Brand guidelines

for United Way Elgin Middlesex

Updated 07.07.17
Our brand
We’ve captured the key brand elements that create the essence of who we are, what we stand for and how we express it.

Our brand personality
Caring • Connected • Optimistic • Empowering • Trustworthy • Courageous

Our vision
A community where everyone matters.

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

Our values
Empathy
We believe the root of action for change lies in the ability to see and feel ourselves in the situations of others. We believe all people, and all communities, have the potential to overcome challenges. We treat people with dignity, fairness and equity. We understand and live the co-relation between improving the life of one to improve the lives of all.

Inclusiveness
We believe in ‘us and us’ not ‘us and them’. All people, groups and sectors are equally deserving of the same respect and opportunities. We seek out and value diverse ideas, opinions and experiences. Our most effective, creative and innovative solutions come about when we join with others.

Collaboration
We believe the work of change is a shared responsibility. We work as a catalyst in facilitating lasting change. We engage and empower all sectors of our community to come together and share their experiences, expertise and energy. The power of partnership and collaboration multiplies our impact and leads us to find progressive and lasting solutions.

Trust
We change lives. Therefore, we believe we must hold ourselves to the highest of standards. We embrace the responsibility that our donors, volunteers and partners have entrusted to us. We foster strong, positive relationships that are the basis for achieving lasting change and which are built upon the fundamental principles of respect and trust.

Accountability
We believe in the importance of being accountable to our donors, volunteers, the agencies we support and the community for the decisions that we make, for the use of the resources provided to us and for the outcomes we are actively pursuing on behalf of the people supported, donors and the community. We believe it is vital to act with transparency and integrity in all that we do in earning the ongoing support and engagement of our community. We make decisions based on needs and expectations of our community and believe it is imperative to measure and communicate our impact.

Our impact areas
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
Table of contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our brandmark</td>
<td>4</td>
</tr>
<tr>
<td>• Our colours</td>
<td>4</td>
</tr>
<tr>
<td>• Logos for use</td>
<td>6</td>
</tr>
<tr>
<td>• Misuse of brandmark</td>
<td>7</td>
</tr>
<tr>
<td>Typography</td>
<td>8</td>
</tr>
<tr>
<td>• Primary corporate font</td>
<td>8</td>
</tr>
<tr>
<td>• Secondary corporate font</td>
<td>8</td>
</tr>
<tr>
<td>Colours</td>
<td>9</td>
</tr>
<tr>
<td>Impact graphics</td>
<td>10</td>
</tr>
<tr>
<td>• Bump</td>
<td>10</td>
</tr>
<tr>
<td>• Call to action</td>
<td>10</td>
</tr>
<tr>
<td>• Secondary</td>
<td>10</td>
</tr>
<tr>
<td>Imagery</td>
<td>11</td>
</tr>
<tr>
<td>• Photography</td>
<td>11</td>
</tr>
<tr>
<td>• Best practices</td>
<td>11</td>
</tr>
<tr>
<td>Spelling guide</td>
<td>12</td>
</tr>
<tr>
<td>Some final words</td>
<td>13</td>
</tr>
</tbody>
</table>
Our brandmark

United Way’s name and logo have been ingrained in North American society since the 1970s and are universally associated with improved lives and stronger communities. United Way’s logo is referred to as the ‘helping hand’ symbol. It’s three simple icons tell our story of hope (rainbow), of service (the hand) and of help to all people (human figure).

Our legal name is United Way Elgin Middlesex. “The” is not a part of our name. Using both ‘United Way Elgin Middlesex’ or ‘United Way’ is acceptable.

Our colours

The United Way – Centraide brandmark is one of the most recognized identities in Canada. To modernize it and enhance its human aspect, we’ve adopted a new red (PMS 485) for the logo and a warm grey (PMS 425) for the logotype. The dark grey tone, as opposed to black, works particularly well on the Internet. Depending on usage and/or printing application, the grey PMS 425 can also be reproduced as a 77% screen of black.

