

United Way Logo Use Guidelines

Revised March 2012

Downloading the Logo

You can find the United Way Guelph Wellington Dufferin logo available for download on our website at:

http://www.unitedwayguelph.com/cms/documents/pdfs/57/United_Way_Guelph_Wellington_Dufferin_logos_for_download.zip

Colours

| Colour | PMS | Coated CMYK | Uncoated CMYK | RGB | HTML |
|--------|---------------|-------------|---------------|-------------|--------|
| Red | 485 | 0.95.100.0 | 0.73.93.1 | 218.41.28 | DA291C |
| Black | Process Black | 0.0.0.100 | 0.0.0.100 | 44.42.41 | 2C2A29 |
| Grey | 425 | 0.0.0.77 | 0.0.0.77 | 112.115.114 | 54585A |

Logo



United Way
Guelph Wellington
Dufferin



United Way
Guelph Wellington
Dufferin

The vertical presentation is preferred whenever possible.

Some guidelines for logo use:

Agencies receiving program funding from United Way, the media and affiliated organizations should use common sense when applying the agency logo. Some general guidelines apply:

- Don't change it. Use only the logo files provided by United Way Guelph Wellington Dufferin, and do not modify any logo elements or typography.
- Don't stretch it.

- Don't squish it.
 - Leave some white space. In general, leave a border roughly the size of the rainbow/hand icon all the way around.
- Don't make it too small.
 - The rainbow/hand icon should never be smaller than 3/8" or 1 cm.
- Don't put it on a busy or dark background.
- Don't change the colour. Adhere as closely as possible to the official United Way colours.
- Don't use the wrong file type.
 - EPS, JPG and GIF files are available for use, depending on your project.



Note: If you are using the logo on your website, add a link to www.unitedwayguelph.com.

Questions about any of this or when the United Way logo is to be used on your materials? Please contact Colleen Murdoch, Communications Director for United Way Guelph Wellington Dufferin, at colleen@unitedwayguelph.com or 519-821-0571 x 22.

Thank-You!