211 LOGO STANDARDS & GUIDELINES

211 Logo Standards & Guidelines v1.0 | May 2019
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2·1·1
Get Connected. Get Help.™

United Way

211 LOGO REPRESENTATION OVERVIEW

The full-color version of the 211 logo is the primary logo. There are two options available: one with the tagline and one without. **The option with the tagline is the preferred option.** The option without the tagline should only be used when the logo is to be placed on a non-white background.

"Get Connected. Get Help.™" is a trademarked tagline. Therefore, a "TM" should be used for the first or most prominent instance (i.e. logo) only, to minimize redundancy.

For guidance on spacing between logos, please refer to page 4.

For guidance on local United Way logo usage, please refer to the current edition of the *United Way Brand Standards & Guidelines*, which are the prevailing standards for all local United Ways.

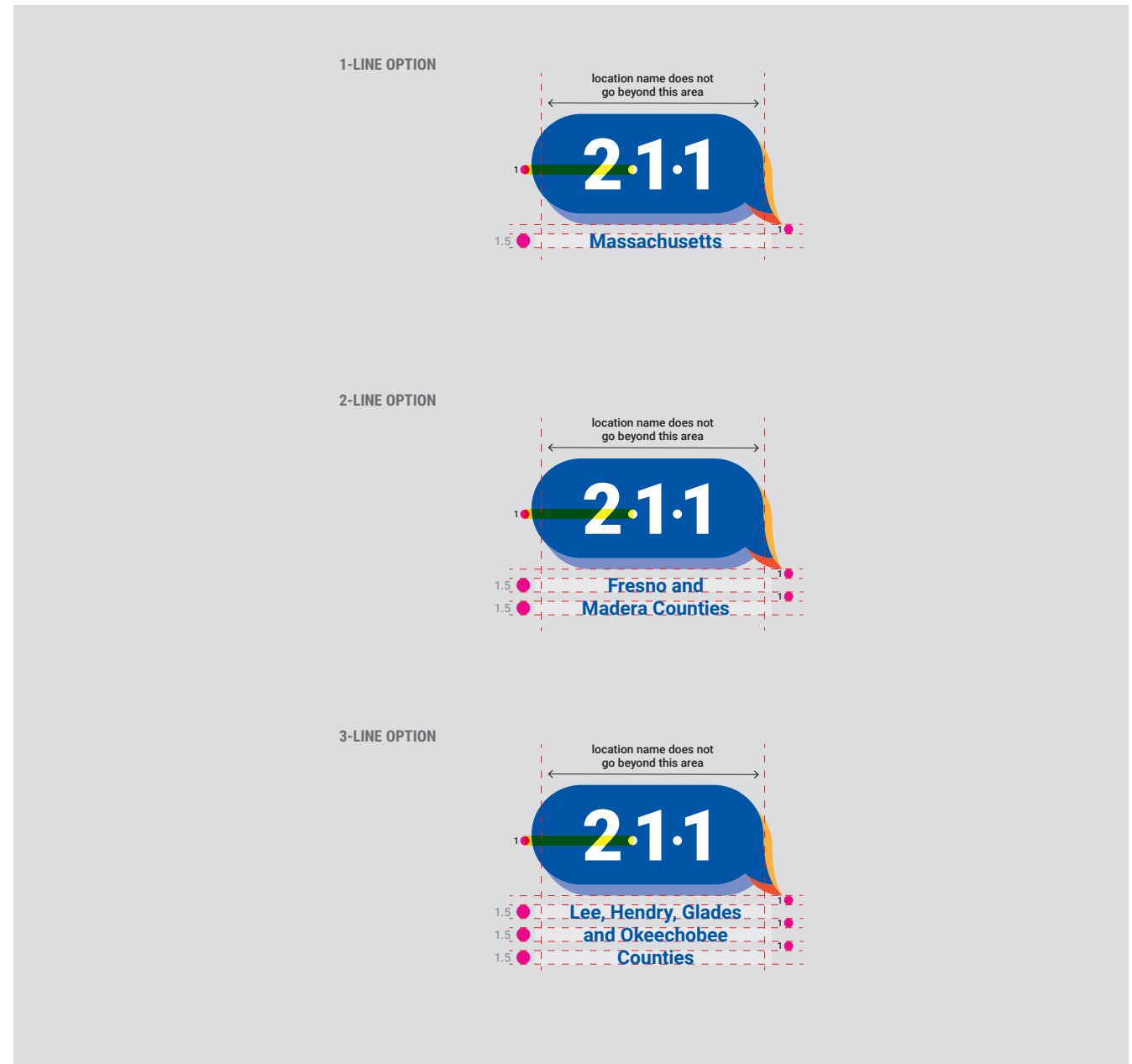| LOGO TREATMENT	USAGE	VISUAL REPRESENTATION
National 211 Logo with Tagline (*preferred*)	For use on a white background.	
National 211 Logo without Tagline	For use on a non-white background.	
Local 211 Logo	For local 211 use.	
National 211 Logo and National United Way Brandmark	For United Way Worldwide use only.	
Local 211 Logo and Local United Way Brandmark (*same localization*)	For use when local 211 and local United Way names are identical.	
Local 211 Logo and Local United Way Brandmark (*different localization*)	For use when local 211 and local United Way names are not identical.	
Third Party and National 211 Logo	For use for 211 national partnerships only.	
Corral of Logos	For use for local multi-organization partnerships. For use with local partnerships when local 211 and local United Way names are identical. For use with local partnerships when local 211 and local United Way names are not identical.	

