



United Way for Greater Austin

*Version 1.0*

# ***UNITED WAY FOR GREATER AUSTIN PARTNER BRAND GUIDELINES***

## **LETTER FROM THE PRESIDENT**

United Way for Greater Austin  
Brand Guidelines v.1

Dear Partner,

As an important business partner for United Way for Greater Austin, we want to be sure you are equipped with all the necessary tools to promote our relationship and the great work we do together. These guidelines contain the complete terms and conditions for use of the United Way for Greater Austin brand and define the visual and verbal elements that make up the brand. Additionally, this document includes explanations, guidelines and indications on how to produce professional co-branding marketing tools and how to engage our team to help.

We look forward to continuing to strengthen our relationship. Through our work together, we are ensuring every person has the opportunity to be a philanthropist and helping our community overcome barriers to economic opportunity so we can continue to thrive.

Thank you for your partnership.

Sincerely,

A handwritten signature in black ink, appearing to read "Debbie Bresette", with a stylized flourish at the end.

Debbie Bresette  
President

<i>BRAND MESSAGING</i>	<i>4</i>
<i>CORE LOGO</i>	<i>5</i>
<i>COLORS</i>	<i>8</i>
<i>MAKES AUSTIN GREATER BADGE</i>	<i>9</i>
<i>PROGRAM NAMES</i>	<i>11</i>
<i>BOILERPLATE LANGUAGE</i>	<i>12</i>
<i>CONTACT INFORMATION &amp; CONDITIONS</i>	<i>13</i>

**FULL NAME**

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**UNITED WAY  
FOR GREATER  
AUSTIN**

Do not use “the” before the name:

~~**The United Way for Greater Austin**~~

**DIGITAL NAME USAGE**

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***unitedwayaustin.org***

URL

***uwatx.org***

Casual URL (for social media or other abbreviated instances)

***UWATX***

Acronym

Do not use:

~~**UWGA**~~

~~**UWCA**~~

~~**UWFGA**~~

~~**UWatx**~~

Additionally, always use the full name (United Way for Greater Austin) before referring to the organization as UWATX.

***@uwatx***

Twitter handle

***facebook.com/uwatx***

Facebook address

## CORE LOGO

The United Way for Greater Austin core logo is the main symbol of the UWATX brand. The logo should be used only in its original form and should not be altered or re-drawn in any way.

United Way for Greater Austin  
Brand Guidelines v.1

### ON WHITE



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The United Way for Greater Austin logo will only ever appear in one solid color. On a white (or very light) background, use darker colors from the approved color palettes in the logo for best contrast. It is preferable to use a white background when the logo is in color.

### ON COLOR



United Way for Greater Austin



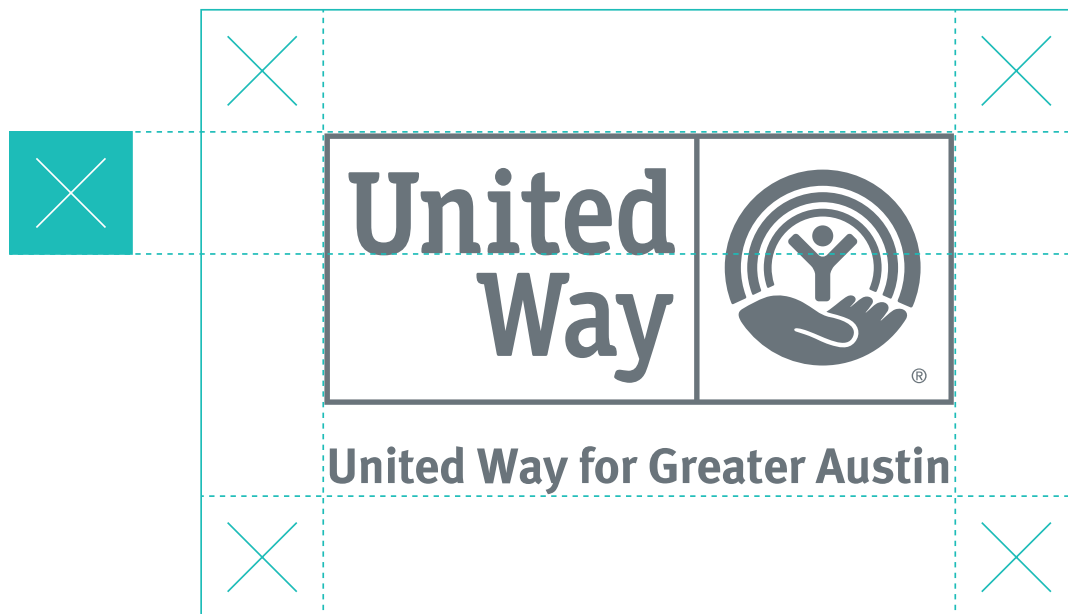
The United Way for Greater Austin logo will only ever appear in one solid color. On a color (or dark) background, use an all-white version of the logo. It is preferable to use an all-white (instead of light-colored) logo on a solid, dark color background. Do not place the logo on patterned or busy backgrounds.

