

Every Child, Every Step of the Way



**United Way
of Salt Lake**

Brand Standards and Guidelines
2020

Using the Standards & Guidelines

These guidelines are provided to ensure the correct and consistent use of the brand identity system. Along with the voice, brandmark, typography, color palette and other visual elements, specific directions are included to help you manage any outward-facing marketing and communications materials. By accurately and consistently implementing this brand identity system, you protect the United Way of Salt Lake brand and make our brand positioning stronger.



Our Brand Position and Call to Action

At United Way of Salt Lake, we know charity is not enough.

We work to change the systems that keep people in poverty by addressing the inequities that kids in our communities face.

Because we believe every child deserves the same chance to achieve their dreams, no matter their race, or the neighborhood they live in. We must work together to make it happen --and that's why we bring schools, businesses, and community leaders to the table. To make sure every child can succeed in life.

This is not a quick fix. Or charity for a few.

It's preparing kindergarteners for a lifetime of learning, and helping students build confidence in reading and math. It's watching high school seniors cross the stage on graduation day, and college graduates land their first jobs.

We do this by working in schools, across communities, and at the state Capitol. Breaking down barriers from all sides.

Lasting social change takes all of us, UNITED in pursuit of a brighter future for every child.

We hold ourselves to the highest standard in creating pathways to opportunity for children in our community. The only thing we need, is you.

Join us in helping every child, every step of the way.



United Way
of Salt Lake

Brand Framework Overview

VISION

Long-term statement that describes what we are trying to accomplish and where we want to be in the future

We envision an inclusive community where all people achieve their human potential through education, financial stability, and healthy lives.

MISSION

Foundational statement describing how we will achieve our vision by making its core objective clear

We build powerful partnerships to achieve lasting social change.



Brand Framework Overview

BRAND PROMISE

What drives our unique promise and proposition in the marketplace

We work to change systems. And we know, in order to transform communities, we must think beyond individual programs or services. To see ourselves as a united system, working together to create more equitable outcomes for children and families.

BRAND CREDO

Articulation of how our brand drives value, actively communicated to a target audience

United Way of Salt Lake has a clear purpose: helping every child succeed, regardless of race, income, or ZIP code.

We work to remove barriers every stage of a young person's life, from preschool through a good education and career.

BRAND IDEA

Motivating idea that drives action

Create pathways of opportunity for every child, every step of the way.





Brand Video



United Way
of Salt Lake

United Way of Salt Lake works in

9         

Promise Partnership Communities

with nearly

180

Promise Partners

in

43

community schools
and neighborhood
centers

to help change
the odds for

200,000

low-income

KIDS

in







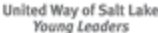

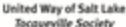





5

school districts





Brand Architecture

Usage	Visualization
Brandmark only	    
Donor Network Identities	    
Sub Brand Identities	 
Corporate Partnership / Sponsorship or Co-branding	  

United Way Brand

Audience: 13,256 individual donors, 300+ corporate partners, major funders, general public