LOCAL 211 LOGO

The 211 logo may be localized to associate the 211 national brand with the 211 local identity.

Localization should be under the logo only. When the local identifier is locked up with the logo, it appears in a fixed position underneath the logo holding shape.

Logo design files to accommodate a 1-line, 2-line, and 3-line local identifier are available for local use. These files have been created using precise proportional relationships and should not be altered.

Note:
Roboto Bold is the font that should be used when localizing the 211 logo. To download this font visit:
fonts.google.com/specimen/Roboto

Note:
The local 211 logo should be used as the 211 profile image for all local social media platforms.

1-LINE OPTION

location name does not go beyond this area

2·1·1
Massachusetts

2-LINE OPTION

location name does not go beyond this area

2·1·1
Fresno and
Madera Counties

3-LINE OPTION

location name does not go beyond this area

2·1·1
Lee, Hendry, Glades
and Okeechobee
Counties

CORRAL OF LOGOS
(211, United Way, Partners, Sponsors)

The 211 logo must be featured in 211 marketing materials. A corral of supporting partners may be used and should include the localized United Way logo for local partnerships.

A corral of logos featuring the above should be used on marketing materials including:
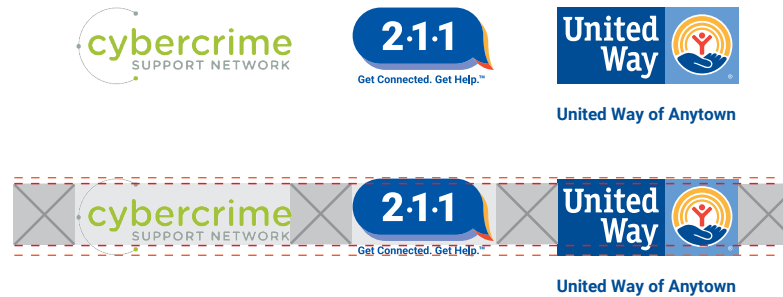
• Joint fundraising materials
• Letterhead and fact sheet templates
• PowerPoint templates for 211 presentations
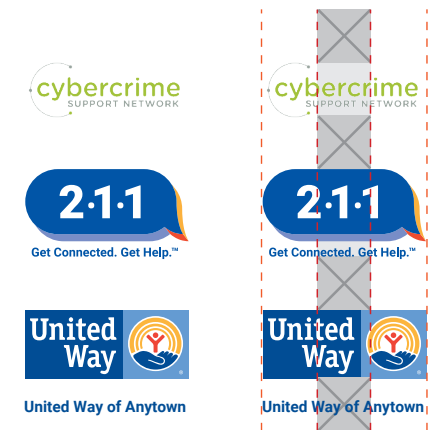• Consumer education materials

Note:
In both horizontal and vertical corrals, the United Way brandmark and the 211 logo should always appear in the relative right-left and top-bottom positions as shown.

