

**WOMEN
UNITED[®]**

BRAND GUIDELINES



**LEADING THE CHARGE
INSPIRING THE CHANGE[™]**



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OUR VOICE

THE NARRATIVE

Women United® is a global force of over 70,000 women and growing. We are dedicated to creating a world full of opportunity — for everyone. Women United focuses on health, education and financial stability, the building blocks for a better life and a stronger community. Since 2002, we have raised more than \$1.5 billion to invest in local solutions that will last for generations to come. Join Women United. Together, we will create lasting change to lift up entire communities.

We LIVE UNITED™ under the Masterbrand of United Way®. Its principles, promises and people are the inspiration for our efforts. The guidelines for the Masterbrand are in consideration within these guides. These guidelines are in full alignment with the United Way Masterbrand guidelines.

OUR VALUES

LEADERSHIP
IMPACT
BELONGING
DEDICATION
EMPOWERMENT

THE MARK

United Way Women United is set in League Gothic Regular typeface in all caps. It follows the parameters of the Masterbrand's tagline, LIVE UNITED.

The official name of the affinity group is United Way Women United and should appear with this full name upon first mention. All subsequent appearances or marks that are placed in the same composition as the Masterbrand may use only the Women United portion of the mark.

The United Way logo should appear on every piece of communication on the right side.

**UNITED WAY
WOMEN
UNITED®**

**UNITED WAY
WOMEN UNITED®**

WOMEN UNITED®

**WOMEN
UNITED®**

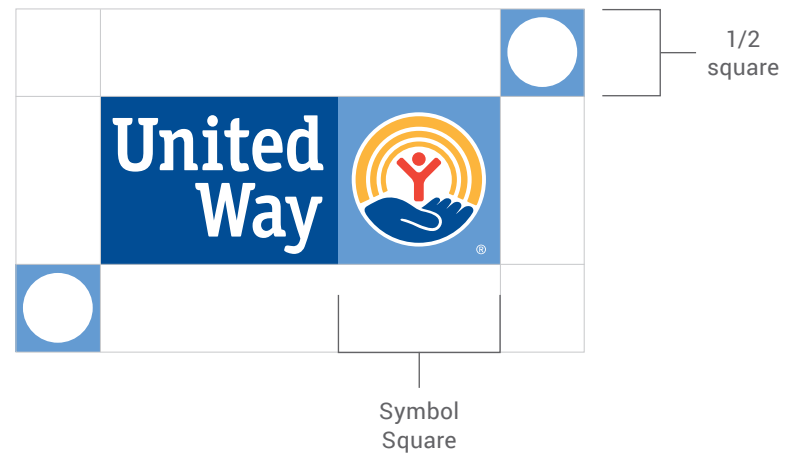


CLEAR SPACE

United Way Women United mark should be used with ample clearance to other type and objects. A helpful measurement for the space to be left clear is the size of the “N” in the Women United mark.



The United Way logo should appear on every piece of communication on the right side. No other element may come within half the area of the “square” of the logo. The “square” is defined as the lighter blue portion of the logo that holds the hand, person and rays. Half of the size that the logo appears must remain clear.



COLOR APPLICATION

Women United should always appear in the strong blue or grey from our color palette. Pantone 287 is the primary use.

Acceptable secondary uses are 40% black and reversed to white out of a solid color field. Recommended solid color fields include Pantone 659 and 40% black or lighter.

— UNITED WAY —
WOMEN UNITED®

— UNITED WAY —
WOMEN UNITED®

UNITED WAY
**WOMEN
UNITED®**

UNITED WAY
**WOMEN
UNITED®**



ON A COLOR FIELD
REVERSE TO WHITE



PANTONE 287



PANTONE 659



**PANTONE
BLACK 40%**

LOCALIZING THE BRAND

United Way Women United operates at both local and global levels. When a local effort or communication is the subject, it is recommended to use the localized brand mark. “United Way of Anytown” should be typeset to include the specific local affinity group. This is done using League Regular typeface in all caps set to fit to the width of the words below. The color should be a 50% screen of Pantone 287, the strong blue of the words Women United.

Even when localizing Women United, the United Way brand mark should also appear on all communications on the right hand side.

**UNITED WAY
WOMEN
UNITED®**

**UNITED WAY
WOMEN UNITED®**

**UNITED WAY OF ANYTOWN
WOMEN
UNITED®**

**UNITED WAY OF ANYTOWN
WOMEN UNITED®**



COLOR PALETTE

The brand mark “Women United” and occasional accents can be printed in the strongest blue tone, Pantone 287. However, the main color of all communications should be Pantone 659. All composition should employ a balance of white to the blue.

