United is the way to help.

phase 1 creative asset guidelines
<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Campaign Idea</td>
</tr>
<tr>
<td>4</td>
<td>Manifesto</td>
</tr>
<tr>
<td>5</td>
<td>Tone of Voice</td>
</tr>
<tr>
<td>6</td>
<td>Use of Logo</td>
</tr>
<tr>
<td>7</td>
<td>Use of Arrow</td>
</tr>
<tr>
<td>12</td>
<td>Tagline Lockup</td>
</tr>
<tr>
<td>15</td>
<td>Copy Treatment</td>
</tr>
<tr>
<td>20</td>
<td>Call-to-Action Treatment</td>
</tr>
<tr>
<td>21</td>
<td>Co-branding</td>
</tr>
<tr>
<td>22</td>
<td>Use of Photography</td>
</tr>
<tr>
<td>25</td>
<td>Asset Examples</td>
</tr>
</tbody>
</table>
United is the way to help.

At the United Way of Greater Cincinnati, our way is the only way to harness the collective power of resources and work together to achieve results that no one partner can achieve on its own. Our way wraps up deep-rooted problems with comprehensive solutions by convening the expertise of partner organizations, thus maximizing dollars for greater impact. Our way lifts families out of poverty, opens up educational opportunities, provides access to healthcare, and brings relief in crisis.

United is our way. United is the way to help.
At the United Way of Greater Cincinnati, we have a way.

A way that is needed by our communities now more than ever before.

Our United Way brings together the collective power of resources for solving deep-rooted problems to achieve results that no one partner can achieve on its own. That's the difference we make.

Our way is a rising tide, lifting families out of poverty, opening up educational opportunities and providing access to healthcare.

Our way is a quilt, uniting 140 partner organizations to wrap our neighbors in the warmth of hope.

Our way is a bridge, connecting the determination of over 300,000 with the lasting change they envision for themselves.

Our way is the we-can-do-it, in-it-together, accomplish-anything way.
The power-of-many, greater-community-impact way.
The from-hope-to-help, dollars-to-difference way.

This is the Greater Cincinnati way... Our way... The United Way.

The United Way of Greater Cincinnati. United is the way to help.
United is the way of our voice.

The voice of the United Way is one that inspires. It promotes confidence, creates hope and encourages action. It’s a voice that can rally a town together and comfort those in need.

The formula to using the United Way voice in headlines is to allow the way to act as a catalyst. United is the Way to do something.

Here are some examples of each:

United is the way to bigger solutions.
United is the way to maximize dollars.
United is the way to greater impact.
(United is the way to help.)

United is the way to solve deep-rooted problems.
United is the way to help communities recover.
United is the way to heal Cincinnati.
(United is the way to help.)

United is the way to use the power of many.
United is the way to solve deep-rooted problems.
United is the way to greater community impact.

United is the way to help families make it.
United is the way to help communities recover.
United is the way to help Cincinnati heal.
The United Way Brandmark

The United Way Brandmark and its usage are dictated by United Way Worldwide, and we are committed to adhering to their standards.

In copy

In copy, when referring to the United Way of Greater Cincinnati, "of Greater Cincinnati" should always be included to ensure it is clear that we are referring to the local chapter of United Way.
Use of Arrow

United points *the way*.

The "United is *the way* to help" Arrow is an active visual ingredient within the campaign. The layering of the United Way Arrow symbolizes a coming together of people, passion and hope.

Its responsibilities include holding headlines and calls-to-action. It always points to the right as a symbol of moving forward.
The Arrow as an impact piece.

The Arrow element should be reserved only for high-impact headlines and document titles. It should not be used for PowerPoint slide headers, bullet points, subheads, or in any other way that may diminish its power or lead to overuse. There should never be more than one Arrow at a time on any asset, digital or print.

See page 15 for alternate headline treatment options for lower impact applications.
Use of Arrow

Text

Roboto Black in white.
Centered vertically from the rectangle and horizontally from the left edge to the incenter of the arrowhead.

Colors

The front arrow is always Pantone 143 C.
Layered accents are Pantone 287 C and Pantone 179 C.

