

**CAMPAIGN
GUIDELINES
#UNIGNORABLE**



United Way

This playbook is meant to provide simple yet comprehensive guidelines on how to launch the #UNIGNORABLE campaign in your local market, and shows how to bring it to life in your workplace campaigns.

These guidelines will ensure that there is better cohesion between #UNIGNORABLE and Show Your Local Love in local markets. Creating messaging and creative consistency for all local campaigns across the country.

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NARRATIVE FRAMEWORK

NARRATIVE FRAMEWORK

Canadians are often unaware of the local issues that impact their communities. Issues like poverty, youth unemployment, and social isolation can easily go ignored, yet take the dedication and commitment of the entire community to help solve them. Ultimately, we need communities to show their Local Love. But first, we need their attention.

To do this, United Way partnered with the Pantone® Color Institute to create #UNIGNORABLE — a colour developed specifically to highlight local issues and bring attention to the millions of Canadians impacted by them. This colour cuts through the clutter of our busy lives, draws our attention and compels us to act. It's a colour that sparks a conversation we need to have. It's an invitation to be part of the change by showing love for the places we call home and the people who live here. It makes the reality of these local issues relevant, topical and most importantly, #UNIGNORABLE.

We love where we live.

But local issues like poverty, unemployment and social isolation are hurting our communities.

In our busy lives, these local issues can be easy to ignore or go unnoticed.

And you can't solve a problem if you don't know it exists.

We're working to make local issues #UNIGNORABLE.

You can help. Show your love for the places we call home—your local love—and together we can make these issues #UNIGNORABLE.

KEY MESSAGING

You can't solve a problem if you don't know it exists — in our busy world, important local social issues can often be ignored or go unnoticed. United Way wants to change that.

- United Way partnered with Pantone® to create a new colour called #UNIGNORABLE to raise awareness of the issues impacting communities across Canada.
- Our goal is that this #UNIGNORABLE colour will make Canadians aware of the issues impacting their own communities, so they can unleash their local love to address them.

We are highlighting three national issues—poverty, youth unemployment and social isolation—big, complex issues that impact our local communities every day.

- These issues often take hold over many years, making it difficult to see and too often easy to ignore.
- #UNIGNORABLE issues negatively impact our communities by holding too many people back because of circumstances beyond their control. Left unchecked, they threaten the quality of life we all value as Canadians.
- We know we can make a difference as individuals by coming together around these significant issues — that is why we're shining a brighter light with the #UNIGNORABLE campaign.

These aren't someone else's problems; they belong to each of us as members of our communities. If you love where you live, you can show your local love by taking action on these issues today.

- There are things you can do once you've seen the #UNIGNORABLE colour and are aware of the issues impacting communities across Canada.
- United Way invites you to show your local love by learning more about the issues, connecting with a community agency and getting involved through us.
- Get involved with your local United Way and share #UNIGNORABLE.

TIP: Check out the #UNIGNORABLE Campaign Key Messaging and Q&A document

USE OF #UNIGNORABLE

When to use #UNIGNORABLE:

Use #UNIGNORABLE when speaking about local issues in your community; it is the issue itself that is #UNIGNORABLE.

EXAMPLES:

We're making local issues #UNIGNORABLE
Help us make social isolation #UNIGNORABLE

When not to use #UNIGNORABLE:

#UNIGNORABLE should not be used when there is no reference to a local issue or to support other local initiatives not tied to the #UNIGNORABLE campaign.

EXAMPLES:

You are #UNIGNORABLE
Our work is #UNIGNORABLE

When speaking about #UNIGNORABLE, you must always communicate the campaign as:

A HASHTAG:

No matter where you are writing #UNIGNORABLE it must be written as a hashtag. It can never be accompanied without the (#) hashtag.

ALL CAPS:

To bring attention to the platform, #UNIGNORABLE should always be written in all caps. It must never be written in all lower case, or sentence case.

Optional ways of communicating or emphasizing #UNIGNORABLE:

BOLDED AND/OR COLOURED:

To bring attention to the platform, #UNIGNORABLE can be bolded or appear in the #UNIGNORABLE colour.

It should never be *italicized*.

WHAT IS LOCAL LOVE AND WHAT DOES IT MEAN TO UNITED WAY?

Local Love is how we solve #UNIGNORABLE issues.

It's a movement to tackle #UNIGNORABLE issues by harnessing the power of peoples' love for their community.



APPROVALS

APPROVALS

We currently have significant legal agreements with both the artist, Malika Favre, and the Pantone® Colour Institute. As a result, there are considerable restrictions on how we can use the illustrations and the name Pantone.

In addition, we are trademarking #UNIGNORABLE and Show Your Local Love.