When printing with limited color application, a screen of 52% of Pantone 287 can be used in place of 659.

Pantone 143 — the gold in the palette should be used sparingly as an accent.

SECONDARY PALETTE

Grey is the recommended additional color to add to communications. Screens of 75%, 50%, and below should be used instead of black at its full strength.

Body copy is recommended to be printed at 75% black and accent graphics in the range of 50% and below. Very light accents are recommended in the range of 16% black.



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



Pantone 659 or
287C at 52%
C:55 M:40 Y:0 K:0
R:83 G:158 B:208
HEX: #539ED0



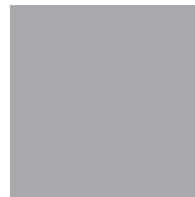
White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX: #ffffff



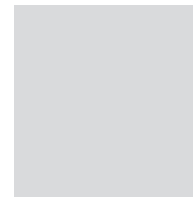
Pantone 143
C:0 M:34 Y:86 K:0
R:255 G:179 B:81
HEX: #FFB351



Pantone Black 75%
C:0 M:0 Y:0 K:75
R:80 G:80 B:80
HEX: #505050



Pantone Black 40%
C:0 M:0 Y:0 K:40
R:167 G:169 B:172
HEX: #a7a9ac



Pantone Black 16%
C:0 M:0 Y:0 K:16
R:218 G:219 B:220
HEX: #dadbdcd

TYPOGRAPHY

Two standardized typefaces have been chosen for the United Way Women United brand identity. They are the same as outlined in the United Way Masterbrand Guidelines and are to be used in all printed and online communications. Only use the weights and styles shown on this page.

HEADLINES

League Gothic Regular typeface should be used to lead communications. It is the same typeface as LIVE UNITED in the Masterbrand. It should be used sparingly in marketing communications to draw attention to important text.

ADDITIONAL HEADLINES AND SUBHEADS

Roboto Bold typeface should be used for any headlines, subheads and may be used in many cases of the typeface: regular, medium, bold, condensed, or black.

BODY COPY

Roboto Regular typeface is the primary typeface in the United Way brand identity system. Justify paragraphs on the left with an extra line returned to separate paragraphs.

SUBSTITUTE FONT — ONLINE

Arial Regular and Arial Bold can be used in digital and web applications to replace the use of Roboto when Roboto is unavailable.

LEAGUE GOTHIC REGULAR

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

ROBOTO CONDENSED BOLD

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

Arial Regular

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

Roboto Regular

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

Roboto Bold

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

Arial Bold

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

OUR THEME

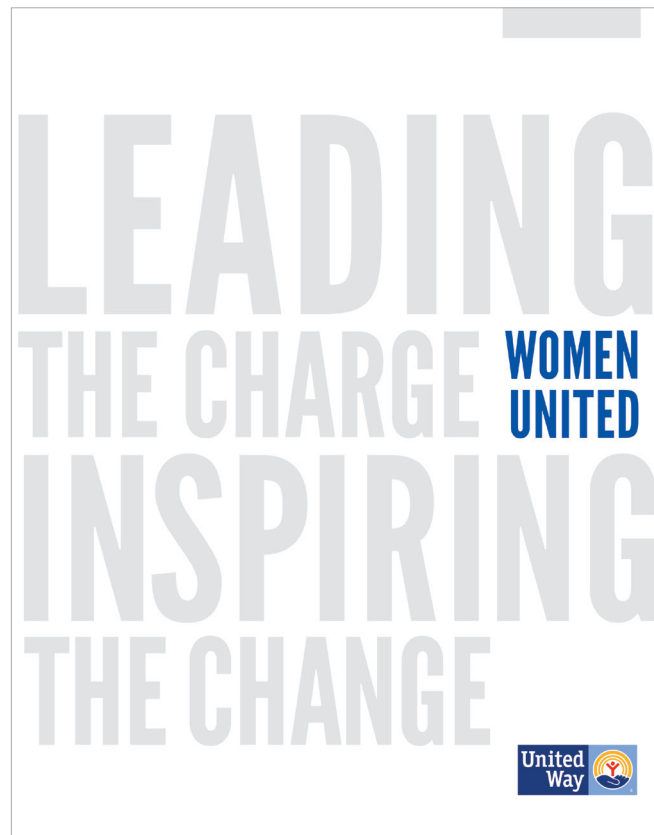
LEADING THE CHARGE INSPIRING THE CHANGE™

Women United is a force of over 70,000 women strong — together, these women fight for the health, education and financial stability of every person, in every community. Women United's message of leadership and change is intended to inspire others to join the fight.

