

**UNITED WAY  
BRAND IDENTITY SYSTEM 2012 UPDATE**

**MARCH 15, 2012**

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# TWO EFFECTIVE BRANDS

LIVE UNITED often has greater appeal as it is more inclusive of United Way's constituent base.

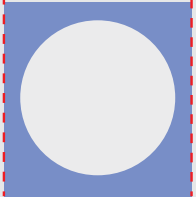
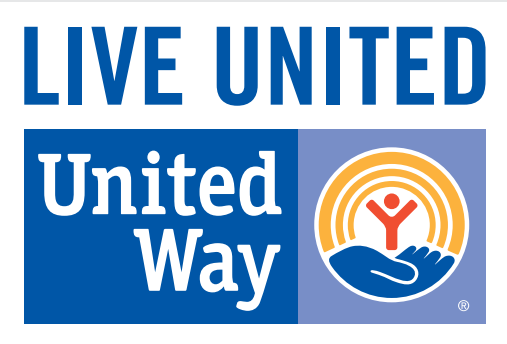


# LIVE UNITED®

WHO WE ARE  
OUR ORGANIZATION

OUR PURPOSE  
WHAT IT MEANS TO JOIN

# LIVE UNITED/UNITED WAY LOCK-UP



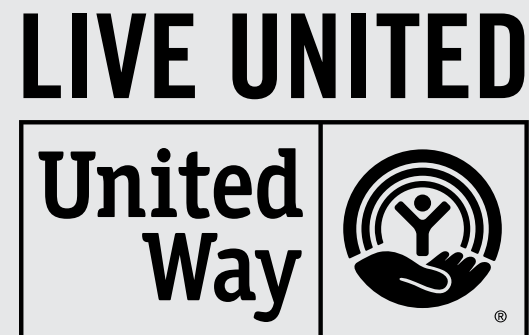
1/8 Square

The LIVE UNITED/United Way Lock-Up is our primary signature and should be the default signature for all communications, except in special circumstances.

This Lock-Up has been created using precise proportional relationships. The white box forms an integral part of the LIVE UNITED/United Way Lock-Up and should not be removed or altered in any way. The Lock-Up is fixed artwork and should only be reproduced from authorized artwork.

Those special circumstances where usage of the Lock-Up are inappropriate include when LIVE UNITED is used as a primary message or branding element, such as the LIVE UNITED print campaign and on premium items, for example T-shirts.

# LIVE UNITED/UNITED WAY LOCK-UP



The one-color version of the LIVE UNITED/United Way Lock-Up (top) may be used when reproduction constraints prevent use of the primary full-color Lock-Up.

The one-color black and white brandmark is to be used when black is the only available color selection.

The one-color blue and white brandmark is to be used when United Way Blue is the only available color selection.

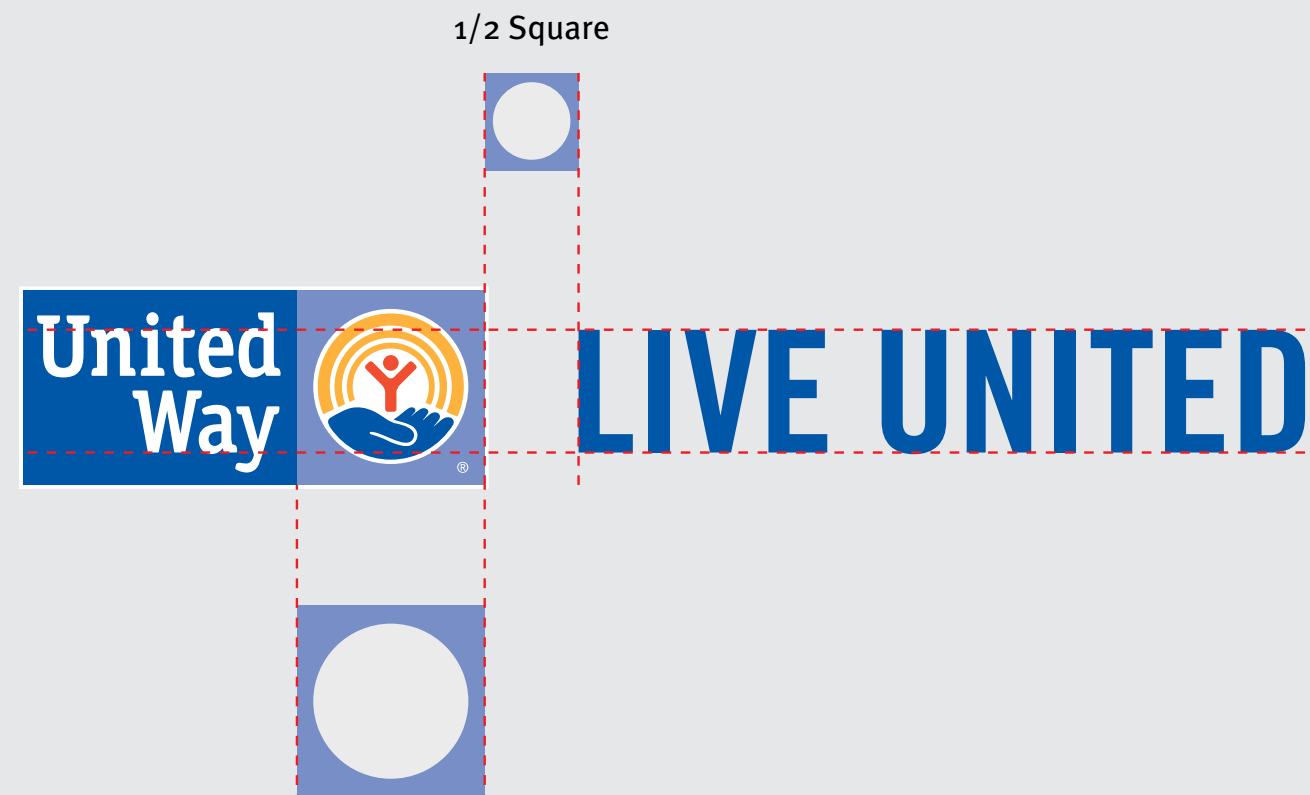
A special usage Lock-Up (bottom) has been developed for limited use when screening of inks is not possible. The special usage Lock-Up can be reproduced in black or United Way Blue. This would apply, for example, when reproducing on fabric, plastic, glass or other materials used for merchandise or signage, and does not require the white control box.

# LIVE UNITED/UNITED WAY LOCK-UP

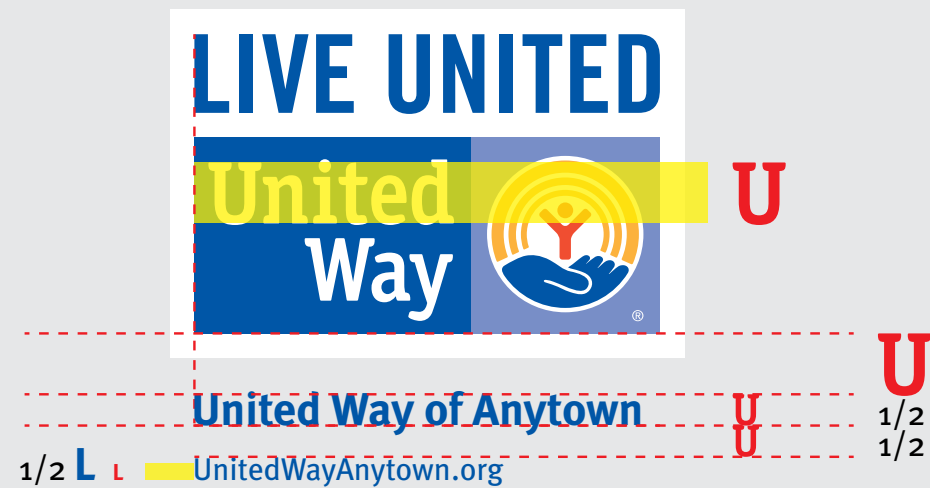
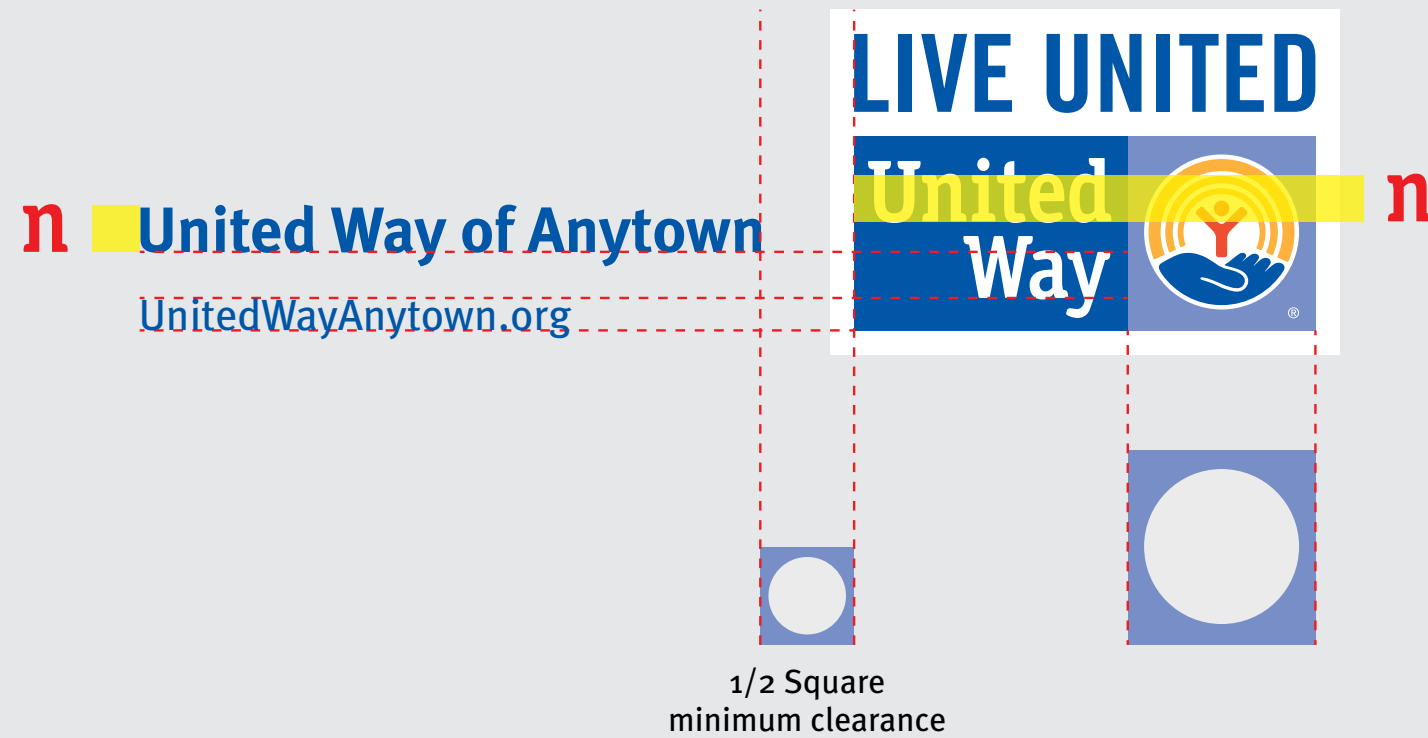


In cases where the LIVE UNITED/ United Way Lock-Up is unsuitable for the nature of the communication, a horizontal version may be used.

