



## Corporate Identity Standards

We have everything you need to successfully include the United Way of Long Island logo in your marketing and advertising materials: on disk logo files, detailed usage guidelines and examples of incorrect usage. Because proper and consistent use of logos ensures that the United Way of Long Island's corporate identity remains intact, we recommend that you carefully review the usage guidelines before using the logo.

### General

The most fundamental visual element of a brand identity is its brandmark. The new United Way of Long Island brandmark signals a change for a new approach to the future while preserving the heritage of our past. The evolution of our brandmark is most dramatic in its new configuration. The symbol is now joined together with the United Way name in a permanent, bold alliance. Its holding device is a simple rectangular shape that is unifying and inviolable.

The ordinal components of our traditional brandmark—the rainbow of hope, the hand of support and the person as a symbol of humanity—have been maintained because they are still effective in communicating important United Way brand characteristics—caring, inspiring, trustworthy and approachable. The changes to these key elements are intended to express new brand characteristics—innovative, dynamic and results-oriented—characteristics that we need to help us achieve our community impact mission.

Use only United Way of Long Island's approved colors and artwork. See the specific guidelines in the Color Specification section.

Use correct positioning for United Way logo and do not separate the brandmark from the Long Island name. See specific guidelines for the logo in the Incorrect Usage section.

Never use United Way of Long Island's logo to represent the words in text, whether it appears in a headline or body copy.

When used online, each United Way of Long Island's logo must be an active link to <http://www.unitedwayli.org>

### Important

**Remember to submit advertising and marketing collateral materials using the United Way of Long Islands logo to United Way of Long Island's Marketing & Communications Department for its review and written approval before release or publication. Contact Marlee Miller at 631.940.3709 or [mmiller@unitedwayli.org](mailto:mmiller@unitedwayli.org)**

# Corporate Identity Standards

## Incorrect Usage

The shape, color and configuration of United Way of Long Island's logo and logotype should never be altered in any way. Although the examples below do not represent every misuse, they illustrate some common misuses that must be avoided when reproducing United Way of Long Island's logo and logotype. To ensure correct reproduction of the logo and logotype, begin by reviewing these basic guidelines. Then choose the appropriate logo and logotype from the approved digital artwork.

Do not alter the United Way of Long Island logo in any way.

Do not combine United Way's logo with other words or graphics to create new logos.

Do not show words separate from brandmark.

Do not use United Way's logo as part of a word or slogan



Do not place United Way of Long Island's logo on an angle; it must be square with the edges of the document or object.



Do not stretch United Way of Long Island's logo in any one direction, logo must stay the same proportions as provided.



**United Way of Long Island's logo is an important part of our corporate image. By using it properly and consistently, you ensure that our strong corporate identity remains intact.**

# Corporate Identity Standards

## United Way of Long Island's Primary Color Palette



**PMS 287**



**PMS 179**



**PMS 143**



**PMS 659**



**Process Black**

### Color Specification

#### RGB Values

When reproducing United Way of Long Island's logo and logo type in RGB, the following values should be used.

	<b>R</b>	<b>G</b>	<b>B</b>
Blue PMS 287	16	22	127
Red PMS 179	254	35	10
Yellow Gold PMS 143L	255	150	0
Light Blue PMS 659	124	129	187
Process Black	0	0	0

#### CMYK Values

When reproducing United Way of Long Island's logo and logo type in CMYK, the following values should be used.

	<b>C</b>	<b>M</b>	<b>Y</b>	<b>K</b>
Blue PMS 287	100	74	0	0
Red PMS 179	0	89	89	0
Yellow Gold PMS 143L	0	34	86	0
Light Blue PMS 659	55	40	0	0
Process Black	0	0	0	0

# Corporate Identity Standards

The United Way of Long Island logos below are the only accepted and approved logo types available for your use.

United Way of Long Island's logo is comprised of the two elements illustrated below: The United Way of Long Island logo and the United Way of Long Island logotype. The configuration of these two elements have been carefully constructed. The size relationship of the elements, the positioning and letter spacing should not be modified. Reproduction should be made only from approved reproduction material's available from United Way of Long Island.

**4 color logo vertical**



**1 color pms blue vertical**



**Black & White vertical**



**4 color logo horizontal**



**1 color pms blue horizontal**



**Black & White horizontal**



# Corporate Identity Standards

## United Way of Long Island Tagline

United Way of Long Island's Tagline is to be used in one of the two versions below. It is not to be edited or changed in any manner.

Option 1

**Change lives where you live. Give to United Way of Long Island.**

Option 2

**Change lives where you live.  
Give to United Way of Long Island**

## United Way of Long Island Fonts

Meta Book Roman  
*Meta Book Italic*

**Meta Bold**  
***Meta Bold Italic***

Arial Regular  
*Arial Italic*

**Arial Bold**  
***Arial Bold Italic***

Times New Roman Regular  
*Times New Roman Italic*

**Times New Roman Bold**  
***Times New Roman Bold Italic***

A fourth display font may be used with the approval of United Way of Long Island.