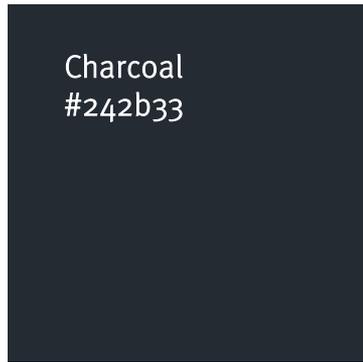


A woman with short dark hair is smiling broadly, her eyes closed, with her right hand placed over her heart. She is wearing a dark blazer over a white top with a black grid pattern. The background is a bright, out-of-focus outdoor scene with people walking. A white rectangular box with a thin border is centered over her chest, containing the text.

MAKE YOUR MOMENT

BRAND GUIDELINES

Primary Colors



Campaign Narrative

People of all generations and walks of life are looking to make a connection - to find purpose and passion, to make things better, to be part of something bigger.

What if a way to make that connection has been there all along? Right in our own community and in communities around the globe. No matter where we live, work, or play, a way exists for us to connect, to seize the moment, to make better happen.

What if people everywhere came together behind this way, this group, united. A group that connects people with opportunities to have impactful, fulfilling moments. A United Way.

United Way is made up of people, connected. A living social network devoted to one purpose: to do good work powered by a love for life, community, and possibilities.

Fonts

1

META PRO BLACK ALL CAPS

2

META PRO LIGHT ALL CAPS

3

Meta Pro Light lowercase

Font Sizes and Pairing

Example #1

DON'T JUST WAIT FOR YOUR MOMENT

Light All Caps
Size: 24px (or kept in proportion)

MAKE YOUR MOMENT

Black All Caps
Size 55px (or kept in proportion)

With larger body copy suspendisse posuere quis
lorem eget porttitor. Donec vulputate ipsum ac.

Light
Size 24px (or kept in proportion)

Example #2

SUBHEAD

Light
Size 26px (or kept in proportion)

Paragraph text suspendisse posuere quis lorem eget porttitor.
Donec vulputate ipsum ac eleifend ultricies. Ut sollicitudin tellus at
lacus hendrerit blandit. Praesent eget arcu quis lorem volutpat
pharetra nec quis elit. Mauris sed nisi et velit cursus posuere.

Light
Size 16px (or kept in proportion)

Example #3

SECTION TITLE

Light
Size 26px (or kept in proportion)

Paragraph text suspendisse posuere quis lorem eget porttitor. Donec vulputate ipsum
ac eleifend ultricies. Ut sollicitudin tellus at lacus hendrerit blandit. Praesent eget arcu
quis lorem volutpat pharetra nec quis elit. Mauris sed nisi et velit cursus posuere.

Light
Size 16px (or kept in proportion)

Brand Language

Words that describe the United Way brand and should guide all campaign messaging:

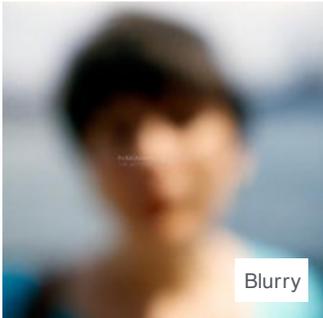
Multi-generational
Passionate/Compassionate
Positive
Innovative
Authentic
Hopeful
Straightforward
Approachable

Characteristics that set United Way apart and should feel prominent when campaign is viewed as a whole:

We Are	We Are Not
Determined	Inflexible
Approachable	Pushovers
Hardworking	Self-Absorbed
Entrepreneurial	Radical
Educated	Obtuse

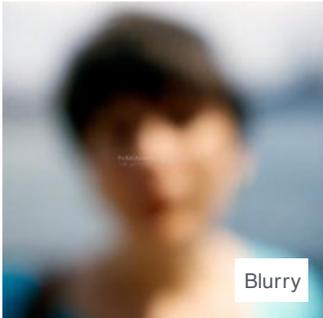
General Image Guidelines

General guidelines around imagery
With every photo, make sure that you cover the basics of appropriate photography. All examples of poor photos should not be used.



