

UNITED WAY BRAND

AT A GLANCE

brandguides.brandfolder.com/united-way-brand-guidelines

LOGO

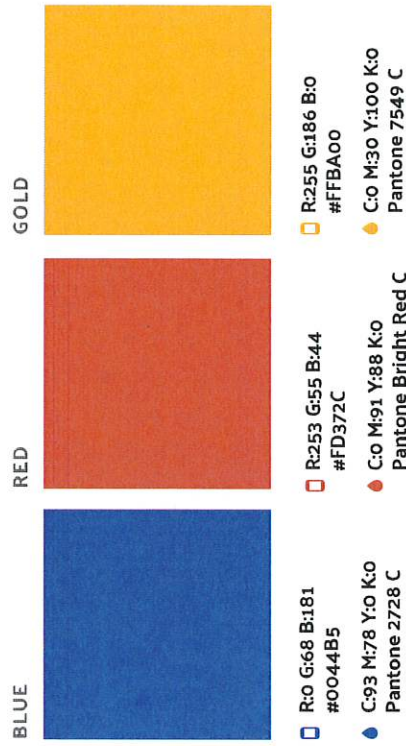
Approved Lockups



LOGO FILES

COLOR

Primary Colors



FULL PALETTE

Accessible Text Combinations

AAA COMPLIANT



AA COMPLIANT

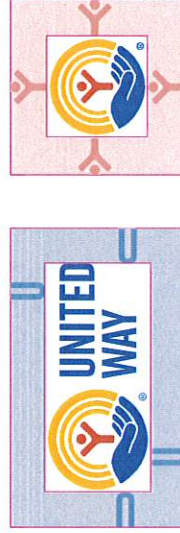


AA LARGE (>18pt or >14pt bold)



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



Antonio Bold (All-Caps)

Headlines, must be set in all capital letters only



Palanquin (All Weights)

Body Copy + Secondary Headlines



Montecarlo

Special Applications



Noto

For languages that don't use latin alphabet

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