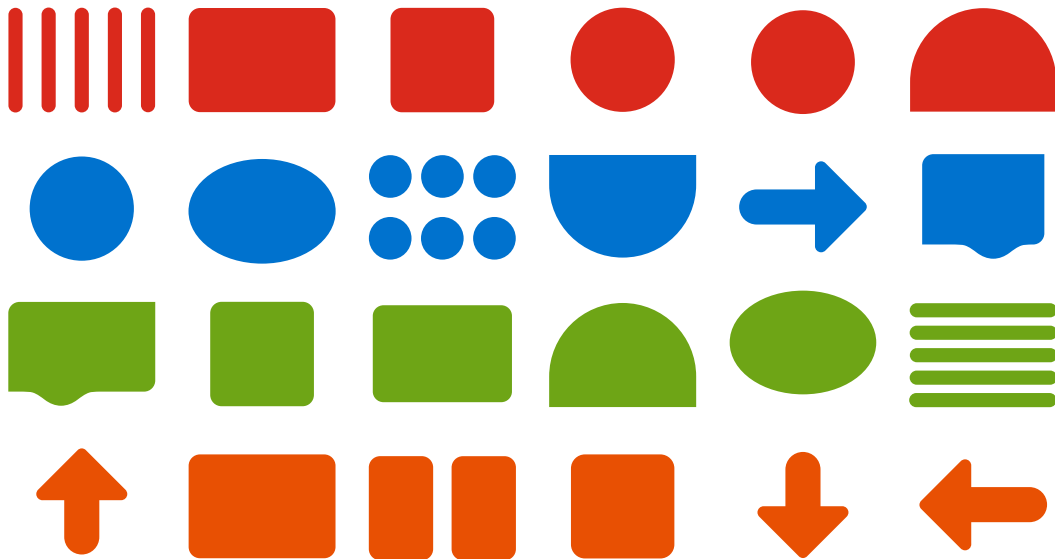
Example of bump box styles

Imagery Selection

Photography

A carefully managed approach to imagery is an important component in building the United Way Centraide brand and creating a distinctive and lasting impression. Using appropriate imagery can help to support text and strengthen a document or message.

Here are some considerations when selecting images:

• The main subject in any communication should include people.

• The image should reflect the copy as closely as possible, depicting the theme, program, individual, or other subject highlighted in the text.

• As the focal point in photography, people should preferably be smiling and facing the camera.

• When selecting imagery, it is important to reflect the makeup and diversity of your community, including age, ethnicity, profession and personal interests.

• Use images that show a wide cross-section of emotions and stories from our work, and our partners' and agencies' work, either locally or from across the country.

• Images should convey a sense of caring, empowerment, inclusiveness and optimism.

• Images should feel dynamic and candid rather than staged or orchestrated, portraying tangible examples of our work and impact.

• Both colour and black & white photography are appropriate, though colour photos are preferred as they better represent the optimism of the brand.

• Where possible, local imagery should be used in place of stock photography.

Imagery Use

When employing imagery as part of communications, there are several things to consider:

Captioning
Wherever possible, the photograph should be supported by a caption. This may vary in length from a short sentence, to a paragraph or longer profile.

Cropping
Cropping images can be a useful tool to remove a distracting background element or to focus in on your subject. It is good practice to remove 'dead space' on a photograph. Interesting cropping can help give images an inspired feeling.

Copyright
United Way Centraide photographs are the property of a given local United Way Centraide, which holds all rights in connection with their usage.

Credit
All United Way Centraide photos, whether used in print or digital formats, should be credited as follows: United Way Centraide [local identifier] Photo by [name of photographer] (if available).

Permission
Local United Ways Centraides are responsible for securing permission to publish images of people and property (often accomplished via a photo release form).

Quality
Images used in printed materials should be reproduced at print quality: 300 dpi.

NOTE:
United Way Centraide Canada does not have a central image bank.
Local United Ways Centraides are encouraged to share photography, provided that written permission to reproduce the image is secured before using another United Ways Centraide's material.

