

Brandmark: Unacceptable uses

The consistent and correct application of the United Way brandmark is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate some of the unacceptable uses of the United Way brandmark.

Note:

Never attempt to redraw or rescale the elements of the brandmark or add other graphic elements to its presentation. Do not extract any of the graphic elements contained in the brandmark to use separately. See exceptions for video, animation and interactive on page 4.11.



Never substitute type in the brandmark



Never alter the colors in the brandmark



Never separate the symbol from the United Way name



Never put other words or phrases inside the brandmark



Never extract the words "United Way" from the brandmark



Never tilt the brandmark



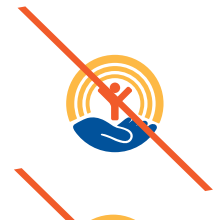
Never distort the shape of the brandmark



Never alter the shape of the brandmark in any way



Never add elements inside the brandmark



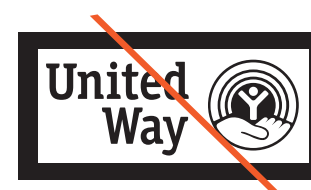
Never add elements over the brandmark



Never add a local name inside the brandmark



Never rearrange the elements of the brandmark



Never reverse the brandmark to white



Never extract any of the graphic elements contained in the brandmark to use separately