

# Mighty

# Change

**STYLE GUIDE 2.0**

Valley of the Sun  
United Way



# Mighty

# Change

## MISSION STATEMENT

There's never been a moment like now. Now is our **opportunity** to band together and fight for a **MORE EQUITABLE FUTURE.** To **kick down old barriers** and **champion new ways** of thinking. We need to **STAND UP** for those who have been overlooked for too long. We need to say, "**not on my watch.**" Because quietly doing good is no longer good enough. It's time to be **BOLD AND LOUD.** It's time for each of us to be a **FORCE FOR CHANGE.** Our mission isn't small or easy. It's a **giant leap.** A **Mighty Change.** But this community was made to be mighty. And this is our **TIME TO PROVE IT.**

# Copywriting: Voice

Brand voice is an expression of who we are and who we are not. It conveys our personality and unifies our messaging across all touch points. Voice is conveyed through word choice, sentence structure and style. VSUW's voice characteristics should always be present in our messaging, regardless of the audience or medium.

OUR VOICE IS	OUR VOICE IS NOT	DO	DO NOT
✓ Bold	✗ Shy	<ul style="list-style-type: none"> <li>✓ Speak up and address important issues</li> <li>✓ Share our Mighty Goals</li> </ul>	<ul style="list-style-type: none"> <li>✗ Avoid hard topics or conversations</li> <li>✗ Downplay our ambition</li> </ul>
✓ Confident	✗ Conceited	<ul style="list-style-type: none"> <li>✓ Communicate clearly and intelligently</li> <li>✓ Use facts, data and testimonials</li> </ul>	<ul style="list-style-type: none"> <li>✗ Speak prematurely</li> <li>✗ Ignore research</li> </ul>
✓ Communal	✗ Exclusive	<ul style="list-style-type: none"> <li>✓ Discuss local issues</li> <li>✓ Engage local communities</li> </ul>	<ul style="list-style-type: none"> <li>✗ Talk like VSUW is the solution</li> <li>✗ Use language that excludes anyone</li> </ul>
✓ Pragmatic	✗ Utopian	<ul style="list-style-type: none"> <li>✓ Focus on progress</li> <li>✓ Discuss realistic and attainable goals</li> </ul>	<ul style="list-style-type: none"> <li>✗ Focus on idealism</li> <li>✗ Be unrealistic</li> </ul>
✓ Motivating	✗ Assumptive	<ul style="list-style-type: none"> <li>✓ Encourage the audience to get involved</li> <li>✓ Empower the audience to help us create change</li> </ul>	<ul style="list-style-type: none"> <li>✗ Make our audience feel guilty for not participating</li> <li>✗ Expect our audience to care</li> </ul>

# Copywriting: Tone

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Brand tone conveys our attitude and how we feel about the topic we're discussing. In writing, tone is more subtle than voice and is conveyed through word choice and punctuation. Unlike voice, our tone can change depending on the situation, media, campaign or discussion.

Our tone might be **passionate** when talking about our Mighty Goals.  
It might be **sincere** when discussing the issues facing our community.  
And it may be **informative** when sharing details about upcoming events.

But regardless of the tone we use, we always want to do it in our voice.

**TIP: WHEN TRYING TO DECIDE WHAT TONE TO USE, PUT YOURSELF IN THE AUDIENCE'S SHOES AND ADJUST THE TONE TO FIT THE SITUATION.**

# Copywriting: Messaging

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## **MIGHTY CHANGE**

Mighty Change is our aspirational message for the next 5 years. It's the platform that we're building our communications efforts on and the foundation we'll use to develop messaging and campaigns. We use it in our messaging as our north star—it's what we're chasing after. It guides us.

## **MIGHTY GOALS**

We use “Mighty Goals” to describe the overarching 5-year goals that we want to accomplish in Health, Housing and Homelessness, Education, and Workforce Development. These are the building blocks of Mighty Change. “Bold Goals” can be substituted as secondary terminology in settings where “Mighty” has already been utilized.