Unless you are using the all-black or knock-out version of the logo, the brandmark elements must always appear in these colours. Red and grey should never be switched or altered, and must be used consistently across all communication materials.
Minimum size for vertical application

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 size for horizontal application

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.
Logos for use

**Stacked logo**

United Way
Elgin Middlesex

**Stacked logo with website**

United Way
Elgin Middlesex
unitedwayem.ca

**Horizontal logo**

United Way
Elgin Middlesex

**Horizontal logo with website**

United Way
Elgin Middlesex
unitedwayem.ca
Misuse of brandmark

Do not move the location of the locator/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 place other logos or elements within the safety zone.

Do not place brandmark on a busy background.

Do not change any of the typefaces.

Do not use an isolated element of the logo.

Do not tint or screen the brandmark.

Do not alter the colour of the logotype.

Do not use a focus area colour in the brandmark.
Typography

Avenir and Garamond font families are the foundation of the brand program. Only these fonts should be used for United Way – Centraide communication materials. Using other fonts will confuse the brand.

Headlines and short copy

Avenir is our principal font, flexible enough to be used for headings and short copy. We chose it because it complements the organic nature of the United Way – Centraide logo. Avenir is a highly legible, elegant sans serif font. It has a large family offering many weights. Be careful not to stretch or alter the integrity of the font.

Web, email and slides

For screen applications such as email, slide presentations and the web, use Arial. Arial may also be used as a back-up font to Avenir in short copy in those instances when Avenir is not available. Never use Arial in the brandmark.

Body copy

Our secondary font, Garamond complements and creates a contrast with Avenir. Its fluidity makes it among the most legible and readable serif typefaces in use today. Garamond has a nice range of and should be used almost exclusively for long body copy.

Printing guidelines

Use these guidelines when producing print materials:

- Set body text no larger than 14 points and never smaller than 9 points.
- Use bold typefaces to emphasize important information within body copy.
- Reserve underlines for indicating hyperlinks.
Colours

Brandmark colours

- PMS 485
  Coated: C 0 M 95 Y 100 K 0
  Uncoated: C 0 M 73 Y 93 K 1
  HTML: DA291C
- PMS 425
  Coated: C 0 M 0 Y 0 K 77
  Uncoated: C 0 M 0 Y 0 K 77
  HTML: 54585A
- PMS Process Black
  Coated: C 0 M 0 Y 0 K 100
  Uncoated: C 0 M 0 Y 0 K 100
  HTML: 2C2A29

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

- PMS 285
  Coated: C 90 M 48 Y 0 K 0
  Uncoated: C 70 M 30 Y 0 K 0
  HTML: 0072CE
- PMS 298
  Coated: C 67 M 2 Y 0 K 0
  Uncoated: C 53 M 2 Y 1 K 0
  HTML: 41B6E6
- PMS 271
  Coated: C 49 M 44 Y 0 K 0
  Uncoated: C 38 M 35 Y 0 K 0
  HTML: DA291C

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

- PMS 369
  Coated: C 68 M 0 Y 100 K 0
  Uncoated: C 55 M 0 Y 92 K 3
  HTML: 64A70B
- PMS 390
  Coated: C 27 M 0 Y 100 K 3
  Uncoated: C 28 M 0 Y 99 K 13
  HTML: B39B00
- PMS 613
  Coated: C 8 M 11 Y 100 K 28
  Uncoated: C 8 M 7 Y 97 K 24
  HTML: B39B00

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

- PMS 166
  Coated: C 0 M 76 Y 100 K 0
  Uncoated: C 0 M 57 Y 84 K 2
  HTML: E35205
- PMS 124
  Coated: C 0 M 30 Y 100 K 0
  Uncoated: C 2 M 30 Y 98 K 8
  HTML: EAAA00
- PMS 138
  Coated: C 0 M 52 Y 100 K 0
  Uncoated: C 2 M 39 Y 96 K 7
  HTML: DA291C
Impact graphics

This family of supporting graphics and geometric shapes can be used to emphasize key information. The shapes echo the round, smooth nature of the United Way – Centraide logo.

Bump Box

The stylized bump box with its distinctive rounded 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.

All shapes can appear in any of the corporate colours.

Call to Action

Secondary
Imagery

Photography

Our values are reflected in the images we present, so they should communicate the diversity and energy of United Way – Centraide.