In order to avoid being in breach of contract, we require approvals for all materials related to the campaign. The specifics of what will need approval and how to submit your materials for approval are below. If you have any questions related to this process or what should be sent for approval, please contact us via the email address provided below.

PROCESS:

Submit all materials to **approvals@uwgt.org**. For video, please send only links. Zip files or PDFs larger than 10MB need to be sent via WeTransfer-**wetransfer.com**.

- Approvals will be turned around in no more than 48 hours.
- Approvals or requests for edits will be sent via return email.

REQUIRING APPROVAL:

- Any collateral or communication mentioning the Pantone partnership
- OOH: Billboards (digital & traditional), TSAs, wild postings
- Television/ Video (any produced spots or video assets not provided by TAXI, UWCC or if any edits are made to the existing assets)
- Print: Newspaper, Magazine (only if any alterations are made to existing ad mats. Scaling does not count as an alteration)
- Radio (any produced or announcer read spots that are NOT the produced spot provided from TAXI)
- Marketing Collateral (any materials in which the colour or illustrations appear including Direct Mail letters, etc.)
- Digital Assets: Digital ads that are different from what was produced

LOGOS

LOGO USAGE

Special limited permission for the use of the #UNIGNORABLE logo format is approved by United Way Centraide Canada solely for communications/materials related to the #UNIGNORABLE campaign. For the purposes of workplace materials and other unrelated marketing collateral, UWCs are required to use local identifiers as per the Brand Identity Guidelines.

TIP: Check out the Brand Identity Guidelines.

#UNIGNORABLE LOGO FORMAT



REGIONAL VERSION
BLACK & WHITE HORIZONTAL



STANDARD VERSION

The black version of the #UNIGNORABLE United Way logo should always be used when being placed on a white or light coloured background. It can also be used on the #UNIGNORABLE colour when it is a smaller execution.

Use the knock-out (white) #UNIGNORABLE United Way logo when it is sitting on the #UNIGNORABLE colour or other dark backgrounds, particularly for larger executions, CMYK, RGB or hexadecimal versions of the colour.



United Way



United Way

LOGO DON'TS

Here are some samples of what not to do.



United Way

DON'T ADD ANY EFFECTS SUCH AS
DROP SHADOW



DON'T REARRANGE THE LOGO



United Way

DON'T DISTORT, STRETCH OR COM-
PRESS



United Way

DON'T OUTLINE



United Way

DON'T CHANGE THE COLOURS EVEN
TO THE #UNIGNORABLE COLOR



UNITED WAY

DON'T RECREATE TYPOGRAPHY



United Way

DON'T SKEW



United Way

DON'T REMOVE, RE-SIZE OR CHANGE
RELATION OF ELEMENTS



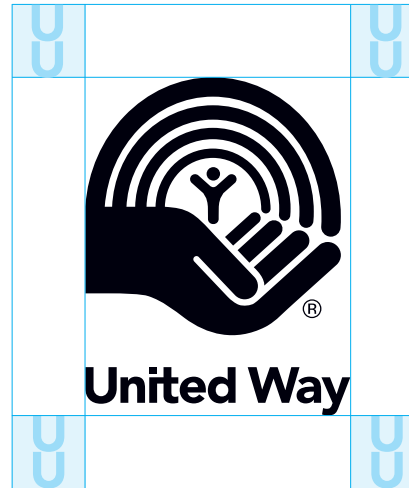
United Way

DON'T MODIFY OR ADD ELEMENTS

CLEAR SPACE

Always maintain the minimum clear space around the logo. The minimum protective space is 2x the height of 'U', where 'U' is equal to the height of the 'U' in the logo.

This space is required around all sides of the logo—including background edges and trims.



COLOUR

#UNIGNORABLE COLOUR

Each printer should be sent a physical Pantone® chip in order to match the print to our colour regardless of the material, e.g. plastic, fabric, coated and uncoated paper.

The colour is difficult to reproduce so press approvals should be paid close attention to and should be sent to TAXI for approval when possible.

DO NOT USE CMYK unless completely necessary.

The #UNIGNORABLE colour should only be used when speaking about #UNIGNORABLE issues. It does not replace United Way's primary colour (Pantone 485).

Pantone® chips can be requested by e-mailing **brand@unitedway.ca**.

TIP: Additional colour and print direction for your printing partners is available in the appendix.

