

Branding Guidelines

Logos



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

Typography

Headings:

League Gothic

Body Text:

Roboto Light
Arial (Substitute Font)

Primary Colors

#798EC6

Web: R: 121 G: 142 B: 198

Print: C: 55% M: 40% Y: 0% K: 0%

#FFFFFF

Web: R: 12 G: 45 B: 54

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

Accent Colors

#005191

Web: R: 0 G: 81 B: 145

Print: C: 100% M: 74% Y: 0% K: 0%

#FFB351

Web: R: 255 G: 179 B: 81

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

#969696

Web: R: 150 G: 150 B: 150

Print: 0% M: 0% Y: 0% K: 50%

#F57814

Web: R: 245 G: 120 B: 20

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