Video Production

Video has become a key component in telling the United Way Centraide story and is produced to educate others about United Way Centraide's mission and work in the community. In representing the work that United Way Centraide does, the following guidelines, where possible, should be observed.

Production
• Show diversity in age, physical ability and ethnic background.
• Convey a sense of caring, empowerment, inclusiveness, and community people coming together to make change.

As well, all videos should have:
• Good lighting—the subject of the video should be well lit at all times.
• Clear sound—with no distractions or noise distortions.
• Good framing—shots should be framed to avoid visual distractions.
• Steady camera work—the camera should be held steady, preferably on a tripod.

Safe Areas
When shooting footage for videos, the framing of the shot should take into consideration standard title and action safe areas consistent with TV production standards.

As videos may be displayed on older televisions which display less of the space outside of the safe area, it is important to use safe areas to ensure that the most important parts of the pictures and text are seen by the majority of viewers.

Captioning
As part our commitment to accessibility, United Way Centraide should open caption all videos that are produced for public viewing. For online purposes, all videos on YouTube should be closed captioned. It is important when framing a shot that an area is left in the lower third of the frame to allow for the open captioning.

Lower Thirds
This is the area of the screen that is commonly used to display contextual information, such as a person's name, title or other pertinent information related to the individual speaking. The lower third is simply text that is usually accompanied by a complementary background graphic and is positioned on the lower third of the viewable area.

When titling, an individual's name and title should appear in bold followed underneath by the organization and/or program they are representing for the purpose of the video.

Templates | Applications
(Recommended)

Business Cards

Below are business card examples at 100% of actual size.

Editable templates are available for local customization from United Way Centraide Canada.

Example of a bilingual
double-sided card.

613.236.7041 | 800.267.8221
Ext./p. 1234
jsmith@unitedway.ca
jsmith@centraide.ca

United Way
Centraide
Canada

John Smith

Marketing and Communications Officer
Agent, Marketing et Communications

116, rue Albert St., Suite/bur. 900
Ottawa ON K1P 5G3
613.236.7041 | 800.267.8221
unitedway.ca | centraide.ca

United Way
Centraide
Canada

f UnitedWayCentraide
🐦 UWCCanada

211

Report Covers: Generic

Visual consistency across publications will help communicate the personality of United Way Centraide while building recognition of our brand.

Reports are 8.5"x 11" in size. Covers include a logo and call to action, title, sub-title, author and date. Do not alter or tamper with the position of these elements, and always maintain plenty of white space. All text should be rendered in different weights and sizes of Avenir.