UNIGNORABLE

PANTONE 805 (80%)

PANTONE 804 (20%)

CMYK

C:0

M:76.1

Y:73.8

K:0

L:81.9

A:55.9

B:39.6

RGB

R:255

G:85

B:51

Hexadecimal: FF5433

Plastic

Resin: Polypropylene

Formula: 0.3120% Day-Glo ZQ 16 Fluorescent Yellow

0.1800% Day-Glo ZQ-13 Fluorescent Red

1.2400% Pigment White CI 6

TYPOGRAPHY

ROBOTO MONO (PREFERRED)

Roboto Mono is a mono space font, meaning every character takes up the same amount of horizontal space as well as taking up a full character width between words. It ends up looking like a double space between words, so it's important to kern the space so it looks like a single space.

Roboto Mono should always be used with adjusted kerning in all circumstances when possible.

ROBOTO MONO BOLD

ABCDEFGHIJ

0123456789

CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%&?

IN USE

THIS COLOUR
WILL GET MORE
ATTENTION
THAN THE
ISSUES IN YOUR
NEIGHBOURHOOD.

ROBOTO BOLD (ALTERNATE)

Roboto Bold can be used as an alternative when kerning in Roboto Mono cannot be adjusted.

TIP: If you don't have design capabilities in-house, Roboto Bold is the preferred alternative typeface.

ROBOTO BOLD

A B C D E F G H I J

0 1 2 3 4 5 6 7 8 9

CHARACTER SET

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & ?

IN USE

THIS COLOUR
WILL GET MORE
ATTENTION
THAN THE
ISSUES IN YOUR
NEIGHBOURHOOD.

ROBOTO REGULAR (BODY COPY)

Roboto Regular can be used for large blocks of text.

Body copy should never be smaller than 11 pt.

ROBOTO REGULAR

A B C D E F G H I J

0 1 2 3 4 5 6 7 8 9

CHARACTER SET

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & ?

IN USE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

POINT SIZE

Use the following example as a guide for typography hierarchy and point size proportions.

Proportions should be maintained across all layouts.

ROBOTO MONO BOLD - 37pt

**HELP MAKE
HOMELESSNESS
#UNIGNORABLE**

ROBOTO MONO BOLD - 15pt

SHOW YOUR LOCAL LOVE

ROBOTO MONO BOLD - 20pt

DONATE AT UNITEDWAY.CA



United Way

PHOTOGRAPHY

WATERMARK

The #UNIGNORABLE watermark is shown on all Show Your Local Love photography and should be added to any new photography you create locally for the campaign.

For darker images use the white watermark.
For light images use the black watermark.

Placement should be in the lower right 3rd of the image. Spacing should equal the height of 2x the capital 'U'.

Font size will vary based on creative; please use the mock-up and directions above to achieve the preferred size.



ILLUSTRATIONS

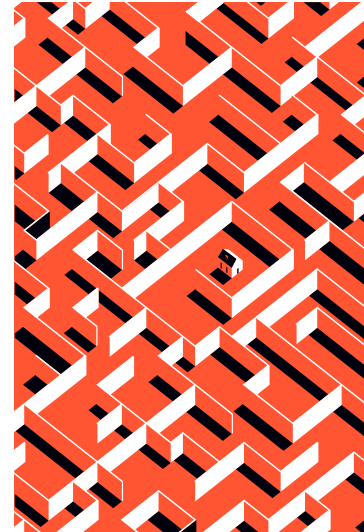
ILLUSTRATIONS

There are significant legal restrictions for rights and usage for all media, ending on July 26, 2020, including video and illustrations. Please track and manage all illustration usage in order for us to successfully comply with these restrictions. Per our usage agreement, illustrations are not to be modified, altered, distorted or mimicked. You may not use elements of the illustrations as design elements in other work. These **must** appear in their original context.

Under no circumstances are UWCs, or artists retained by UWCs, to attempt to produce illustrations mimicking the style of these illustrations, even for the purposes of the #UNIGNORABLE campaign.



