

United Way of Northwest Arkansas

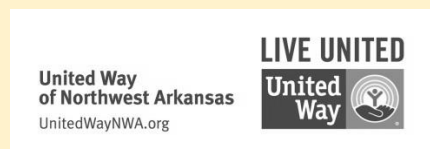
USING THE BRAND IDENTITY GUIDELINES

The United Way brand identity is the tangible expression of all that we stand for. It embodies what we do, how we do it and why we are a beacon of trust and support throughout the communities we serve. In a very real way, members of our communities, our partners, and our investors experience the United Way brand through our deeds, as well as through the verbal and visual messages we send.

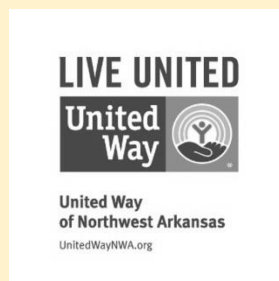
A carefully managed and well-implemented brand identity system helps carry our brand message to the world. These guidelines are provided to ensure the correct and consistent use of the brand identity system. Along with the brandmark, typography, color palette and other visual elements, specific directions are included to help you manage visual communication materials. By accurately implementing this brand system, you protect the equity of the United Way brand and better support its repositioning.

Brand Identity Guideline Highlights:

- The LIVE UNITED/ United Way of Northwest Arkansas brandmark lock-up is our primary signature and should be the default signature for all communications.
- The brandmark must **always** appear as shown in the original color variations.
- The **only** exception is a one-color black usage of the brandmark lock-up, which is only to be used when the only available color selection is black.
- For **special/transparent usage*** of the brandmark lock-up, please **contact marketing@unitedwaynwa.org**. United Way of Northwest Arkansas marketing will then release permission for special usage of the transparent logo.
 - These special usages of the brandmarks should never appear on a website, four-color brochure or any other application where a full-color brandmark is usable.



LIVE UNITED / MASTER
BRANDMARK LOCK-UP



ONE-COLOR BLACK
BRANDMARK LOCK-UP



SPECIAL/TRANSPARENT USAGE
BRANDMARK LOCK-UP
*permission must be requested