

UNITED WAY OF DANE COUNTY CO-BRANDING TOOLKIT

This Co-Branding Toolkit was created to offer tools to assist United Way of Dane County and our partner organizations in efforts to consistently and proudly promote and share information regarding our partnership and collaborative initiatives.

In this toolkit, you will find suggested language that can be used to promote our partnership, templates to assist in offering consistency in the look and feel of social media posts, email signature templates, official United Way of Dane County logos, and approved United Way of Dane County Brand Standards.

It is our hope that these tools will assist in our collective efforts to Change Lives in our community, and in demonstrating **The power of many. Working for all.**

Note: In 2018, United Way's Marketing Team invested a significant portion of the year creating and designing new Brand Standards for our Organization. In an effort to ensure consistency in the look and feel of our brand, we ask that all partners please carefully review this toolkit, and revise any outdated United Way logos, or other design elements that your organization may be using. **The more we collaborate to create a consistent and engaging message, the more we can raise community will in support of education, income and health. Thank you!**

LANGUAGE

In our efforts to offer a consistent experience with our brand, we kindly request that our partner organizations comply with the following language recommendations (as defined by our Brand Standards), when referencing United Way of Dane County.

Language Guidelines:

When referencing United Way of Dane County, please do not precede the name of our organization with the word “the.”

Incorrect: The United Way of Dane County is recruiting volunteers for an event this weekend.

Correct: United Way of Dane County is recruiting volunteers for an event this weekend.

When referencing United Way of Dane County, please do not abbreviate our name.

Our brand footprint recommends the consistent usage of our full name: **United Way of Dane County**.

While a proud member of the United Way Worldwide network, we are also proud of the Dane County community, our work, and our partners. We also take pride in the fact that all resources raised during our annual campaign are invested back into our Dane County community.

Incorrect: United Way is recruiting volunteers for an event this weekend.

Correct: United Way of Dane County is recruiting volunteers for an event this weekend.

When referencing United Way of Dane County, please do not abbreviate United Way of Dane County as “UW Dane County.”

Because Dane County is the home to the University of Wisconsin-Madison, which is commonly abbreviated as “UW-Madison,” we ask that our name is not abbreviated as “UW-Dane County,” as this can be confusing for some. However, any references to our agency following the usage of our full name may be shortened by using our acronym, UWDC.

Incorrect: UW Dane County is recruiting volunteers for an event this weekend.

Correct: United Way of Dane County is recruiting volunteers for an event this weekend.

Correct: Thank you for inquiring about volunteer opportunities with United Way of Dane County (UWDC).

We hope to engage you in activities and events that align with your identified interests.

An opportunity has become available sooner than we imagined. UWDC is currently recruiting volunteers for an event this weekend.

When referencing United Way’s tagline – “The power of many. Working for all.”

Please do not alter or separate the tagline in any way.

Incorrect: United Way of Dane County has the awesome power of many working for you.

Incorrect: Working for all, United Way of Dane County has the power of many.

Correct: United Way of Dane County. The power of many. Working for all.

Download this guideline along with other files at www.unitedwaydanecounty.org/cobranding.

Questions? email marketingd@uwdc.org or call at 608-246-4346

SOCIAL MEDIA

United Way of Dane County has a presence on the following social media sites:



Let's get and stay connected!

Ways to get and stay connected to United Way of Dance County, via social media:

1. Follow United Way of Dane County on Facebook, Twitter, LinkedIn and Instagram using the handle **@unitedwaydaneco**
2. Tag us in your organization's social media posts using the handle **@unitedwaydaneco** and **#PowerOfMany**

Does your agency have a list of common hashtags that we can use to more effectively tell the story of our partnership on social media? If so, Please share them with United Way of Dane County!

SOCIAL MEDIA

Social Media Templates

We've created these simple templates for posting messages about United Way of Dane County on social media. The square format makes them easy to use across platforms.

Download these files at www.unitedwaydanecounty.org/cobranding.