## **MC2026**

MC2026 is our plan to achieve Mighty Change in Maricopa County. It outlines the short and long term goals and strategies we're using to achieve our Mighty Goals. We direct our audience to this document if they're interested in learning more about our 5-year plan to create Mighty Change. ***MC2026 is not a phrase that should appear on ads or outward facing materials. We use it internally to refer to the plan itself.***

# Logos: Mighty Change

## THE MIGHTY CHANGE LOGO EXISTS IN 8 WAYS:

- Primary Stacked-English
- Primary Horizontal-English
- Secondary Stacked-English
- Secondary Horizontal-English
- Primary Stacked-Spanish
- Primary Horizontal-Spanish
- Secondary Stacked-Spanish
- Secondary Horizontal-Spanish

**PLEASE ADHERE TO THE FOLLOWING GUIDELINES  
WHEN CHOOSING WHICH LOGO TO USE.**



**Mighty**  
Change



**Mighty**  
Change

# Logos

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Logo files are organized by language and labeled 1 for Primary, 2 for secondary, V for vertical (stacked), and H for horizontal.

## MIGHTY CHANGE PRIMARY LOGO

When using the Mighty Change logo as the **primary message or headline** of a visual asset, please use the primary stacked logo lockup. In these cases, the logo should span the width of the artboard and be tilted at a **4° angle**. All Mighty Change logos should only be used in **black, white, or dark blue**.



Mighty  
Change

The logo consists of the word "Mighty" in a bold, black, sans-serif font, positioned above the word "Change" in a white, outlined, sans-serif font. The entire logo is tilted at a 4-degree angle.



Un  
Verdadero  
Cambio

The logo consists of the word "Un" in a white, outlined, sans-serif font, positioned above the word "Verdadero" in a bold, dark blue, sans-serif font, which is positioned above the word "Cambio" in a white, outlined, sans-serif font. The entire logo is tilted at a 4-degree angle.



Mighty  
Change

The logo consists of the word "Mighty" in a bold, dark blue, sans-serif font, positioned above the word "Change" in a white, outlined, sans-serif font. The entire logo is tilted at a 4-degree angle.



Un  
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The logo consists of the word "Un" in a white, outlined, sans-serif font, positioned above the word "Verdadero" in a bold, black, sans-serif font, which is positioned above the word "Cambio" in a white, outlined, sans-serif font. The entire logo is tilted at a 4-degree angle.

# Logos

Logo files are organized by language and labeled 1 for Primary, 2 for secondary, V for vertical (stacked), and H for horizontal.

## MIGHTY CHANGE SECONDARY LOGO

For **smaller usage** or any time the Mighty Change logo is being displayed as a secondary or solo element, the secondary logo lockups should be used. This can include things like ad/presentation footers, email signatures, stationery, etc. All Mighty Change logos should only be used in **black, white, or dark blue**.

**Mighty  
Change**

**Un  
Verdadero  
Cambio**

**MightyChange**

**UnVerdadero  
Cambio**

*Horizontal logos should only be used when the space on the asset calls for it. For example, if a document contains a lot of copy, there will be no room for a large lockup; therefore, the horizontal version should be used as a header, footer, or auxiliary page element.*



# Logos: Mighty Change & VSUW

When the headline and/or other content of a piece does not use the primary logo, a **Mighty Change/VSUW lockup** may be used in the footer or alongside other contact information.

The **horizontal layout** of this lockup is primary and the vertical (stacked) version is only to be used if space constraints apply (ex: business cards).

These logos may be used in full color (as shown here) or in **1-color black** or **white**.

*Note: As of July 2022, the previous CMYK version of light blue is no longer used on any VSUW logos or materials. Please make sure the VSUW or MC/VSUW lockup files utilize the correct light blue (see colors on page 10.)*

**Mighty**  
Change

Valley of the Sun  
United Way



**Mighty**  
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Valley of the Sun  
United Way



Valley of the Sun  
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**Mighty**  
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# United Way Brandmark

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The most fundamental visual element of a brand identity is its brandmark. The evolution of our brandmark is most dramatic in its configuration. The United Way symbol is now joined together with the United Way name in a permanent, bold alliance. Its holding device is a simple rectangular shape that is unifying and inviolable.

The components of our brandmark – the rainbow of hope, the hand of support and the person as a symbol of humanity – communicate the important United Way brand characteristics – caring, inspiring, trustworthy and approachable.



