BRAND GUIDELINES

United Way
of Dane County

The Power of Many. Working for All.

Questions?
Contact the marketing team at marketing@uwdc.org

United Way
of Dane County

United Way

The Power of Many. **Working for All.**

ABOUT UNITED WAY OF DANE COUNTY

Together, we are The Power of Many. Working for All.

For 100 years, United Way of Dane County has mobilized the caring power of our community to create lasting change for multiple generations. With a mission to unite the community to achieve measurable results that change lives, we are committed to being a catalyst for inclusion and systemic change – working collaboratively with local nonprofits, businesses, community leaders, donors and volunteers to solve big-picture issues no one person or organization can address alone. Together, we are The Power of Many. Working for All. And we invite every Dane County resident to be a part of the change we all wish to see.

Our Mission, Vision, and IDEA (Inclusion, Diversity, Equity, Access) Statement give voice to our aspirations.

Mission

To unite the community to achieve measurable results that change lives.

Vision

To be a catalyst for inclusion & systemic change to address the needs of our community.

Our IDEA Statement

Achieving our mission means being an equity leader and striving for outcomes that reflect a more inclusive community.

United Way of Dane County IDEA (Inclusion, Diversity, Equity, Access) Statement reflects our commitment to support transformative social change and to address structural inequities and oppression.

Our commitment to IDEA means that all staff are treated with fairness, dignity and respect regardless of race, ethnicity, gender identity, ability or religion.

Our processes for management, promotions, feedback and grievances are transparent, and when we fall short, we welcome and incorporate critical feedback from staff and volunteers that helps us align more closely to that promise.

IDEA is reflected in our commitment to engaging and involving diverse communities, especially those racially and ethnically diverse, in decision-making, leadership and action to achieve equitable outcomes in Education, Income and Health.

Alongside racism we oppose sexism, hetero-sexism, trans-phobia, able-ism, classism, ageism, and religious discrimination across our collective work.

LANGUAGE

In our efforts to offer a consistent experience with the United Way of Dane County brand, please follow these language guidelines when referencing United Way of Dane County.

We use AP Style for basic rules of grammar and punctuation, and specific styles for numbers, spelling, capitalization, etc.

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.

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 99% of our fundraising is invested back into Dane County. However, references to our agency following the usage of our full name may be shortened to United Way.

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.
Correct: Thank you for inquiring about volunteer opportunities with United Way of Dane County. An opportunity has become available sooner than we imagined. United Way is currently recruiting volunteers for an event this weekend.

If you refer to Dane County in a sentence, you do not have to say United Way of Dane County in that same sentence.

Example: United Way fights for the education, financial stability and health of everyone in Dane County.

Do not abbreviate United Way of Dane County as "UWDC."
Our brand footprint recommends the consistent usage of our full name: ***United Way of Dane County.***
References to our organization following the usage of our full name may be shortened to United Way.

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 prefer that our name is not abbreviated as "UW-Dane County," as this can be confusing for some.

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

"The Power of Many. Working for All."
Our tagline is set in title case – everything but "of" and "for" should be capitalized when using the tagline. Do not change the capitalization in our tagline in any way.

When referencing our tagline 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.

SOCIAL MEDIA

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

Let's get and stay connected!

@unitedwaydaneco

- Please follow United Way of Dane County on Facebook, Twitter, LinkedIn, Instagram, TikTok and YouTube. Tag us in pictures or posts with @unitedwaydaneco across all of our social media platforms.
- When posting about United Way of Dane County, use the hashtags: #PowerofManyWorkingforAll #unitedwayofdanecounty
- Watch official United Way of Dane County videos on YouTube.

LOGO

United Way of Dane County has multiple versions of our official logo – vertical and horizontal, with and without tagline as well as color variants. In general, the logo below is preferred for general use. If you need to use a variant, please contact the United Way of Dane County marketing team at marketing@uwdc.org.

United Way of Dane County logo

This is our official logo:

Our logo is built with a white box to make it more visible and easier to position on different backgrounds, without getting lost.

Our official logos are available at: **uwdanecounty.sharepoint.com/sites/UWDCMarketingBrandToolkit**

Preferred positioning of official logo on promotional materials:

The preferred position for our logo is in the lower right corner with any supporting logos either on top of or to the left of the United Way of Dane County logo. It is preferred that all logos are of equal visual weight, with enough space between them to allow each logo to be seen as an individual element.

Example of preferred logo placement, horizontal

Example of preferred logo placement, vertical stack

Need an official logo for one of our philanthropy groups or programs?

Please contact Marketing at marketing@uwdc.org for Lead United, LINC, Women United, Tocqueville Society, 211, VolunteerYourTime.org or any other United Way of Dane County group or program.

LOGO VARIANTS

On this page are the United Way of Dane County logo variants that are available. In general, please use the official logo on the previous page and consult with Marketing if you think you will need one of these variants.

United Way of Dane County Horizontal logo with tagline- Preferred

Full color

One color *(United Way Blue)*

One color *(Black)*

Vertical logo

Full color

One color *(United Way Blue)*

One color *(Black)*

UNITED WAY OF DANE COUNTY BRAND STANDARDS

The consistent and correct application of the United Way of Dane County logo is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate some of the unacceptable uses of United Way of Dane County's logo.

Never extract any of the graphic elements or words United Way contained in the brandmark and use them separately.

Never tilt the brandmark.

Never distort the shape of the brandmark.

Never alter the shape of the brandmark.

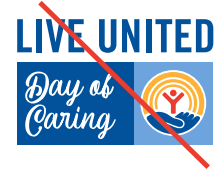Never substitute type in the brandmark.

Never alter the colors in the brandmark.

Never add elements inside the brandmark.

Never rearrange the elements of the brandmark.

Never put words or phrases inside the brandmark.

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	PANTONE 659	PANTONE 179	SPOT: PANTONE 152	PANTONE 143
C:100 M:74 Y:0 K:0	C:55 M:40 Y:0 K:0	C:0 M:85 Y:89 K:0	C:0 M:60 Y:100 K:0	C:0 M:34 Y:86 K:0
R:16 G:22 B:127	R:124 G:129 B:184	R:254 G:35 B:10	R:245 G:120 B:20	R:255 G:150 B:0
HEX: #10167F	HEX: #7C81B8	HEX: #FE230A	HEX: #F57814	HEX: #FF9600

Secondary: An expanded palette that includes lighter and darker colors may be used when more colors are required.

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

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 Marketing.

Fonts are available at **uwdanecounty.sharepoint.com/sites/UWDCMarketingBrandToolkit.**

Official Fonts:

Headlines
LEAGUE GOTHIC REGULAR

Body Copy
Roboto Light
Roboto Regular
Roboto Medium
Roboto Bold
Roboto Black

Limited Use
Roboto Light
Roboto Regular
Roboto Medium
Roboto Bold
Roboto Black

Substitute Font:

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic