

211 BRAND GUIDELINES



These guidelines will provide you with guidance regarding proper usage of the 211 logo mark and visual identity as well as tools necessary to implement the logo with consistency. Please reach out to brand@unitedway.org with questions.

LOGO USAGE



211 - A Collaborative Brand

Collaborative brands are a group of organizations/people that come together to develop, run or operate shared programs/services. 211 is considered a collaborative Brand and Partner of United Way. Whether you are a United Way operating a 211 or a stand alone 211 entity, the following guidelines should be followed to ensure consistency, accuracy and clarity.



Get Connected. Get Help.™

Promoting 211 Directly to the Community

When communicating 211 services directly to the community, you may present the collaborative signature locked up with the tagline, “Get Connected. Get Help.™”

In small spaces to improve legibility, remove the tagline, regional endorsement and/or “Powered by” language from the 211 signature.

PRIMARY



Get Connected. Get Help.™

When communicating 211 services directly to the community, you may present the collaborative signature locked up with the tagline, “Get Connected. Get Help.™”

SECONDARY



In small spaces to improve legibility, remove the tagline, regional endorsement and/or “Powered by” language from the 211 signature.

How to Localize your Logo:

Depending on the role of United Way and/ or the collaborative partners, the relationship can be described as being “managed,” “operated” or “powered by United Way [and XYZ Partner].” When communicating a national, regional or local collaborative that is managed or operated, but not owned by United Way, communicate the collaborative and/or its location, and indicate that it is “powered by United Way” and/or “powered by United Way and [XYZ Partner].”

Logo Localization templates and other 211 related assets can be found on Brandfolder: <https://brandfolder.com/unitedwayworldwide/211-resources>.

UNITED WAY OPERATED 211



When communicating a 211 that is managed or operated by United Way, lock up the collaborative signature with the endorsement language, “Powered by United Way [Location]”

MULTIPLE UNITED WAY OPERATED 211



When communicating a 211 that is managed or operated by multiple United Ways within a region, lock up the collaborative signature with the region followed by the endorsement language, “Powered by United Way”

UNITED WAY + PARTNER RUN 211



When communicating a 211 that is managed by United Way and a partner, lock up the collaborative signature with the endorsement language, “Powered by United Way [Location] and [XYZ Partner]”

PARTNER RUN 211



When communicating a 211 that is managed or operated by a partner, lock up the collaborative signature with the endorsement language, “Powered by [XYZ Partner]”

When Promoting United Way Together With Collaborative Services

When communicating United Way’s role in the community, together with its stewardship of 211, the logo and collaborative signature may be presented as a strategic relationship.

How to Visualize:

When promoting United Way and its vital role in supporting the 211 collaborative, the relationship may be presented as a 1:1 relationship, where United Way is presented side by side with 211, separated by a ruler line. This treatment is most appropriate in United Way contexts (e.g., websites, grant proposals, etc.) versus direct collaborative service contexts. Where possible, the United Way logo should lead the relationship.

<p>CO-BRANDED NETWORK</p>  <p>When communicating United Way’s role in communities, together with its stewardship of 211, the relationship may be presented as a 1:1 relationship. Where possible, United Way should appear first followed by a ruler line and the 211 signature, together with the tagline.</p>	<p>CO-BRANDED NETWORK + REGIONAL 211</p>  <p>When communicating United Way’s role in communities, together with its stewardship of a regional 211 collaborative, the relationship may be presented as a 1:1 relationship. Where possible, United Way should appear first followed by a ruler line and the regional 211 signature.</p>
<p>CO-BRANDED LOCAL UNITED WAY</p>  <p>When communicating a local United Way’s role in its community, together with its stewardship of 211, the relationship may be presented as a 1:1 relationship. Where possible, the local United Way signature should appear first followed by a ruler line and the 211 signature, together with the tagline.</p>	<p>CO-BRANDED LOCAL UNITED WAY + REGIONAL 211</p>  <p>When communicating a local United Way’s role in its community, together with its support of a regional 211 collaborative, the relationship may be presented as a 1:1 relationship. Where possible, the local United Way signature should lead, followed by a ruler line and the regional 211 signature.</p>

When Promoting Collaborative Services with External Partners

When promoting collaborative services or products provided or delivered by United Way and an external partner, consider the objective and context to determine whether the collaborative product/service should lead in communications or whether United Way should lead. In contexts where the primary objective is to promote the collaborative product/service, it should lead communications, supported by United Way and collaborators. If the primary objective to promote United Way’s stewardship of the collaborative product/service, United Way may lead, with supporting partners in a secondary position.

How to Visualize:

Depending on the context, lead with either the collaborative signature or the United Way logo. If the external partner is providing specific resources, then lock up their logo with corresponding language (e.g., “caregiver resources from”). Ensure the language is as concise as possible to avoid legibility issues. In small spaces, the 211 signature without the tagline should be used to avoid legibility issues. Where space permits, the 211 signature with the tagline should be used.

PROMOTING COLLABORATIVE SERVICE/PRODUCT, SUPPORTED BY UNITED WAY AND COLLABORATORS

 | **Corporate Partner**

OR


Corporate Partner

When communicating the collaborative services primarily, the 211 signature should lead. United Way and the external partner should be presented as a 1:1 relationship with the logos separated by a ruler line. These two logos should be in relationship



PROMOTING UNITED WAY AS STEWARD OF COLLABORATIVE SERVICE/PRODUCT, ENDORSED BY COLLABORATORS

 | **Corporate Partner**

OR


Corporate Partner

When communicating United Way’s role as steward of the collaborative service/ product, the United Way logo should lead and be presented as a 1:1 relationship with the 211 signature, separated by a ruler line. The external partner’s logo should be shown in relationship with the collaborative and United Way logos with some visual distance.

PROMOTING INDEPENDANT 211 + CORPORATE PARTNER

 | **Corporate Partner**

OR


Corporate Partner

When communicating 211’s affiliation with a corporate partner, the 211 logo takes the lead placement on the Left side of the lockup.

Full-Color (Preferred)

The full-color version of the logo is preferred and, whenever possible, should be used on all branded materials. Do not adjust the colors of the logo symbol in any way.

Knockout (White)

The knockout version is for use on dark backgrounds or photographs where the full-color logo will not work. When using this version, ensure that the background is dark enough to provide sufficient contrast for clarity and legibility.

One-Color Version (Black)

The one-color version is for use in applications where full-color or knockout logos would not provide sufficient contrast. It can also be used for grayscale or one-color printing.

FULL COLOR



KNOCKOUT



ONE-COLOR



COLOR & TYPOGRAPHY



Our color palette helps us express the story and personality of 211. For this reason, it’s important to be consistent and use only the colors that we’ve chosen as part of our brand.

Primary Colors

Our primary colors are derived from the logo symbol and are blue, red and yellow. Each has four shades to provide dimension and dynamism. The preferred shade, which is used in the logo, is the larger representation.

Usage

The primary colors (one, two or all three) should be applied across all communications, unless it is in black and white context. The tones can be used to apply texture and depth to the primary colors, but should not be used as a replacement.

White is a universal color that can be applied alongside the primary colors to add visual clarity and contrast.

<div><div>R:0 G:68 B:181 #0044B5</div><div>C:93 M:78 Y:0 K:0 Pantone 2728 C</div></div>	<div><div>R:253 G:55 B:44 #FD372C</div><div>C:0 M:91 Y:88 K:0 Pantone Bright Red C</div></div>	<div><div>R:255 G:186 B:0 #FFBA00</div><div>C:0 M:30 Y:100 K:0 Pantone 7549 C</div></div>	<div><div>R:100 G:101 B:103 #646567</div><div>C:61 M:52 Y:50 K:20 Pantone 4195 C</div></div>
<div><div>R:33 G:41 B:107 #21296B</div><div>C:100 M:97 Y:28 K:16 Pantone 3581 C</div></div>	<div><div>R:209 G:38 B:38 #D12626</div><div>C:12 M:100 Y:100 K:0 Pantone 1795 C</div></div>	<div><div>R:244 G:121 B:37 #F47925</div><div>C:0 M:65 Y:98 K:0 Pantone 6018 C</div></div>	<div><div>R:34 G:30 B:31 #221E1F</div><div>C:70 M:68 Y:64 K:75 Pantone 419 C</div></div>
<div><div>R:80 G:130 B:240 #5082F0</div><div>C:69 M:49 Y:0 K:0 Pantone 2718 C</div></div>	<div><div>R:255 G:128 B:108 #FF806C</div><div>C:0 M:63 Y:53 K:0 Pantone 170 C</div></div>	<div><div>R:250 G:212 B:47 #FAD42F</div><div>C:3 M:14 Y:91 K:0 Pantone 115 C</div></div>	<div><div>R:158 G:158 B:158 #9E9E9E</div><div>C:0 M:0 Y:0 K:38 Pantone 4276 C</div></div>
<div><div>R:167 G:210 B:255 #A7D2FF</div><div>C:31 M:9 Y:0 K:0 Pantone 2717 C</div></div>	<div><div>R:255 G:215 B:208 #FFD7D0</div><div>C:0 M:18 Y:12 K:0 Pantone 698 C</div></div>	<div><div>R:255 G:234 B:208 #FFEAD0</div><div>C:0 M:8 Y:18 K:0 Pantone 7401 C</div></div>	<div><div>R:204G:204 B:204 #CCCCCC</div><div>C:0 M:0 Y:0 K:20 Pantone 2330 C</div></div>

Color Accessibility

It’s important that our communications are accessible to all. This page includes approved color combinations that meet accessibility standards. When choosing typography and background colors, always promote visibility and legibility by ensuring sufficient contrast.