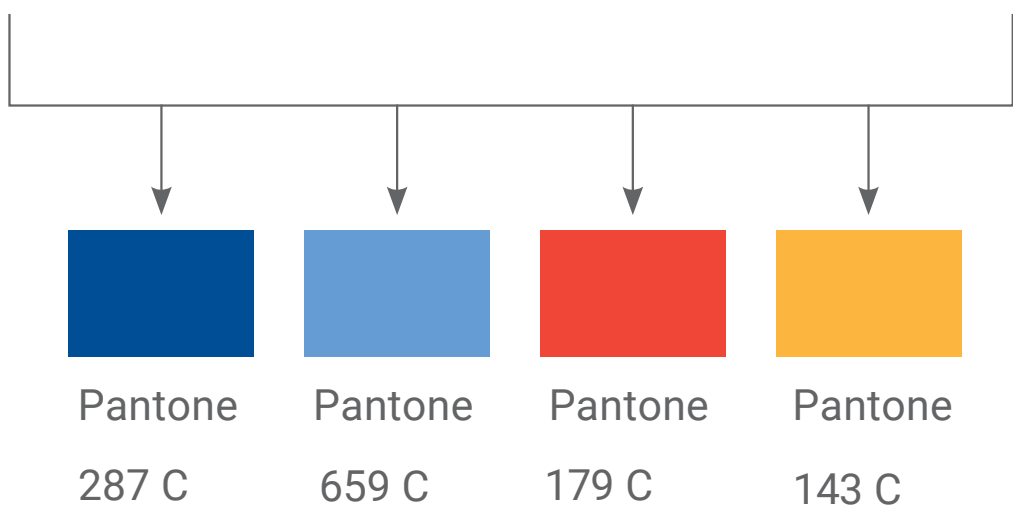
# Full Color

The full-color version of the United Way brandmark is the primary brandmark of the identity system. It is required that this version be used in branded applications whenever possible.

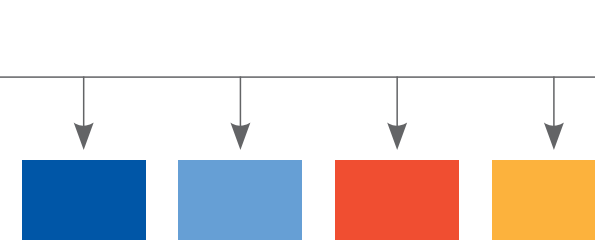
Pantone spot color is the preferred usage for corporate identity materials (i.e. business cards, letterhead, envelopes, etc.), office signage and merchandise (i.e. shirts, promotional materials, etc.). CMYK is for use in printed materials (i.e. brochures, reports, sell sheets, etc.) and RGB is for use on-screen, digital applications and in video.

***Note: As one of our most important assets, the brandmark must always appear as shown on this page or in one of the color variations described in these guidelines. Never attempt to redraw or rescale the brandmark or add other graphic elements to its presentation. We must use the registered trademark symbol (®) with the brandmark to ensure our legal rights are protected. Always display the registered trademark symbol (®) in the position indicated.***

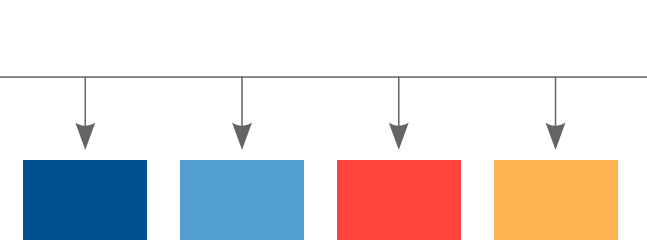
Preferred Spot Color version



CMYK Version (Print Use)



