TD StairClimb for United Way
Brand Guidelines
This Brand Guide is:

• a set of rules that defines the overall look and feel of the TD StairClimb for United Way brand
• a resource for both internal and external designers, communicators and stakeholders
• a ‘how to’ manual for developing consistent and effective branded materials using the following elements:
  » brand
  » logos
  » colour palette
  » typography
  » graphic elements
  » social media
  » digital assets
Brand

The TD StairClimb for United Way brand has three elements:

- TD logo
- United Way logo
- StairClimb logo
Brand variations

TD StairClimb for United Way has two colour variations:

- Primary - for light backgrounds
- Secondary - for dark backgrounds
Do not modify the brand

To maintain the integrity of the TD StairClimb for United Way brand, don’t:

1. Remove the TD & United Way logo.
2. Alter the brand colours.
3. Change any of the typefaces.
4. Shrink or squeeze the brand.
5. Remove the supporting text.
Colour palette

Use this colour palette for print and digital marketing collateral. This palette has been selected based on United Way and TD brand colours.
Typography

Primary Fonts
Use Quincy CF Bold for headlines and Roboto Black and Medium for body copy and sub heads.

Alternate Fonts for Digital
Use Arial when you do not have access to the primary fonts. Use thicker weighted fonts for headlines and emphasis throughout the brand.
Graphic elements

Graphic elements for supporting materials. These graphic elements can be used separately or combined on supporting materials such as social media, t-shirts and digital marketing collateral.

Use the full United Way brand where possible, for example on social media sharables, banners and print materials.

Tagline: Step Up for your community.
Social media

TD StairClimb for United Way social graphics are posted primarily on the United Way social media channels. This includes Facebook, Instagram, LinkedIn and Twitter.

@unitedwayem.ca  
#TDStairClimb
Digital Assets

TD StairClimb has a full suite of digital assets, including a web slider and third-party registration website where participants sign up for the event.
Contact Us

For native files and questions, contact the Communications & Donor Experience team at uw@unitedwayem.ca

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