



United Way
East Ontario



LOGO GUIDELINES

United Way East Ontario.



BRANDMARK

PRIMARY BRANDMARK

The United Way East Ontario brandmark is made of three distinct elements: logo, logotype and registered trademark symbol. While we have created two different options—vertical and horizontal—the vertical brandmark is preferred.

The logotype should not be altered, and should not appear on its own. We have established a fixed size and space relationship between the different elements so that they can appear together without competing for attention.

English Brandmark Vertical



English Brandmark Horizontal



French Brandmark Vertical



French Brandmark Horizontal



SECONDARY BRANDMARK

The United Way East Ontario secondary brandmark is comprised of the brandmark and a tagline. This brandmark is to be used to create an awareness and understanding of the the communities we work in. While we have created two different options—vertical and horizontal—the vertical brandmark is preferred.

The logotype and the tagline should not be altered, and should not appear on their own.

English Brandmark Vertical



French Brandmark Vertical



WORKING WITH COMMUNITIES
IN PRESCOTT-RUSSELL, OTTAWA,
LANARK AND RENFREW COUNTIES

Tagline

À L'ŒUVRE DANS LE COMMUNAUTÉS
DE PRESCOTT ET RUSSELL, D'OTTAWA
ET DES COMTÉS DE LANARK
ET DE RENFREW

English Brandmark Horizontal



WORKING WITH COMMUNITIES
IN PRESCOTT-RUSSELL, OTTAWA,
LANARK AND RENFREW COUNTIES

Tagline

French Brandmark Horizontal



À L'ŒUVRE DANS LES COMMUNAUTÉS DE
PRESCOTT ET RUSSELL, D'OTTAWA ET DES
COMTÉS DE LANARK ET DE RENFREW

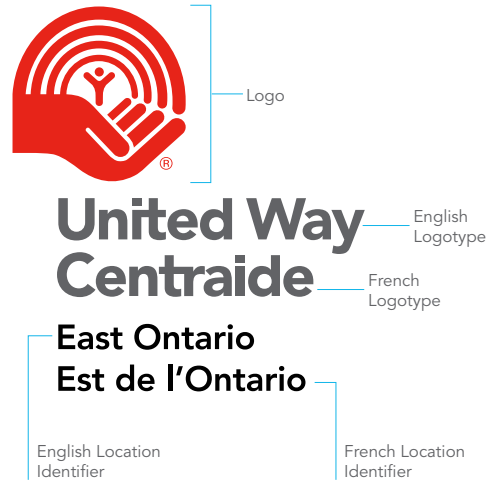
Tagline

TERTIARY BRANDMARK

The United Way East Ontario tertiary brandmark is bilingual. This brandmark is to be used only when the unilingual brandmarks will not do.

We have created horizontal and vertical versions of the English first bilingual brandmark and the French first bilingual brandmark.

English First Vertical Bilingual Brandmark



English First Horizontal Bilingual Brandmark



French First Vertical Bilingual Brandmark



French First Horizontal Bilingual Brandmark



HELPING HAND LOGO

The Helping logo is made up of three graphic elements: a rainbow, a hand and a human figure.

The logo can be used in a design on its own or the elements that make up the logo can be used individually as graphics, icons or background treatments to enhance a layout or communicate an idea.

Helping Hand Logo



Rainbow



Hand



Human Figure



COLOUR VARIANTS

The United Way East Ontario uses PMS 485 for the icon, PMS 425 for the logotype and PMS Process Black for the location identifier.

Depending on usage and/or printing application, the grey PMS 425 can also be reproduced as a 77% screen of black.

Unless you are using the all-black or knockout version of the brandmark, the elements must always appear in these colours. Red and grey should never be switched or altered, and must be used consistently across all communication materials.

Colour

Positive



United Way
East Ontario

Logo

PMS 485
CMYK C 0 M 95 Y 100 K 0
RGB R 218 G 41 B 28
Hexadecimal DA291C

Identifier

PMS Process Black
CMYK C 0 M 0 Y 0 K 100
RGB R 44 G 42 B 41
Hexadecimal 2C2A29

Logotype

PMS 425
CMYK C 0 M 0 Y 0 K 77
RGB R 112 G 115 B 114
Hexadecimal 54585A

Reverse



Black & White

Positive



United Way
East Ontario

Reverse



ALIGNMENT & SPACING

The distance from logo to the logotype is indicated by the head of the human figure.