The horizontal version is intended for very limited use only. This would apply, for example, to websites and in email marketing.



# LIVE UNITED/UNITED WAY LOCK-UP LOCALIZED



The preferred LIVE UNITED/United Way Lock-Up localization is at the left of the Lock-Up (top). However, positioning the localization under the Lock-Up is also acceptable (bottom).

These localizations should be considered the primary local signature constructs and should be the default signatures for all local communications, unless they are unsuitable for the nature of the communication.

The localizations have been created using precise proportional relationships which should not be altered.



## LIVE UNITED/UNITED WAY LOCK-UP

**LIVE UNITED<sup>®</sup>**

**LIVE UNITED<sup>®</sup>**

When LIVE UNITED is used as a primary message or branding element, LIVE UNITED should appear in black. It should not appear in blue as it does in the LIVE UNITED/United Way Lock-Up.

In certain special circumstances, LIVE UNITED can appear in white on a black background.

# IMPACT AREAS

## ADVANCING EDUCATION INCOME AND HEALTH

ADVANCING EDUCATION INCOME AND HEALTH should be used in those communications where the content focuses on our work in education, income and health. It should also be used on broadly-focused corporate communications such as annual reports and websites.

It should not be used in cause-related communications or other communications involving multiple partners, nor should it be used on premium items.

This succinct statement of our impact areas is fixed artwork and should only be reproduced from authorized artwork. It should not be typeset. White may be used for dark backgrounds and black is acceptable when black is the only available color, but other colors should not be used.

The impact area statement should be placed in proximity to the message it supports, for example, a headline, title, etc. It should not be placed in the space reserved for the LIVE UNITED/United Way Lock-Up and call to action.



Artwork — do not type.

# CALL TO ACTION

**GIVE. ADVOCATE. VOLUNTEER.**

[UnitedWay.org](https://www.unitedway.org)

GIVE. ADVOCATE. VOLUNTEER. should be used in United Way marketing communications including advertising and collateral.

It should not be used in cause-related communications or other communications involving multiple partners, nor should it be used on premium items.

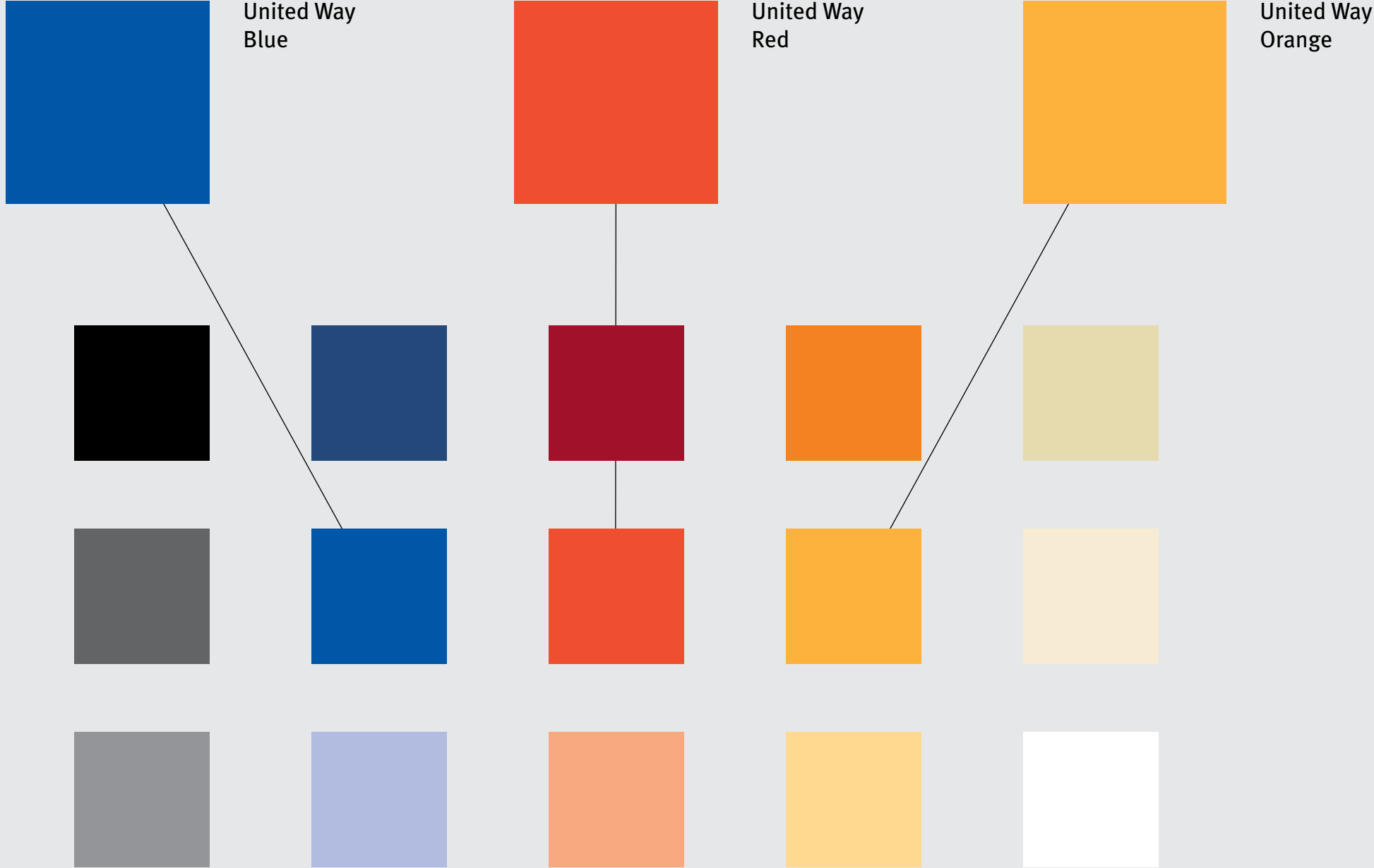
This call to action is fixed artwork and should only be reproduced from authorized artwork. It should not be typeset. White may be used for dark backgrounds and black is acceptable when black is the only available color, but other colors should not be used.

The URL attached to the call to action is not artwork and should be set in Meta Book Roman from United Way's approved family of fonts.



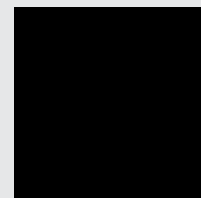
Artwork — do not type.

# COLOR PALETTE



The United Way Blue, Red and Orange are the brand's primary colors. An expanded color palette that includes darker and lighter shades of the primary palette may be used when more colors are required.

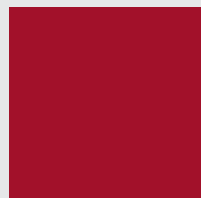
# COLOR SPECIFICATIONS



**Spot:** Pantone Black  
**C:**0 **M:**0 **Y:**0 **K:**100  
**R:**0 **G:**0 **B:**0  
**HEX:** #000000



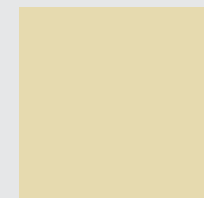
**Spot:** Pantone 282  
**C:**100 **M:**85 **Y:**35 **K:**0  
**R:**0 **G:**0 **B:**100  
**HEX:** #000064



**Spot:** Pantone 187  
**C:**10 **M:**100 **Y:**80 **K:**30  
**R:**180 **G:**20 **B:**40  
**HEX:** #b41428



**Spot:** Pantone 152  
**C:**0 **M:**60 **Y:**100 **K:**0  
**R:**245 **G:**120 **B:**20  
**HEX:** #f57814



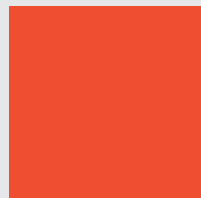
**Spot:** Pantone 7500  
**C:**10 **M:**10 **Y:**35 **K:**0  
**R:**230 **G:**215 **B:**170  
**HEX:** #e6d7aa



**Spot:** Pantone Black 75%  
**C:**0 **M:**0 **Y:**0 **K:**75  
**R:**80 **G:**80 **B:**80  
**HEX:** #505050



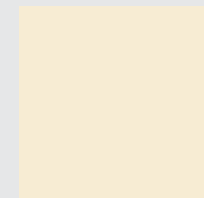
**United Way Blue**  
**Spot:** Pantone 287  
**C:**100 **M:**74 **Y:**0 **K:**0  
**R:**16 **G:**22 **B:**127  
**HEX:** #10167f



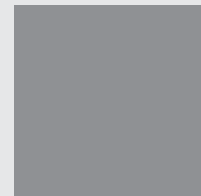
**United Way Red**  
**Spot:** Pantone 179  
**C:**0 **M:**85 **Y:**89 **K:**0  
**R:**254 **G:**35 **B:**10  
**HEX:** #fe230a



**United Way Orange**  
**Spot:** Pantone 143  
**C:**0 **M:**34 **Y:**86 **K:**0  
**R:**255 **G:**150 **B:**0  
**HEX:** #ff9600



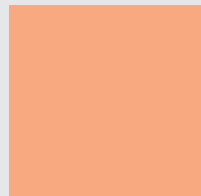
**Spot:** Pantone 7500 52%  
**C:**0 **M:**3 **Y:**15 **K:**3  
**R:**240 **G:**230 **B:**200  
**HEX:** #f0e6c8



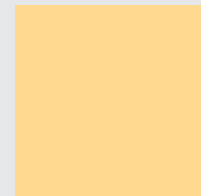
**Spot:** Pantone Black 52%  
**C:**0 **M:**0 **Y:**0 **K:**50  
**R:**150 **G:**150 **B:**150  
**HEX:** #969696



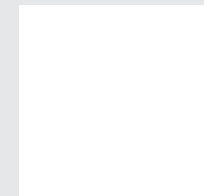
**Spot:** Pantone 659 or  
Pantone 287 52%  
**C:**55 **M:**40 **Y:**0 **K:**0  
**R:**124 **G:**129 **B:**184  
**HEX:** #7c81b8



**Spot:** Pantone 179 52%  
**C:**0 **M:**40 **Y:**50 **K:**0  
**R:**255 **G:**150 **B:**125  
**HEX:** #ff967d



**Spot:** Pantone 143 52%  
**C:**0 **M:**15 **Y:**50 **K:**0  
**R:**255 **G:**200 **B:**125  
**HEX:** #ffc87d



**Spot:** Pantone 7500 0%  
**C:**0 **M:**0 **Y:**0 **K:**0  
**R:**255 **G:**255 **B:**255  
**HEX:** #000000

# FONTS

United Way has specific brand fonts and rules for how and when to use the fonts. Use Trade Gothic Bold Condensed Eighteen and Twenty for headings and the Meta family of fonts for body copy, as indicated.

