

# United Way Logo Use Guidelines

Revised March 2012

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## Colours

Colour	PMS	Coated CYMK	Uncoated CYMK	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**



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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](http://www.unitedwayguelph.com).*

**Questions about any of this or when the United Way logo is to be used on your materials?**  
Please contact Heather Kepran, Communications Director for United Way Guelph Wellington Dufferin, at [heatherk@unitedwayguelph.com](mailto:heatherk@unitedwayguelph.com) or 519-821-0571 x 22.

Thank-You!