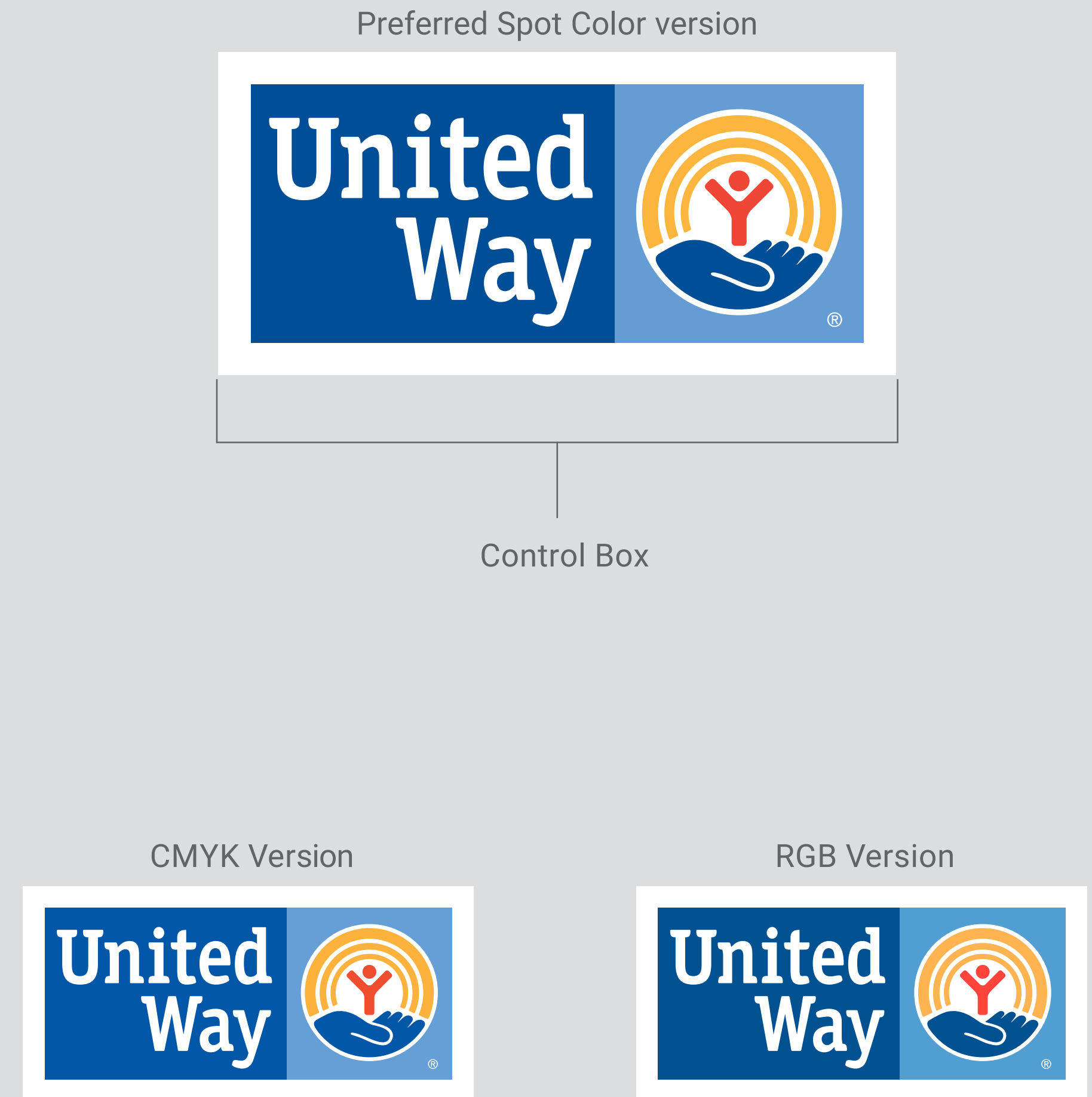
RGB Version (Digital Use)



# Control Box

The control box is the white border that surrounds the logo. It is used to create separation when the logo is placed on colored backgrounds without the need for alternate logo color options. The control box should never be removed.

The color variations between the logos is due to the United Way logo being optimized for each medium.



# One Color

Full-color brandmark should be used whenever possible. When reproduction constraints prevent the use of the primary full-color United Way brandmark, use one of the alternative one-color versions. The white control box is still present in these one-color solutions.

## One-color blue brandmark

The one-color blue brandmark is to be used when United Way Blue is the only available color selection. See the United Way color palette on page 37 for complete specifications.