## CORE LOGO

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United Way for Greater Austin  
Brand Guidelines v.1

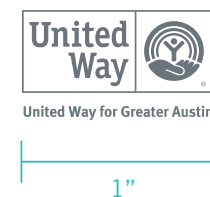
## CLEAR SPACE



A defined clear space has been established to preserve the integrity and visual impact of the United Way for Greater Austin logo.

**Do not allow graphics, text, or other elements to encroach into the defined clear space area.**

## MINIMUM SIZE



The minimum reproducible size of the United Way for Greater Austin core logo is 1" wide or 72 pixels if digital.



A horizontal version of the UWATX core logo may also be used. The minimum reproducible size of the horizontal logo is 1.25" wide.

**When changing the size of the logo, all elements should be grouped and scaled as a unit to maintain proportion.**

## CORE LOGO

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United Way for Greater Austin  
Brand Guidelines v.1

## INAPPROPRIATE USAGE



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- × Do not display the logo in more than one color at a time
- × Do not change the typeface in the logo

- × Do not omit parts of the logo
- × Do not add effects or drop shadows to the logo

- × Do not alter the arrangement of the elements within the logo
- × Do not make the logo unreadable

- × Do not skew or distort the logo
- × Do not use the icon without the rest of the logo

## COLOR

A color palette has been developed for United Way for Greater Austin, and it is an important component in defining the brand. Adherence to color guidelines and consistent use of this palette will help create a unified visual look for the UWATX brand.

The color palette is built with colors that reflect the vibrance and landscape of Greater Austin and its communities, and they are used in simple combinations for a powerful effect.

United Way for Greater Austin  
Brand Guidelines v.1

### PRIMARY COLOR PALETTE

**PANTONE** 305 C / 305 U  
**CMYK** 54/0/6/0  
**RGB** 89/203/232  
**HEX** 59CBE8

**PANTONE** 123 C / 115 U  
**CMYK** 0/19/89/0  
**RGB** 255/199/44  
**HEX** FFC72C

**PANTONE** 3262 C / 3262 U  
**CMYK** 76/0/38/0  
**RGB** 0/191/179  
**HEX** 00BFB3

**PANTONE** 427 C / 427 U  
**CMYK** 7/3/5/8  
**RGB** 208/211/212  
**HEX** D0D3D4

**PANTONE** 293 C / 293 U  
**CMYK** 100/69/0/4  
**RGB** 0/61/165  
**HEX** 003DA5

**PANTONE** Rhodamine Red  
**CMYK** 9/87/0/0  
**RGB** 225/0/152  
**HEX** E10098

**PANTONE** 2593 C / 2602 U  
**CMYK** 66/92/0/0  
**RGB** 132/50/155  
**HEX** 84329B

**PANTONE** Red 032 C / Red 032 U  
**CMYK** 0/86/63/0  
**RGB** 239/51/64  
**HEX** EF3340

Avoid using many different primary palette colors at once. Try and limit the color palette of your project to two of these colors at a time (excluding grays), using many of them at once may become overpowering.

