



# BRAND IDENTITY GUIDELINES

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# Introduction

Our brand is more than a logo. It comes to life in many ways, including through our mission, pillars and personality. It encapsulates how our organization thinks, acts and communicates.

These guidelines provide an overview of the elements that comprise our brand and the tools necessary to implement it consistently.





United Way of Greater Cincinnati

# BRAND FOUNDATION

## Brand Tagline & Mission

# UNITED WE THRIVE

Our mission is to **empower**

**everyone in our region**

**to achieve economic**

**well-being** so our entire

community can thrive —

**now and in the future.**

Speaks to our equitable, community-informed approach.

Establishes economic well-being as a throughline of our work.

Uses inclusive language to express our shared vision.

Demonstrates a commitment to addressing critical needs while also building long-term solutions.

# Brand Personality

Our brand personality shapes United Way's voice, look and feel across our many touchpoints. It influences how we show up and interact with our clients, partners and the general public.

We're	So ...	That means ...	But never ...
<b>Engaging</b>	Our communications are real, relatable and purposeful, connecting people to possibility.	Personal Purposeful Accessible	Unprofessional Unbending Undiscerning
<b>Energizing</b>	Our communications are dynamic and forward-facing, rallying our audiences to action.	Inspiring Mobilizing Activating	Unrealistic Exhausting Frenetic
<b>Elevating</b>	Our communications show how we seek to strengthen every community, so all can rise.	Hopeful Emboldening Amplifying	Trite Intimidating Overwhelming

# Our Pillars

We focus on three key areas that drive economic well-being in our region.



**Educational  
Success**



**Financial  
Empowerment**



**Housing  
Security**

# Our Strategy

United Way mobilizes communities to action so all can thrive. We accomplish this in three ways.



**We take action** to drive results for families. We collaborate closely with our community to tackle challenges so that the solutions truly belong to the people they serve.



**We advocate** for a public system that works for families and public investments that reflect our shared priorities. We amplify our community's voice on the issues that matter most.



**We invest** in people and ideas that generate positive outcomes. We ensure the resources entrusted to us do the greatest good for the most people.

A large, abstract graphic in the background consists of a dark blue shape on the left that tapers to a point and then curves into a lighter blue shape on the right, which then curves back towards the left.

United Way of Greater Cincinnati

# VISUAL IDENTITY

# Brandmark

Download logo files at [uwgc.org/media-kit](http://uwgc.org/media-kit).

## Full color (primary)

The full color, horizontal 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.

Horizontal



Vertical



Logomark only  
*Circle of Hope*



## 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.



## Minimum Size

Establishing a minimum size ensures that the impact and legibility of the brandmark aren't compromised. In printed materials, the horizontal brandmark icon should be at least 1.5" in width. The minimum for digital is 120px wide.



# Programs, Initiatives and Strategic Partnerships

## Programs and Initiatives

Lock up program and initiative names with the United Way logo.

When no program-specific logo is available, treat in brand type:

- Alliance No. 1 Bold
- Title case
- Wrap text to two lines where possible



**Free Tax  
Prep**

**Volunteer  
Connection**



## Strategic Partnerships

Lock up partners' logos with United Way; where possible, United Way logo leads.



