



# BRAND STANDARDS & GUIDELINES

# TYPOGRAPHY

Three standardized typefaces have been chosen for the United Way brand identity. They are to be used in all printed and online communications. Each of the fonts have been selected for their visual compatibility with the United Way brandmark, and for their ability to convey a personality that is consistent with the brand. The rest of the Roboto family may be used for extended weight options.

To download or update the free fonts visit:  
[theleagueofmoveabletype.com/league-gothic](https://theleagueofmoveabletype.com/league-gothic)  
[fonts.google.com/specimen/Roboto](https://fonts.google.com/specimen/Roboto)  
[fonts.google.com/specimen/Roboto+Condensed](https://fonts.google.com/specimen/Roboto+Condensed)

**Note:**

Roboto is a font that is updated periodically by Google. It is recommended that *all* fonts are updated on a regular basis to ensure the most currently available ones are being used.

**Note:**

Trade Gothic and Meta fonts have been discontinued and should no longer be used.

## LEAGUE GOTHIC REGULAR

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

## Roboto Condensed Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

## Roboto Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

## Roboto Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

## Roboto Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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



# TYPOGRAPHY USAGE

These fonts are to be utilized for all correspondence, websites, presentations, collateral and marketing materials.

## Headlines

League Gothic typeface is the headline font. It should be used sparingly in marketing communications to draw attention to important text. When legibility/contrast is an issue, use the block behind the text. At smaller sizes Roboto Bold can be substituted for increased legibility.

## Headings

Roboto Condensed Bold is the heading font. It should be used in multipage documents and websites to denote a new section.

## Subheadlines

Roboto bold is the subhead font. It should be used under headlines or headers when necessary. Sub headlines may also be used as the first sentence of a paragraph in marketing communications.

## Body Copy

Roboto Regular is the paragraph font. It should be used for supportive messaging.

**THIS IS A HEADLINE.**

League Gothic Regular | > 18 pt print | > 24 px digital | 25 Tracking | .9–1.1X line spacing

**THIS IS A HEADLINE.**

League Gothic Regular | > 18 pt print | > 24 px digital | 25 Tracking | .9–1.1X line spacing

**This is a headline.**

Roboto - Bold | 16-18 pt print | 22-24 px digital | 1.1–1.3X line spacing

**THIS IS A HEADING.**

Roboto Condensed - Bold | 16-18 pt print | 22-24 px digital | -10 Tracking | 1.1–1.2X line spacing

**This is a subheadline.**

Roboto - Bold | 8-14 pt print | 12-18 px digital | 1.5–2X line spacing

This is body copy.

Roboto - Regular | 8-12 pt print | 13-18 px digital | 1.5–2X line spacing

# SUBSTITUTE TYPOGRAPHY

Arial is an acceptable substitute for Roboto and Impact is an acceptable substitute for League Gothic Regular only when Roboto and League Gothic Regular are unavailable. Arial can also be used in correspondence, in word-processed documents, for text in publications, for PowerPoint presentations, emails and for narrative text on websites.

## Impact

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

## Arial Bold

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

## Arial Regular

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