HOMELESSNESS



SOCIAL ISOLATION



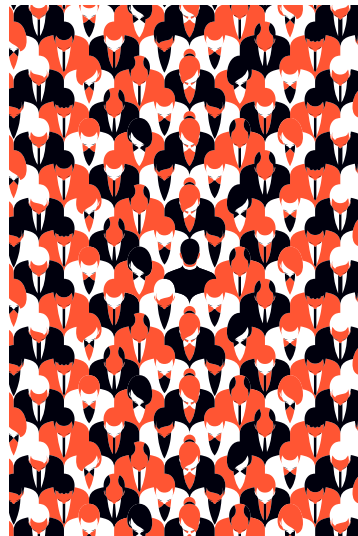
DOMESTIC VIOLENCE



POVERTY



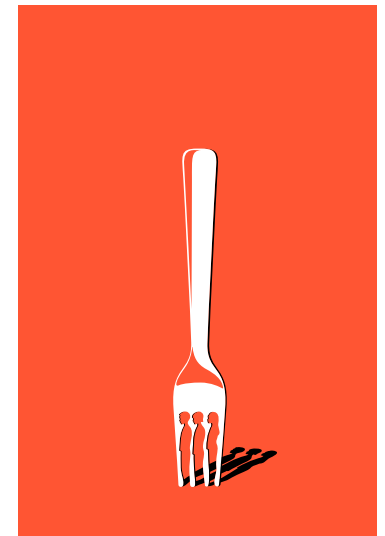
EDUCATION INEQUALITY



UNEMPLOYMENT



MENTAL HEALTH



HUNGER

ILLUSTRATION USAGE

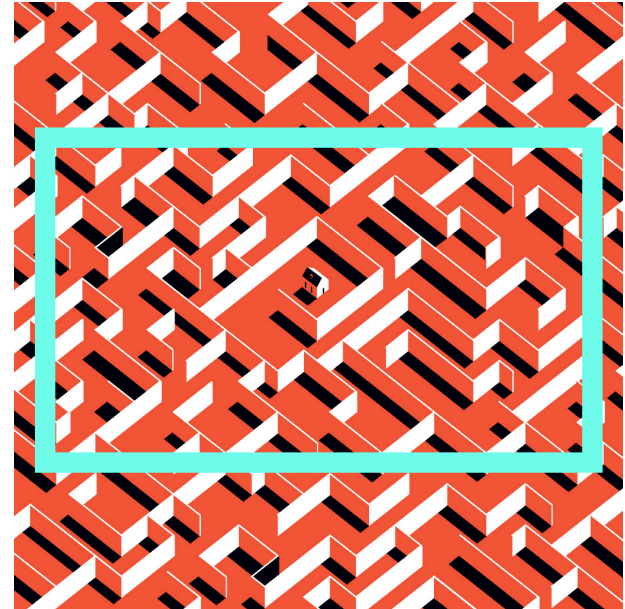
Illustrations cannot be modified but can be cropped as needed.

Each illustration has been created in a square format in order to give us control over cropping. Each illustration can be cropped horizontally or vertically.

Illustrations **should not be close cropped** to the subjects, there should be a decent amount of space or pattern left around the subject.

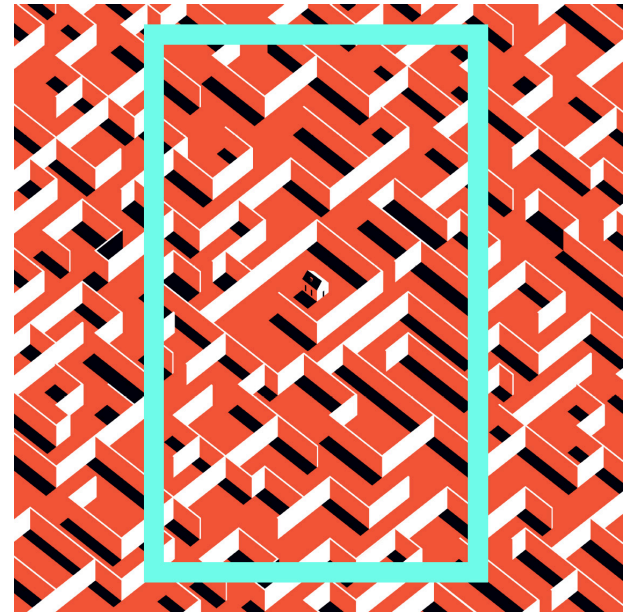
HORIZONTAL CROP

Billboards
Horizontal Murals
Horizontal Banners



VERTICAL CROP

TSAs
Posters
Vertical Murals
Vertical Banners



APPLICATIONS

TYPGRAPHY TREATMENT

The illustrations have both patterned backgrounds and solid colour backgrounds. Because of this, we'd like to treat the copy in two different ways.

For the solid background, the copy can be placed right onto the image/background.

For the patterned illustrations we created a square copy box (1:1 ratio) to go over-top of the image.

When creating a horizontal layout the copy should occupy the lower right third of the layout, unless the contextual placement requires it to appear at the top, in which case it should occupy the upper left third.



TYPGRAPHY TREATMENT

The margins within the square should equal 1.5x the height of a capital 'U' within the headline text.

This spacing should also be applied to the outside of the box when it is being placed within layouts.