Example of premade template



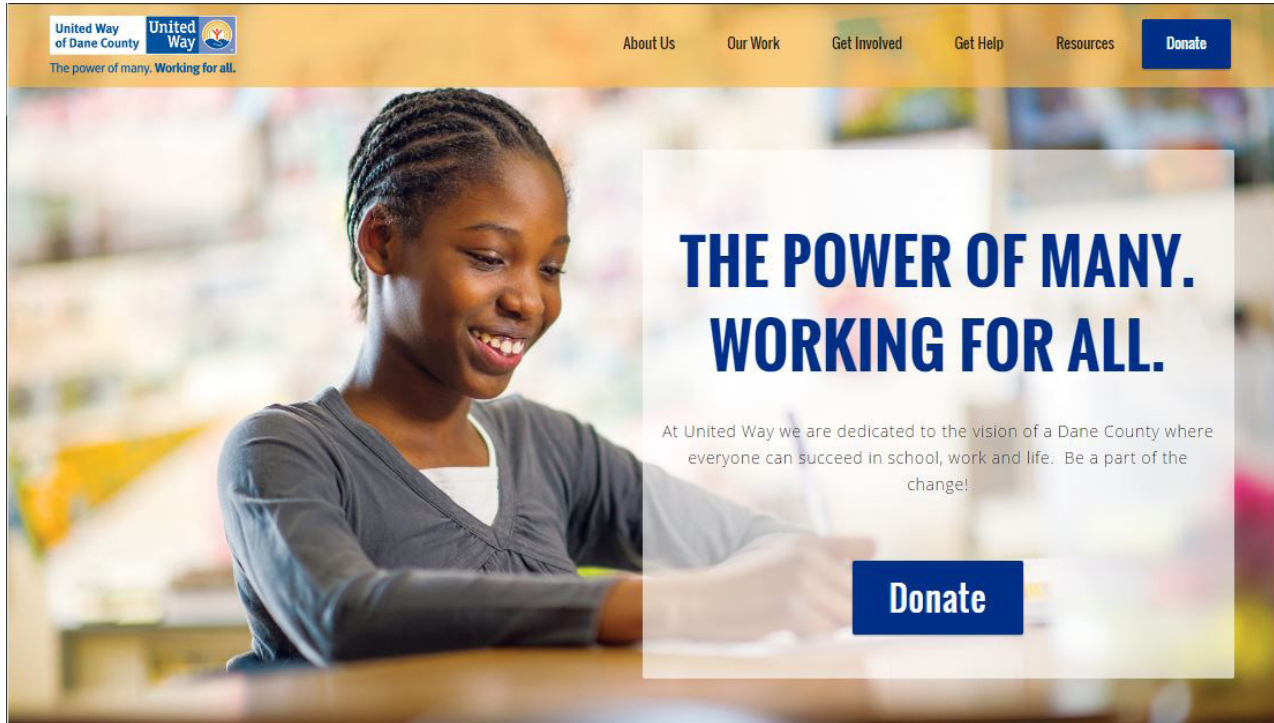
Example of premade template



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WEB



Linking to our website

Our co-branding guidelines include web-ready logos that you can use on your website. Web ready logos can be made smaller but cannot be enlarged. If you need a larger version of our logo please contact the UWDC Marketing Department- email marketingd@uwdc.org or call at 608-246-4346

If possible, when referring to United Way of Dane County online, include a live link to our home page: <https://www.unitedwaydanecounty.org/>.

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EMAIL

Email signatures

One of the easiest ways to promote your partnership with United Way of Dane County is to include one of these messages in your email signature.

United Way of Dane County Proud Partner

or

*Proud partner, United Way of Dane County.
The power of many. Working for all.*

Example 1:
Jane Smith | Senior Director

Lorum Company | Ph. 608-123-4567 | www.lorumco.com

*Proud partner, United Way of Dane County.
The power of many. Working for all.*

We also have custom signatures for special events that you may wish to promote. Please contact us for event specific language.

Example 2:
Jane Smith | Senior Director

Lorum Company | Ph. 608-123-4567 | www.lorumco.com

Let's celebrate Dane County's volunteers and jump start the United Way campaign at the 2020 Seasons of Caring Campaign Kickoff! The party is at Mallard's Stadium in Warner Park on August 16, 4:30-6:00 p.m., and generously sponsored by Lorum Company. There will be games and great music for all. RSVP [HERE!](#)

UNITED WAY OF DANE COUNTY PROUD PARTNER LOGO

The Proud Partner logo was created to offer an easy and consistent way to identify organizations that work in partnership with United Way of Dane County.

