United Way
Kingston, Frontenac,
Lennox and Addington

United Way KFL&A
Brand Identity Guidelines

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Introduction

The United Way KFL&A brand identity is a visual expression of who we are and what we stand for. It represents what we do, how we do it, and how we work together to create lasting change in local communities.

Our visual and verbal messaging is often the first experience that community members, partners and donors have with our organization – which makes having a carefully managed and well-implemented brand identity system that much more important. These brand identity guidelines have been created to ensure the correct and consistent use of the brandmark, typography, colour palette, and other visual elements in communication materials.

It is critical that we use this shared visual vocabulary and, in doing so, work together to consistently represent the United Way KFL&A brand.

United Way

Kingston, Frontenac, Lennox and Addington

Corporate Font

A crucial element of the United Way KFL&A brand is our font family - Avenir and Arial. Only these fonts should be used for United Way KFL&A communication materials. Using other fonts should be restricted, as they will reduce brand recognition.

Avenir

Avenir is our principal font, flexible enough to be used for headings, and long or short copy. Avenir is a highly legible, elegant sans serif font. It has a large family offering many weights, including a oblique version for each weight.

Aa
Bc Cc Dd

AvenirLight – AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Avenir Book – AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Avenir Roman – AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Avenir Oblique – AaBbCcDdEeFfGgHhIiJjKkLl
Mm NnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Avenir Medium– AaBbCcDdEeFfGgHhIiJjKkLl
Mm NnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Avenir Heavy – AaBbCcDdEeFfGgHhIiJjKkLl
Mm NnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Avenir Black – AaBbCcDdEeFfGgHhIiJjKkLl
Mm NnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Alternative Font

Arial

Our alternative font, Arial, should be used as a substitute wherever Avenir is not available. Arial should be used for all email communications, on all Microsoft applications for internal documentation, and for slide presentations such as PowerPoint. Arial is avaible on most computers.

Arial Regular – AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPp QqRrSsTtUuVvWwXxYyZz 1234567890

Arial Italic – AaBbCcDdEeFfGgHhIiJjKk Ll
MmNnOoPp QqRrSsTtUuVvWwXxYyZz 1234567890

Arial Bold – AaBbCcDdEeFfGgHhIiJjKkLl
Mm NnOoPp QqRrSsTtUuVvWwXxYyZz 1234567890

Arial Bold Italic– AaBbCcDdEeFfGgHhIiJjKkLl
Mm NnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Primary Colour Palette

United Way's brandmark is one of the most recognized identities in the world. Pantone 485, a warm red for the logo, and Pantone 425, a warm grey for the logotype, work together to humanize the brandmark. 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.

Note: Hexadecimal should be used for online applications, RGB for Microsoft Office, and CMYK and Pantone® for print.

United Way Red:

Pantone 425
C6 M98 Y100 K1
R225 G37 B27
#e1251b

United Way Gray:

Pantone 425
C66 M56 Y53 K29
R83 G87 B90
#53575a

United Way Black

Pantone Process Black
C0 M0 Y0 K100 R44
G42 B41
#2c2a29

White (for Reverse
C0 M0 Y0 K0
R255 G255 B255
#ffffff

Secondary Colour Palette

As a complement to United Way KFL&A primary colour palette, the secondary palette comprises 8 bright and optimistic colours. Each of the colours is assigned to one of our impact areas, or initiatives and should be used when you are showcasing these focus areas in your communications.

You may also use these colours to complement our primary colour palette.

Shades of grey can also be used to create interest and depth in your design, but should be used sparingly to maintain an optimistic look and feel.

Note: Hexadecimal should be used for online applications, RGB for Microsoft Office, and CMYK and Pantone® for print.

Helping Kids Be All They Can Be:

Pantone 1575
C0 M62 Y86 K0
R255 G127 B48
#ff7f30

Building Strong and Healthy Communities:

Pantone 368
C59 M2 Y100 K0
R118 G188 B33
#76bc21

Moving people from poverty to possibility:

Pantone Process Blue
C100 M35 Y7 K0
R0 G130 B202
#0082ca

Women United:

Pantone 7441
C45 M73 Y0 K0
R160 G92 B191
#a05cbf

Retirees United:

Pantone 124
C7 M35 Y100 K0
R235 G169 B0
#eba900

Youth Homelessness:

Pantone 298
C67 M2 Y0 Y0
R65 G182 B230
#41b6e6

Eternity Fund:

Pantone 7465
C68 M0 Y40 K0
R59 G191 B173
#3bbfad

Donor-Advised Fund:

Pantone 314
C100 M33 Y27 K2
R0 G125 B165
#007da5

Brandmark

The United Way KFL&A master brandmark is made of three distinct elements: logo + logotype + registered trademark symbol.

