



# BRAND STANDARDS & GUIDELINES

# COLOR PALETTE

## United Way Color Palette

The United Way color palette is comprised of colors used in the United Way landmark. On this page you will find specifications for reproducing the United Way colors in a variety of ways.

The colors shown are not direct conversions, but rather carefully selected formulas to ensure the best and most accurate color representation for that format/use.

## Grayscale

Grayscale should be used sparingly and in support of the primary color palette. In event that contrast is an issue, additional shades of gray may be used.

## Digital Accent Colors

These colors are best used to indicate state changes in web applications such as a hover state on buttons. See pages 55 & 56 for reference.

\* WCAG are web content accessibility guidelines which are recommendations for making web content more accessible for people with disabilities.



Pantone 287 C  
C:100 M:74 Y:0 K:0  
R:0 G:81 B:145  
HEX: #005191



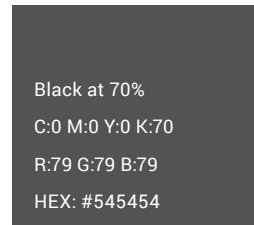
Pantone 659 C  
or 287C at 52%  
C:55 M:40 Y:0 K:0  
R:83 G:158 B:208  
HEX: #539ED0



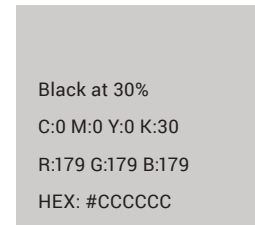
Pantone 143 C  
C:0 M:34 Y:86 K:0  
R:255 G:179 B:81  
HEX: #FFB351



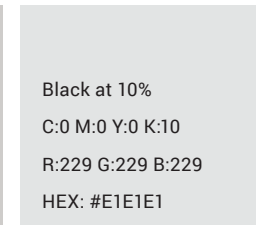
Pantone 179 C  
C:0 M:85 Y:89 K:0  
R:255 G:68 B:59  
HEX: #FF443B



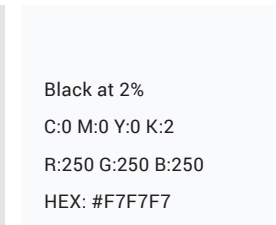
Black at 70%  
C:0 M:0 Y:0 K:70  
R:79 G:79 B:79  
HEX: #545454



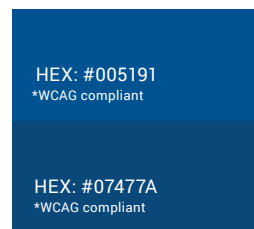
Black at 30%  
C:0 M:0 Y:0 K:30  
R:179 G:179 B:179  
HEX: #CCCCCC



Black at 10%  
C:0 M:0 Y:0 K:10  
R:229 G:229 B:229  
HEX: #E1E1E1

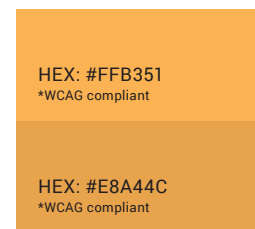


Black at 2%  
C:0 M:0 Y:0 K:2  
R:250 G:250 B:250  
HEX: #F7F7F7



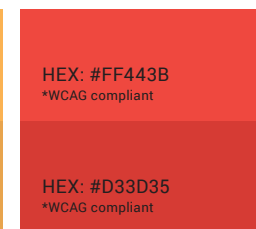
HEX: #005191  
\*WCAG compliant

HEX: #07477A  
\*WCAG compliant



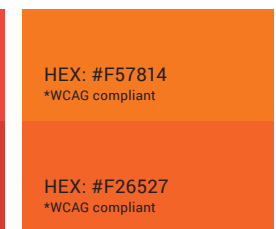
HEX: #FFB351  
\*WCAG compliant

HEX: #E8A44C  
\*WCAG compliant



HEX: #FF443B  
\*WCAG compliant

HEX: #D33D35  
\*WCAG compliant



HEX: #F57814  
\*WCAG compliant

HEX: #F26527  
\*WCAG compliant



# COLOR PALETTE

## United We Fight.

## United We Win.

It is important that United Way local member organizations maintain a consistent appearance of the brandmark and all visual communications across various media types and materials. Using colors consistently in all communications will strengthen brand recognition, create impact and differentiate our programs.