## One-color black brandmark

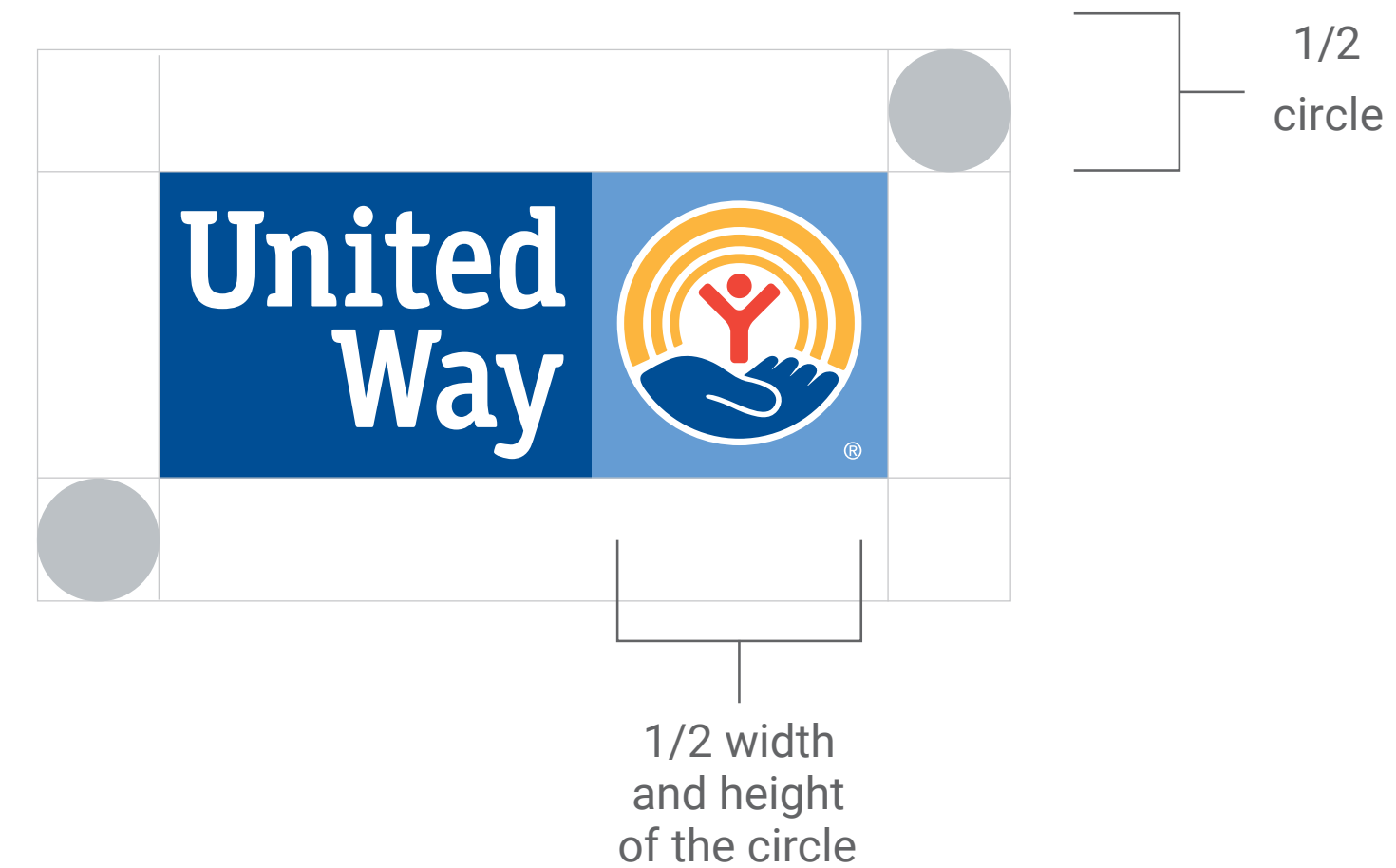
The one-color black brandmark is to be used when black is the only available color selection.



