United Way
Greater Toronto

Brandmark Guidelines

United Way funded agencies and corporate supporters are welcome to use the United Way Greater Toronto brandmark in their communication and marketing materials. These guidelines are to be applied consistently to ensure a uniform visual presentation of the United Way brand. The brandmark is available in a vertical or horizontal format. There are black and white versions of each logo also available.

To preserve visual integrity, our brandmark should be reproduced from a digital file. The brandmark should not be redrawn or reproduced by manipulating the master brandmark in anyway. If you have any questions about usage, please contact:

United Way Marketing Department
at 416-777-2001 or your staff partner.

Master Brandmark components and colours

icon

logotype

identifier

PMS 485
C0 M95 Y100 K0
R218 G41 B28
Hexa: DA291C

PMS 425
C0 M0 Y0 K77
R112 G115 B114
Hexa: 54585A

PMS Process Black
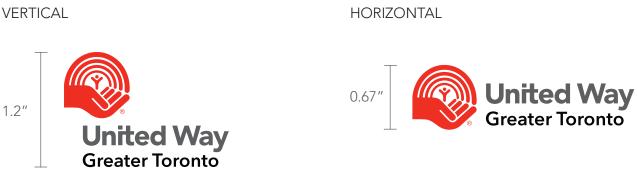C0 M0 Y0 K100
R44 G42 B41
Hexa: 2C2A29

Brandmark minimum and maximum size

Brandmark Size for Print Reproduction

To preserve the legibility of our brandmark, the minimum size for print reproduction is 1.2" in height for our vertical brandmark, and 0.67" in height for our horizontal version.

This ensures that the Toronto locator is no smaller than 11 points. There is no maximum size for the brandmark.

VERTICAL

1.2"

HORIZONTAL

0.67"

Brandmark Size for Online Applications

To preserve the legibility of our brandmark online, the minimum size for web is 120 pixels high for our vertical version of the brandmark,

and 82 high pixels for our horizontal version of the brandmark.

Safety zone

It is important that the brandmark never feels congested, and that it has a sense of openness. For that reason, there should be a clear space around the brandmark. No other elements, such as typography, pictures, partner brandmarks, art or borders, can appear in the safety zone. The safety zone is equal to the size of two uppercase "U"s (on the logotype) from the brandmark.

Knock-out and One-colour Reproduction

Four Colour Reproductions

The brandmark should always be used in full colour (red, grey, black). If the background in which the brandmark will appear is a dark colour that won't allow the full-colour brandmark to be used, the brandmark should appear in knockout (white brandmark over a colour background). The safety zone for the brandmark remains the same.

One Colour (Black and White) Reproductions

In instances of black and white colour reproduction, the brandmark should appear in black. If the background against which the brandmark will appear is a darker colour, the brandmark should appear in knock-out. The brandmark can appear in knockout on an uncluttered photo background. Providing the background has sufficient contrast.

What not to do

Do not rearrange the elements of the brandmark; icon, logotype and identifier.

Do not distort, stretch or tilt the brandmark.

Do not use an isolated element of the brandmark.

Do not tint or screen the brandmark.

Do not alter the brandmark colours.

Do not place brandmark on a busy background

Do not modify the icon or add elements.