The distance between the logotype and the local identifier is 2½ heads tall.

The identifier is rendered in the fon Avenir Heavy 85. Its height is determined by the height (x-height) of the letter “n” in the logotype.

The local identifier and the addition of a Web address should not extend past the word “United.”

Vertical Logo



Horizontal Logo



SAFETY ZONE & SIZING

We like our logo to be easy to read. Keep the size legible and always give it breathing room. No other elements, such as typography, pictures, partner logos, art or borders, can appear in the safety zone. The safety zone is equal to two uppercase "U"s from the wordmark.

The logo can never be smaller than 3/8" for print or 27 pixels for screen.

Vertical Logo



Safety Zone

Minimum 3/8" in width for print.



Minimum 27 pixels in width for screen.

Horizontal Logo



Safety Zone

Minimum 3/8" in width for print.



Minimum 27 pixels in width for screen.

INCORRECT USAGE

The logo is not to be altered graphically in any way. Do not distort, stretch or tilt it, alter the font or resize the text, add or eliminate any portion of the symbol, alter the colour of the logo, or place the logo on a busy background.

No longer use previous logos for United Way Prescott-Russell, Ottawa, Lanark & Renfrew Counties—these organizations have amalgamated, and become United Way East Ontario.

X Examples of misuse



United Way East Ontario



United Way East Ontario



United Way East Ontario



United Way East Ontario



United Way East Ontario



UPCOMPANY



United Way East Ontario



United Way East Ontario



United Way East Ontario



United Way East Ontario



United Way East Ontario



United Way East Ontario

X No longer use previous logos



United Way Centraide Ottawa



United Way Centraide Prescott-Russell



United Way Renfrew County



United Way Lanark County



United Way Centraide
Prescott-Russell, Ottawa,
Lanark & Renfrew Counties

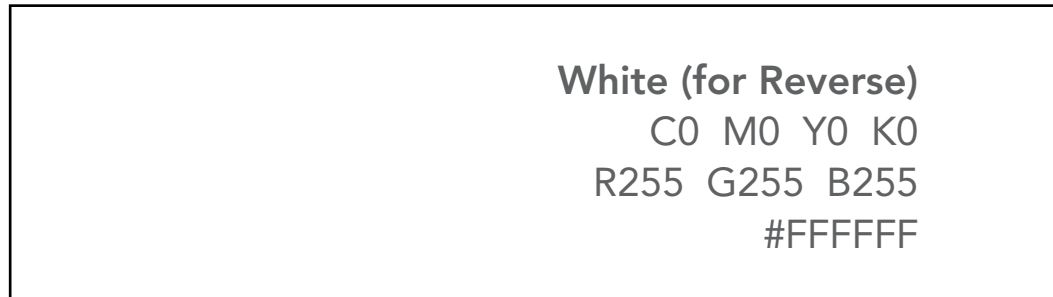
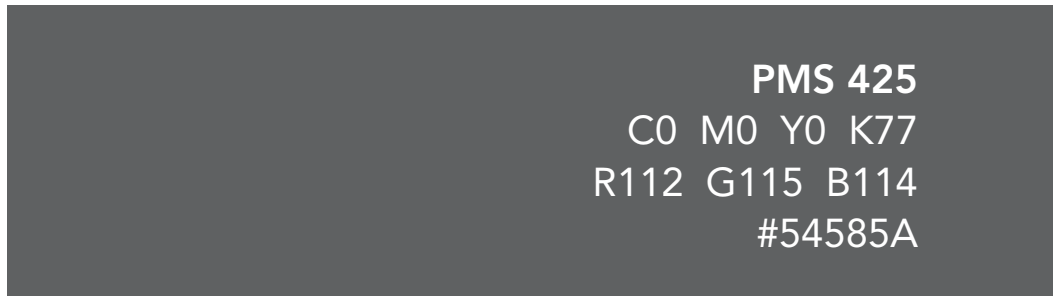


BRAND COLOURS

PRIMARY COLOURS

An important part of establishing a brand is creating a colour palette and using it consistently.