These contrast ratios of text and background color combinations meet the level AA standards of the Web Content Accessibility Guidelines (WCAG) 2.1 guidelines.

Use an online tool such as the Adobe Color Contrast Analyzer (color.adobe.com/create/colorcontrast-analyzer) to check the contrast ratios.

Dark blue text on white background	Dark red text on white background	Blue text on white background
White text on dark blue background	White text on dark red background	White text on blue background

Black text on yellow background	Dark blue text on yellow background
Black text on light yellow background	Dark blue text on light yellow background

Text 18pt and above / 14pt bold and above

Large/bold white text on red background	Large/bold red text on white background	Large/bold white text on light blue background
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Brand Fonts

Antonio is our brand font for headlines; its all uppercase style is suitable for bold headlines and large-scale messaging. Antonio is available for download at fonts.google.com.

Palanquin is our brand font for body copy; its design is optimized for legibility. Palanquin is available for download at fonts.google.com.

Default Font

When the primary and alternative brand fonts are not available, Arial may be used as a default system font. Arial is available on most operating systems and supported by all major web browsers.

Brand Fonts

ANTONIO THIN
ANTONIO LIGHT
ANTONIO REGULAR
ANTONIO SEMIBOLD
ANTONIO BOLD

Palanquin Thin
Palanquin ExtraLight
Palanquin Light
Palanquin Regular
Palanquin Medium
Palanquin SemiBold
Palanquin Bold

Default Font

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Typography Usage

Together, our typography and color palette can be used to create clear and compelling messaging. The following example shows how we can apply typography and color to establish a consistent messaging hierarchy. We do not recommend the use of italics. The italics appear disruptive with our headline font (Antonio).

Headlines - Antonio Bold All Caps

CALL 211

Sub-Headlines - Palanquin SemiBold

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euismod tincidunt ut laoreet magna
aliquam erat volutpat.**

Body Copy - Palanquin Regular

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PHOTOGRAPHY & ICONOGRAPHY



Photography

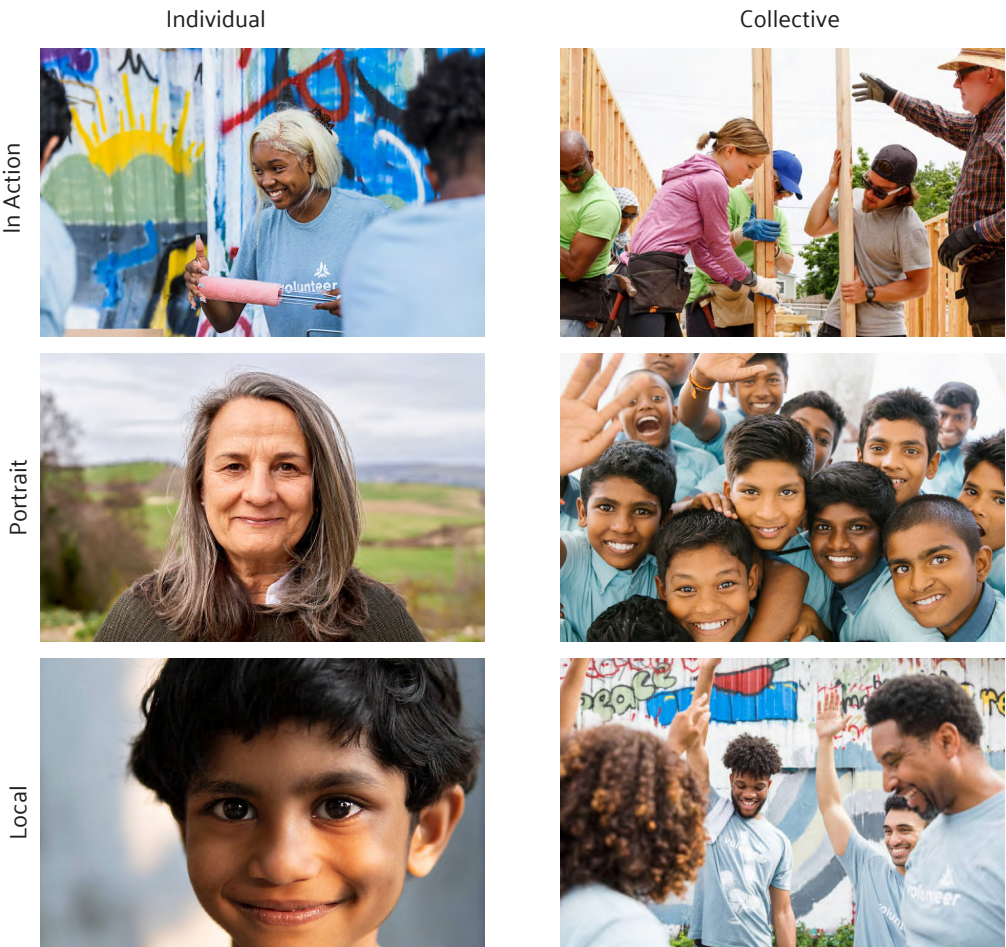
Photography is a central to our storytelling. Use photography that is community-rooted and responsive, and highlights people in action. Whether photos are of individuals or groups, ensure that they are engaging, energizing; and elevating, and showcase people connecting to their community and each other. Trust and transparency are also key associations of our brand, and, as such, AI-generated photography and/ or people based illustrations should never be used as a substitute for place-based, people-focused imagery.