Below are report cover examples featuring the following treatments: one image, two images, and without an image.
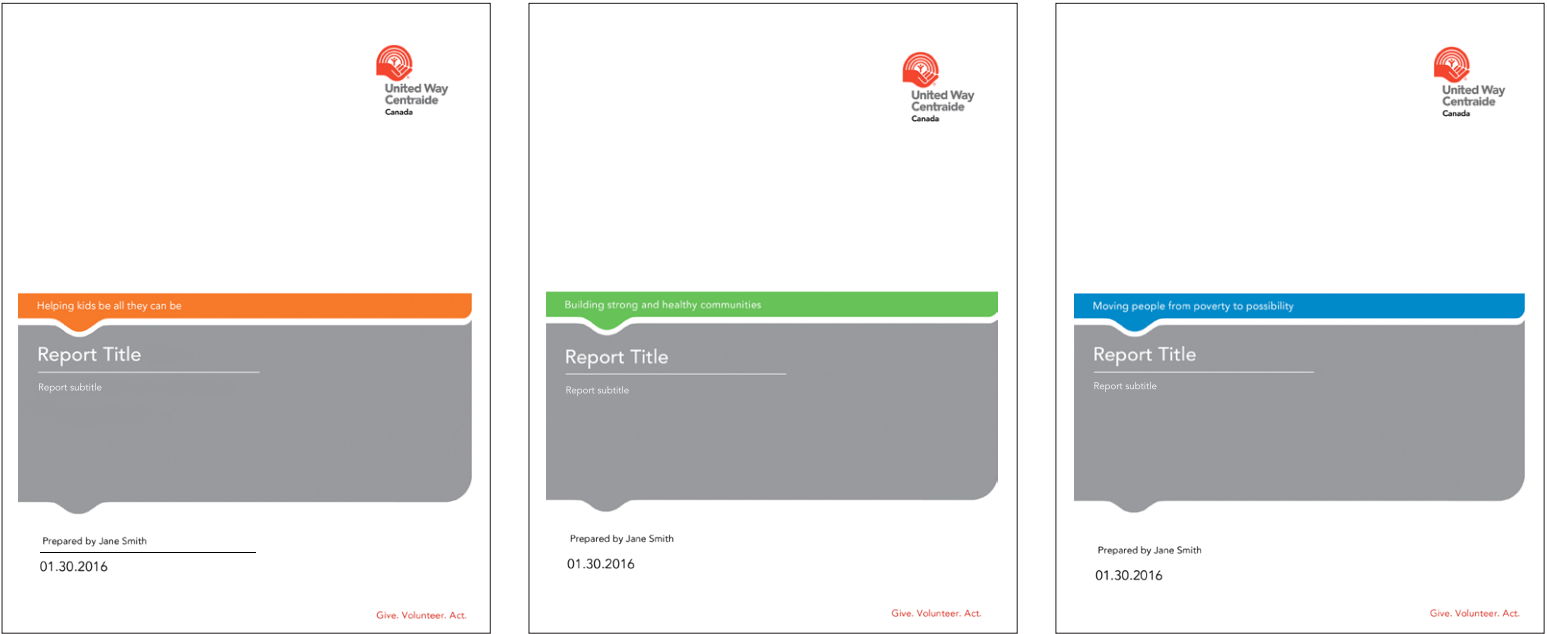
Editable electronic templates are available from United Way Centraide Canada.

Report Covers: Focus Area Specific

The same design and layout of the generic report covers can be used for the three focus areas (see examples below).

To use photography within a focus area specific cover, refer to the generic cover guidelines, but remember to maintain the coloured tab system as in the examples below.

Email Signature

Included below is an email signature, with brandmark, for your United Way Centraide. Please follow the exact layout below. If required, editable electronic templates are available from United Way Centraide Canada.

Slide Presentations

Slide presentations are created to highlight and reinforce key points. Bold layouts featuring limited large text, callouts, bright graphics and images work best to enliven your presentation.

The PowerPoint template has been designed using a standard 4:3 aspect ratio, to optimally display across multiple platforms, as well as to support cost effective printing when using materials as printed documentation.

Some key things to remember when building your presentation:

• Slides with coloured bump box headers should be used as section headers within your presentations, and slides with the simple logo should be used for content within the section.

• Use minimal text, large images or diagrams, and lots of white space.

• When creating diagrams, graphs, image boxes or text boxes in your presentations, use rounded text boxes and circles and avoid hard edges and sharp corners.

• Use Arial font.