The original United Way logo was created in 1972 by Saul Bass, depicting the helping hand cradling mankind, surrounded by a rainbow symbolizing hope. Our current logo preserves the brandmark's iconic presence while using a warmer red colour.

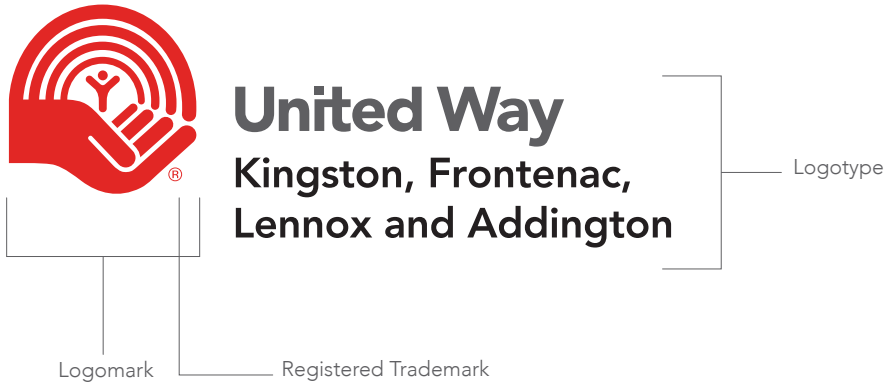
The logotype is a customized piece of artwork, created from the font Avenir. This modern font complements the round shape of the logo, and its letters have been joined together to reflect the idea of unity.

While there are two different configurations - vertical and horizontal - for the brandmark, the vertical option is preferred. The logotype is set off-centre to create a sense of movement and give the brandmark a more contemporary feel.

Electronic versions of the brandmark can accessed by contacting uway@unitedwaykfla.ca

Vertical Brandmark

Horizontal Brandmark



Graphic Elements

The United Way KFL&A brandmark is made up of three distinct elements: logo + logotype + registered trademark symbol. The logotype can never appear in any form other than in its relationship with the logo. Therefore, it can not be used in isolation as a graphic or watermark.

The logo can be used as a graphic element in a design, including as a watermark or pattern. When used in its entirety, the logo must be accompanied at all times by the registered trademark symbol.

The three graphic elements contained in the logo - a rainbow, a hand and a human figure - can also be used individually as graphics, icons or background visuals to enhance a layout or communicate an idea.

However, these three elements should never be joined together in any way other than how they appear in the official logo. For example, do not keep the rainbow and hand joined together and replace the human figure with an alternate element.

The logo and its elements should be used judiciously and in moderation within a design. They can be screened or knocked out of a background or image.

Rainbow

Hand

Human Figure

Colours Variants

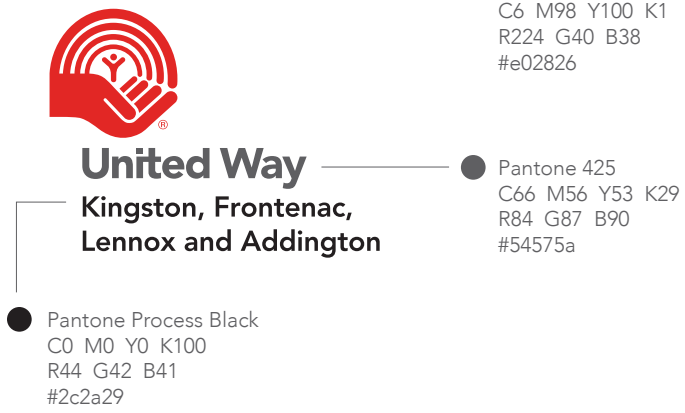
The preferred version, the positive full colour brandmark should be used where possible. The red and grey colours should never be switched or altered, and must be used consistently across all communication materials.

Five colour versions of the corporate identity are provided. Always ensure that legibility is not compromised and that colours do not vibrate. The identity chosen should depend on the colour background it is placed on and the amount of colours being printed.

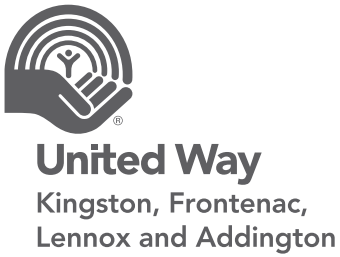
Positive versions of the brandmark must only be used over a white or very light background.