# Clear Space & Minimum Size

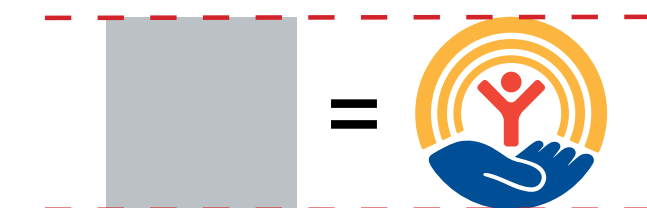
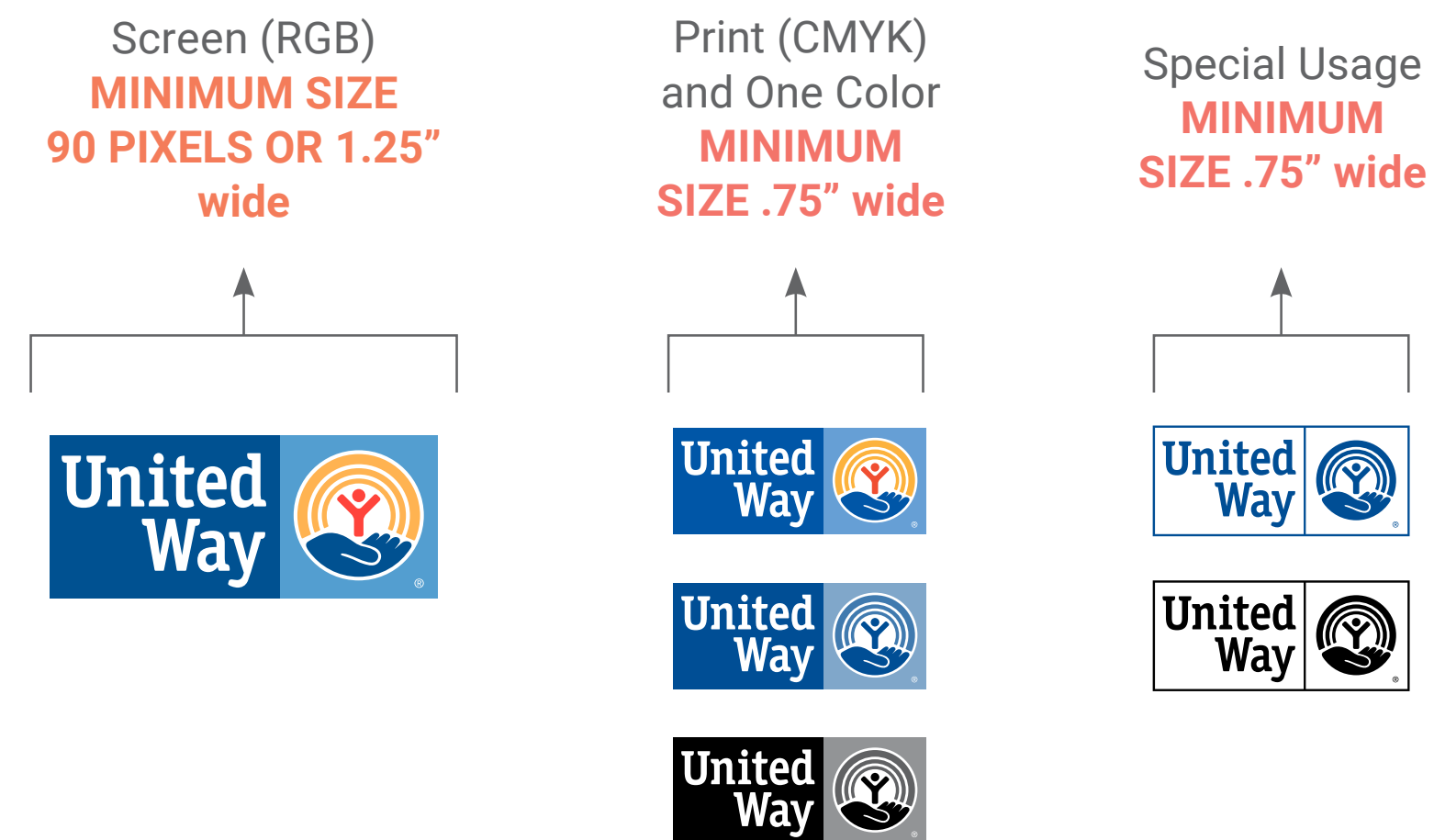
## Clear Space

Clear space frames the logo and separates it from other elements including text and the edge of printed materials. The logo must be surrounded with at least the required minimum of clear space which is determined by 1/2 the height of the circle.



## Minimum Size

A special usage brandmark has been developed for limited use. It may be reproduced in black, white or United Way Blue. This would apply, for example, when reproducing on fabric, plastic, glass or other materials used for merchandise or signage, and does not require the white control box.



# Unacceptable Uses

The consistent and correct application of the United Way brandmark and the local identifier 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. You can find more details on how to create a localized logo for your United Way on pages 26-32.

**Note: Never attempt to redraw or rescale the brandmark or add other graphic elements to its presentation.**



Never alter the colors in the brandmark.



Never tilt the brandmark.



Never distort the shape of the brandmark.



Never add elements inside the brandmark.



Never rearrange the elements of the brandmark.



Never alter the shape of the brandmark in any way.



Never change the font or color of the local identifier (page 25).



Never substitute type in the brandmark.



Never put other words or phrases inside the brandmark.



Control box should never be removed.

# Circle of Hope

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In certain circumstances it is allowed to use the “Circle of Hope” as a stand alone design element.

A few general rules to follow:

It should always appear with the United Way brandmark and never in place of the United Way brandmark.

Never alter the colors in the circle to anything outside of the 4 main United Way Brand Colors.

Never distort or skew the circle.

Never pull separate elements out of the circle (hand, figure or rainbow elements). It should stay intact as it appears in the full brandmark.

It should not be represented as or substituted for a letter or number (e.g., the letter ‘o’ or ‘0’).





