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.

Working With United Way Colors

To use any of the custom colors in your documents follow these steps:
1. From the color palette, 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:

Arial Regular
Arial Italic
ABCDEFghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
Arial Bold Italic
ABCDEFghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Regular
Times New Roman Italic
ABCDEFghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Bold
Times New Roman Bold Italic
ABCDEFghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

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.

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

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