Note: Hexadecimal should be used for online applications, RGB for Microsoft Office, and CMYK and Pantone® for print.

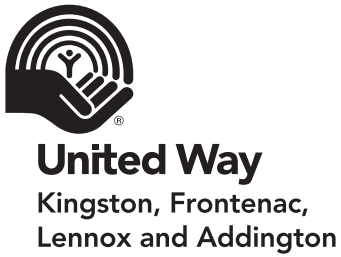
Full Colour Logo



Gray Logo



Black Logo



Colours Variants

On this page are the reverse logo versions which should be used on dark backgrounds.

When using a reverse version of the brandmark, use discretion.The red should clearly and aestetically separate from the background, otherwise only the white reverse option should be used.

Reverse White and Red Logo

Reverse White

Background Colours

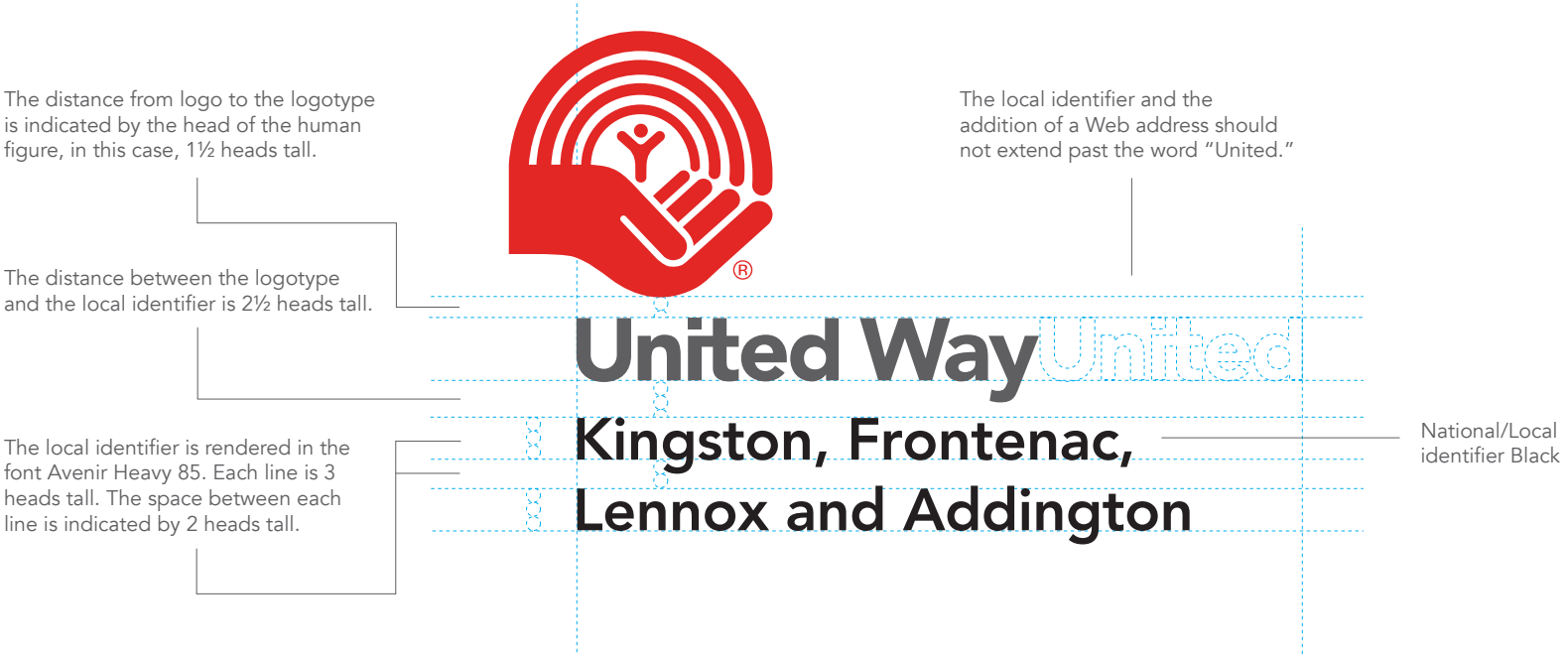
The preferred background colour for the visual identity is white. The identity can appear on other backgrounds, as long as the legibility of the identity is not compromised. On this page are examples of how the identity should be used on different backgrounds. Never place the identity on a busy background.

