

United Way Kitchener Waterloo & Area Graphic Guidelines

Issued by United Way Canada

As a United Way Kitchener Waterloo & Area partner agency and corporate supporter you are welcome to use our logo in your communication and marketing materials. These guidelines are to be applied consistently to ensure a uniform visual presentation of the United Way brand.



Logo
PMS 485
Coated C 0 M 95 Y 100 K 0
Uncoated C 0 M 73 Y 93 K 1
R 218 G 41 B 28
HTML DA291C

The United Way logo is a registered trademark and its symbol must be present by law. United Way of Canada – Centraide Canada is the authorized registered user in Canada.

United Way Kitchener Waterloo & Area

Logotype
PMS 425
Coated C 0 M 0 Y 0 K 77
Uncoated C 0 M 0 Y 0 K 77
R 112 G 115 B 114
HTML 54585A

Logotype
PMS Process Black
C 0 M 0 Y 0 K 100
R 44 G 42 B 41
HTML 2C2A29



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 the width and height of the logo.

Minimum Size

The logo can never be smaller than 3/8" for print or 27 pixels for screen.



Graphic Elements

The United Way 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 never be used in isolation as a graphic or watermark.

However, the logo can be used as a graphic element in a design. The logo is made up of three graphic elements: a rainbow, a hand and a human figure. These elements can be used individually as graphics, icons or background treatments. They can appear in a diagram, as a watermark, pattern or background visual.

They can be screened or knocked out of a background or image, but these three elements should never be joined together in any way other than how they appear in the official logo. They can only appear in red PMS 485 or black.



Acceptable variations

The brandmark is available in a vertical and a horizontal format. The vertical format is preferred. There are black and white versions of each logo. The black and white version may be used as a knock out provided the safety zone is respected.



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Kitchener Waterloo & Area



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Please note – if you require the black and white or knock out version for design purposes, please contact Communications at communications@uwaykw.org.

United Way Name and Short Form

Please identify United Way KW as the following in written documents:

Full Name

United Way Kitchener Waterloo & Area

Short Form

United Way KW

Misuse of the Brandmark

Here are a few examples of misuse of the United Way graphic elements. The logo is not to be altered graphically in any way. Do not distort, stretch or tilt it. Do not alter the font or resize the text. Do not change, add or eliminate any portion of the symbol.



United Way
Kitchener Waterloo & Area



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Do not rearrange the elements of the brandmark. This includes the logo and logotype.

Do not distort, stretch or tilt the logo.



UPCOMPANY **United Way**
Kitchener Waterloo & Area



United Way
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Support the campaign!



Do not place brandmark on a busy background



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Do not modify the logo or add elements.

Do not place other logos or elements (such as slogans) within the safety zone.



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Do not tint or screen the brandmark.



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Do not use an isolated element of the logo.



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Do not alter the colours of the brandmark elements.