COLORS

ASPIRATIONAL COLOR PALLET

UNITED WAY WORLD WIDE BRAND COLORS
**LEAGUE GOTHIC**

*Always all uppercase with 25 tracking*

Used for headlines and calling out specific words, when used across a photo or as a heading, can be used with color bar behind it for extra emphasis.

**Roboto Bold**

*Sentence case, title case or all uppercase*

Used for subheadings, body copy and highlighting important information

**ROBOTO LIGHT**

*Can be used with sentence case, title case but should usually be uped in uppercase*

Used for subheadings and body copy

**Roboto Regular**

*Lower case*

Used for body copy

**Ball Pen**

This font is only to be used in extreme moderation and only by the Marketing Team.
This font is to highlight key words in headlines.
This font is not available for free and must be purchased.
Do not use fonts that look similar, or old font’s we have used in the past (Jenna Sue/Rebel/Vista la diva)
The top and bottom strokes of the capitalized letters should always break through the color bar.
PHOTOGRAPHY

- Photo's selected should be warm, colorful and aspirational.
- They should show the subject as being strong and empowered.
- Allow the photo to take up as much of the canvas as possible and overlay headline text.
- Use drop shadows and gaussian blur to make text appear better against difficult backgrounds.
LOGO USAGE

Logo Positioning: Right top, right bottom, center top or center bottom

- Localized United Way logo should always be used
- Logo should always be in one color
  - Preferably white but can be used in: Dark Blue, Light Blue or Black
- Logo should be visible but should not draw the attention away from the imagery or message
WE FIGHT FOR Education

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat.

Icons used for infographic needs in different colors

One color logo with drop shadow depending on image needs

Headline within color bar, Ball Pen font breaks the barrier of color bar

Large, inspiring hero image

Call out statistic in League Gothic, backed with color box for activated whitespace

Graph breaks barriers
• Icons are used to emphasize statistics or to give an infographic effect to a list of outcomes

• Icons cannot be found from other sources, if you cannot find the icon you need, contact marketing and we will make one for you

• Icons should be used liberally and should stay small in size compared to the rest of the document
HAPPY MOTHER’S DAY

WE FIGHT FOR Education

THANK YOU, TEACHERS!

WE LOVE OUR Volunteers

NEED HELP WITH Housing?

WHAT’S NEEDED. WHERE IT’S NEEDED.