Vertical Alignment and Spacing

The United Way KFL&A brandmark has an established fixed size and space relationship between the different elements so that they can appear together without competing for attention.

Note: A lockup is the final form of a brandmark with all of its elements locked in their relative positions. The lockup should not be taken apart or altered in any way.

The following is an example of the vertical Vertical United Way KFL&A master brandmark.

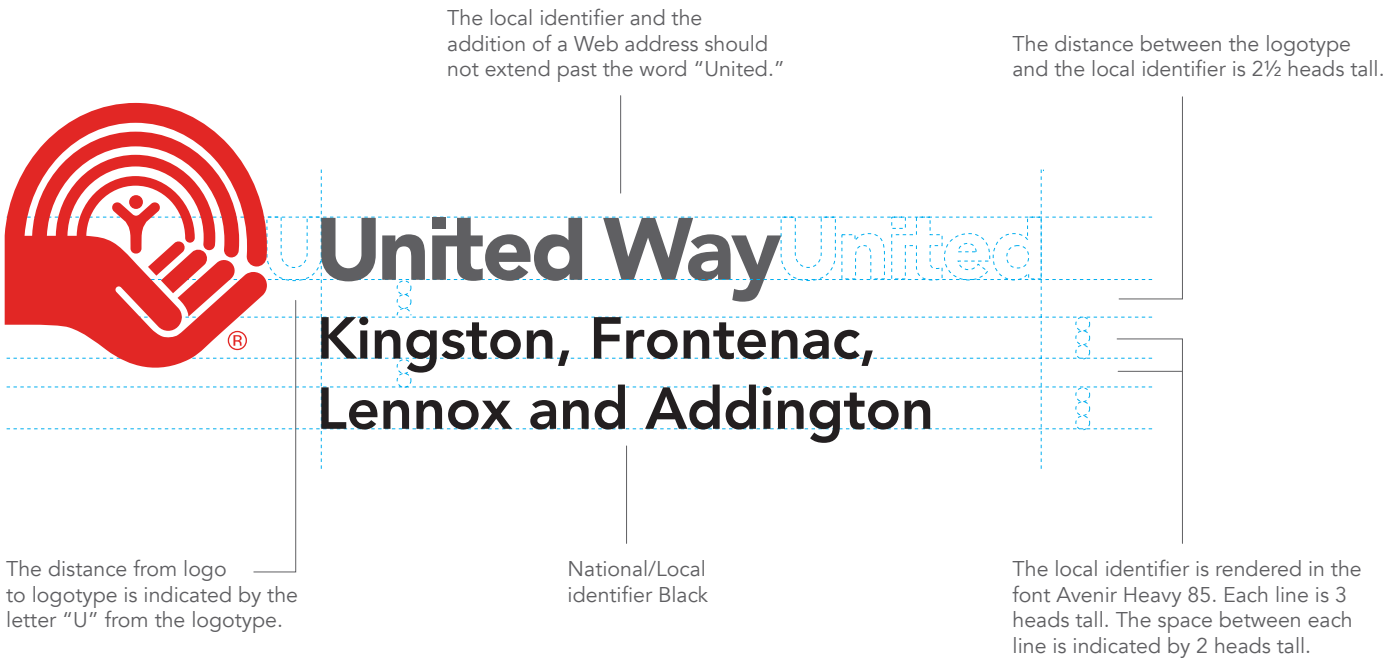


Horizontal Alignment and Spacing

The United Way KFL&A brandmark has an established fixed size and space relationship between the different elements so that they can appear together without competing for attention.

Note: A lockup is the final form of a brandmark with all of its elements locked in their relative positions. The lockup should not be taken apart or altered in any way.

The following is an example of the vertical Horizontal United Way KRFL&A master brandmark.



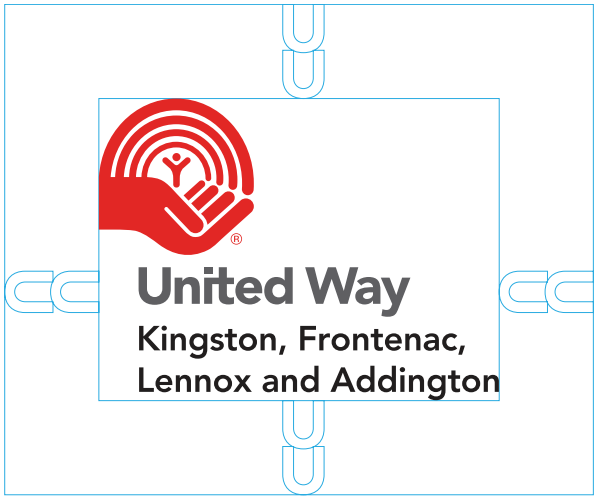
Safety Zone

It is important that the logo never feels congested, that it has a sense of openness and the identity has enough room to breathe. For that reason, we always keep clearspace or safety zone around the logo. No other elements, such as typography, pictures, partner logos, art or borders can appear in the safety zone.

