

UNITED WAY OF THE MIDLANDS LOGO GUIDELINES



UNITED WAY OF THE MIDLANDS (UWM) LOGO

The UWM logo consists of the logo symbol, the Circle of Hope, and our logotype, which is our name set in customized type.

UWM Logo Symbol

Our logo symbol, the Circle of Hope, which was created by famed graphic designer Saul Bass in 1972 and has evolved over time, consists of the rainbow of hope, the hand support and the person as a symbol of humanity. Together, they exemplify our personality, which is engaging, energizing and elevating. As originally intended, the logo symbol has been repositioned to show how we are leading the way, and rerendered for greater utility and legibility. The logo symbol should always appear in its entirety and never be deconstructed.

UWM Logotype

The logotype has been refreshed to demonstrate our bold commitment to communities today – and for generations to come.

UWM Logo Structure

The logo symbol and logotype have been removed from the rectangular holding shape to better convey our open, inclusive and dynamic approach.

By repositioning and re-rendering the logo symbol, refreshing the logotype and removing the holding shape, the logo has been optimized for small spaces and digital media.



Logo symbol
(Circle of Hope)

UNITED WAY
of the Midlands

Logotype

LOGO ARRANGEMENTS

The horizontal logo is the preferred version.
The vertical logo works best for vertical layouts
to optimize space and legibility.



Horizontal logo



Vertical logo

The full logo should be used in
all contexts, except for small
spaces (e.g., social media icon).
In these instances, the logo
symbol may be used on its own.



Logo symbol
(Circle of Hope)

STRATEGIC RELATIONSHIPS

Strategic relationships are defined as external organizations with whom
the organization works to achieve shared strategic goals.

Corporate Partners

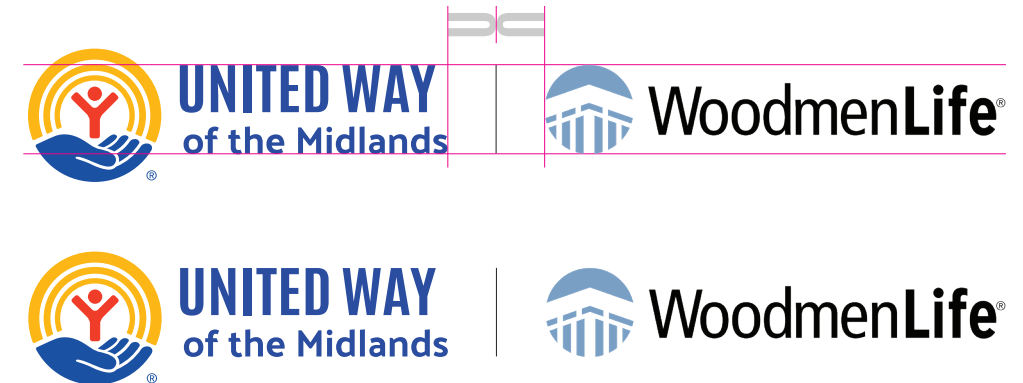
Corporate Partners are corporations collaborating to support giving and
getting involved.

Community Partners

Community Partners are nonprofits or government organizations
collaborating to create community impact.

How to Visualize:

Lock up partners' logos with United Way; where possible, United Way
logo leads. Keep height of the partner logo equal to the height
of the United Way logotype.



LOGO CLEAR SPACE AND MINIMUM SIZE

Clear Space

Keep the logo clear of competing text, images and graphics by maintaining a minimum amount of clear space, equal to the height of “U” of the logo on all sides. When using only the logo symbol, maintain a minimum amount of clear space, equal to the height of the “figure” in the center of the Circle of Hope symbol on all sides.



Minimum Size

Keep the logo legible by always using it in widths equal to or greater than 2.35” for print, and 200px for digital applications for the horizontal logo. For the vertical logo, always use a widths equal to or greater than 1.63” for print, and 100px for digital applications.



2.35” for print
200px for digital



1.5” for print
100px for digital



1” for print
100px for digital

WEB ICONS

For web and social media applications, where space is limited, use the logo symbol to represent the brand.

Social Media Icon

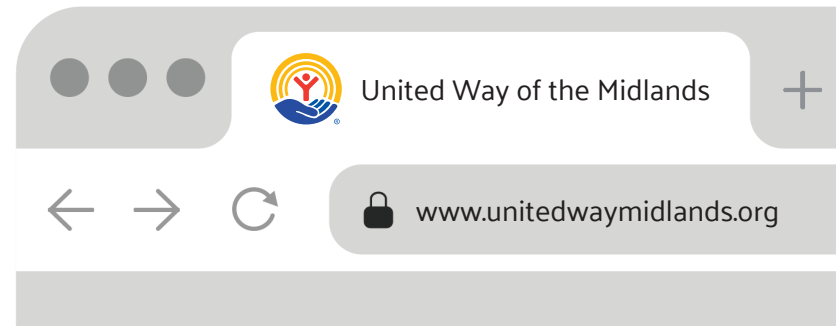
For social media such as Facebook and X, use the logo without tagline.

Here are minimum sizes for the following platforms:

- X: 400 x 400px
- Facebook: 200 x 200px
- Instagram: 150 x 150px
- LinkedIn: 400 x 400px
- YouTube: 800 x 800px

Favicon

Use the logo symbol as the favicon (i.e., the small icon displayed in the browser's address bar, or displayed next to the page's name in a list of bookmarks). The minimum size for our favicon is 16 x 16px.



LOGO DON'TS

The logo is the most recognizable representation of the brand. As such, it should not be altered under any circumstances.

Here are some examples of things to avoid:

1. Don't rotate



2. Don't change colors



3. Don't crop



4. Don't skew/distort/stretch



5. Don't reconfigure



6. Don't add drop shadow



7. Don't add effects



8. Don't use translucency



9. Don't integrate into messaging



LOGO VARIATIONS

Full-Color (Preferred)

The full-color version of the logo is preferred and, whenever possible, should be used on all branded materials. Do not adjust the colors of the logo symbol in any way. The UWM logotype is blue unless there is low contrast with the background, in which case it should be in white. Ensure that there is sufficient contrast for clarity and legibility when used with photography.

Knockout Version (White)

The knockout version is for use on dark backgrounds or photographs where the fullcolor logo will not work. When using this version, ensure that the background is dark enough to provide sufficient contrast for clarity and legibility.

One-Color Version (Black)

The one-color version is for use in applications where full-color or knockout logos would not provide sufficient contrast. It can also be used for grayscale or one-color printing.



LOGO AND PHOTOGRAPHY

When using the UWM logo over photography, ensure there is sufficient contrast between the background and logo for optimal clarity and legibility.

If the photograph is very busy or has low contrast, use a gradient between above photo and below the logo. Use the following steps:

- Place the photo in your document
- Add a gradient and set it to Multiply in Blending Mode
- Add a version of the logo in a section of the photo with enough contrast



Photography underneath



Gradient on top of photo



Logo on top of gradient



Composition of all elements