This theme should be set in League Regular, in all caps. It can be splashed across the front of a brochure or invitation or tucked into a string of images to tie them together, placed into a blue box of Pantone 659.



UNITED WAY
WOMEN UNITED®



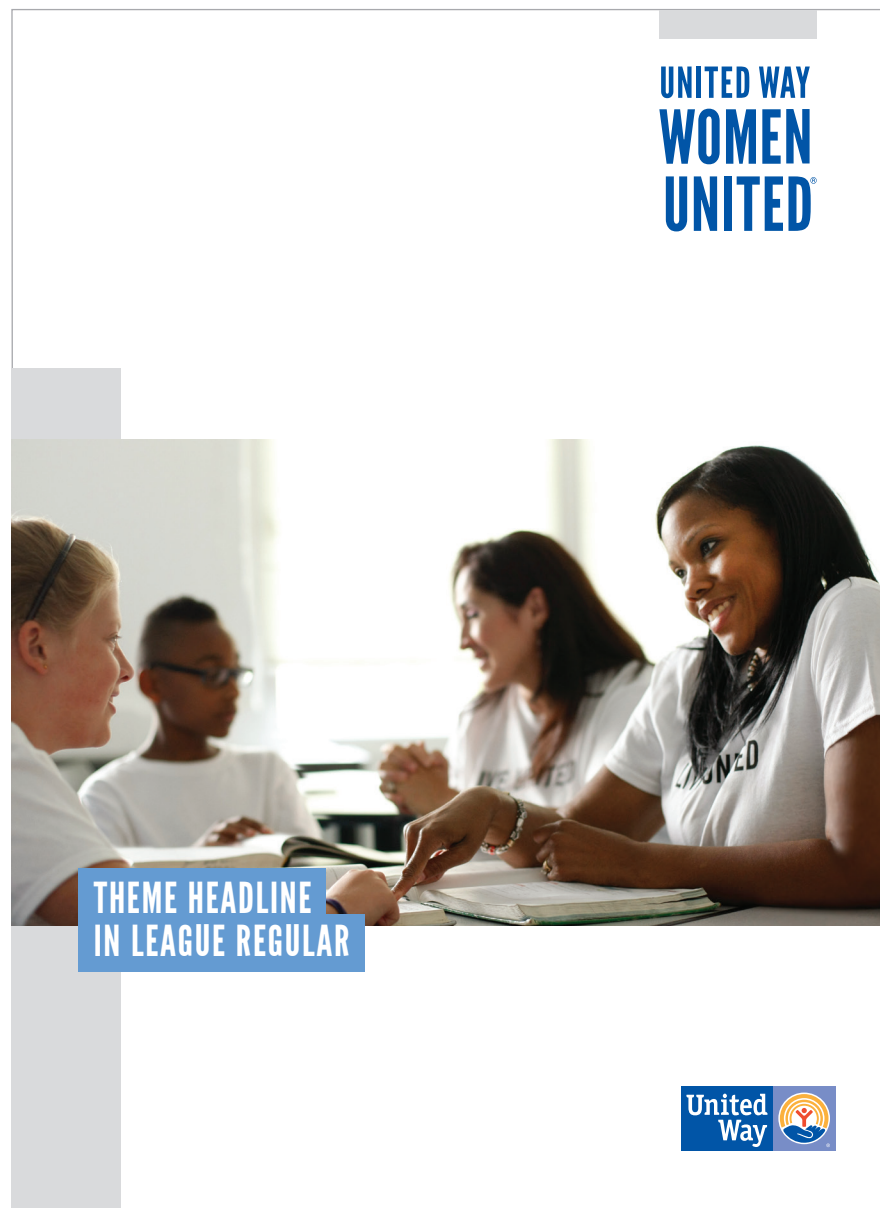
DESIGN

HEADLINES IN BOXES

The United Way Masterbrand Guidelines provide a design option for headlines that are blocked into colored boxes. They are best used for standing out against a photo, a string cover element, or smaller as a callout or caption to a photo or feature within communications.

COLOR BARS THAT BLEED

Grey bars that bleed off the edges can add a contemporary design element to a white page. They help define the space or create a visual line for the eye to follow. These bars are best used in a light screen as the 16% black that is suggested here.



COPY FORMATS

MARGINS

Format communications with a deep margin on top and a wide margin to one side. This can accommodate call outs, charts, or graphics.

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THEME HEADLINE IN LEAGUE REGULAR

HEADLINES IN ROBOTO BOLD

Lorem ipsum dolor sit amet, nibh ridiculus, quis tempor. Accumsan placerat vulputate integer class in sit, class tincidunt, dignissim sed, velit maecenas euismod placerat tempor iaculis, id nam tortor at leo. Wisi rhoncus velit integer elit lobortis, aliquam vestibulum eget aliquam venenatis aenean, arcu placerat.