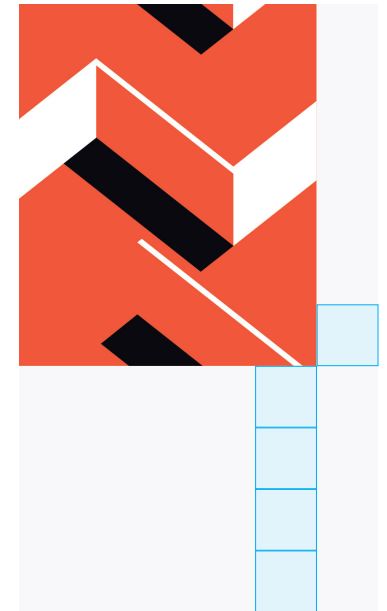


FRAME DEVICE

When using a series of illustrations together, we have created a frame device to help achieve a consistent look between patterned and non-patterned illustrations.



HELP MAKE SOCIAL ISOLATION
#UNIGNORABLE
SHOW YOUR LOCAL LOVE
DONATE AT UNITEDWAY.CA



Use a 1:4 ratio for the frame device.

SHOW YOUR LOCAL LOVE

BUTTON LOCK-UP

There are two 'Show Your Local Love' buttons to leverage depending on the creative platform and layout you're moving forward with.

Option one is the preferred treatment. Option two should only be used for local, in-person activations, promotional materials (e.g. buttons) or digital banners (in specific instances). It can also be used as a design element in campaign materials.

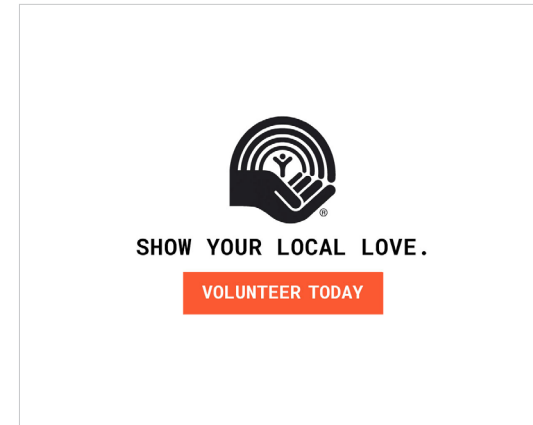
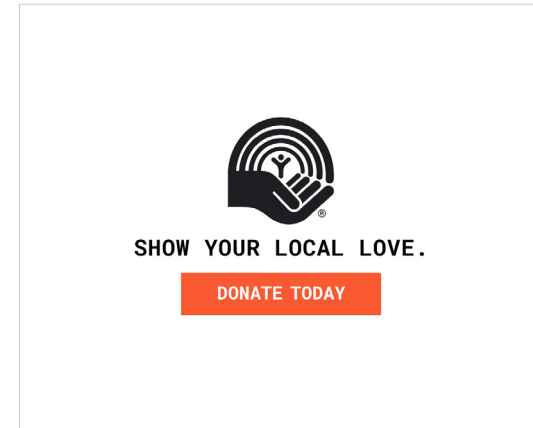
Calls-to-action (CTAs) must live on all creative. CTAs can include:

- Donate
- Volunteer
- Take action
- Register
- Subscribe
- Sign up

TIP: See examples of how option two has been used in national campaign materials.

OPTION ONE

VIDEOS
NEWSPAPER/PRINT ADS



OPTION TWO

DIGITAL BANNERS (case by case basis)
LOCAL ACTIVATIONS
PROMOTIONAL MATERIALS (e.g. t-shirts and posters)



VIDEO INTRO

We open on a super in front of an #UNIGNORABLE coloured box.

The super copy should change according to the issue featured in the video.

TIP: Refer to page 22 for the #UNIGNORABLE issues and use consistent wording. e.g. domestic violence not domestic abuse.



VIDEO WATERMARK

The #UNIGNORABLE watermark should be used on all featured videos.

Placement should be in the lower right 3rd of the image. Spacing should equal the height of 2x the capital 'U'.

(Same placement as SYLL photography)

