

2006  
Logo Usage and  
Website Linkage  
Guidelines



United Way Brandmark Guidelines



The full-color version of the logo (shown on the left) should be used for websites and e-newsletters. UWGS will provide a JPEG file on request.

In addition, for any 4-color process printed materials please use the full-color brandmark. UWGS will provide an EPS or TIFF file for printed use.

For one-color printed materials, there are only two approved ink color options for the logo artwork: Pantone 287 Blue (shown below left) or black (shown below right).



**Minimum Size:** To ensure the integrity of the United Way brandmark, do not reduce its width to less than .75 inches for printed usage, and no less than 90 pixels or 1.25 inches for website usage.

**Placement:** If the United Way brandmark is used in proximity to other logos, it should always appear to the right of any other logos.

**Design Alterations Prohibited:** Never attempt to redraw, resize, or alter the elements of the brandmark (see examples of unacceptable alterations below) or add other graphic elements overlapping or adjacent to the brandmark.



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If you have any questions about the logo usage and website linkage guidelines or to obtain approval for other specific usage, please contact Cheryl Rau, Director of Marketing & Communications, at 603.436.5554 x 21 or [crau@uwgs.org](mailto:crau@uwgs.org)