Horizontal corral:

Vertical corral:

Example

COLOR PALETTE

It is important that the 211 logo maintains a consistent appearance in all visual communications across various media types and materials.

Using colors consistently in all communications will strengthen 211 brand recognition and create impact.

The color palette is comprised of the color values specified to the right, which are consistent with the United Way primary color palette. The colors shown are not direct conversions, but rather carefully selected formulas to ensure the best and most accurate color representation for that format/use.

When marketing materials will not be printed in full color, or preclude the use of the spot colors, use the national or localized 211 logo in black or reverse to white.

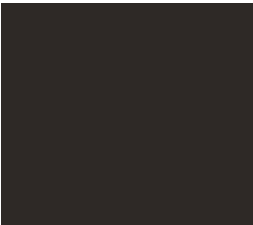Pantone 287 C
C:100 M:74 Y:0 K:0
R:0 G:81 B:145
HEX: #005191

Pantone 659 C
or 287C at 52%
C:55 M:40 Y:0 K:0
R:83 G:158 B:208
HEX: #539ED0

Pantone 143 C
C:0 M:34 Y:86 K:0
R:255 G:179 B:81
HEX: #FFB351

Pantone 179 C
C:0 M:85 Y:89 K:0
R:255 G:68 B:59
HEX: #FF443B

Black
C:0 M:Y:0 K:100
R:0 G:0 B:0
HEX: #000000

White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX: #FFFFFF

ARTWORK FINDER

This table shows and describes each 211 logo available. For information on the colors used, please refer to the color palette on page 5.

The preferred logo is the version that includes the 211 tagline "Get Connected. Get Help."

In design instances where it is not possible to use this version, the 211 logo without the tagline may be used.

Note:
As one of our most important assets, the 211 logo should always appear as shown on this page or in its localized format only (see page 3.) Never attempt to redraw, rescale or deconstruct the logo.

Four-color process

Refer to 211 color palette for color specifications
File Name: 211-logo-tagline-cmyk.eps

Use this logo file when four-color process printing will be used to reproduce your document. Any document containing full-color photographs will be printed in four-color process printing.

Four-color spot

Pantone 287 C, Pantone 659 C,
Pantone 179 C, Pantone 143 C
File Name: 211-logo-tagline-spot.eps

This file should be used when four spot colors will be printed. Examples of items that would typically be printed in spot color are silk-screened items such as T-shirts, tote bags and some signage. This file might also be useful for items printed on a digital press.

Three-color spot

Pantone 287 C, Pantone 179 C and Pantone 143 C
File Name: 211-logo-tagline-spot-3.eps

The three-color file provides full color while printing only in three inks by deriving the lighter blue from the dark blue ink. Use this where you will only be printing in the three colors.

RGB

Refer to 211 color palette for color specifications
File Name: 211-logo-tagline-rgb.eps

Use this file for all on-screen (i.e. PowerPoint), digital, web applications and video.

One-color blue

Pantone 287 C
File Name: 211-logo-tagline-spot-blue-pantone-287.eps

This logo is to be used when Pantone 287 C is the only available color.

Special-use black

Black 100%
File Name: 211-logo-tagline-spot-black-special.eps

Use the special-use black logo when the method of reproduction is faxing or photocopying, or the medium background is a color other than white. This logo may also be used when reproducing on plastic, glass, metal, fabric or other materials on a light background.

Special-use white

C:0, M:0, Y:0, K:0
File Name: 211-logo-tagline-spot-white-special.eps

Use the special-use white logo when the medium background is a color other than white. This logo may also be used when reproducing on plastic, glass, metal, fabric or other materials on a dark background.

LOGO USAGE

One-color

The full-color logo should be used whenever possible. When reproduction constraints prevent the use of the primary full-color 211 logo, use the one-color blue logo.

There are two options available: one with the tagline and one without. **The option with the tagline is the preferred option.**

The one-color blue logo is to be used when Pantone 287 C is the only available color selection. Please reference the color palette on page 5 for complete specifications.