Here are some guidelines:

• Whenever possible, show our community, rather than stock photos.
• Use images that show a wide cross-section of Canadian society, and real-life people, emotions and situations. We need to be mindful to reflect diversity in race, gender and ethnicity, and to avoid stereotyping.
• Images should convey a sense of caring, empowerment, inclusiveness, and community—people coming together to make change. Images should feel observational and spontaneous rather than staged or orchestrated.
• People should be the focal point. The photograph should be relevant and add value to the communication.

Best practices

Whenever you can, use photos of real people in a group setting, actively engaged in doing something together.

Pay special attention to the following:

• Try to ensure that the images are light and not too dark as they will fill in when reproduced.
• Cropping and composition.
• When using images from different sources try to make sure that they all feel the same. Otherwise the finished piece will appear disjointed and unprofessional.
• Be mindful of resolution and watch file size to ensure that the image can be scaled up if required.
• Ensure necessary permissions have been secured.

You can use both colour and black and white photography. We do not recommend using duotone images and illustration.

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

We use Canadian English, e.g. neighbour not neighbor and, in most cases follow Canadian Press style.

- **Board of Directors** - when referring to United Way’s Board of Directors as a whole; lower case when referring to generic e.g. Mary has been a member of a number of board of directors.
- **Campaign** - capitalized when referring to “the United Way Campaign”; lower case for all other uses
- **Celebration**
- **Community Circle**
- **Coordinator**
- **counselling** - two ‘l’s
- **co-worker**
- **Day of Caring®**
- **Employee Family Assistance Program (EFAP)** - After first use in full, use ‘EFAP’ (follow this style for all acronyms and initialisms)
- **email** - no hyphen
- **ex officio** - not ex-officio
- **fundraising**
- **GenNext** - one word, capital ‘N’
- **impact areas** - From poverty to possibility; Healthy people, strong communities; All that kids can be (Only first letter capitalized in a heading)
- **Impact Council**
- **kickoff** - noun; we held our kickoff last night/ kick off - verb; let’s kick off the show
- **Labour Appreciation Awards Night**
- **Leadership Giving Program**
- **non-profit**
- **online** - not on-line
- **per cent or %** - not percent
- **Philanthropists’ Circle**
- **Planning and Allocations Committee** - after first use in full, use “the committee”
- **Pop-up Volunteering**
- **re-canvass**
- **RSVP** - not R.S.V.P.
- **Sponsored Employee Program**
- **Scotiabank StairClimb** - one word, capital ‘C’
- **Thanks a Million** - no exclamation mark
- **Union Counselling Program** - note: 2 ‘l’s
- **United Way 3M Harvest Lunch**
- **United Way Elgin Middlesex** - not UW or ‘...Elgin and Middlesex’ or ‘the United Way’
- **United Way Football** - not Red Feather Games
- **United Way funded agency** - not ‘United Way-funded’, no hyphen, AND not ‘United Way agency’
- **vice chair** - not vice-chair or Vice Chair; capitalized when using a person’s title, e.g. John Black, Vice Chair but not “Vice Chair John Black”
- **voice mail**
- **website** - one word, not capitalized
- **wrap up**
- **workplace campaign**
- **workplace Leadership campaign** - only Leadership should be capitalized
Some final words

We hope you've found confidence and inspiration in these pages, and the guidance you need as you begin to work with the elements of our brand.

One last thing to help you on your way.

Quick reference: Guidelines and suggestions

Using the brandmark

- Use the vertical version of the brandmark whenever possible.
- Always keep a clear space around the brandmark.
- It’s best to use the knocked-out version against a dark or patterned background.
- Only use the logotype (United Way – Centraide) with the logo.

Using graphics

- Use rounded text boxes and circles.
- Avoid hard edges and sharp corners.
- The hand, rainbow and person should only be joined together as the logo.

Working with colours

- Use colour sparingly for effect.
- Only use the right red and grey for the brandmark.
- Use secondary colours for focus areas and to complement primary colour palette.

Choosing photography

- Wherever possible, show real people in a group setting actively doing something together.
- Make sure your photos feel similar, like they come from the same source.
- Keep an eye on resolution and file size so you can change the image size to meet your needs.

Using typography

- Keep body text between 9 and 14 points.
- Use bold type for emphasis.
- Use underlines for hyperlinks.
- Be careful not to stretch or alter the font.

Working with words

- Use active voice. It’s quick and direct.
- Be brief, especially when writing for the web.
- Be friendly, so your audience feels included.