*Though not represented in the color palette, white and black are allowed.*



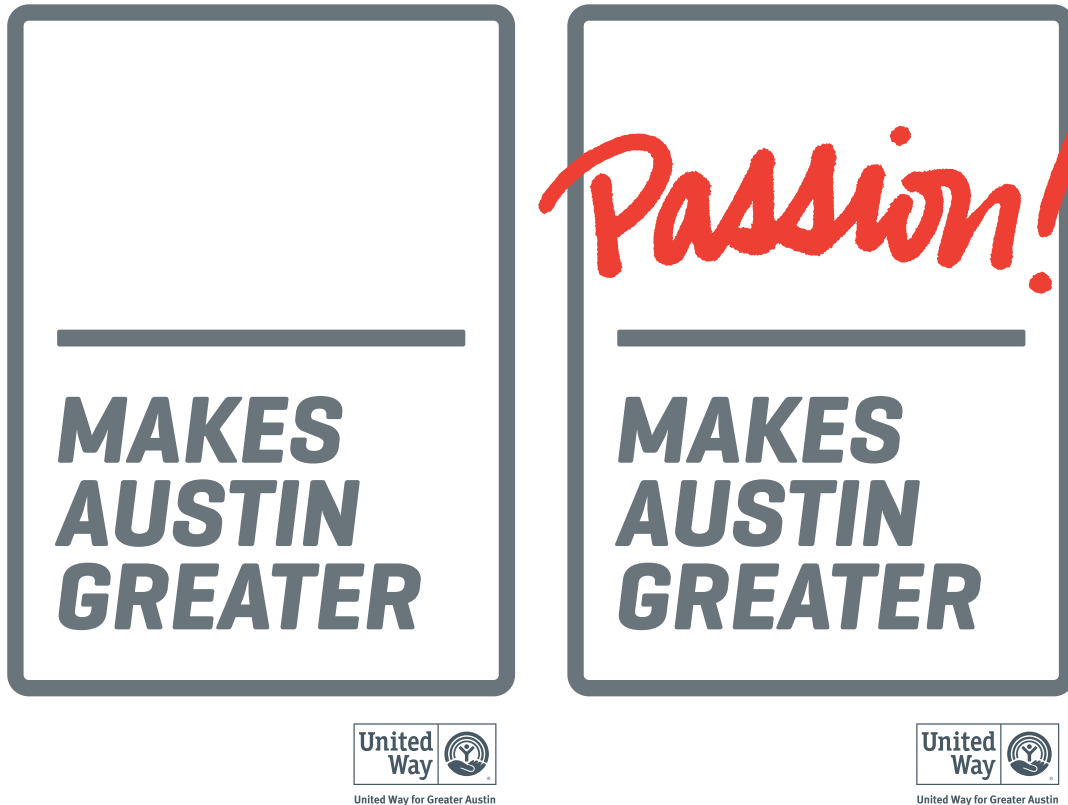
## MAKES AUSTIN GREATER

The “[Blank] Makes Austin Greater” Badge is an important conceptual piece of the United Way for Greater Austin brand. It is used to express the voice of the Greater Austin community and reflect uniqueness.

The badge also influences other graphic and typographic treatments to materials—both internal-facing and external-facing—that are used across UWATX materials.

United Way for Greater Austin  
Brand Guidelines v.1

### “[BLANK] MAKES AUSTIN GREATER” BADGE



If you would like to use the “[Blank] Makes Austin Greater” Badge, please contact UWATX to get approval using the information listed on the last page of these guidelines.

