

United Way of Greater Cincinnati Brand Cheat Sheet

Download logo files at uwgc.org/media-kit.

Brandmark

Full color (primary)

The full color logo is the preferred version of the brandmark.

When using the Circle of Hope on its own, ensure the full name is referenced elsewhere: **United Way of Greater Cincinnati**.

Full color (reversed)

A reversed logomark is available for use on dark backgrounds, such as the United Way dark blue.

Clear space

Providing clear and uncluttered space around the brandmark helps the audience see it quickly and reinforces our brand. This is called clear space.

Minimum size

To ensure legibility and impact, in printed materials, the brandmark icon should be at least 1.5" wide. The minimum width for digital use is 220px.

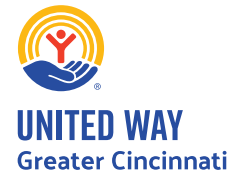
Typography

Our primary font is Alliance No. 1. Arial Nova is provided as a substitute font in Microsoft Office applications.

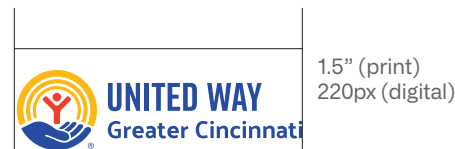
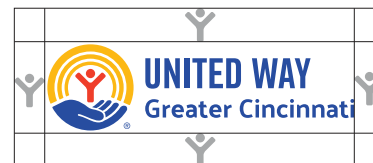
Horizontal



Vertical



Logomark only
Circle of Hope

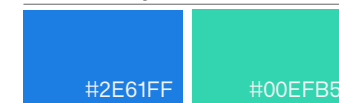


Color palette

Primary



Secondary



Tertiary



Primary

Alliance No. 1

Alliance No. 1 Regular (Body)
Alliance No. 1 Semibold (Subhead)
Alliance No. 1 Bold (Headings)

Microsoft alternative

Arial Nova

Arial Nova Regular (Body)
Arial Nova Bold (Headings)