# Color

All Mighty Change logos should only be used in black, white or dark blue. A color bar can be placed behind the logo to improve legibility, depending on placement or when used over a photo or low-contrast background. These color bars can also be used to accentuate words in headlines and other copy (see examples starting on page 11).

The Mighty Change visual assets adhere to **Valley of the Sun United Way brand colors**. The dark blue, light blue, red, and gold can be used for background colors, typography treatments (aside from official logo usage), and other elements such as the aforementioned color bars and accents.

*Note: when “Mighty Change” is used as type rather than a headline or logo, you may change the color to any approved colors.*

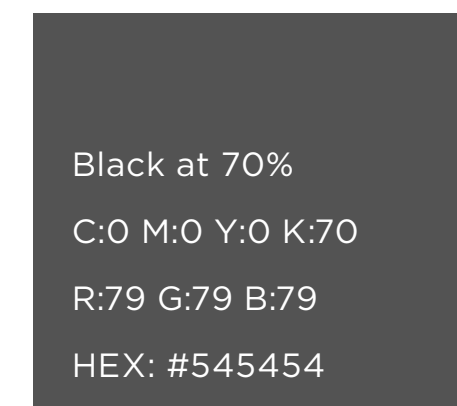


Pantone 287 C  
C:100 M:74 Y:0 K:0  
R:0 G:86 B:167  
HEX: #005191

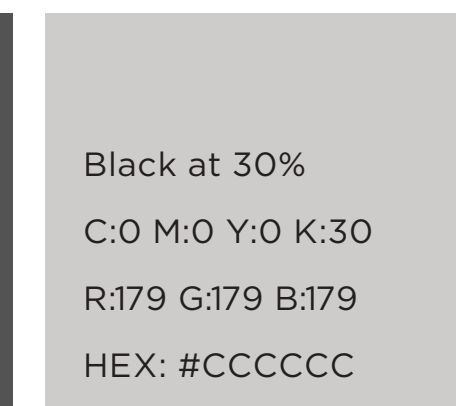
Pantone 659 C  
or 287C at 52%  
C:65 M:26 Y:4 K:0  
R:85 G:157 B:206  
HEX: #539ED0

Pantone 143 C  
C:0 M:34 Y:86 K:0  
R:252 G:178 B:61  
HEX: #FFB351

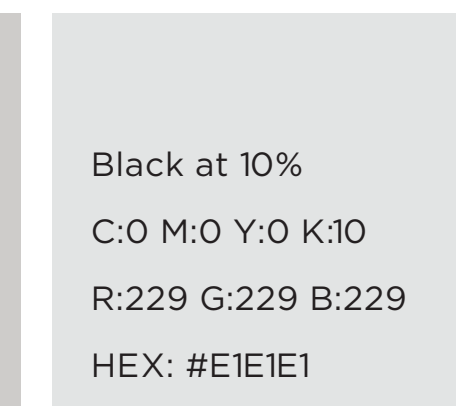
Pantone 179 C  
C:0 M:88 Y:78 K:0  
R:239 G:70 B:64  
HEX: #FF443B



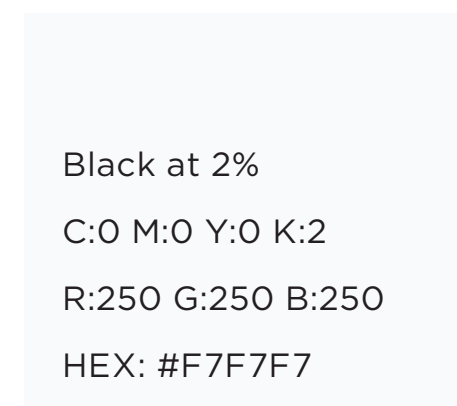
Black at 70%  
C:0 M:0 Y:0 K:70  
R:79 G:79 B:79  
HEX: #545454



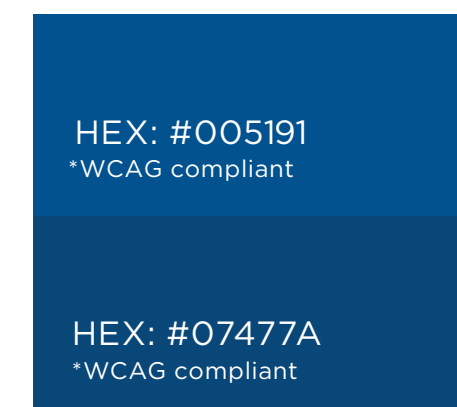
Black at 30%  
C:0 M:0 Y:0 K:30  
R:179 G:179 B:179  
HEX: #CCCCCC