OR HEADLINES IN ROBOTO BOLD CONDENSED

Ac dignissim vehicula non sapien nulla, integer laoreet mauris erat lorem, Mauris pellentesque purus viverra rhoncus nullam eros, massa rerum pretium, vestibulum pulvinar sit, purus diam arcu rutrum felis in, cum suscipit, pede id ac.

Subhead Number 1

Duis leo quisque, et accumsan lectus pellentesque enim eros viverra, placerat tellus id tristique et cras diam. Nulla sed aliquam aenean luctus, non lobortis id lectus proin tortor massa, mi commodo mi nec nec senectus maecenas, vel, orci fusce pede condimentum, maecenas at inceptos velit leo deleniti, eros commodo. Convallis quisque, leo sollicitudin in, sed ut.

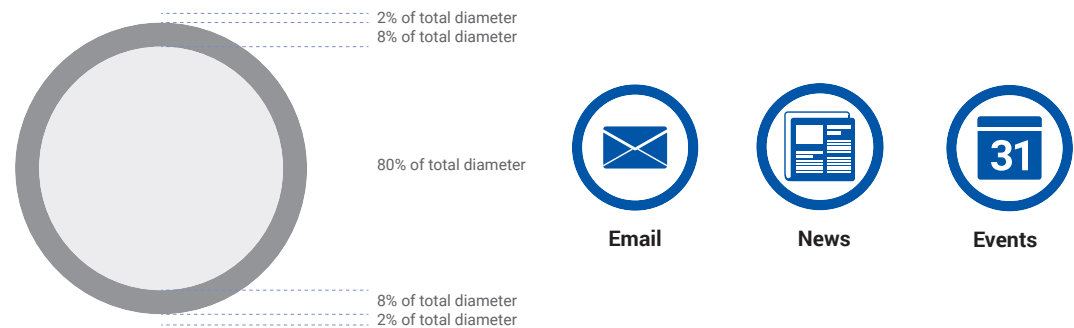
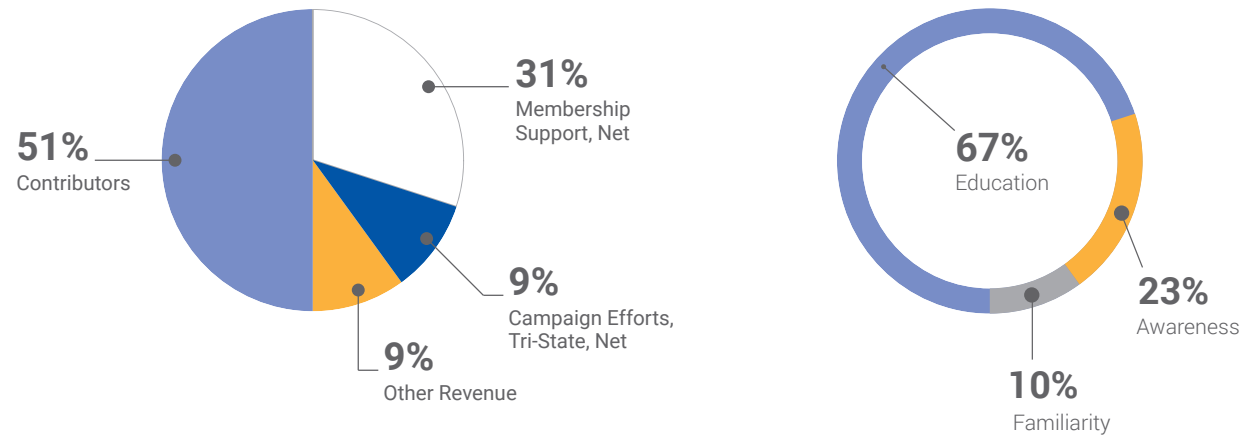
*"Dignissim vehicula
non sapien nulla,
integer laoreet mauris
erat lorem, egestas
nonummy nec semper
praesent, fusce amet
dui varius. Orci wisi."*

- Mauris pellen

GRAPHICS

Simple circles and classic shapes compliment the clean, simple design of Women United.

Create charts and graphs using the blue, gold and grey color palettes.



UNITED WAY WOMEN UNITED®

For more information contact:

UNITED WAY WOMEN UNITED

United Way Worldwide

WomenUnited@unitedway.org

Find more tools and resources on the
United Way Brand Management Website
at online.UnitedWay.org/brand.