Margins

The arrow is always aligned left, fixed to the left edge of the asset.
It never floats or points in any direction but right.
Text is aligned to the normal text margin of the asset, and the arrow extends only far enough to center the text with the incenter of the arrowhead.

Arrowhead

While the shaft can be shortened or lengthened based on text length, its height must always maintain the same size ratio with the arrowhead. The arrowhead may not be made smaller or larger independently of the rest of the arrow. The one exception to this rule is when the text requires more than one line—see page 10.
Use of Arrow

Longer lines and small assets

If at all possible, the headline and Arrow should always remain in one line. The Arrow can extend as far as the asset allows, leaving at least one width of one "em" between the point and the edge of the asset. The text may be made smaller to fit, leaving proper margin on the top and bottom.

However, in cases of assets with extreme or harsh aspect ratios, the Arrow may be expanded to contain more than one line. This should be used only when absolutely necessary and as a last resort.
Arrow with subheads (print only)

The Arrow may be paired with a subhead, using Roboto Italic in white on Pantone 179 C. The color block should extend from the bottom part of the arrowhead on the right and end in a rectangle on the left. The text is centered to the color block.

Note: as the type in this subhead is small, this treatment is used on print assets only.
United is the way to help.

"United" is capitalized.

"The way" is lowercase and italicized.

The line ends in a period.

**Italicization**

We italicize "the way" to highlight the significance of its value. "The way" helps reinforce how the United Way uses a comprehensive methodology to providing solutions.
On a white background

Roboto Black in Pantone 287 C.

In the Arrow

Roboto Black in white.
Centered vertically from the rectangle and horizontally from the left edge to the incenter of the arrowhead.
Tagline with the logo and Arrow

In videos or animated digital assets, it may be appropriate to have an end card with both the logo and the tagline Arrow. In this case, the tagline will be treated as two lines in the thicker arrow, and the outer points of the arrowhead will be parallel to the outer edges of the logo’s white safe area. This treatment should only be used on a color or photo background and centered on the frame both vertically and horizontally. Reminder that there should never be more than one arrow on the frame at any given time.
Headlines

On a white background

Roboto Black in Pantone 287 C.
Recommended for blocks of text on PPT slides and print assets.

In a yellow block

Roboto Black in white.
Centered both vertically and horizontally, with larger margins on the left and right than top and bottom. 
Recommended for use over photos and PPT and page headers.

In a blue block

Roboto Black in white.
Centered both vertically and horizontally, with larger margins on the left and right than top and bottom. 
Used as a secondary option with Arrow and other yellow blocks.

In the Arrow

Roboto Black in white.
Centered vertically from the rectangle and horizontally from the left edge to the incenter of the arrowhead. 
Used only for high impact headlines – see page 8.
Subheads

On a white background

Roboto Bold in Pantone 287 C.
Aligned left with headline.
*For print*: 12 pt font with 16 pt leading.

Under a yellow block

Roboto Italic in white.
Text centered in a Pantone 179 C rectangle and aligned right with headline. Rectangle is aligned right with headline box.

Under the Arrow

Roboto Italic in white.
Print only; see page 10.

United is *the way to help*.

campaign guidelines & visual identity

United is *the way to heal Cincinnati*.

donor campaign roll-out

United is *the way to help*.

campaign guidelines & visual identity
Body Copy

For print

Roboto Light in black.
Aligned left, always on a white background.
10 pt font with 16 pt leading.

Be wary of hyphenated words, hanging prepositions, and single word lines. Use line breaks when appropriate.

Greek sample

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Copy Treatment

Contained on top of a photo

The same type treatment applies for copy placed over a photo, which is contained in a white block with a Pantone 143 C shadow box. The margins of the text block should be the equivalent of at least two “en” lengths all around.

Alternately, the shadow box may be omitted from smaller assets.

This copy treatment is used over top of an image when the block does not bleed edge to edge.
Event details and other callouts

For print assets with important callouts such as event details or other calls-to-action, white text may be contained within a full-bleed Pantone 659 C block. It is treated with the same guidelines outlined on page 16, but copy is Roboto Regular (instead of Light) and is aligned center.