Special Use

A special use lock-up has been developed for limited use. It may be reproduced in black or white. This would apply, for example, when reproducing on fabric, plastic, glass or other materials used for merchandise or signage.

Note:
These lock-up logos should never appear on a website, four-color brochure or any other application where a full-color logo can be applied easily. The one-color logo may not be reproduced in any color other than Pantone 287 C (blue), black, or white.

One-color blue logo

Special-use black logo

Special-use white logo
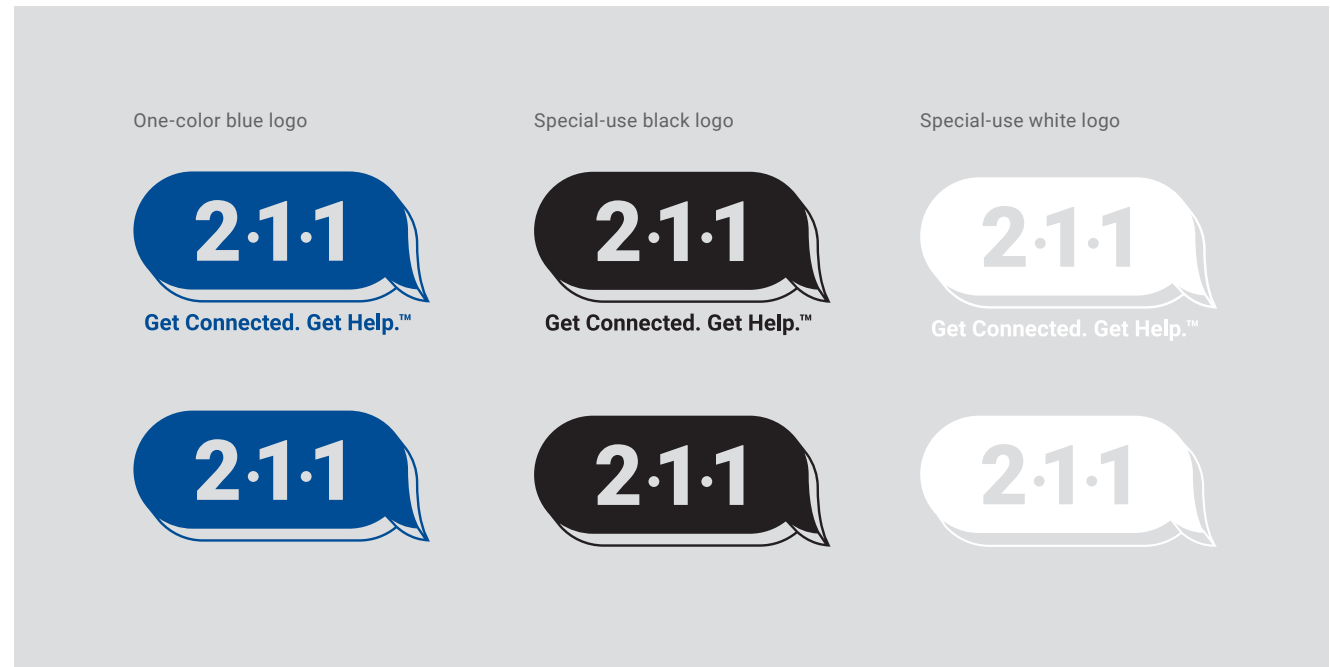
TYPOGRAPHY

Three standardized typefaces have been chosen for the 211 visual identity. They should be used in all 211 marketing and communications materials. Each of the fonts have been selected for their visual compatibility with the 211 logo, and for their ability to convey a personality that is consistent with the 211 visual identity. The rest of the Roboto family may be used for extended weight options.

To download the free fonts visit:
theleagueofmoveabletype.com/league-gothic
fonts.google.com/specimen/Roboto
fonts.google.com/specimen/Roboto+Condensed

Note:
Arial is an acceptable substitute for Roboto, and Impact is an acceptable substitute for League Gothic Regular when Roboto and League Gothic Regular are unavailable.

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 should be used for all 211 marketing and communications 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. Subheadlines 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