

# Brand Identity at a Glance



United Way  
of Monroe County

Visit [www.monroeunitedway.org/brand](http://www.monroeunitedway.org/brand) for additional information

## Logo Suite

The components of our brandmark – the rainbow of hope, the hand of support, and the person as a symbol of humanity – communicate the important United Way brand characteristics – caring, inspiring, trustworthy, and approachable.

Logo files are available at [www.monroeunitedway.org/brand](http://www.monroeunitedway.org/brand) in jpg format. If your project needs a logo in a different format contact [jenn@monroeunitedway.org](mailto:jenn@monroeunitedway.org).

### Quick reference for which file format to use:

For web/digital applications, use .jpg or .png files (pixel-based files that can be viewed on any monitor, but cannot be enlarged without losing resolution/quality).

For print applications, use .eps or .pdf (vector-based files that can be re-sized without losing resolution/quality).

Full color



United Way  
of Monroe County

One color



United Way  
of Monroe County

Special use, one color - for use on merchandise or signage



United Way  
of Monroe County

## Name

Our preferred name is United Way of Monroe County. In all written documents, use the name in its entirety when referring to the organization the first time. Subsequent references in the same document can be United Way. Try to avoid abbreviating the name. If it is absolutely necessary to abbreviate, then UWMC is acceptable. Please do not use the word "the" before United Way of Monroe County.

## Color Palette

The United Way color palette is comprised of colors used in the United Way brandmark. In addition, black, grey, and white are included for added flexibility and one-color scenarios.



**Pantone 287**  
C:100 M:74 Y:0 K:0  
R:0 G:81 B:145  
HEX: #005191



**Pantone 659**  
C:55 M:40 Y:0 K:0  
R:83 G:158 B:208  
HEX: #59ED0



**Pantone 179**  
C:0 M:85 Y:89 K:0  
R:255 G:68 B:59  
HEX: #FF443B



**Pantone 143**  
C:0 M:34 Y:86 K:0  
R:255 G:179 B:81  
HEX: #FFB351



**Black**  
C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
HEX: #000000



**Black 70%**  
C:0 M:0 Y:0 K:70  
R:79 G:79 B:79  
HEX: #545454



**White**  
C:0 M:0 Y:0 K:0  
R:255 G:255 B:255  
HEX: #ffffff

## Typography

These typefaces selected for the United Way brand identity are to be used in all print and online communications. In addition to Roboto Bold and Regular, the rest of the Roboto family may be used for extended weight options.

### To download fonts go to:

[theleagueofmoveabletype.com/league-gothic](http://theleagueofmoveabletype.com/league-gothic)

[fonts.google.com/specimen/Roboto](https://fonts.google.com/specimen/Roboto)

[fonts.google.com/specimen/Roboto+Condensed](https://fonts.google.com/specimen/Roboto+Condensed)

**Substitute font:** Arial is an acceptable substitute for Roboto and Impact is an acceptable substitute for League Gothic, only when Roboto and League Gothic are unavailable. Arial can also be used in correspondence, general documents, presentations, and web text.

**LEAGUE GOTHIC REGULAR | THIS IS A HEADLINE.**

Use sparingly.

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNQRSTUWXYZ

1234567890\$%&(.:,"'/?)

**ROBOTO REGULAR | This is body copy.**

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNQRSTUWXYZ

1234567890\$%&(.:,"'/?)

**ROBOTO BOLD | This is a sub-head.**

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNQRSTUWXYZ

1234567890\$%&(.:,"'/?)

**ROBOTO CONDENSED BOLD | This is a heading.**

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNQRSTUWXYZ

1234567890\$%&(.:,"'/?)