

United Way Brand Usage

Colours



PMS 485
C0 M95 Y100 K0
R218 G41 B28
#DA291C



PMS 425
C0 M0 Y0 K77
R112 G115 B114
#54585A



PMS Process Black
C0 M0 Y0 K100
R44 G42 B41
#2C2A29



White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Logo



United Way
Guelph Wellington
Dufferin



United Way
Guelph Wellington
Dufferin

General Logo Rules:

- Don't change it, stretch or squish it!
- Leave some white space around it
- Don't make it too small
- Don't put it on a busy background
- Where needed, you can use the all-black or all-white versions though the colour version is preferred.
- Common Versions of the Logos can be downloaded at: http://unitedwayguelph.com/wp-content/uploads/2015/07/United_Way_Guelph_Wellington_Dufferin_logos_for_download.zip

Fonts

Arial or Arial **BOLD**

Avenir

Hashtag

#LocalLove