To ensure that our imagery embodies an authentic look and feel, avoid the following when selecting photography:

- 1. Don't use photos that are out of focus
- 2. Don't use photos with unnatural or extreme filters or effects
- 3. Don't use photos that are overly posed
- 4. Don't use photos that are on blank backgrounds/silhouetted and lack context
- 5. Don't use images of low resolution or poor quality
- 6. Don't use photos that are overly busy or complex in composition
- 7. Don't use AI-generated images or people-based illustrations

Add captions when necessary to provide greater context.

Captions should be left-aligned and appear below the photo.

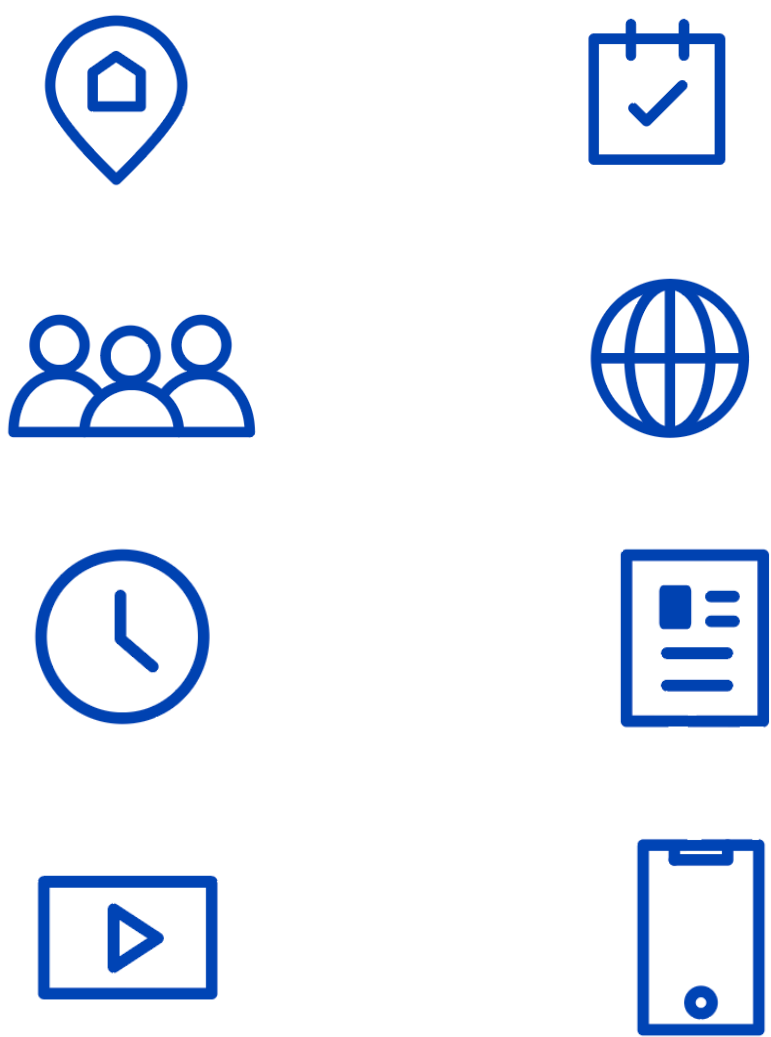


Iconography

While other visual elements, such as photography, complement narratives and tell a story, iconography has a more functional purpose. Icons can enhance navigation and comprehension by quickly drawing attention to important messages and to actions audiences should take. Icons help people find their way, both in-person and online.

Our iconography style is a simple line treatment with rounded edges. The icons are designed to help audiences navigate content and contexts, and are designed to inspire audiences to learn more, get involved and take action. Icons should be optimized to ensure legibility and clarity in small spaces.

The icons may be rendered in any of the primary colors; however, a set of icons should ideally be displayed in the same primary color. Ensure proper contrast between the background and icon.



211 Resources:

<https://brandfolder.com/unitedwayworldwide/211-resources>

Questions?

[Ask United Way](#)

or contact

Kathleen Coney

Director of Brand Marketing

Brand@uww.unitedway.org