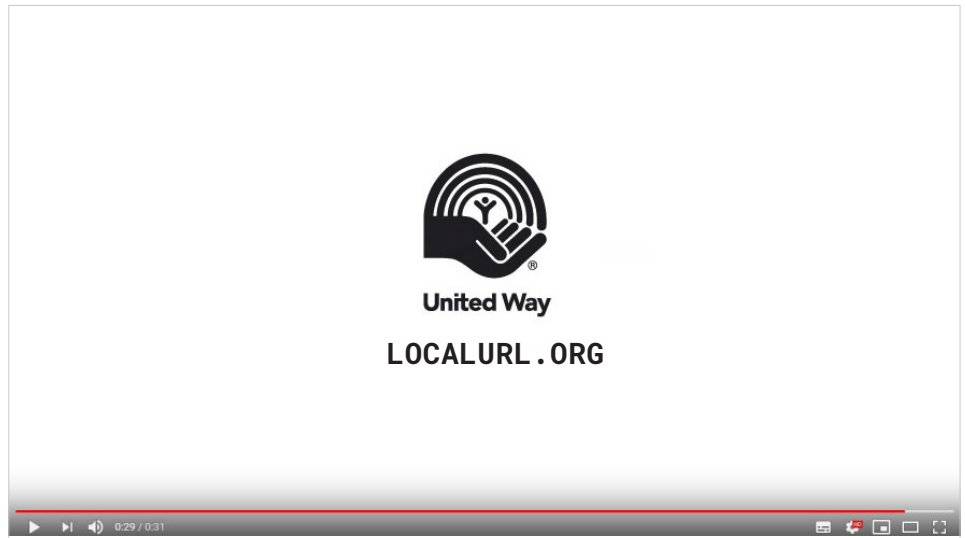
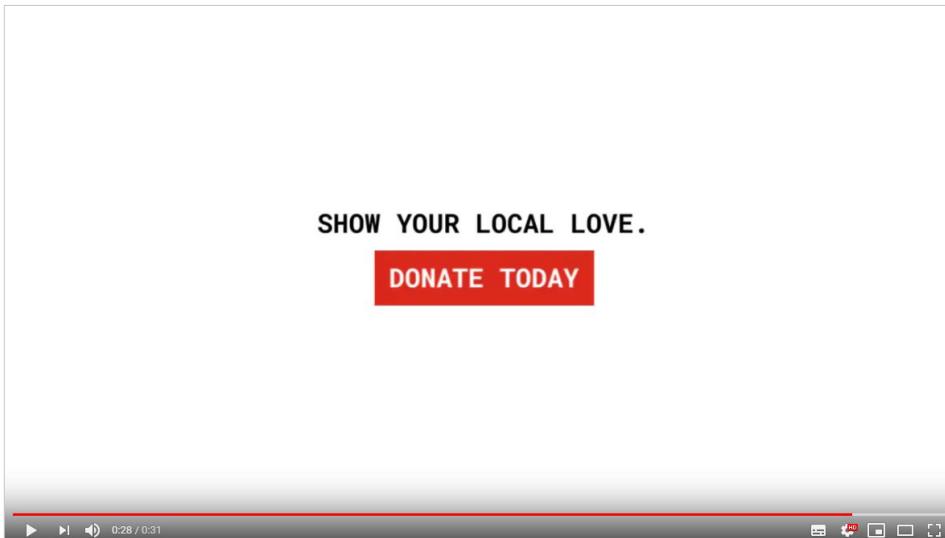


VIDEO OUTRO

Videos should always be followed by a white frame with the super:

“Together we can tackle local issues and make them #UNIGNORABLE”

Videos should end with the ‘Show your local love’ and ‘Donate Today’ CTA lock-up, followed by the #UNIGNORABLE United Way logo lockup and local United Way URL.” (Markets do not have a logo lockup with the centered logo and their URL)



BROADCAST SPOT

The broadcast spot is followed by a white frame with the super “Local issues can be easy to ignore” on an #UNIGNORABLE coloured box.

The super changes to read “We’re making them #UNIGNORABLE”

N.B. Music and talent rights prohibit us from making local versions of the broadcast spots. Please refer to page 6 for details.