Editable electronic templates are available from United Way Centraide Canada.
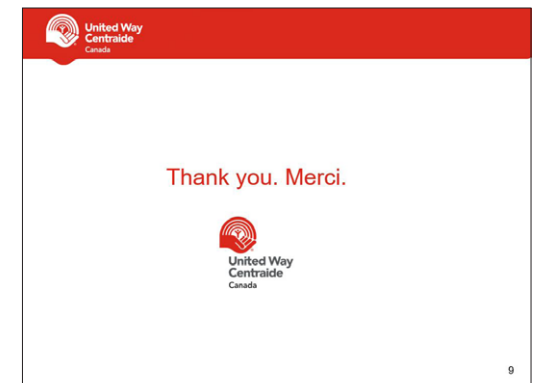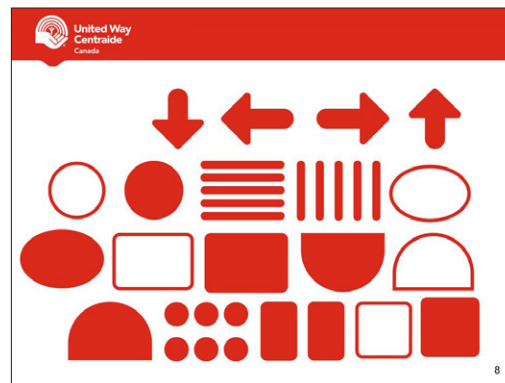
Social Media

Within Facebook, Twitter and Instagram, profile naming conventions and image dimensions will vary. To help create a unified look across United Way Centraide social media profiles, the examples that follow demonstrate suggested logo configurations and naming conventions for online usage.

Social Media Profile Picture
To maintain a consistent visual look across United Way Centraide social media channels, it is recommended that local United Ways Centraides use either of the following options as a profile picture:

1) Full colour brandmark with local identifier
2) Colour logo without logotype or local identifier

In instances where the colour logo without local identifier is used, the full local United Way Centraide name should appear in the profile name.

Social Media Cover Photo
When selecting a cover photo for a social media account, the image should focus on people and highlight community impact work (see p. 21 for additional information on selecting an optimal image).

Social Media Profile Name
Given the character restrictions in platforms like Twitter and Instagram, selecting a profile name and username can be challenging.

Where possible, local United Ways Centraides should use 'United Way' and their full local identifier, or a representative acronym (Ex - United Way TYR for United Way Toronto & York Region).

Alternately, 'UW' can be used along with the full local identifier (Ex - UW Halifax for United Way Halifax).

Full colour brandmark with
local identifier

Colour logo without logotype
or local identifier

NOTE:
It is recommended to provide a larger artwork file, and let the platform resize accordingly (minimum 400 px by 400 px).

Facebook

Profile name character limit:	N/A
Username character limit:	N/A
Profile photo format:	Square
Profile photo dimensions:	160 x 160
Cover photo dimensions:	851 x 315

Twitter

Profile name character limit:	20
Username character limit:	15
Profile photo format:	Square
Profile photo dimensions:	400 x 400
Header photo dimensions:	1500 x 1500

Instagram

Profile name character limit:	30
Username character limit:	30
Profile photo format:	Circular
Profile photo dimensions:	110 x 110
Header photo dimensions:	N/A

Synopsis

Synopsis

The United Way Centraide brand identity outlined in these pages represents what we do, how we do it, and how we work together the create lasting change in Canadian communities.

As we work together to consistently represent the United Way Centraide brand across Canada, the following standards and guidelines should be kept in mind:

Using the brandmark
- Use the vertical configuration of the brandmark whenever possible
- The brandmark must be accompanied by a local identifier unless permission is granted by United Way Centraide Canada
- Always keep a clear space around the brandmark
- The positive colour art brandmark is preferred; however, it is best to use the reverse brandmark against a dark or patterned background

Working with colours
- Only use the correct red and grey for the brandmark
- Complement the primary colour palette and highlight focus areas with the secondary colours

Using typography
- Use only Avenir and Arial fonts
- Keep body text between 9 and 14 points
- Emphasize important text with bold type

Using graphics
- The logo and its three elements (hand, rainbow and human figure) can be used judiciously in design
- Use rounded text boxes and circles; avoid hard edges and sharp corners

Selecting imagery
- Include people as the main subject, reflecting the copy as closely as possible
- Show a wide cross-section of emotions and stories
- Reflect the makeup and diversity of your community

Applying the brand
- The brand should be applied consistency across all print and digital applications
- Social media profile photo and naming conventions help create a unified look
- Templates are available from United Way Centraide Canada