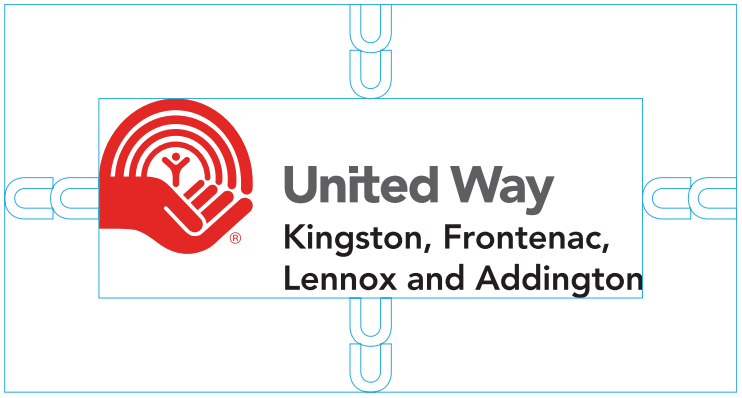
The safety zone is equal to two uppercase "U"s from the logotype. This standard holds true for both the vertical and horizontal brandmark . Always measure the clearspace from the entire width and height of the identity as shown.

Where possible please allow more clearspace around the identity.

Vertical Brandmark



Horizontal Brandmark



Minimum Identity Size

To ensure legibility of the visual identity, minimum sizes have been determined for both print and web.

Electronic File Formats

Electronic file formats are available for both Macintosh and PC platforms, in Adobe Illustrator EPS, PDF and PNG. The EPS or PDF format should be used for all printed material (such as brochures, data sheets, banners and signage). PNG files should be used for digital applications (such as Web and multimedia applications).

Vertical Brandmark

Minimum 3/8" in width for print.

Minimum 27 pixels in width for screen.

Horizontal Brandmark

Minimum 3/8" in width for print.

Minimum 27 pixels in width for screen.

Misuse of Brandmark

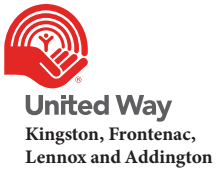
Do not alter in any way the electronic artwork either in proportion or colour. The visual identity should only be used as specified in this document. Special attention should also be paid when placing the corporate identity on a solid background, and it should never be placed on a busy background. Below are examples of **misuse** of the corporate brandmark.

Do not move the location of the identifier.

Do not move or try to center the logo.

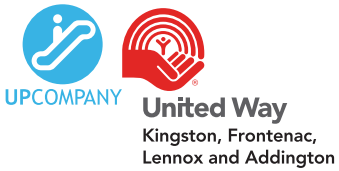
Do not move or alter the logotype.

Do not use the previous versions of the brandmark.

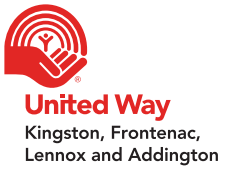


Do not change any of the typefaces.

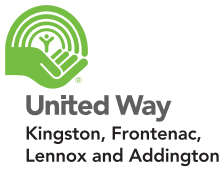
Do not use an isolated element of the logo.



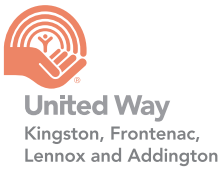
Do not place other logos or elements within the safety zone.



Do not alter the colour of the logotype.



Do not alter the colour of the logo.



Do not tint or screen the brandmark.

Do not place the brandmark on a busy background.

Do not distort, stretch or tilt the brandmark.

Logo Pairing

Rules have been determined for how the United Way KFL&A logo works in partnership with a workplace, community group, agency or local municipality.

United Way KFL&A logo must always stand alone, unchanged. The clearspace around the United Way logo must always be respected. Do not place other logos within the safety zone.

On this page are examples of how the United Way KFL&A identity can be used alongside another visual identity. It is important that both logos appear visually balanced so one logo does not overpower the other. When arranging the visually identities align the baseline of the logos to one another.

Vertical Brandmark

Horizontal Brandmark

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Charitable Registration Number: 125978270RR0001
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