**FOR HEADINGS USE  
TRADE GOTHIC  
BOLD CONDENSED NO. 20 OR NO.18  
IN CAPITAL CASE  
JUSTIFY ALL LINES OF HEADINGS**

For body copy use the Meta family of fonts in sentence case. Use the complete range of styles and weights available as needed, for example: Meta Book Roman; *Meta Book Italic*; **Meta Bold Roman**; ***Meta Bold Italic***. For numbers, use Meta Expert to ensure that the characters are consistent in height, for example: 123456789. Justify paragraphs with the last line aligned left (as this example shows).

# IMAGERY - LIVE UNITED CAMPAIGN



The LIVE UNITED T-shirt is a critical element of our identity system and should be prominently featured in communications. Candid images that include two or more people engaged in activity portray real examples of what it means to LIVE UNITED and add tangible examples of the work we do through our communications.

# IMAGERY - EVERYDAY USE



Candid images that include two or more people engaged in activity portray realism and add tangible examples of the work we do through our communications. Where possible, the image should focus or be cropped closely on the people and the action.





# GRAPHICS

United Way graphic elements should maintain a consistent look and feel and only use United Way brand colors. When creating icons, charts and tables, a circle shape is preferred.



Email



News



Events



Email

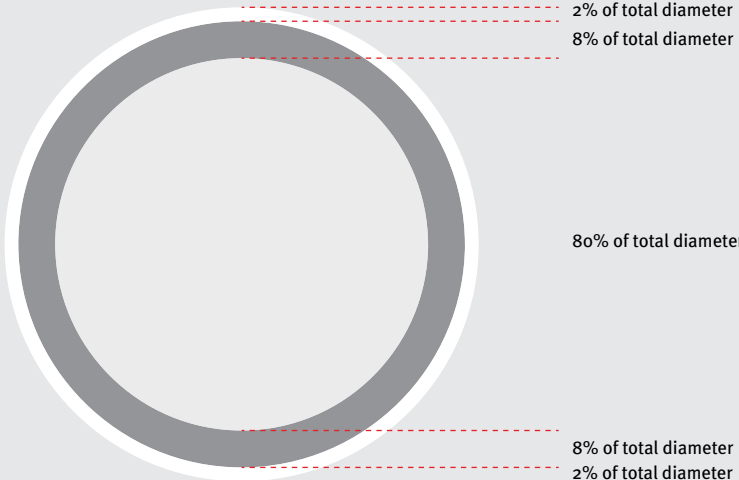
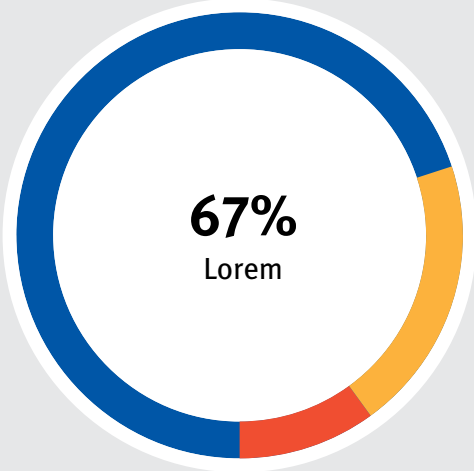
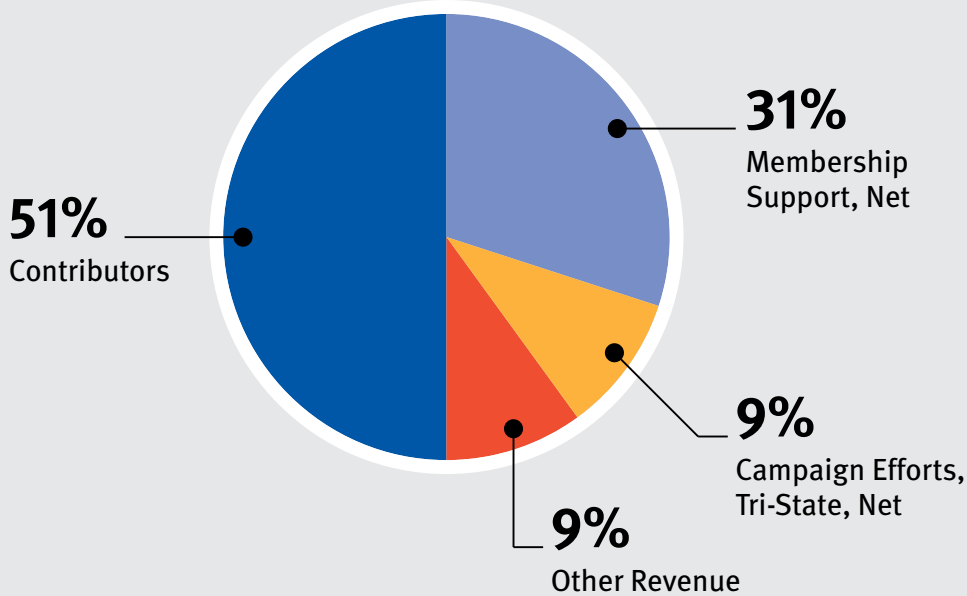


News

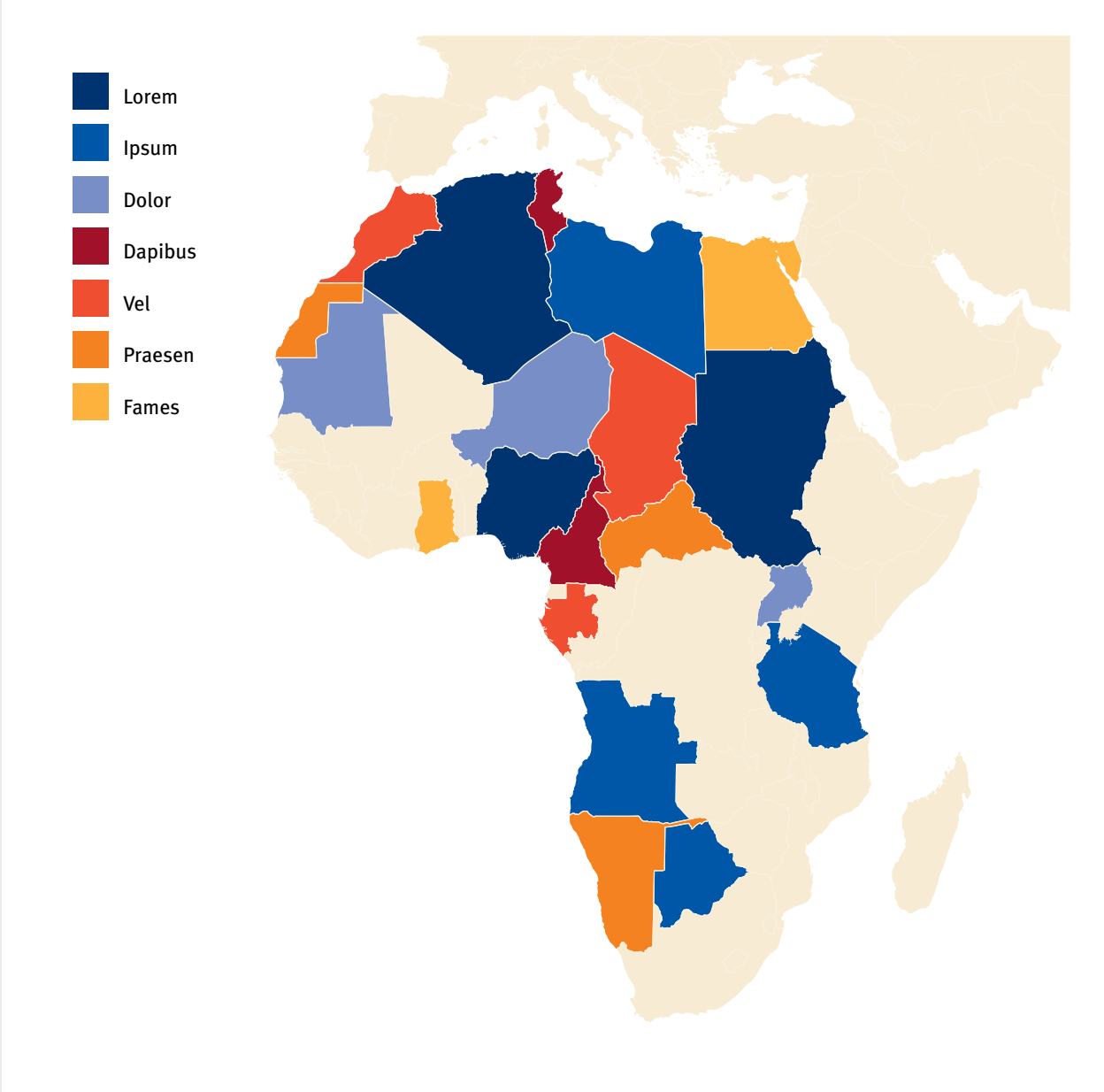
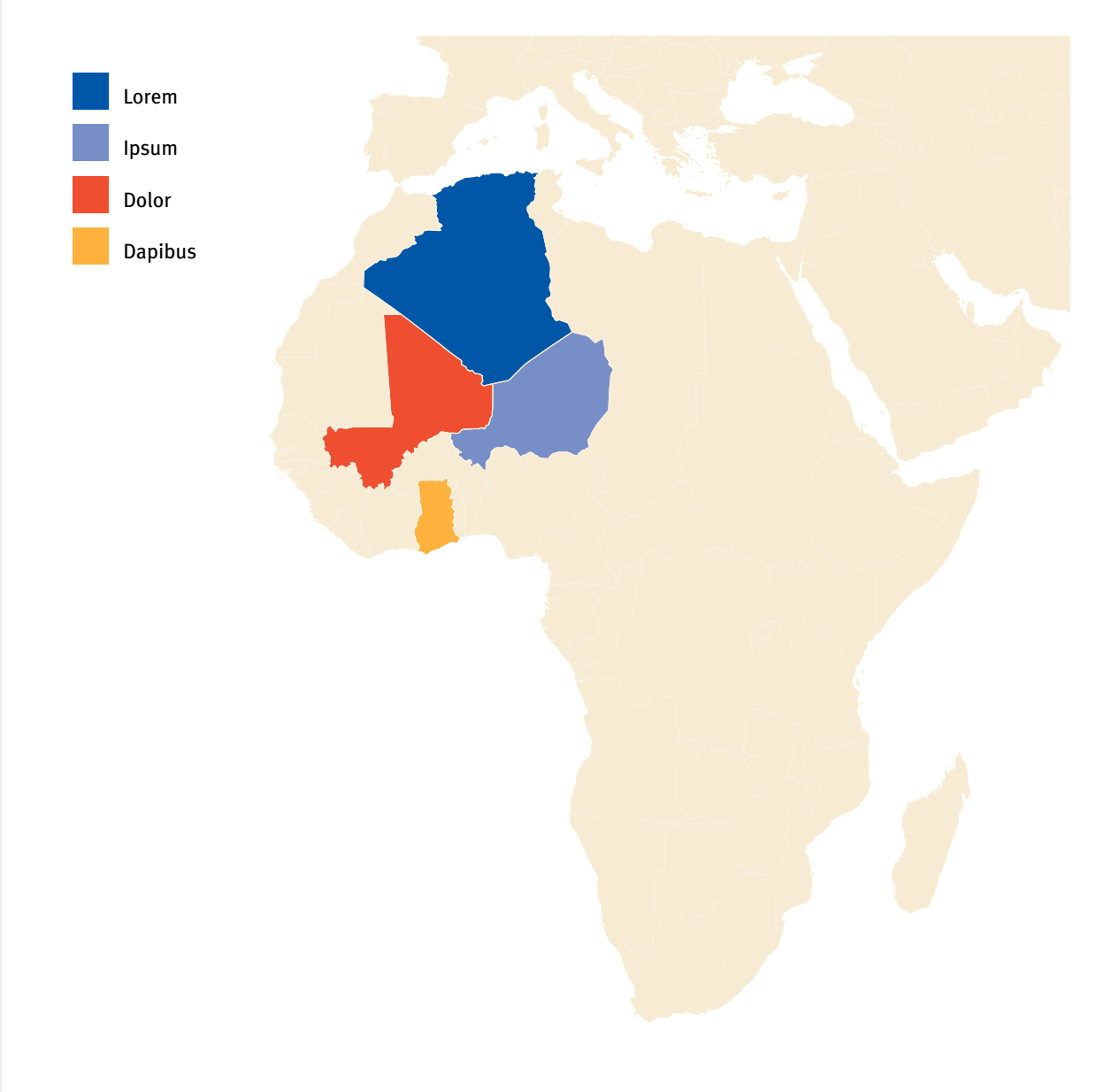