Upon approval for usage of the “[Blank] Makes Austin Greater,” we will supply the appropriate artwork needed.

The badge is largely external-facing, meaning that it is used mostly for materials that address the public at large. The purpose of the badge is to create engagement, offering people a way to express what they feel makes Austin greater by writing it in the blank area of the badge.

***Maintaining an authentic hand-written look in the badge is critical.*** Whenever possible, use actual handwriting to fill in the badge instead of a font that looks like handwriting.

## MAKES AUSTIN GREATER

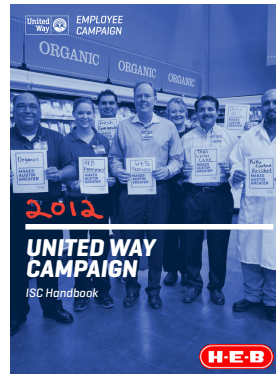
The “[Blank] Makes Austin Greater” Badge is an opportunity for partners to engage with the UWATX in a variety of fun ways.

United Way for Greater Austin  
Brand Guidelines v.1

### EXAMPLES OF THE “[BLANK] MAKES AUSTIN GREATER” BADGE



The badge can be used on incentives and other giveaways during campaign, including a tote bag. The above example shows the versatility of the concept, which could be used on both sides of the bag.



For H-E-B, UWATX used the “Makes Austin Greater” concept for a fun photo. Above is the resulting artwork, incorporating the photo and the overall look of the badge in an internal handbook.



The “Makes Austin Greater” badge also works well on a shirt for events. The blank can be filled in with a company name, a core value or a well-know product or attribute to reflect the business.



The badge can be utilized to engage employees. For IMPACT Day, UWATX asked Deloitte employees to fill out the badge and then created a large-scale display.



The badge can be used to recognize employees who gives. For example, Nordstrom gave out “Makes Austin Greater” stickers for employees to wear.

## PROGRAM NAMES

United Way for Greater Austin facilitates a series of programs, and referring to these programs appropriately is important for consistency across UWATX materials.

United Way for Greater Austin  
Brand Guidelines v.1

The logo consists of the letters 'UW' stacked above 'ATX' in a bold, black, sans-serif font. A thick blue line forms a horizontal bar at the bottom of the 'UW' and a vertical line to the right of the 'ATX', meeting at a right angle.

## BUILDING PHILANTHROPY

EMPLOYEE CAMPAIGN

INDIVIDUAL ENGAGEMENT

HANDS ON CENTRAL TEXAS

## RUNNING STRATEGIC PROGRAMS

SUCCESS BY 6

TARGET GRADUATION

FINANCIAL OPPORTUNITY

NAVIGATION CENTER

When referring to UWATX programs, be sure to appropriately name the program as listed here. If you have questions about the names of the programs, please contact UWATX by using the information listed on the last page of these guidelines.

## **BOILERPLATE LANGUAGE**

United Way for Greater Austin boilerplate language is used to allow the description of the organization to remain consistent across all materials.

If you need additional content about United Way for Greater Austin, you can contact someone from the last page of this document.

**United Way for Greater Austin**  
Brand Guidelines v.1

United Way for Greater Austin is committed to overcoming barriers to economic opportunity so our community continues to thrive. We inspire, lead and unite an eclectic community of philanthropists - including individuals, nonprofits, businesses and government - to invest in the future of Greater Austin. We are solving problems not just for one person with one need, but creating solutions for a large community with large needs.

## **CONTACT INFORMATION & CONDITIONS**

United Way for Greater Austin  
Brand Guidelines v.1

Whenever the United Way for Greater Austin logo is used, please send a final file of the piece (whether print or digital) to [marketingoffice@uwatx.org](mailto:marketingoffice@uwatx.org). Additionally, if you are interested in using the “[Blank] Makes Austin Greater” Badge, please also email [marketingoffice@uwatx.org](mailto:marketingoffice@uwatx.org) or you can call 512.382.8619.