LOCAL ISSUES CAN
BE EASY TO IGNORE



WE'RE MAKING THEM
#UNIGNORABLE

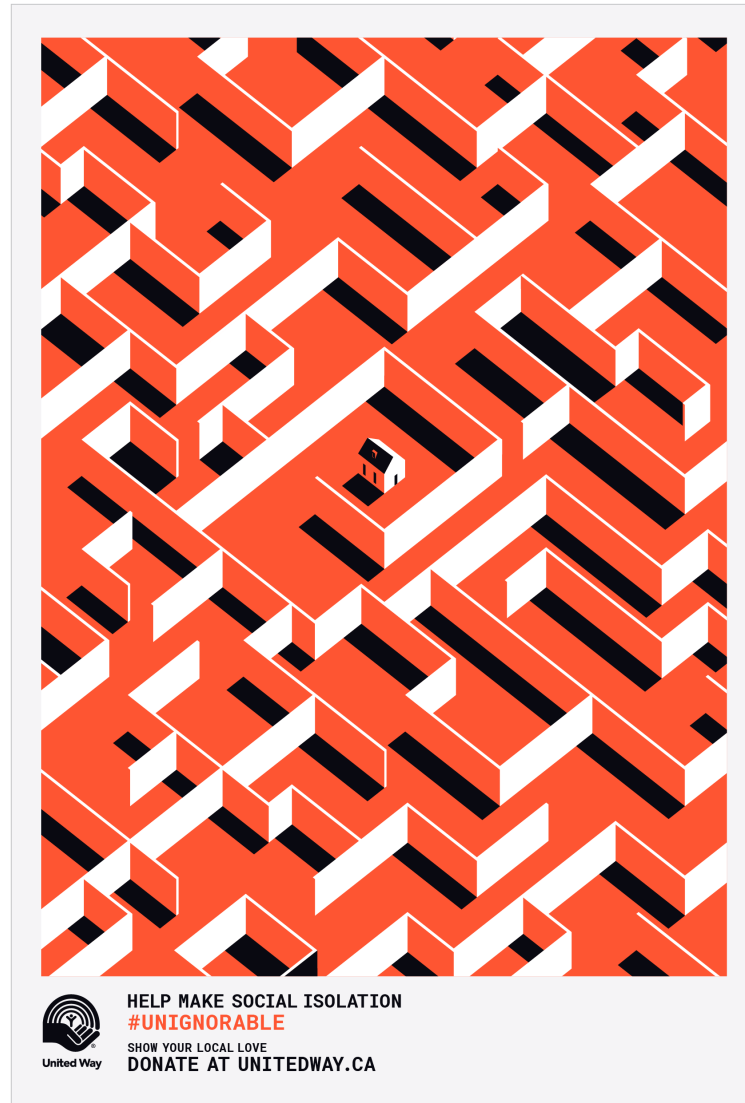
BROADCAST SPOT

The video ends on an #UNIGNORABLE screen with the super “Show your local love” and the CTA to “To learn more visit unitedway.ca”



SHOW YOUR LOCAL LOVE .
TO LEARN MORE VISIT [UNITEDWAY.CA](https://unitedway.ca)

TSA

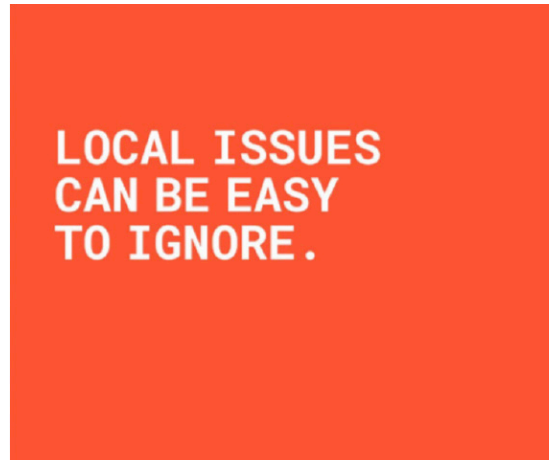


DIGITAL ADS

TOP: Option One

BOTTOM:

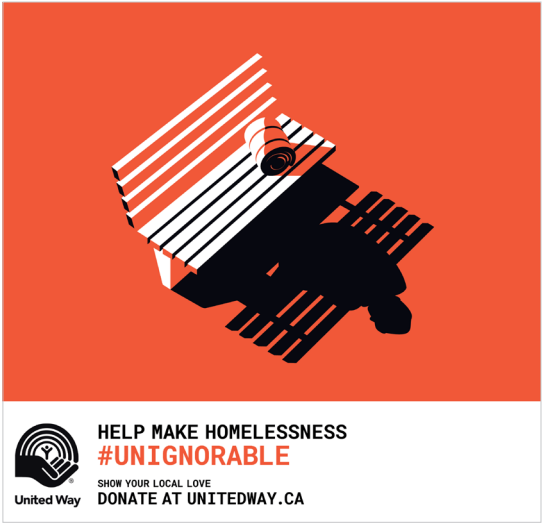
Option Two with 'Show Your Local Love' lock-up



NEWSPAPER ADS



FULL PAGE



HALF PAGE

ACTIVATION THOUGHT STARTERS

UNITED WAY OF THE ALBERTA CAPITAL REGION

For its 2018 Campaign Kickoff, United Way of the Alberta Capital Region created two activations:

- United Way of the Alberta Capital Region created a seven-metre-wide #UNIGNORABLE exhibit (image A & C) displaying statistics and success stories that connected to #UNIGNORABLE issues.
- United Way of the Alberta Capital Region also created an #UNIGNORABLE graffiti wall (image B), which was signed by donors.

Both were put on display at various workplaces during campaign.