Events

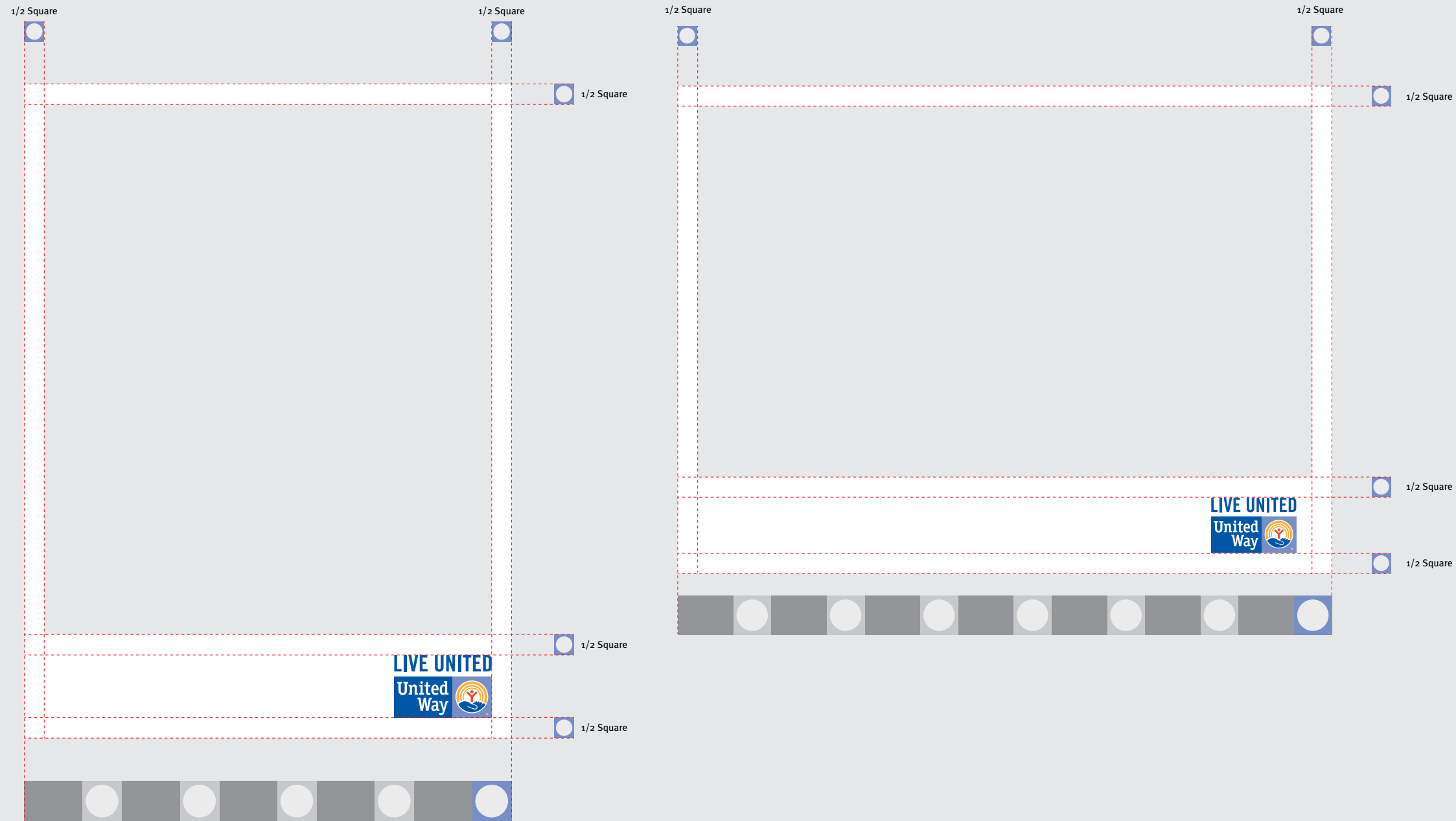
# GRAPHICS



# GRAPHICS



# LAYOUT



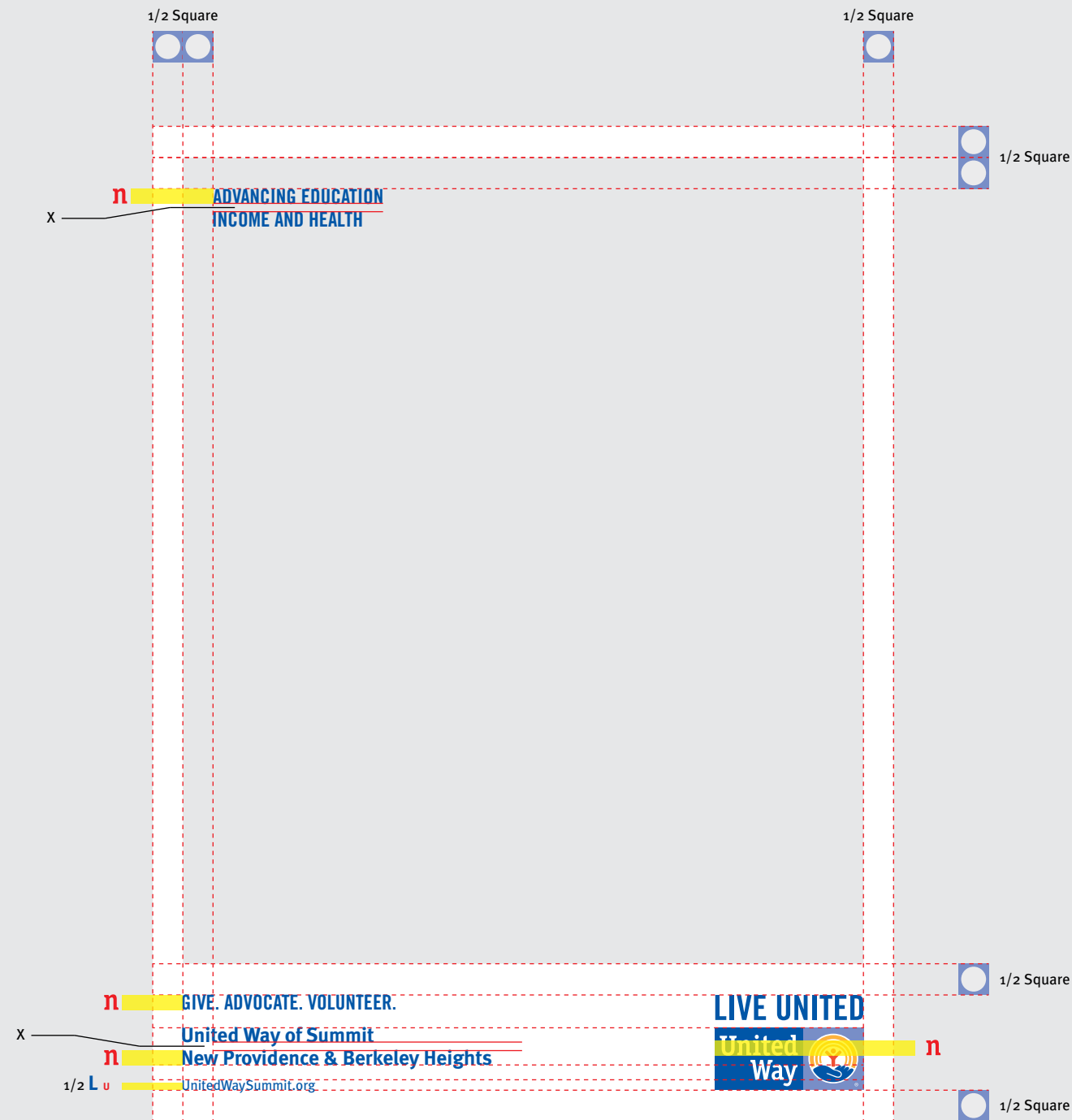
A white frame has been developed as a key feature of the brand identity system. In layout, the “frame” forms a rigid foundation upon which all other components of the system are built.

In special circumstances, a limited amount of flexibility in applying the frame is allowable. These include interior pages of brochures and other multi-page documents. In those circumstances, all other components should be applied as specified.

The minimum size of frame width is  $\frac{1}{8}$  of an inch when printing or 8 pixels for digital applications.

Logo size is determined proportionally to the width of the medium and ranges between 5 and 7 widths of the brand mark.

# HIERARCHY AND RELATIONSHIP



The relationships that have been established among the components of our brand identity system have been created to support our strategy and clarify our messages. The guidelines for using them in communications are broadly as follows:

LIVE UNITED is locked up with the United Way landmark to create a strong tie between who we are, what we do, and the people who join us in advancing the common good.

GIVE. ADVOCATE. VOLUNTEER., our call to action, is associated with our URLs as our websites are important destinations for those seeking to learn more and join our movement. The call to action is placed in proximity to the LIVE UNITED/United Way Lock-Up as it is important that people understand that there are multiple ways to join United Way.