Please feel free to add the Proud Partner logo to your printed materials, social media posts, and your website. Our goal in offering this logo is to demonstrate the powerful network of organizations that are working efficiently and effectively to create a Dane County where everyone can succeed in school, work and life. The Proud Partner logo is available in both full color and a single color to help match your needs.

Download these files at www.unitedwaydanecounty.org/cobranding.

Proud Partner



**United Way
of Dane County**

Proud Partner



**United Way
of Dane County**



Partner Agency sign

If you would like a 12" x 12" sign to show your partnership with United Way? Email us at MarketingD@uwdc.org to request a printed sign.

Download this guideline along with other files at www.unitedwaydanecounty.org/cobranding.

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UNITED WAY OF DANE COUNTY BRAND STANDARDS

Incorrect uses of United Way of Dane County Logo:

The consistent and correct application of the United Way of Dane County logo is essential. Always follow the standards presented. The examples on this page illustrate some of the incorrect uses of the UWDC logo.



NEVER EXTRACT ANY OF THE GRAPHIC ELEMENTS OR WORDS "UNITED WAY" CONTAINED IN THE BRANDMARK TO USE SEPARATELY



NEVER TILT THE BRANDMARK



NEVER DISTORT THE SHAPE OF THE BRANDMARK



NEVER ALTER THE SHAPE OF THE BRANDMARK IN ANY WAY



NEVER SUBSTITUTE TYPE IN THE BRANDMARK



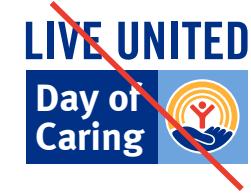
NEVER ALTER THE COLORS IN THE BRANDMARK



NEVER ADD ELEMENTS INSIDE THE BRANDMARK



NEVER REARRANGE THE ELEMENTS OF THE BRANDMARK



NEVER PUT OTHER WORDS OR PHRASES INSIDE THE BRANDMARK

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UNITED WAY OF DANE COUNTY BRAND STANDARDS

Color Palette

Our brand is represented by our color palette. These colors have been chosen for maximum impact and visibility.

Primary: The United Way Blue, Red and Orange are the brand's primary colors.

PANTONE 287 C:100 M:74 Y:0 K:0 R:16 G:22 B:127 HEX: #10167F	PANTONE 659 C:55 M:40 Y:0 K:0 R:124 G:129 B:184 HEX: #7C81B8	PANTONE 179 C:0 M:85 Y:89 K:0 R:254 G:35 B:10 HEX: #FE230A	SPOT: PANTONE 152 C:0 M:60 Y:100 K:0 R:245 G:120 B:20 HEX: #F57814	PANTONE 143 C:0 M:34 Y:86 K:0 R:255 G:150 B:0 HEX: #FF9600	SPOT: BLACK 50% C:0 M:0 Y:0 K:50 R:150 G:150 B:150 HEX: #969696	SPOT: WHITE C:0 M:0 Y:0 K:0 R:255 G:255 B:255 HEX: #FFFFFF
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Secondary: An Expanded palette that includes lighter and darker colors may be used when more colors are required.

PANTONE 282 C:100 M:85 Y:35 K:0 R:0 G:0 B:100 HEX: #000064	PANTONE 187 C:10 M:100 Y:80 K:30 R:180 G:20 B:40 HEX: #B41428	PANTONE 7500 C:10 M:10 Y:35 K:0 R:230 G:215 B:170 HEX: #E6D7AA
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Fonts

Our official fonts are League Gothic Regular for headings and the Roboto family of fonts for body copy. If you do not have access to these fonts, the Arial family of fonts is the official substitution. Please do not use other fonts without checking with UWDC Marketing.

Download these files at www.unitedwaydanecounty.org/cobranding.

Official fonts:

Headlines
LEAGUE GOTHIC REGULAR

Body Copy

Roboto Light
Roboto Regular
Roboto Medium
Roboto Bold
Roboto Black

Substitute Font

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

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