United Way Brand Usage

Colours

PMS 485
C0 M97 Y100 K0
R238 G42 B36
EE2A24

PMS 425
C0 M0 Y0 K79
R90 G91 B93
#6D6E71

PMS Process Black
C0 M0 Y0 K100
R35 G31 B32
#231F20

White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Logos

Horizontal

United Way
Guelph Wellington
Dufferin

United for GOOD.







Use this version only if it needs to be 2 colour (i.e. black & white); otherwise, please use the option with “GOOD.” In red as above.

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Vertical



*Preferred









Use this version only if it needs to be 2 colour (i.e. black & white); otherwise, please use the option with “GOOD.” In red as above.

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
- The full colour version is always preferred, but if you are using it on a coloured background, please see usage above.
- Logos can be downloaded at: https://unitedwayguelph.com/wp-content/uploads/2026/08/UW-Logos-for-Download.zip

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Fonts

Arial or Arial **BOLD**
Avenier

Hashtags

#BetterIsPossible
#UnitedForGood
#LocalLove