Identification of the local United Way is placed in proximity to the LIVE UNITED/United Way Lock-Up and call to action, as United Way's work is carried out on a community level.

ADVANCING EDUCATION INCOME AND HEALTH, the succinct explanation of the areas on which we focus, is located in proximity to the title or headline of our communications, as these communications are generally focused on one of the three impact areas.

Note, GIVE. ADVOCATE. VOLUNTEER. and ADVANCING EDUCATION INCOME AND HEALTH are fixed artwork and should not be typed.

# APPLICATIONS

ADVANCING EDUCATION  
INCOME AND HEALTH



**DIFFERENT BY NATURE  
UNITED  
BY MISSION**

We come from different places. We come to different conclusions. But underneath it all, we share a passion for improving the human condition. When we **LIVE UNITED**, we create a real, lasting change in the building blocks of life: the education, income and health of our communities, our families, even the person next to us. Real change won't happen without you. **SIGN UP TODAY AT UNITEDWAYSUMMIT.ORG**

**GIVE. ADVOCATE. VOLUNTEER.**  
United Way of Summit  
New Providence & Berkeley Heights  
UnitedWaySummit.org

**LIVE UNITED**  
United Way

ADVANCING EDUCATION  
INCOME AND HEALTH



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United Way of Summit  
New Providence & Berkeley Heights  
UnitedWaySummit.org

**LIVE UNITED**  
United Way

ADVANCING EDUCATION  
INCOME AND HEALTH



**GIVE. ADVOCATE.  
VOLUNTEER.**

**LIVE UNITED**  
United Way

United Way of Summit  
New Providence  
& Berkeley Heights  
UnitedWaySummit.org

# APPLICATIONS



**DIFFERENT  
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**GIVE. ADVOCATE. VOLUNTEER.**

**United Way of Summit  
New Providence & Berkeley Heights**

[UnitedWaySummit.org](http://UnitedWaySummit.org)



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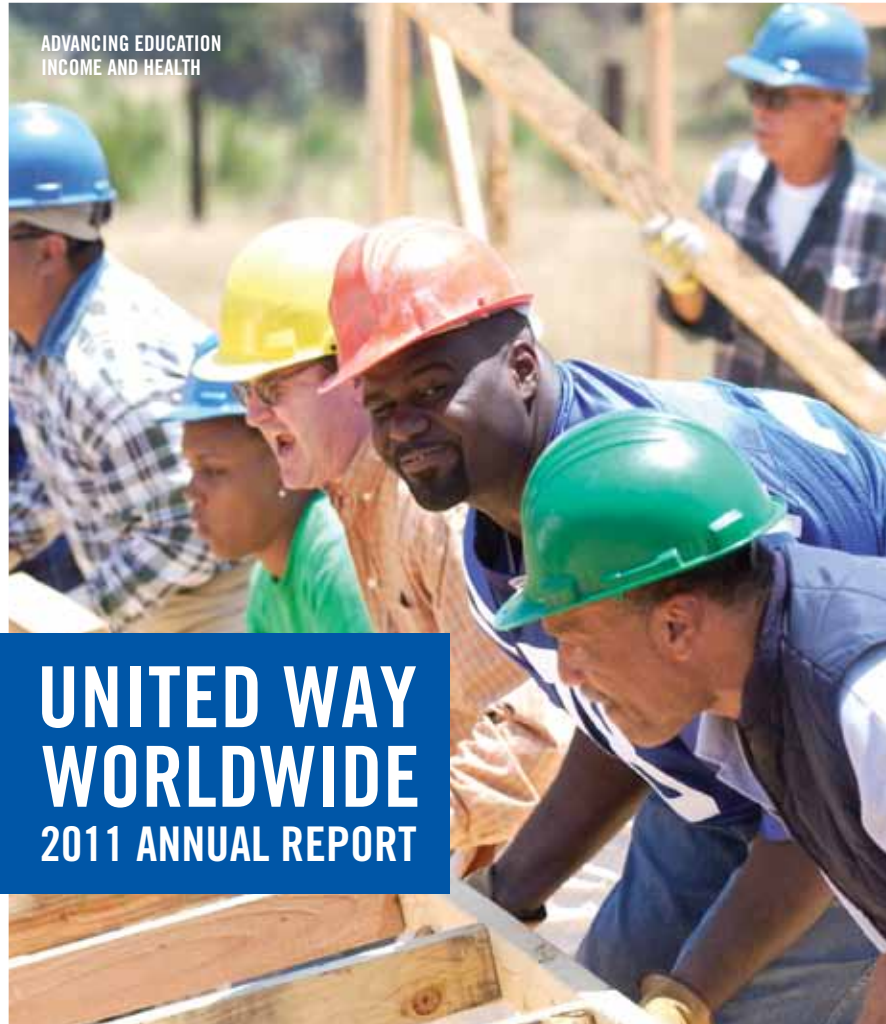
**GIVE. ADVOCATE. VOLUNTEER.**

**United Way  
of Summit  
New Providence  
& Berkeley Heights**

[UnitedWaySummit.org](http://UnitedWaySummit.org)



# APPLICATIONS



## UNITED WAY WORLDWIDE 2011 ANNUAL REPORT

GIVE. ADVOCATE. VOLUNTEER.  
UnitedWay.org



### UNITED WAY WORLDWIDE 2011 ANNUAL REPORT

**IN 2010, THE UNITED WAY NETWORK OF NEARLY 1,800 LOCAL UNITED WAYS RAISED \$5.09 BILLION, MAKING UNITED WAY THE LARGEST PRIVATE NONPROFIT IN THE WORLD.**

#### Membership Support

Membership support is received annually from local United Ways for continued membership in the United Way network. Local United Ways receive the benefits of membership and comply with standards established by United Way Worldwide.

#### Contributions

Contributions are funds donated to support United Way Worldwide's mission and its programs that promote education, income and health. These funds consist of unrestricted, temporarily-restricted and permanently-restricted donations.

#### Campaign Efforts

Includes charitable funds raised from employees and companies through United Way campaigns at a group of participating companies whose employees live and/or work in the New York Tri-State region (United Way Worldwide manages United Way of the New York Tri-State region). The Tri-State regional office is responsible for collecting and distributing these campaign funds.

#### Other Revenue

Includes income generated from the sale of promotional materials, program service fees, investment activity, conferences, rent and non-professional service, transaction fees and miscellaneous activity.

#### Program Expenses

Includes Investor Relations, Community Impact Leadership and Learning, Public Policy, Brand Leadership, Campaign and Public Relations and promotional material sales.

#### Fund-raising

Fund-raising is responsible for all United Way Worldwide fund-raising efforts.

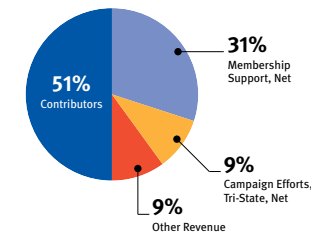
#### General and Administrative

Activities include finance, legal, IT and other services that support United Way Worldwide's programs.

The financial information above is for United Way Worldwide, the leadership organization of the United Way network.

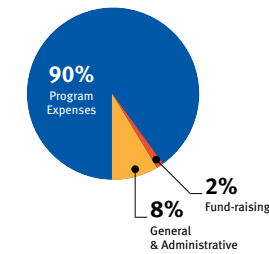
**\$92,385,000**

2010 United Way Worldwide Consolidated Revenue



**\$95,515,000**

2010 United Way Worldwide Consolidated Expenses



### UNITED WAY WORLDWIDE 2011 ANNUAL REPORT

#### UNITED WAY WORLDWIDE AND SUBSIDIARIES

##### CONDENSED CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

As of December 31, 2010 (In Thousands)

| Assets                                  | 2010           | 2009           |
|---|----------------|----------------|
| Current assets                          | 79,779         | 85,924         |
| Noncurrent assets                       | 30,365         | 15,871         |
| <b>Total Assets</b>                     | <b>101,144</b> | <b>101,795</b> |
| <b>Liabilities and net assets</b>       |                |                |
| <b>Liabilities</b>                      |                |                |
| Current liabilities                     | 42,036         | 40,091         |
| Noncurrent liabilities                  | 16,869         | 16,335         |
| <b>Total liabilities</b>                | <b>58,905</b>  | <b>56,426</b>  |
| <b>Net assets</b>                       |                |                |
| Unrestricted                            | 24,084         | 18,810         |
| Unrestricted-Board designated           | 485            | 485            |
| Temporarily restricted                  | 14,053         | 26,074         |
| Permanently restricted                  | 3,617          |                |
| <b>Total net assets</b>                 | <b>42,239</b>  | <b>45,369</b>  |
| <b>Total liabilities and net assets</b> | <b>101,144</b> | <b>101,795</b> |

#### UNITED WAY WORLDWIDE AND SUBSIDIARIES

##### CONDENSED CONSOLIDATED STATEMENTS OF ACTIVITIES

As of December 31, 2010 (In Thousands)

| Revenue                                 | 2010           | 2009           |
|---|----------------|----------------|
| Membership support, net                 | 28,222         | 29,202         |
| Campaign efforts Tri-State, net         | 8,429          | 13,569         |
| Contributions                           | 47,075         | 51,922         |
| Other revenue                           | 8,659          | 7,665          |
| <b>Total revenue</b>                    | <b>92,385</b>  | <b>102,358</b> |
| <b>Expenses</b>                         |                |                |
| <b>Program expenses:</b>                |                |                |
| Investor Relations                      | 38,768         | 39,010         |
| Community Impact Leadership & Learning  | 26,541         | 20,794         |
| Public Policy                           | 1,216          | 1,056          |
| Brand Leadership                        | 8,231          | 8,195          |
| Campaign and Public Relations           | 8,070          | 8,711          |
| United Way Store                        | 2,630          | 2,880          |
| <b>Total program expenses</b>           | <b>85,456</b>  | <b>80,646</b>  |
| <b>Support Services:</b>                |                |                |
| General and administrative              | 7,448          | 8,827          |
| Fund-raising                            | 2,090          | 1,003          |
| <b>Total support services</b>           | <b>9,538</b>   | <b>9,830</b>   |
| Non-operating adjustments to net assets | (521)          | (4,419)        |
| <b>Change in net assets</b>             | <b>(3,130)</b> | <b>7,463</b>   |
| Net assets beginning of the year        | 45,369         | 37,906         |
| <b>Net assets end of the year</b>       | <b>42,239</b>  | <b>45,369</b>  |



# APPLICATIONS

ADVANCING EDUCATION  
INCOME AND HEALTH

**LOREM IPSUM  
DOLOR ELIT  
CONSECTETUR ADIPISCING**

Maecenas aliquam felis id leo dapibus blandit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec est velit, luctus eu auctor vel, mollis nec neque. Proin urna dolor, varius a cursus vitae, gravida at ipsum. Nunc rhoncus blandit ligula ut rhoncus. Nunc ac enim risus, vitae rhoncus magna. Curabitur bibendum mattis augue, vitae fringilla ligula blandit in. Donec lacinia tincidunt ipsum, vel pharetra dui lacinia id. Integer.

