

BRAND STANDARDS

LIVE UNITED COMMUNITY PARTNER LOGO LOCK-UP

The LIVE UNITED/United Way logo lock-up is our primary signature and should be the default signature for all communications, except in special circumstances.

This Community Partner logo lock-up has been created using precise proportional relationships. The white box forms an integral part of the LIVE UNITED/United Way logo lock-up and should not be removed or altered in any way. This white box will not appear when the brandmark is placed on a white background. The logo lock-up is fixed artwork and should only be reproduced from authorized artwork. Please do not attempt to revise this on your own.

LIVE UNITED

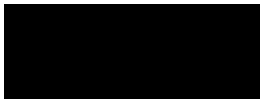


Community Partner

United Way brand palette color options should be used in most circumstances. When no United Way brand palette color options are available, except for black, the Community Partner logo lock-up and tagline should be rendered in black. When no United Way brand palette color options are available at all, including black, the special use white lock-up and the white taglines should be reversed out of whatever solid color is being used.

To ensure the integrity of the United Way Community Partner logo lock-up, do not reduce its width to less than .75 inches. When no configuration of this lock-up is possible, use the alternate text versions of the United Way Community Partner logo lock-up.

COLOR SPECIFICATIONS



Spot: Pantone Black
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
HEX: #000000



Spot: Pantone 282
C: 100 M: 85 Y: 35 K: 0
R: 0 G: 0 B: 100
HEX: #000064



Spot: Pantone 187
C: 10 M: 100 Y: 80 K: 30
R: 180 G: 20 B: 40
HEX: #b41428



Spot: Pantone 152
C: 0 M: 60 Y: 100 K: 0
R: 245 G: 120 B: 20
HEX: #f57814



Spot: Pantone 7500
C: 10 M: 10 Y: 35 K: 0
R: 230 G: 215 B: 170
HEX: #e6d7aa



Spot: Pantone Black 75%
C: 0 M: 0 Y: 0 K: 75
R: 80 G: 80 B: 80
HEX: #505050



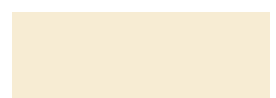
United Way Blue
Spot: Pantone 287
C: 100 M: 74 Y: 0 K: 0
R: 16 G: 22 B: 127
HEX: #10167f



United Way Red
Spot: Pantone 179
C: 0 M: 85 Y: 89 K: 0
R: 254 G: 35 B: 10
HEX: #fe230a



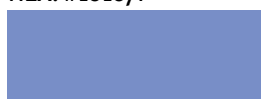
United Way Orange
Spot: Pantone 143
C: 0 M: 34 Y: 86 K: 0
R: 255 G: 150 B: 0
HEX: #ff9600



Spot: Pantone 7500 50%
C: 0 M: 3 Y: 15 K: 3
R: 240 G: 230 B: 200
HEX: #foe6c8



Spot: Pantone Black 75%
C: 0 M: 0 Y: 0 K: 50
R: 150 G: 150 B: 150
HEX: #969696



Spot: Pantone 287 52%
C: 55 M: 40 Y: 0 K: 0
R: 124 G: 129 B: 184
HEX: #7c81b8



Spot: Pantone 179 50%
C: 0 M: 40 Y: 50 K: 0
R: 255 G: 150 B: 125
HEX: #ffc87d











Spot: Pantone 143 50%
C: 0 M: 15 Y: 50 K: 0
R: 255 G: 200 B: 125
HEX: #ffc87d



Spot: Pantone 7500 0%
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
HEX: #000000

LIVE UNITED COMMUNITY PARTNER LOCK-UP ARTWORK FINDER

Reproduction art for the United Way Community Partner lock-up is available on the United Way of Greater Greensboro Website under Nonprofits.

File Type	Example	Use this logo lock-up file if...
Four-color process File Name: uwpartner-lock-up-cmyk		Four-color process printing will be used to reproduce your document. Any document containing full-color photographs will be printed in four-color process printing.
Four-Color Process (Black) File name: uwpartner-lock-up-cmyk-black		No United Way color palette options are available. Alternate version for four-color process printing.
Spot File Name: uwpartner-lock-up-spot		Four spot colors will be printed. Examples of items typically printed in spot color are silk-screened items such as t-shirts, tote bags, and some signage. This file might also be useful for items printed on a digital press.
Spot (Blue) File Name: uwpartner-lock-up-spot-blue		No United Way color palette options are available. Alternate version for four spot color printing.
RGB File Name: uwpartner-lock-up-rgb		Displayed on PowerPoint and web-based applications. Do not use the RGB file for printing, except when printing from PowerPoint presentations.
Special usage blue File Name: uwpartner-lock-up-spot-special-blue		United Way blue is the only color palette option available. Also use when the screening of inks is not available, such as when reproducing on plastic, glass, metal, fabric, or other materials,
Special usage black File Name: uwpartner-lock-up-spot-special-black		The method of reproduction is faxing and photocopying or the surface of the paper is a color other than white. This brandmark may also be used when reproducing on plastic, glass, metal, fabric or other materials.
Special usage white File Name: uwpartner-lock-up-spot-special-white		The background of the material is dark. This brandmark may also be used when reproducing on plastic, glass, metal, fabric or other materials.
Alternate text versions File Name: uwpartner-text-blue uwpartner-text-black uwpartner-text-white		When no configuration of the United Way Community Partner lock-up is possible for the material, or if the configuration would result in a width less than .75 inches.