

Valley of the Sun United Way Logo Usage Guidelines

Valley of the Sun United Way's brandmark is an important asset. It must always appear as shown below. Please do not attempt to redraw the brandmark or add or take away any graphic element to its presentation.



Valley of the Sun
United Way
vsuw_full_color

Valley of the Sun
United Way



vsuw_full_color_wide



Community Partner
community_partner_PMS

Valley of the Sun
United Way



Community Partner
community_partner_color_wide



Valley of the Sun
United Way
vsuw_blue

Valley of the Sun
United Way



vsuw_blue_wide



Community Partner
community_partner_blue

Valley of the Sun
United Way



Community Partner
community_partner_blue_wide



Valley of the Sun
United Way
vsuw_black

Valley of the Sun
United Way



vsuw_black_wide



Community Partner
community_partner_bw

Valley of the Sun
United Way

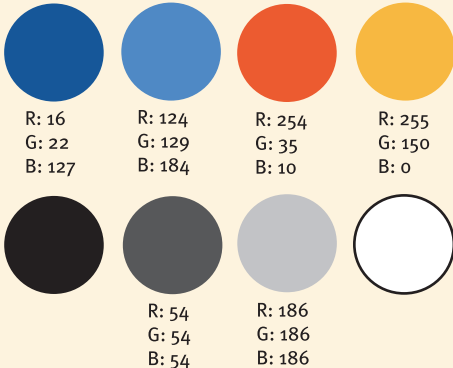


Community Partner
community_partner_black_wide

Working With United Way Colors

To use any of the custom colors in your documents follow these steps:

1. From the color pallet, choose "More Colors..."
2. Choose the "Custom" tab
3. The Color Mode should read "RGB"
4. Type in the designated RGB values for each color below:



Typography

Two standardized typefaces have been chosen for the United Way brand identity. Please only use the weights and styles shown here:

Arial Regular

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Arial Bold

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Regular

Times New Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Times New Roman Bold

Times New Roman Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Logo File Types Guidelines

.TIF files should be used in documents that will be printed because they have a higher resolution. This means that they won't print "fuzzy."

.EPS files are typically used by designers because they are vector art - the cleanest versions of the logos. However, not all machines can interpret these logos unless they have proper software installed.

.GIF files are *always* low-resolution and should *only* be used for websites and email.

.JPG Files can be either high resolution or low resolution for web use. Our .JPG logo files are high resolution.

Image Resizing Hint: Be sure to resize from the corner and hold down your Shift key. This will ensure that the image resizes proportionately.

Notice that when the logo appears on a colored background, a white box appears around the logo.



Valley of the Sun
United Way

United
Way



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Community Partner
community_partner_color_wide



Valley of the Sun
United Way
vsuw_blue

Valley of the Sun
United Way



vsuw_blue_wide



Community Partner
community_partner_blue

Valley of the Sun
United Way



Community Partner
community_partner_blue_wide



Valley of the Sun
United Way
vsuw_black

Valley of the Sun
United Way



vsuw_black_wide



Community Partner
community_partner_bw

Valley of the Sun
United Way



Community Partner
community_partner_black_wide

Valley of the Sun United Way Logo Basic Usage Guidelines

1. Logos can only be represented in colors as seen on this page (above).
2. The words "Valley of the Sun United Way" should always appear with the brandmark.
3. The white box surrounding the VSUW brandmark is part of the image and should never be removed.
4. At all times the logo must be clearly visible and distinctive.
5. If you choose to resize the image, be sure to keep the original proportions.

The logo must **always** be represented as a whole image (as seen above). Elements of the brandmark may not be pulled from the original logo.

Below are some examples of unacceptable United Way logo usage:



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 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

Notice that when the logo appears on a colored background, a white box appears around the logo.



Valley of the Sun
United Way