**LIVE UNITED**  
United Way 

GIVE. ADVOCATE. VOLUNTEER.  
UnitedWay.org

ADVANCING EDUCATION  
INCOME AND HEALTH



**FUSCE VESTIBULUL  
COMMODO  
PRAESENT NULLA SEM  
DIAM A VESTIBULUW**

**LIVE UNITED**  
United Way 

GIVE. ADVOCATE. VOLUNTEER.  
UnitedWay.org

ADVANCING EDUCATION  
INCOME AND HEALTH




**FUSCE VESTIBULUL  
COMMODO  
PRAESENT NULLA SEM  
DIAM A VESTIBULUW**

**LIVE UNITED**  
United Way 

GIVE. ADVOCATE. VOLUNTEER.  
UnitedWay.org

# APPLICATIONS

ADVANCING EDUCATION  
INCOME AND HEALTH




**FUSCE VESTIBULUL  
COMMODO**  
PRAESENT NULLA SEM  
DIAM A VESTIBULUW

**LIVE UNITED**  
United Way

GIVE. ADVOCATE. VOLUNTEER.  
UnitedWay.org

ADVANCING EDUCATION  
INCOME AND HEALTH

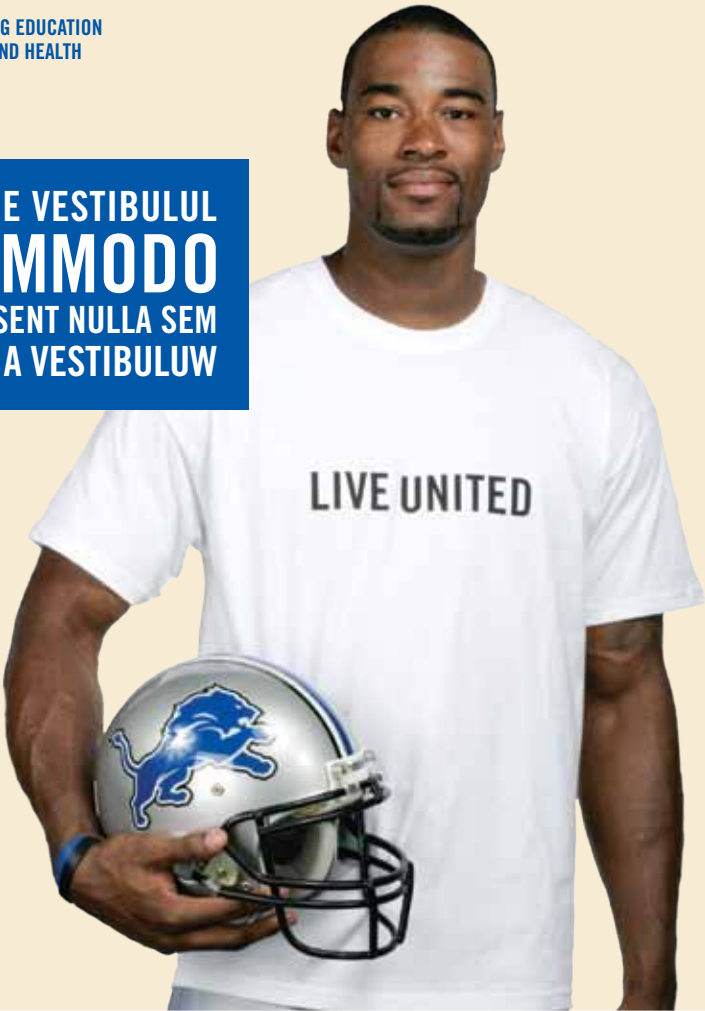


**FUSCE VESTIBULUL  
COMMODO**  
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UnitedWay.org

# APPLICATIONS

**Goals for the common good**  
The United Way challenge to America

**2012 Summit Meeting**

February 2, 2012



**United Way  
PowerPoint Presentation Template**

February 2, 2012



## General content slides

- Section titles should be in sentence case (not UPPERCASE or Title Case)
- Title style is Arial Bold 24, in United Way Blue
- Body style is Arial 20, in United Way Blue
- Spacing and alignment are preset by the master
- If necessary, font size may be reduced. Keep size consistent throughout the document
- You may copy this example slide

3 February 2, 2012



# DIGITAL APPLICATIONS

The screenshot shows the United Way 'LIVE UNITED' website. At the top, there is a navigation bar with links for 'MEDIA CENTER', 'STORE', 'EN ESPAÑOL', and 'JOBS'. A search bar prompts users to 'FIND YOUR LOCAL UNITED WAY' by entering a zip code. Below this is a 'GET UPDATES BY EMAIL' section with input fields for 'email' and 'zip' and a 'SIGN UP!' button. The main content area features a large banner for the 'Opportunity Nation Summit' with a 'DONATE' button. A central navigation menu includes 'ABOUT', 'OUR WORK', 'OUR PARTNERS', 'BLOG', 'VIDEO', 'TAKE ACTION', and 'DONATE'. Three primary action buttons are visible: 'GIVE' (Donate 30 seconds a day), 'ADVOCATE' (Challenge the Cause), and 'VOLUNTEER' (Be the Change). Below the banner, there is a 'BLOG' section with a post titled 'Tis the Season: Holiday Giving, Advocating and Volunteering Ideas' and a 'TAKE ACTION' section with links for 'I AM A MENTOR' and 'Annual Report'.

The screenshot shows the United Way Monterey County 'LIVE UNITED' website. The top navigation bar includes the United Way logo, 'LIVE UNITED', and 'United Way Monterey County'. Below the logo are buttons for 'GIVE', 'ADVOCATE', 'VOLUNTEER', and 'FIND HELP'. A secondary navigation bar contains links for 'Home', 'About UWMC', 'Community Impact', 'Campaign Toolkit', 'Community Resources', 'Volunteer Center', and 'Contact Us'. The main content area features a large banner with the text 'Real Change begins with you!' and 'STRONGER TOGETHER.' Below the banner are four featured sections: 'Campaign Toolkit', 'Earn it! Keep it! Save it!', '2-1-1 Get Connected. Get Answers. UNITED WAY MONTEREY COUNTY', and 'UWMC GRANTMAKING & allocations'. The bottom section is divided into three columns: 'UNITED WAY NEWS' with articles like 'Peet's Coffee Promotion Benefits UWMC' and 'Making a Donation of Stock'; 'PRIORITY AREAS' including 'Meeting Basic Needs', 'Increasing Self Sufficiency', and 'Developing Successful Kids and Strong Families'; and 'UPCOMING EVENTS' such as 'Social Media Marketing Best Practices' and 'Engagement Marketing'.

# DIGITAL APPLICATIONS

# HIERARCHY AND PURPOSE

## UNITED WAY BRANDMARK



The United Way brandmark is the most fundamental element of our brand identity system. It represents our organization and embodies our heritage. It acts as a source brand in all communications.

## LIVE UNITED PURPOSE BRAND

### LIVE UNITED

LIVE UNITED was initially a tagline/marketing message, but today, it functions more broadly as a surrogate for our brandmark in situations where the need to promote partnership and inclusivity makes the United Way brandmark less effective. LIVE UNITED is our Purpose Brand. It embodies our mission, expresses the way in which we work and articulates what it means to join our movement. It is also used as a source brand in cause-related marketing efforts.

## LIVE UNITED/UNITED WAY LOCK-UP



The LIVE UNITED/United Way Lock-Up is the preferred signature for use in our communications. It embodies who we are, what we believe, and how we work, and expresses the partnerships that we form with the people and communities that come together to advance the common good.

## CALL TO ACTION/URL

**GIVE. ADVOCATE. VOLUNTEER.**  
[UnitedWay.org](http://UnitedWay.org)

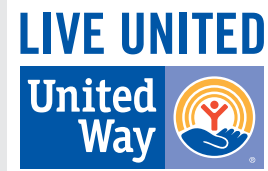
GIVE. ADVOCATE. VOLUNTEER. is a call to action that communicates the different ways in which people can LIVE UNITED and be a part of our movement. It plays an important role in expanding perceptions that donating is the only way to contribute to United Way. This call to action is linked with the URL to provide a clear destination site where people can go to take action.

## IMPACT AREAS

**ADVANCING EDUCATION  
INCOME AND HEALTH**

Education, income and health are the areas in which we focus our work. These impact areas are important building blocks for advancing the common good, which is the essence of United Way's mission. The succinct expression of our overarching goal, ADVANCING EDUCATION INCOME AND HEALTH, telegraphs this message in a single thought and allows us to more overtly communicate what we do.

## PARTNERSHIPS



Partnerships are critical to United Way's work in advancing the common good. We have many partnerships on the national and local levels and often co-brand our communications. These co-branded communications should feature all partners' brandmarks with equal prominence. The LIVE UNITED/United Way Lock-Up should be used to represent United Way in partnership branding, and it should appear last and farthest to the right or bottom of the communication.

# 125TH ANNIVERSARY

# 125TH ANNIVERSARY MARK

The preferred version of the 125th Anniversary Mark incorporates the United Way brandmark and is full-color.





# 125TH ANNIVERSARY MARK



The 125th Anniversary Mark has been created using precise proportional relationships. The United Way brandmark is aligned at right with the '5' and half of the square in the brandmark is used to determine the space between the word 'Years' and the brandmark. The proportions of the 125th Anniversary Mark should not be altered and the Mark should only be reproduced from authorized artwork.

# 125TH ANNIVERSARY MARK

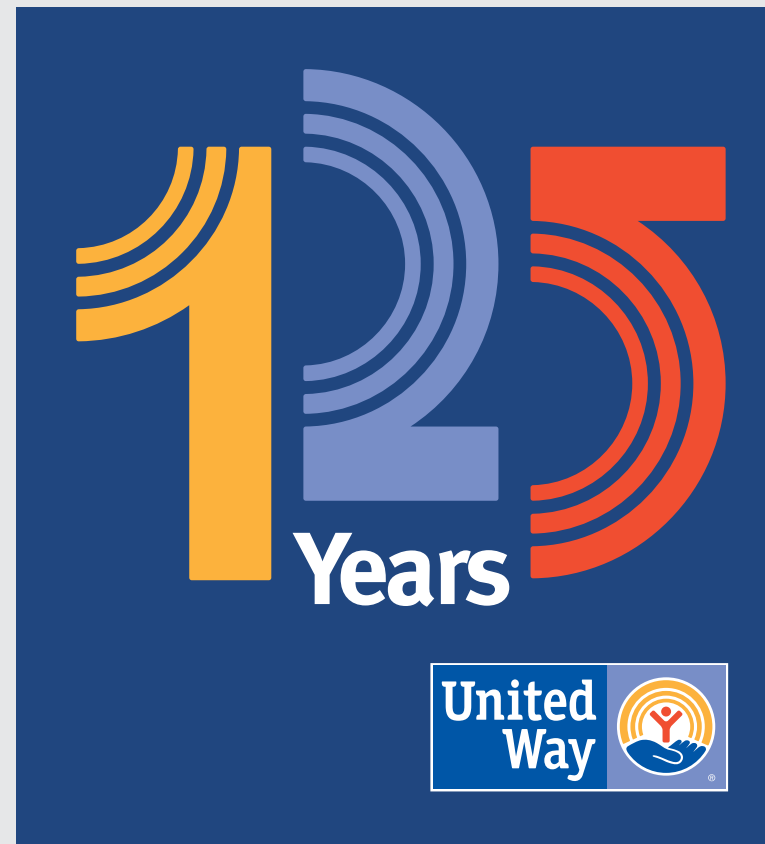


A minimum clearance of half of the square in the United Way landmark is required around all edges of the 125th Anniversary Mark.