# Color Palette

## Primary

R:0 G:68 B:81 #0044B5	R:253 G:55 B:44 #FD372C	R:255 G:186 B:0 #FFBA00	R:0 G:239 B:180 #00EFB5	R:108 G:118 B:211 #6C76D3	R:99 G:100 B:102 #636466
C:93 M:78 Y:0 K:0 Pantone 2728 C	C:0 M:91 Y:88 K:0 Pantone Bright Red C	C:0 M:30 Y:100 K:0 Pantone 7549 C	C:55 M:0 Y:38 K:0 Pantone 3385 C	C:63 M:56 Y:0 K:0 Pantone 2124 C	C:0 M:0 Y:0 K:75
R:33 G:41 B:107 #21296B	R:209 G:38 B:38 #D12626	R:244 G:121 B:37 #F47925	R:21 G:198 B:157 #15C69D	R:78 G:74 B:166 #4E4AA6	R:0 G:0 B:0 #000000
C:100 M:97 Y:28 K:16 Pantone 3581 C	C:12 M:100 Y:100 K:0 Pantone 1795 C	C:0 M:65 Y:98 K:0 Pantone 6018 C	C:65 M:0 Y:39 K:0 Pantone 7472 C	C:82 M:82 Y:0 K:0 Pantone 2103 C	C:0 M:0 Y:0 K:100
R:46 G:97 B:255 #2E61FF	R:255 G:128 B:108 #FF806C	R:250 G:212 B:47 #FAD42F	R:130 G:255 B:213 #82FFD5	R:142 G:151 B:239 #8E97EF	R:167 G:169 B:170 #A7A9AA
C:75 M:45 Y:0 K:0 Pantone 2727 C	C:0 M:63 Y:53 K:0 Pantone 170 C	C:3 M:14 Y:91 K:0 Pantone 115 C	C:50 M:0 Y:32 K:0 Pantone 3375 C	C:44 M:39 Y:0 K:0 Pantone 7452 C	C:0 M:0 Y:0 K:40
R:167 G:210 B:255 #A7D2FF	R:255 G:215 B:208 #FFD7D0	R:255 G:234 B:208 #FFEAD0	R:198 G:255 B:213 #C6FFD5	R:192 G:198 B:252 #C0C6FC	R:242 G:242 B:242 #F2F2F2
C:31 M:9 Y:0 K:0 Pantone 2124 C	C:0 M:18 Y:12 K:0 Pantone 698 C	C:0 M:8 Y:18 K:0 Pantone 7401 C	C:33 M:0 Y:21 K:0 Pantone 324 C	C:22 M:19 Y:0 K:0 Pantone 2120 C	C:0 M:0 Y:0 K:5

R:255 G:255 B:255

#FFFFFF

C:0 M:0 Y:0 K:0

# Typography

## Brand Fonts

Antonio is our brand font for headlines; its all-uppercase style is suitable for bold headlines and large-scale messaging.

Alliance No. 1 is our brand font for headline and body copy; its design is optimized for legibility.

## Microsoft Alternative Brand Font

In programs where Antonio and Alliance No. 1 are not available, use Arial Nova as an alternative font. Arial Nova is available in all Microsoft programs.

## Special Use Font

For events and collateral where a more sophisticated style is required (i.e., a fundraising gala), use MonteCarlo Script.

## Brand Fonts

**ANTONIO BOLD**

**ANTONIO SEMIBOLD**

**ANTONIO REGULAR**

**ANTONIO LIGHT**

**ANTONIO THIN**

**Alliance No. 1 Bold**

**Alliance No. 1 Semibold**

**Alliance No. 1 Medium**

**Alliance No. 1 Regular**

**Alliance No. 1 Light**

Microsoft  
Alternative

**Arial Nova Bold**

Arial Nova Regular

## Special Use Font

*MonteCarlo Script Regular*

# Photography

Photography is central to our storytelling. To express our brand promise, pillars and personality in a compelling and credible way, use photography that is community-rooted and responsive, and highlights people in action. Whether photos are of individuals or groups, ensure that they are engaging, energizing and elevating, and showcase people connecting to their community and each other. Avoid using stock photography unless original photography is unavailable. **Use AI-generated imagery with discretion.**

Consult Marketing with questions and concerns.



# Visual Identity Toolkit

## Logos



## Typography

### Headings

**ANTONIO BOLD**

**ANTONIO SEMIBOLD**

**ANTONIO REGULAR**

**ANTONIO LIGHT**

**ANTONIO THIN**

### Sub-headings and Body

**Alliance No. 1 Bold**

**Alliance No. 1 Semibold**

**Alliance No. 1 Medium**

**Alliance No. 1 Regular**

**Alliance No. 1 Light**

### Microsoft Alternative

**Arial Nova Bold**  
Arial Nova Regular

### Special Use

*MonteCarlo Script Regular*

## Color Palette

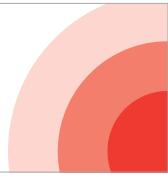
### Primary

#0044B5	#FD372C	#FFBA00	#00EFB5	#6C76D3	#636466
#21296B	#D12626	#F47925	#15C69D	#4E4AA6	#000000
#2E61FF	#FF806C	#FAD42F	#82FFD5	#8E97EF	#A7A9AA
#A7D2FF	#FFD7D0	#FFEAD0	#C6FFD5	#C0C6FC	#F2F2F2
					#FFFFFF

### Secondary

### Tertiary

## Graphic Elements



## Icons



Take Action



Advocate



Invest



## Data Visualization

