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.
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.
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

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<td>Corporate Partnership / Sponsorship or Co-branding</td>
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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.
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
# Color Palettes

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## Fonts

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