Copy, logos, graphics, photos and all other artwork must not be placed closer than the clearance area

# SPECIAL CIRCUMSTANCES

The preferred version of the Mark can be placed on most backgrounds, but the alternative Mark may be used for dark backgrounds. In the alternative Mark the word 'Years' appears in white and the number '2' appears in United Way Light Blue so that the Mark is clearly visible.



# SPECIAL CIRCUMSTANCES



The Black and White version of the Mark (left) is to be used when black is the only available color. The special usage White version of the Mark (right) is to be used when black is the only available color on a black background.

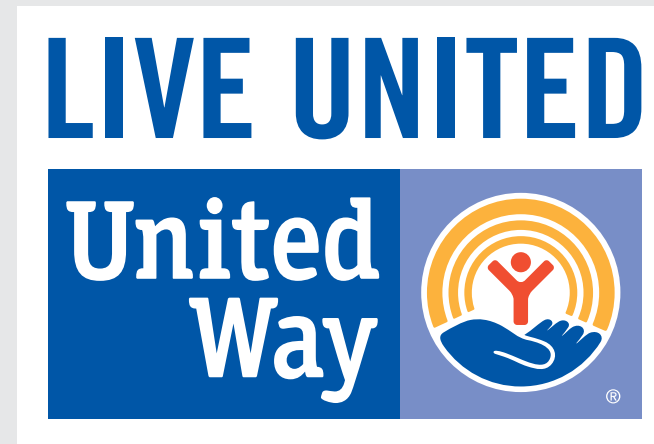
## SPECIAL CIRCUMSTANCES

In special circumstances the Mark may stand alone, without the United Way Brandmark, provided the Brandmark appears in proximity to the Mark. This would apply, for example, when the 125th Anniversary Mark appears on the front of a key chain and the United Way Brandmark appears on the back.

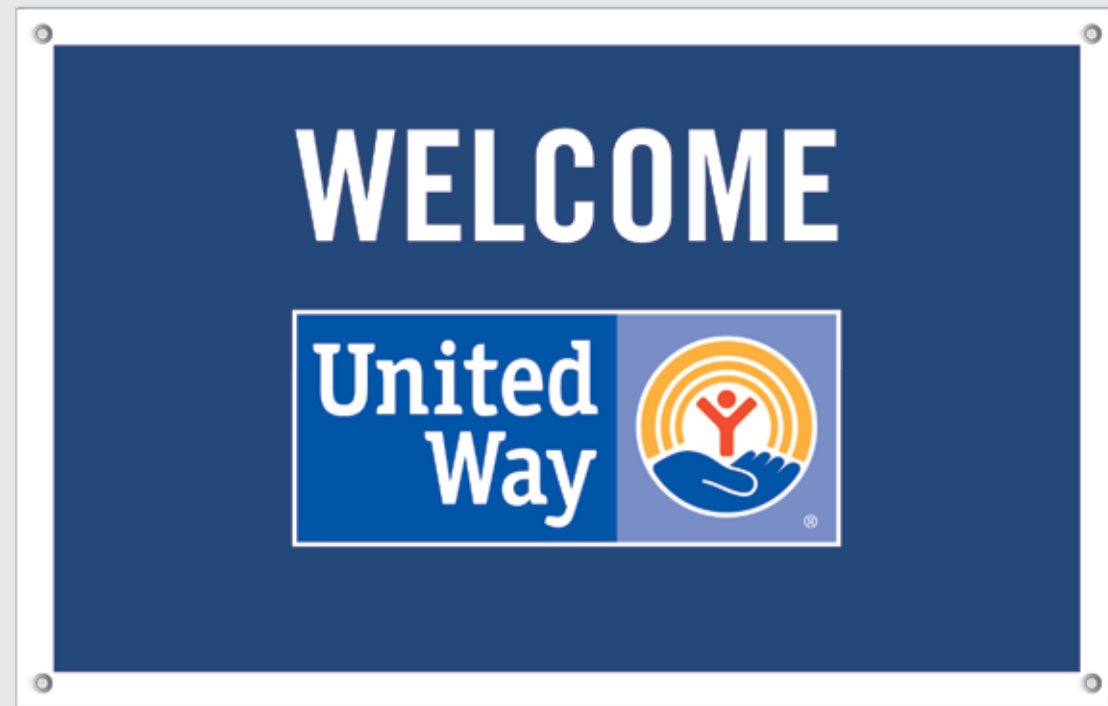


# SPECIAL CIRCUMSTANCES

When used in the United Way “frame” layout, the Mark may be positioned next to the LIVE UNITED/United Way Lock-Up. This arrangement has been created using precise proportional relationships. The proportions of the Mark when positioned next to the LIVE UNITED/United Way Lock-Up should not be altered and should only be reproduced from authorized artwork.



# APPLICATIONS

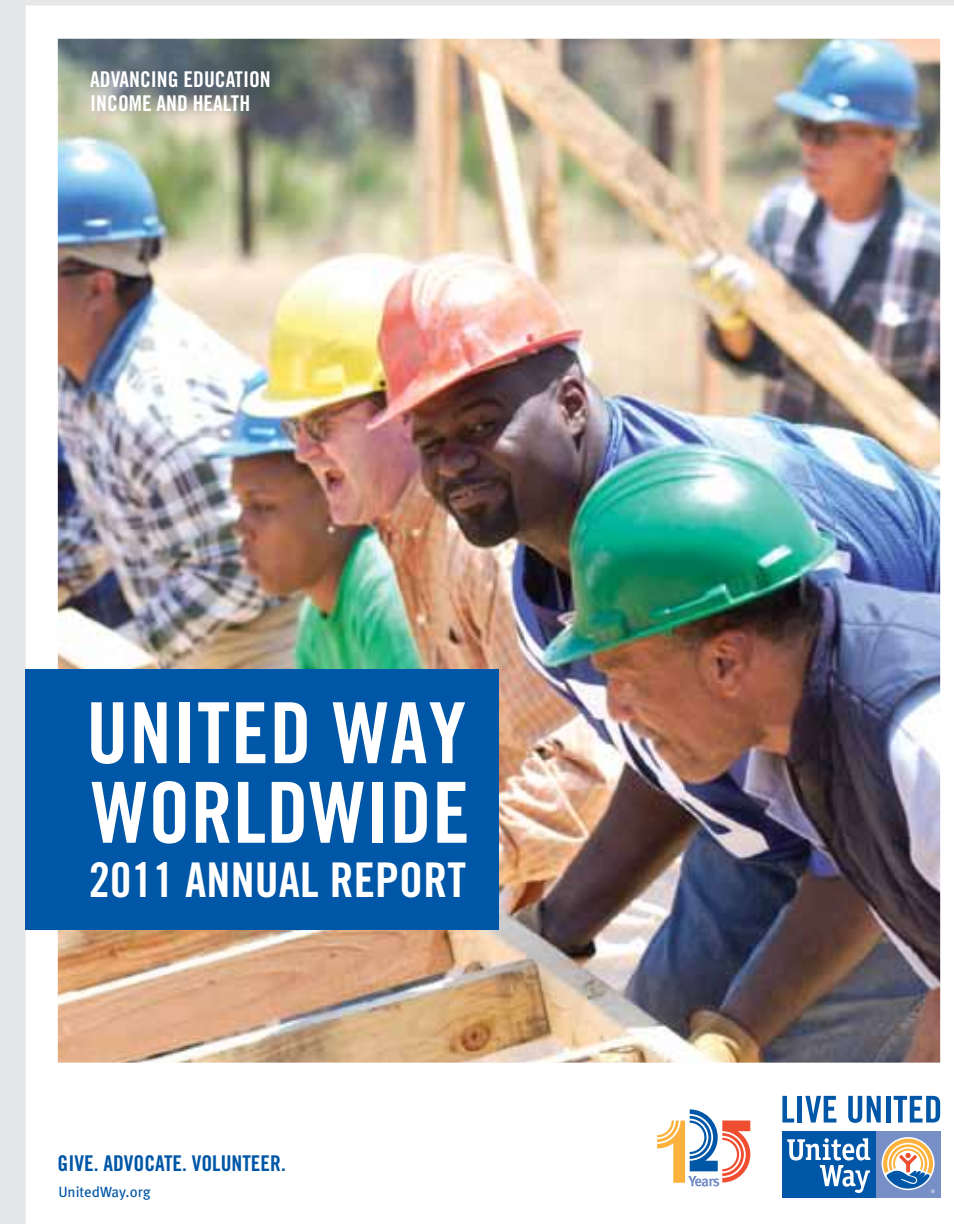
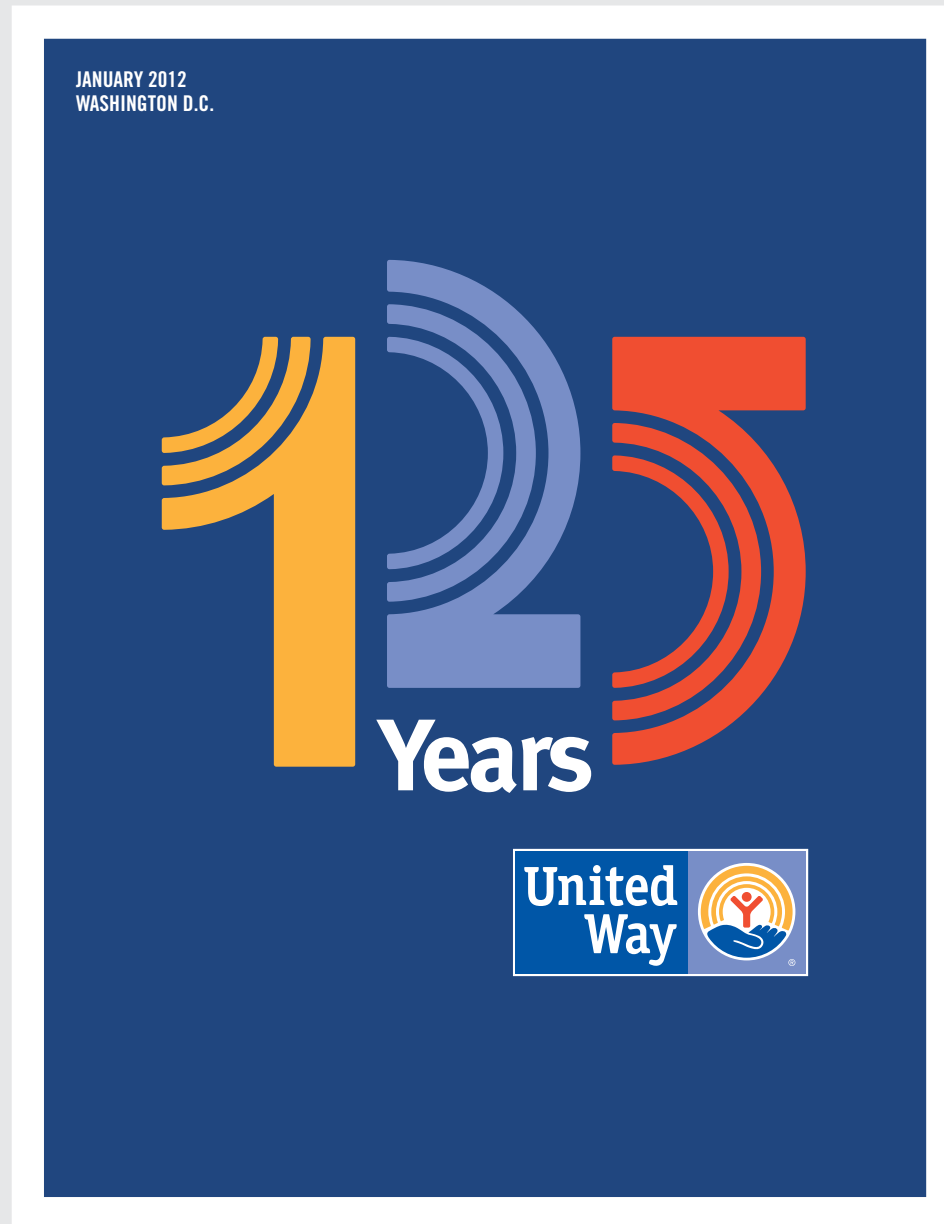


