

# Branding Guidelines

## Logos



United Way logo must be included on all print and digital publications.

## Typography

Headings:

**Oswald Bold**

League Gothic (United Way)

Body Text:

Roboto Light

Arial (Substitute Font)

## Primary Colors

#6DA6C2

Web: R: 109 G: 166 B: 194

Print: C: 58% M: 22% Y: 15% K: 0%

#0C2D36

Web: R: 12 G: 45 B: 54

Print: C: 91% M: 66% Y: 57% K: 59%

## Accent Colors

#F57814

Web: R: 245 G: 120 B: 20

Print: C: 0% M: 60% Y: 100% K: 0%

#FFB351

Web: R: 255 G: 179 B: 81

Print: C: 0% M: 34% Y: 86% K: 0%

#F89A54

Web: R: 248 G: 154 B: 84

Print: 0% M: 47% Y: 74% K: 0%

#FCCA75

Web: R: 254 G: 202 B: 116

Print: C: 0% M: 22% Y: 63% K: 0%