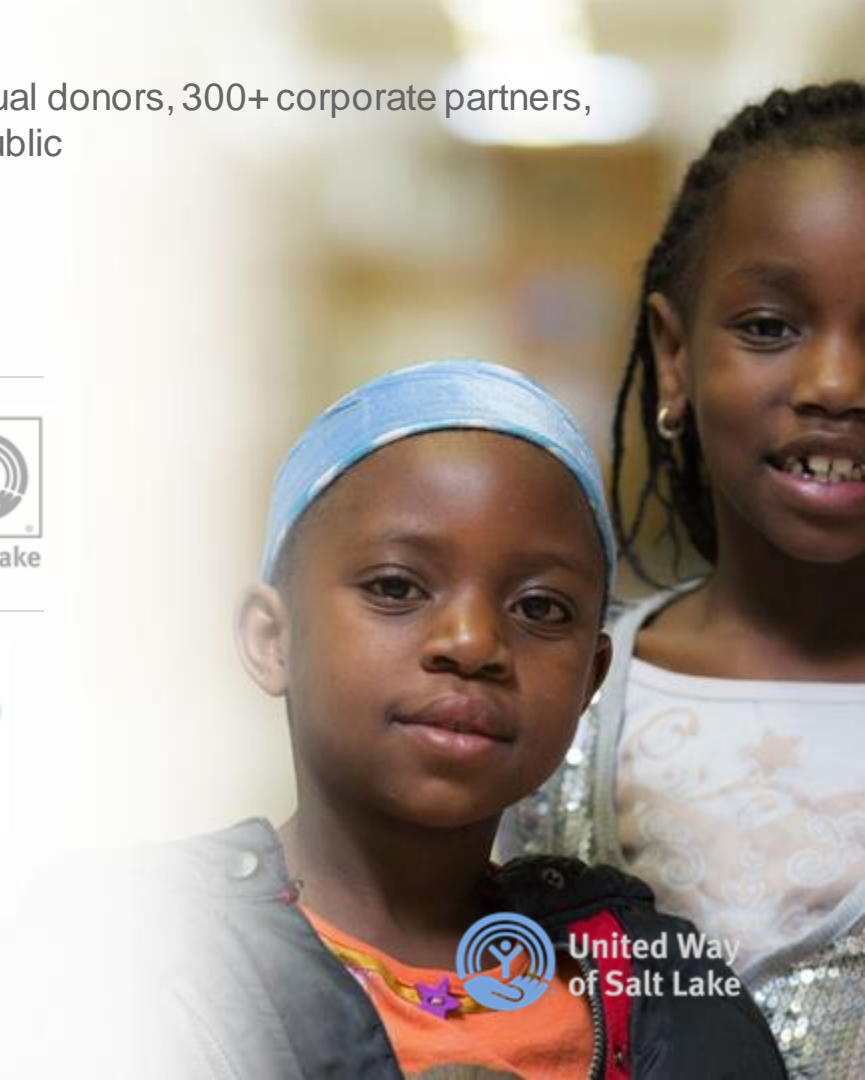
United Way Worldwide Brand. Used with United Ways of Utah



United Way of Salt Lake historic brand structure.



United Way of Salt Lake current branding structure. Used for all print and web.



Promise Brand

Audience: 140 + Collective Impact Partners, 50+ PPRC members, potential partners, and national partners and funders

Historic Promise Partnership Brand with United Way of Salt Lake lockup. Used 2012- 2019



New Promise Partnership Branding as of 2019.



New Promise Partnership Branding with tagline.



New Promise Partnership Branding with United Way of Salt Lake lockup.



United Way
of Salt Lake

211 Brand

Audience: more than 100,000 Utahns who utilize 211 annually and 400+ agency partners that provide services and make referrals

Historic 211 Brand with United Way lockup.
Used 2012- 2019



New 211 Branding with tagline and
United Ways of Utah logo lockup



Preferred 211 Branding with tagline and
United Ways of Utah lockup





Social Media Brandmarks

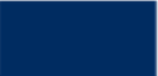








United Way of Salt Lake ✓

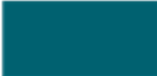








6.7K like this · Nonprofit Organization

Color Palettes

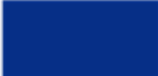



UNITED WAY

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	Pantone 287 R:0 G:081 B:145 C:100 M:74 Y:0 K:0 HEX:005191
	Pantone 659 R:122 G:164 B:a221 C:51 M:28 Y:0 K:0 HEX:539ed0
	Pantone 187 R:0 G:0 B:0 C:0 M:0 Y:0 K:100 HEX:b41428
	Pantone 179 R:229 G:62 B:48 C:4 M:91 Y:91 K:0 HEX:ff443b
	Pantone 152 R:233 G:115 B:0 C:5 M:66 Y:100 K:0 HEX:f57814
	Pantone 143 R:246 G:180 B:54 C:2 M:32 Y:91 K:0 HEX:ffb351

PROMISE PARTNERSHIP

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	R:114 G:165 B:208 C:55 M:24 Y:4 K:0 HEX:72a5d0
	R:29 G:71 B:69 C:86 M:52 Y:62 K:44 HEX:1d4745
	R:80 G:91 B:49 C:64 M:44 Y:90 K:35 HEX:505b31
	R:135 G:163 B:105 C:51 M:22 Y:73 K:2 HEX:87a369
	R:74 G:28 B:13 C:43 M:81 Y:84 K:66 HEX:4a1c0d
	R:232 G:69 B:74 C:3 M:88 Y:71 K:0 HEX:e8454a
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211

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	Pantone 143 R:246 G:180 B:54 C:2 M:32 Y:91 K:0 HEX:ffb351





Fonts

LEAGUE GOTHIC REGULAR

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$%&(',.' " / !?)

Roboto Condensed Bold

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$%&(',.' " / !?)

Roboto Bold

abcdefghijklmnopqrstuvwxyz

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Roboto Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$%&(',.' " / !?)

Roboto Light

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