# APPLICATIONS






# APPLICATIONS



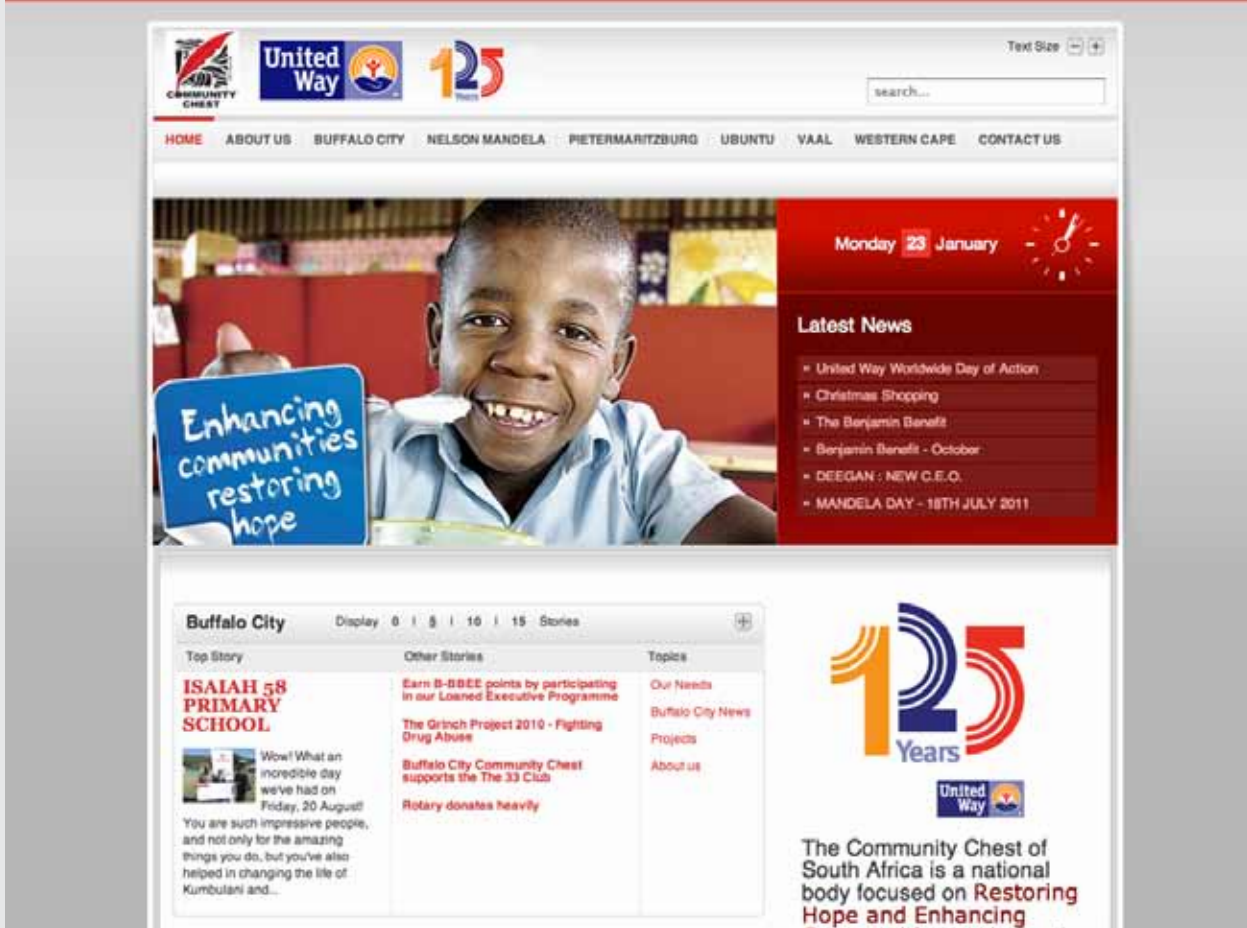



# APPLICATIONS



ADVANCING EDUCATION  
INCOME AND HEALTH

**DIFFERENT  
BY NATURE  
UNITED  
BY MISSION**

GIVE. ADVOCATE. VOLUNTEER.  
**United Way of Summit  
New Providence & Berkeley Heights**  
UnitedWaySummit.org



United Way 125 Years

HOME ABOUT US BUFFALO CITY NELSON MANDELA PIETERMARITZBURG UBUNTU VAAL WESTERN CAPE CONTACT US

Monday 23 January

Latest News

- United Way Worldwide Day of Action
- Christmas Shopping
- The Benjamin Benefit
- Benjamin Benefit - October
- DEEGAN : NEW C.E.O.
- MANDELA DAY - 18TH JULY 2011

Buffalo City Display 0 | 5 | 10 | 15 Stories

Top Story  
**ISALAH 58 PRIMARY SCHOOL**  
Wow! What an incredible day we've had on Friday, 20 August!  
You are such impressive people, and not only for the amazing things you do, but you've also helped in changing the life of Kumbhani and...

Other Stories

- Earn B-BBEE points by participating in our Loaned Executive Programme
- The Grinch Project 2010 - Fighting Drug Abuse
- Buffalo City Community Chest supports the The 33 Club
- Rotary donates heavily

Topics

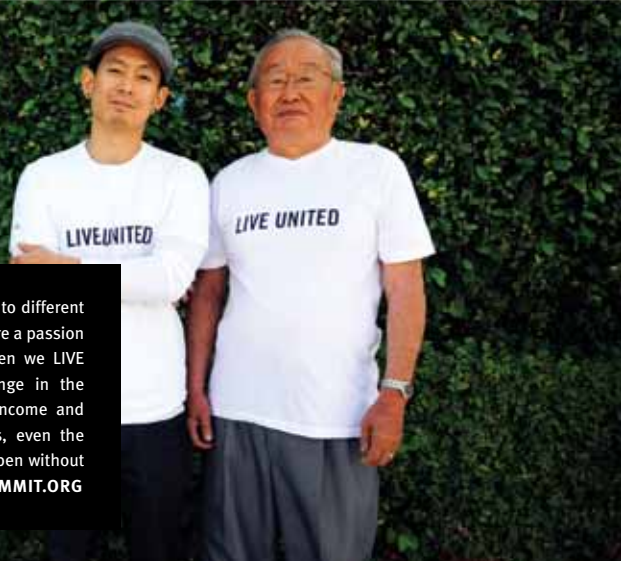
- Our Needs
- Buffalo City News
- Projects
- About us

125 Years  
United Way

The Community Chest of South Africa is a national body focused on Restoring Hope and Enhancing

# APPLICATIONS


ADVANCING EDUCATION  
INCOME AND HEALTH



**DIFFERENT BY NATURE  
UNITED BY MISSION**

We come from different places. We come to different conclusions. But underneath it all, we share a passion for improving the human condition. When we LIVE UNITED, we create a real, lasting change in the building blocks of life: the education, income and health of our communities, our families, even the person next to us. Real change won't happen without you. **SIGN UP TODAY AT UNITEDWAYSUMMIT.ORG**

**GIVE. ADVOCATE. VOLUNTEER.**  
**United Way of Summit  
 New Providence & Berkeley Heights**  
 UnitedWaySummit.org




United Way **LIVE UNITED 125** United Way Monterey County

**GIVE. ADVOCATE. VOLUNTEER. FIND HELP.**

Home About UWMC Community Impact Campaign Toolkit Community Resources Volunteer Center Contact Us  SEARCH

Real Change begins with you!  
LIVE UNITED STRONGER TOGETHER.

Campaign Toolkit Earn it! Keep it! Save it! 2-1-1 Get Connected. Get Ahead. UNITED WAY MONTEREY COUNTY UWMC GRANTMAKING & allocations

**UNITED WAY NEWS**  
 Peet's Coffee Promotion Benefits UWMC  
 December 13, 2011  
 Stop by Peet's Coffee in the Trader Joe's Shopping Center in Downtown Monterey during Dec. 17 through Dec. 24, buy a warm, tasty drink and make a contribution to United Way Monterey County. Peet's will match all donations that week up to \$2000... [Read More](#)

Making a Donation of Stock  
 December 06, 2011  
 Did you know that you can donate stock to a charity instead of cash? If your stock has appreciated in value then you might want to consider making a charitable gift of stock. Benefits for the Giver: Two potential income tax advantages include: [Read More](#)

**PRIORITY AREAS**  
 Meeting Basic Needs  
 Increasing Self Sufficiency  
 Developing Successful Kids and Strong Families

**UPCOMING EVENTS**  
 Social Media Marketing Best Practices  
 January 11, 2012 - 10:00 AM  
 Engagement Marketing  
 February 15, 2012 - 10:00 AM  
[Full Calendar of Events...](#)



# APPLICATIONS

