

UNITED WAY NELA BRAND

AT A GLANCE

unitedwaynela.org/toolkit

LOGO

Approved Lockups

LOGO FILES

FULL COLOR

**UNITED WAY**
Northeast Louisiana

1 COLOR BLACK

**UNITED WAY**
Northeast Louisiana

FULL COLOR KNOCKOUT

**UNITED WAY**
Northeast Louisiana

1 COLOR KNOCKOUT

**UNITED WAY**
Northeast Louisiana

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)
Headlines, must be in all capital letters only

ABC Palanquin (All Weights)
Body Copy + Secondary Headlines

Abc Montecarlo
Special Applications

COLOR

Primary Colors

FULL PALETTE

BLUE

R: 0 G: 68 B: 181
#0044B5
C:93 M: 78 Y: 0 K:0
Pantone 2728 C

RED

R: 253 G: 55 B: 44
#FD372C
C:0 M: 91 Y: 88 K:0
Pantone Bright Red C

YELLOW

R: 255 G: 186 B: 0
#FFBA00
C:0 M: 30 Y: 100 K:0
Pantone 7549 C

Accessible Text Combinations

AAA Compliant

Blue + White

Dk. Blue + White

Dk. Blue + White

AAA AAA

AAA AAA

AAA AAA

AA Compliant

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

Dk. Red + White

Gold + Blue

Red + White

Lt. Blue + White

AA AA

AA AA

AA AA

AA AA

AA AA

CONTACT US

Email our team with any questions!

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