This copy treatment is used when the copy blocks bleed edge to edge, like header and footer.
Call-to-Action Treatment

CTA type treatment

The call-to-action “donate now” is always written in all-caps Roboto Black.

Paired with logo

When digital assets allow enough space for a horizontal logo lockup, the call-to-action will be locked up to the right of the logo, aligned with the left edge of the control box. The type is centered both vertically and horizontally in the box. For skyscraper sizes, the same treatment applies above the logo.

There are two color options: white text on Pantone 179 C (recommended) and Pantone 287 C text on white when on a Pantone 179 C background.
Co-branding

Assets for internal use

For assets being distributed internally within companies such as posters, PowerPoint presentations, pledge cards and email headers, the company logo can be included on a white block in-line with the United Way logo. The UWGC logo is aligned to the left edge of the asset, the company logo to the right edge.

This block can live on either the bottom edge (recommended for print assets and PowerPoint slides) or top edge (recommended for email headers).

Be sure to check with your own company brand guidelines for direction on appropriate logo usage.
United is diverse, colorful and authentic.

At the end of the day, the people we help are our greatest asset. They are the reason we do what we do, the reason United Way exists in the first place. The faces of those we help have full lives and stories. They’re what tug at heartstrings and drive us to action. They’re precious and powerful.

Photography should celebrate the hero of the story as the one being helped, not the helpers. Feature the determination of the people we help by showing them in empowering situations – positive, human moments that show hope and resilience.

When photography is meant to communicate the United Way of Greater Cincinnati in action, the categories of subject matter should include the four impact areas where funding is directed: Basic needs, financial stability, health, and education.
Use of Photography

**Full-color**

All photography should be full color and full bleed. Being authentic means we are unfiltered—literally. That means no black and white, color overlays, or photo filters. The color balance should look as close to real life as possible.

**Full-bleed**

At United Way, we never want to put people in a box. We also have a lot to show off and want as much of the photo to show as possible, so no frames or creative cropping, except where print margins require.

**Diverse**

We are committed to helping people regardless of background, which means our representation matters that much more. Our photography needs to showcase our entire community so that people of all races, religions, genders, sexual orientations, gender identities, ages and abilities feel welcome here.

**Together**

Bringing partners and people together is our bread and butter. Whenever possible, show groups of people over individual portraits and beneficiaries over volunteers.
Use of Photography

Photo samples
Facebook, LinkedIn and Instagram

For Facebook, LinkedIn and Instagram target ads and static organic posts, assets must be a square 1:1 ratio (1080x1080 px recommended) and contain less than 20% text, logo included.

For targeted ads

On the major platforms (Facebook, LinkedIn and Instagram), targeted ads are given the option of selecting a call-to-action natively within the ad. This should be set to "Donate Now," so the ad creative will not need the usual CTA treatment.
Twitter

For Twitter, the same rules of tone of voice on page 5 apply. Tweets are limited to 280 characters and images should be formatted to a 16:9 aspect ratio (1920x1080 recommended).

Paid advertisements use the same specs as organic Tweets.

As the Twitter profile image and handle take up more real estate per post than on other platforms, it is less crucial that the logo be prominent on images. However, it is still recommended to feature campaign imagery.
For organic and ads without a native CTA

For organic posts and ad types without a native call-to-action, the post may be given the same treatment as banner ads in regards to CTA buttons.
Banner Ads

Web banners always have the "donate now" call-to-action. Because certain banner sizes have extreme aspect ratios, it is crucial to be cognisant of harsh crops with photography. Do not use large group shots or images that will be too small to see important details.

In mobile sizes, the Arrow will sit on a Pantone 659 C color background, as photography would be too small to be visible (see examples on page 27).
Internal Posters

Posters used for internal company events must adhere to all of the print copy and cobranding protocols. However, as many printers are subject to a printing margin and cannot accommodate full bleed photography or graphic elements, it is acceptable to include a quarter-inch white margin on the edges of posters and flyers printed in house.
Thank you!