

LOGO DON'TS

Our logo is the most recognizable representation of our brand. As such, it should not be altered under any circumstances.

Here are some examples of things to avoid:

1. Don't rotate the logo
2. Don't change the logo's colors
3. Don't crop the logo
4. Don't skew, distort or stretch the logo
5. Don't reconfigure or change the logo elements
6. Don't add artistic effects to the logo
7. Don't use transparency
8. Don't integrate the logo mark into messaging (i.e., replace an "O" with the logo)
9. Don't use the logo as copy in a sentence

1. Don't rotate



2. Don't change colors



3. Don't crop



4. Don't skew/distort/stretch



5. Don't reconfigure



6. Don't add effects



7. Don't use transparency



8. Don't integrate into messaging



9. Don't use as copy

Through our global network spanning 34 countries and 1,100 communities,  connects partners, donors, volunteers, and community leaders...

LOGO DON'TS (CONT'D)

- 10. Don't have the single color logo appear in anything other than black or white
- 11. Don't use the Circle of Hope as or in place of any other object
- 12. Don't place Circle of Hope next to other programs or logos
- 13. Don't remove white circle around Circle of Hope
- 14. Don't separate the elements of the Circle of Hope

10. Don't have the single color logo appear in anything other than black or white



13. Don't remove white circle behind Circle of Hope



11. Don't use logo as any other object



13. Don't separate the elements of the logo



12. Don't place Circle of Hope next to other programs or logos



LOGO VARIATIONS

Full-Color (Preferred)

The full-color version of the logo is preferred and, whenever possible, should be used on all branded materials. Do not adjust the colors of the logo symbol in any way. The United Way logotype is blue unless there is low contrast with the background, in which case it should be in white. Ensure that there is sufficient contrast for clarity and legibility when used with photography.

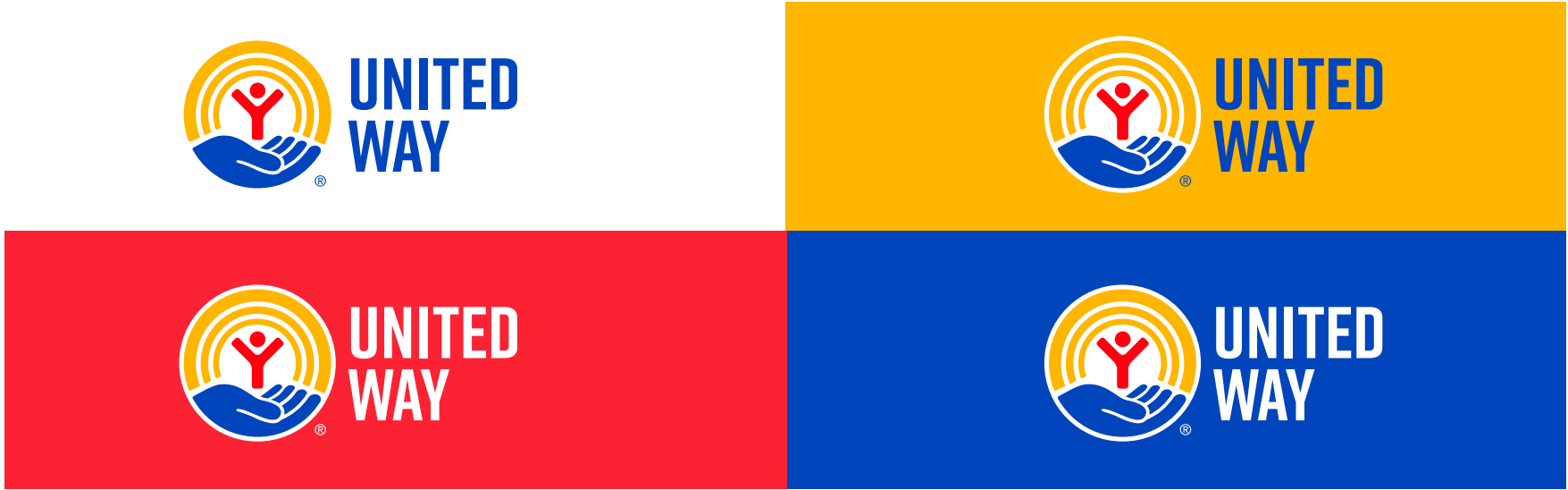
Knockout (White)

The knockout version is for use on dark backgrounds or photographs where the full-color logo will not work. When using this version, ensure that the background is dark enough to provide sufficient contrast for clarity and legibility.

One-Color Version (Black)

The one-color version is for use in applications where full-color or knockout logos would not provide sufficient contrast. It can also be used for grayscale or one-color printing.

Full-Color



Knockout* (White)



One-Color Version* (Black)



Note: There is an opaque white circle around Circle of Hope in the One-Color Black version and that should always stay intact.

* The Knockout Version of logo should always be white and One-Color (black) should always be black. The colors should not be changed.