The United Way color palette is comprised of both fight and win colors. The selection of fight or win should be case-by-case. If material skews more fight, use the fight color palette. If the material skews more win, use the win color palette.

### United We Fight Colors



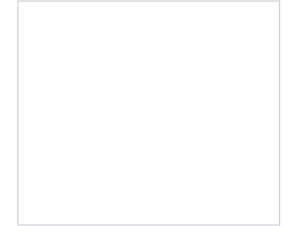
Black  
C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
HEX: #000000



Spot: Pantone 152 C  
C:0 M:60 Y:100 K:0  
R:245 G:120 B:20  
HEX: #F57814



Black at 50%  
C:0 M:0 Y:0 K:50  
R:150 G:150 B:150  
HEX: #969696



White  
C:0 M:0 Y:0 K:0  
R:255 G:255 B:255  
HEX: #FFFFFF

### United We Win Colors



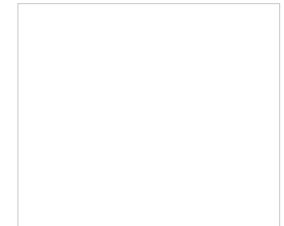
Pantone 659 C  
or 287C at 52%  
C:55 M:40 Y:0 K:0  
R:83 G:158 B:208  
HEX: #539ED0



Pantone 143 C  
C:0 M:34 Y:86 K:0  
R:255 G:179 B:81  
HEX: #FFB351



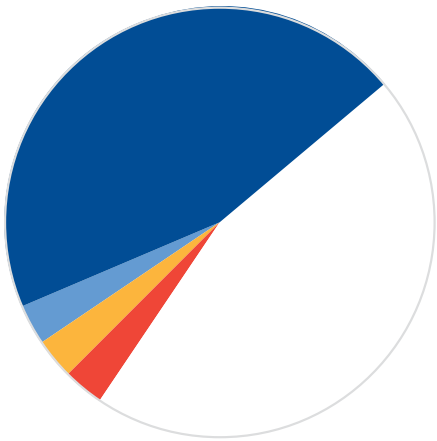
Black at 50%  
C:0 M:0 Y:0 K:50  
R:150 G:150 B:150  
HEX: #969696



White  
C:0 M:0 Y:0 K:0  
R:255 G:255 B:255  
HEX: #FFFFFF

# COLOR PALETTE

When a piece is not specific to the “fight” call to action or the “win” celebration of success, the general United Way color palette should be utilized.



## United Way

This color palette is pulled directly from the United Way logo. Blue and white serve as the primary colors, with light blue, yellow and red used to accent. This palette should be primarily reserved for internal or multi-page informational documents that do not have a fight or win message, including corporate identity materials or brand specific items and assets.

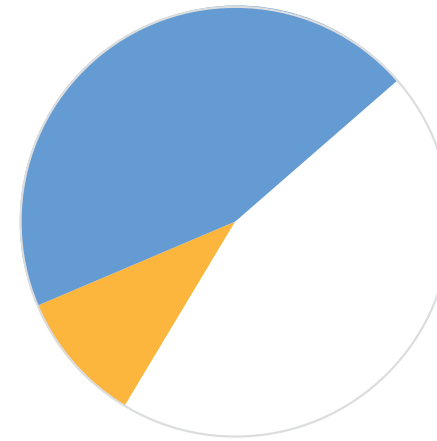
### Note:

These color palettes are intentional and should not be mixed or combined in ways other than what is shown.



## United We Fight

This color palette is simple and bold. It highlights the seriousness of the challenges we fight. Black and white serve as the primary colors, with orange used to accent. **This palette should be used in “fight” layouts only.**



## United We Win

This palette is light and bright to channel the positivity of the wins made against challenges. Light blue and white should serve as primary colors with yellow used to accent. **This palette should be used in “win” layouts only.**