A. #UNIGNORABLE EXHIBIT / 2018 ALBERTA CAPITAL REGION CAMPAIGN KICKOFF



B. #UNIGNORABLE GRAFFITI WALL / 2018 ALBERTA CAPITAL REGION CAMPAIGN KICKOFF



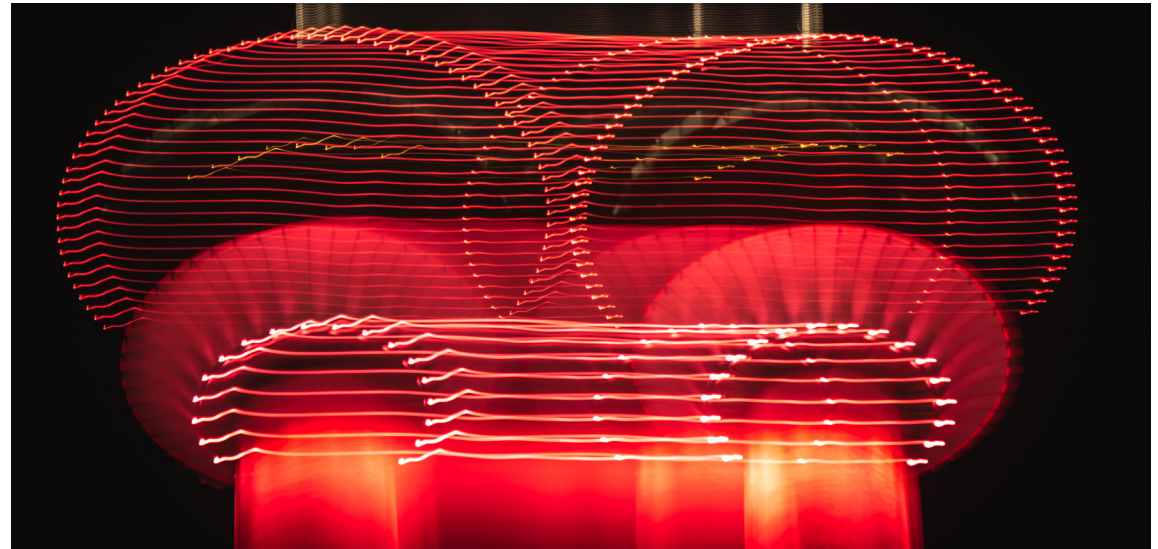
C. #UNIGNORABLE EXHIBIT / 2018 ALBERTA CAPITAL REGION CAMPAIGN KICKOFF

UNITED WAY CALGARY AND AREA

Over the course of its 2018 campaign, United Way Calgary and Area created multiple #UNIGNORABLE activations:

- The lights at local landmarks like the Calgary Tower (image A), Reconciliation Bridge and East Village Walkway were transformed when they were lit up with the #UNIGNORABLE colour, raising awareness across the city.

- Partnering with students from Alberta University of the Arts, United Way Calgary and Area created an #UNIGNORABLE Birdcage (image B & C) filled with origami birds. Each bird highlighted an #UNIGNORABLE issue and people were encouraged to enter the cage and leave with a bird.



A. #UNIGNORABLE CALGARY TOWER / CALGARY AND AREA 2018 CAMPAIGN



B. #UNIGNORABLE BIRDCAGE /
CALGARY AND AREA 2018 CAMPAIGN



C. #UNIGNORABLE BIRDCAGE /
CALGARY AND AREA 2018 CAMPAIGN

UNITED WAY GREATER TORONTO

Over the course of its 2018 campaign, United Way Greater Toronto had multiple #UNIGNORABLE activations:

- For Nuit Blanche Toronto 2018, UWGT created an interactive #UNIGNORABLE installation (image A and B) in Nathan Phillips Square. The exhibit emulated the feelings of isolation, helplessness, and uncertainty experienced by many Canadians facing #UNIGNORABLE issues. As viewers entered the exhibit, they walked through an #UNIGNORABLE-coloured fog, with a haunting ambient soundtrack blotting out the sound of the crowds outside. When they exited the installation, visitors saw Malika Favre's illustrations, each highlighting an #UNIGNORABLE issue.

- An #UNIGNORABLE booth (image C) was set up at both the UP2018 CN Tower Climb and the United Way Worldwide Conference. It featured Malika Favre's illustrations, the Pantone colour chip and #UNIGNORABLE merchandise, including t-shirts and phone cases.



A. #UNIGNORABLE INSTALLATION / NUIT BLANCHE TORONTO 2018



B. #UNIGNORABLE INSTALLATION /
NUIT BLANCHE TORONTO 2018



C. #UNIGNORABLE BOOTH /
UP2018 CN TOWER CLIMB

CONTACT

Contact Information: If you have any questions please contact Adrienne Clarke at **AClarke@uwgt.org** and Evan Clark at **eclark@unitedway.ca**.

For questions about the United Way Centraide master brand, please contact **brand@unitedway.ca**.

Please submit all materials related to the campaign to **approvals@uwgt.org**.

THANK YOU