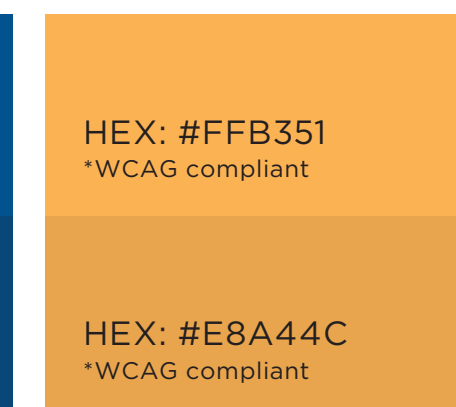
Black at 10%  
C:0 M:0 Y:0 K:10  
R:229 G:229 B:229  
HEX: #E1E1E1



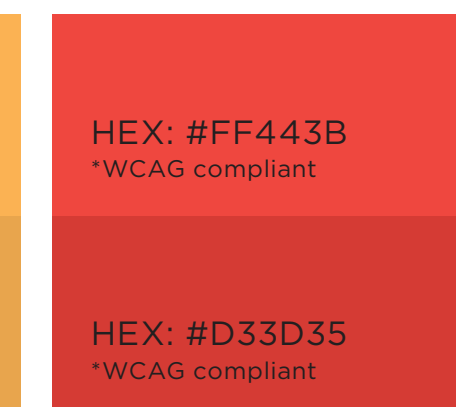
Black at 2%  
C:0 M:0 Y:0 K:2  
R:250 G:250 B:250  
HEX: #F7F7F7



HEX: #005191  
\*WCAG compliant



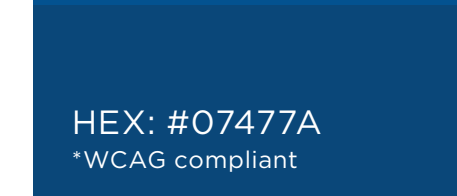
HEX: #FFB351  
\*WCAG compliant



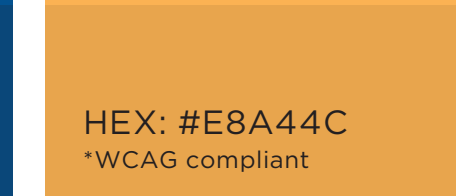
HEX: #FF443B  
\*WCAG compliant



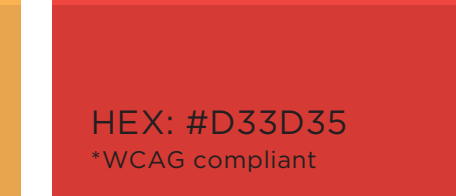
HEX: #F57814  
\*WCAG compliant



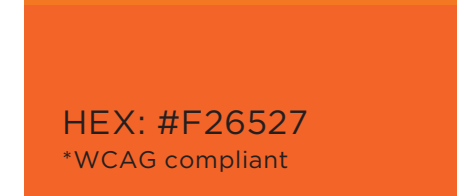
HEX: #07477A  
\*WCAG compliant



HEX: #E8A44C  
\*WCAG compliant



HEX: #D33D35  
\*WCAG compliant



HEX: #F26527  
\*WCAG compliant

# Typography: Primary

## **Jubilat: Logo / headline / accent font**

The Mighty Change logo utilizes **Jubilat Bold**.

As the visual style is heavily focused on bold typography, you may also use Jubilat for **accents and callout words**, but it should *never* be used for entire sentences or paragraphs of copy.

## **Gotham: Brand font**

Gotham is the primary font family for a bulk of the Mighty Change content: book weight for body copy, bold and black for callouts, and black ALL CAPS for headlines and larger accents.

*Note: Jubilat is an Adobe font and the bold weight can be activated using an Adobe CC account.*

**Jubilat Bold**

Gotham Book

**Gotham Bold**

**GOTHAM BLACK**

# Typography–Web Friendly

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## **Georgia Bold: Headline / accent font**

When creating PowerPoint presentations or other digital assets requiring default font usage, **Georgia Bold (tightly kerned)** should be utilized.

## **Verdana: Content font**

The Verdana font family is the substitute for Gotham on anything where default fonts must be used: regular weight for body copy and bold for callouts. Utilize ALL CAPS for larger accents.

**Georgia Bold**

Verdana Regular

**Verdana Bold**