

UNITED WAY BRAND AT A GLANCE



unitedwaynela.org/toolkit

LOGO

Approved Lockups



[LOGO FILES](#)



Logo Clear Space

Use the following elements as a guide to determine space around each logo placement.



TYPOGRAPHY

All typefaces are available to download for free from Google Fonts.



[FONT FILES](#)

ABC Antonio Bold (All-Caps)
Headline, must be in all capital letters only

ABC Palanquin (All Weights)
Body Copy + Secondary Headlines

Abc Montecarlo
Special Applications

COLOR

Primary Color

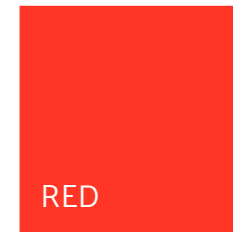


[FULL PALLETTE](#)



R: 0 G: 68 B: 181
#0044B5

C: 93 M: 78 Y: 0 K: 0
Pantone 2728 C



R: 253 G: 55 B: 44
#FD372C

C: 0 M: 91 Y: 88 K: 0
Pantone Bright Red C



R: 255 G: 186 B: 0
#FFBA00

C: 0 M: 0 Y: 100 K: 0
Pantone 7549 C

Accessible Text Combinations

AAA Compliant

Blue + White



Dk. Blue + White



Dk. Blue + Yellow



AA Compliant

AA Large (>18pt or >14pt bold)

Dk. Red + White



Gold + Blue



Red + White



Lt. Blue + White



CONTACT US

Email our team with any questions!



MarketingAndCommunications@UnitedWayNELA.org