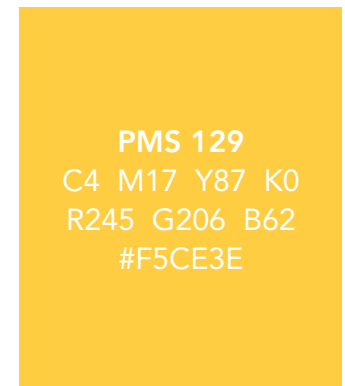
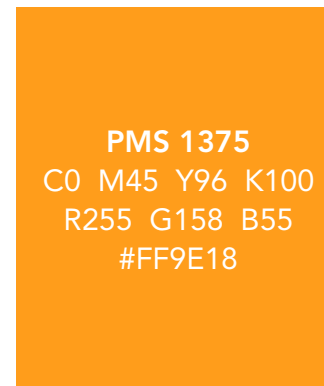
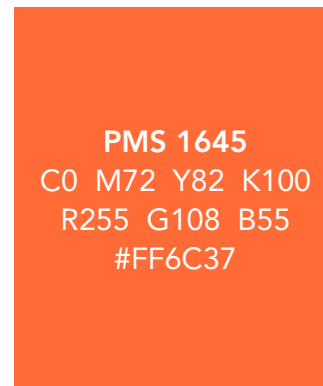
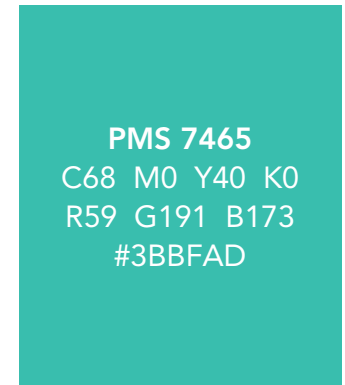
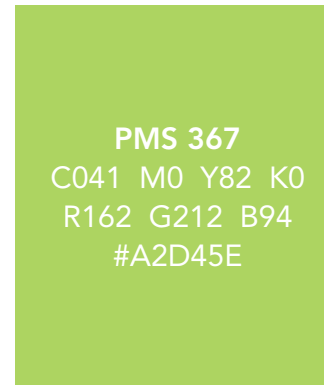
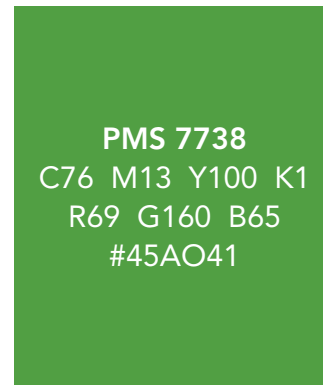
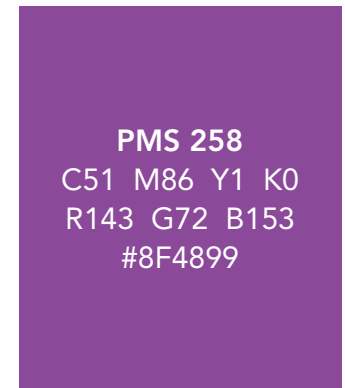
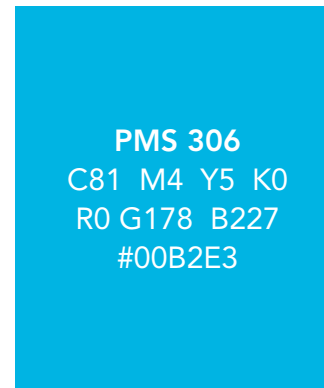
When Pantone® colours cannot be used, a close match can be achieved using CMYK process colours. For best results when reproducing the colours for print, use a line-screen of no less than 175. This will ensure true, clean reproduction and prevent the grey from looking like a screen.



SECONDARY COLOURS

As a complement to United Way East Ontario's primary colour palette the secondary palette is comprised of three bright and optimistic colour families.

When Pantone® colours cannot be used, a close match can be achieved using CMYK process colours. For best results when reproducing the colours for print, use a line-screen of no less than 175. This will ensure true, clean reproduction and prevent the grey from looking like a screen.



Questions?

If you have questions about its usage
please contact ewhalen@unitedwayeo.ca.



United Way
East Ontario