



United Way of North Carolina

## NC 2-1-1 Marketing Policies

### *Introduction:*

United Way of North Carolina develops and implements a statewide marketing campaign to support the program's strategic priorities, statewide partnerships and relationships, and to benefit all partners and stakeholders, inclusive of local United Ways. This document outlines the NC 2-1-1 Marketing Policies, and has been prepared to ensure consistency in statewide marketing and communications efforts. Consistency is essential for brand recognition and understanding that NC 2-1-1 is a statewide system available in all 100 NC counties; as well as for ensuring materials are produced in a cost efficient manner that allows for maximum impact.

In order to assure professional quality and consistent branding of NC 2-1-1, the following policies apply to **ALL** NC 2-1-1 marketing materials:

- The United Way brand mark must be used alongside the **new** NC 2-1-1 brand mark in all printed, electronic, and media materials produced to promote NC 2-1-1.
- Printed, electronic, and media materials developed and produced for NC 2-1-1 statewide marketing will contain the simple United Way brand mark (no state or local identifier) and may not be localized.
- The **new** NC 2-1-1 brand mark is standard and cannot be changed or modified in any way.
- As part of their investment, NC 2-1-1 investors, inclusive of local United Ways, receive the following printed materials to support the statewide marketing campaign in their community: poster, flier, rack card, padded and loose business cards. Investors may not produce localized materials that are duplicative of the ones stated above.
- As budgets allow, United Way of North Carolina will identify, produce, and provide additional statewide NC 2-1-1 marketing materials to further enhance the brand. Any NC 2-1-1 investor who has an idea for additional materials for the statewide campaign should contact the Director of Marketing and Communications.
- NC 2-1-1 investors who wish to develop materials different from those provided through the statewide marketing campaign must contact the Director of Marketing and Communications to receive approval prior to beginning design. Final proofs must be provided and approved by United Way of North Carolina before production may begin. Examples include, but are not limited to: prescription bags, magnets, yard signs, car magnets, bumper stickers, billboards, web ads, lapel pins, buttons, and PSAs.



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- TV and radio PSAs and other electronic and media materials may never be localized, and must undergo the approval process outlined above.
- Printed, electronic, and media materials developed and produced by United Way of North Carolina to promote NC 2-1-1 *statewide* contracts, partnerships, and/or initiatives may contain graphics, text, and/or logos/brand marks specific to the statewide contract, partnership, and/or initiative with the approval of the Director of Marketing and Communications and either the NC 2-1-1 Statewide Strategy Director or United Way of North Carolina President and CEO.
- All NC 2-1-1 statewide campaign printed, electronic, and media marketing materials are owned and copyrighted by United Way of North Carolina. Any reproduction, duplication, transmission or publication without written permission from United Way of North Carolina is prohibited.