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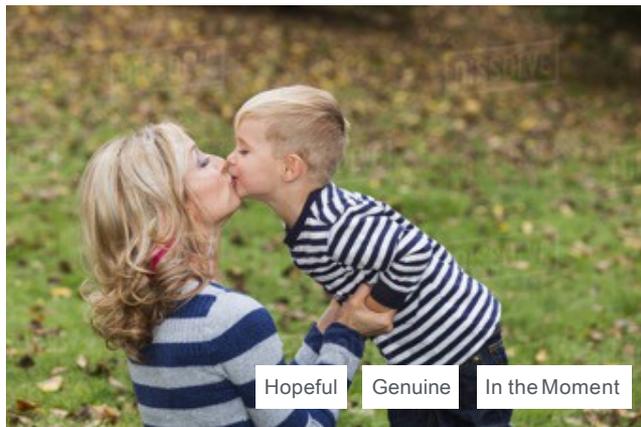
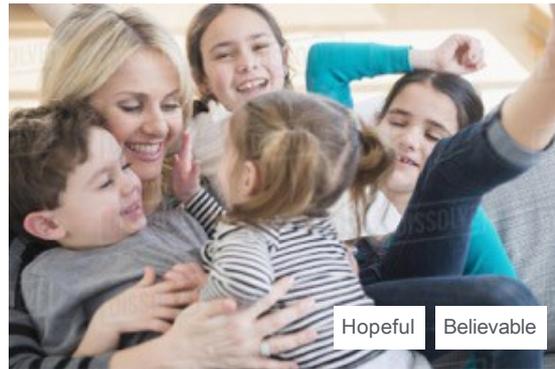
Non Brand-Aligned Images

Images that fall short of the MYM campaign brand. While these images are technically sound (clarity, lighting, and composition...) they feel staged, unrealistic, and fall outside of the brand language for this campaign.



Brand-Aligned Images

Images that align with the MYM campaign brand.
For images to accurately reflect the MYM campaign brand, they need to have certain characteristics. Meaning each image should feel natural, candid, authentic...



Basic Image Treatments for Color Photos

Original Photo



Darkening
Darkening the image slightly allows text and other elements to be placed over the image without causing legibility or contrast issues. (refer to photoshop examples for specifics)



#7c7c7c gray at 15%

Color Overlay Image Treatments

U.S. Treatment
Boosts contrast and legibility even further by incorporating a U.S. blue overlay. (refer to photoshop examples for specifics)

Original Photo



#0f4493 blue at 85%

Canada Treatment
Boosts contrast and legibility even further by incorporating a Canadian Red overlay. (refer to photoshop examples for specifics)

Original Photo



#b10500 red at 85%

The Box Style

Size and Proportion Specifications

Spacing
The space around the words needs to be the combined height of the text (and the leading between).

Light All Caps
Size: 24px (or kept in proportion)

Black All Caps
Size 55px (or kept in proportion)



Line Weight
The line around the text needs to be 8 pt.

Leading
10 pixels of leading (space) between both text styles.

The Box Style

Color Usage

Color

The words and the box together can be a combination of charcoal text and a cool greybox, U.S. blue, or Canadianred. Any other color or combination of colors is off brand.

DON'T JUST WAIT FOR YOUR MOMENT
MAKE YOUR MOMENT

DON'T JUST WAIT FOR YOUR MOMENT
MAKE YOUR MOMENT

DON'T JUST WAIT FOR YOUR MOMENT
MAKE YOUR MOMENT

The Box Style

Character Limit



Maximum Character Count
The maximum character count to be used inside the box is 65. If the text exceeds 65 characters, the box needs to be omitted.



LOREM IPSUM DOLOR SIT AMET
**LOREM IPSUM DOLOR
SIT AMET LABORIS ELIT
EIUSMOD TEMPOR**

The Box Style & Images

Image Darkening

The Box Style can be used over images when the images are darkened correctly for contrast. *(refer to photoshop examples for specifics)*

Image Placement

The subject matter of an image (usually faces) needs to be located away from the center of the text.

Box Placement

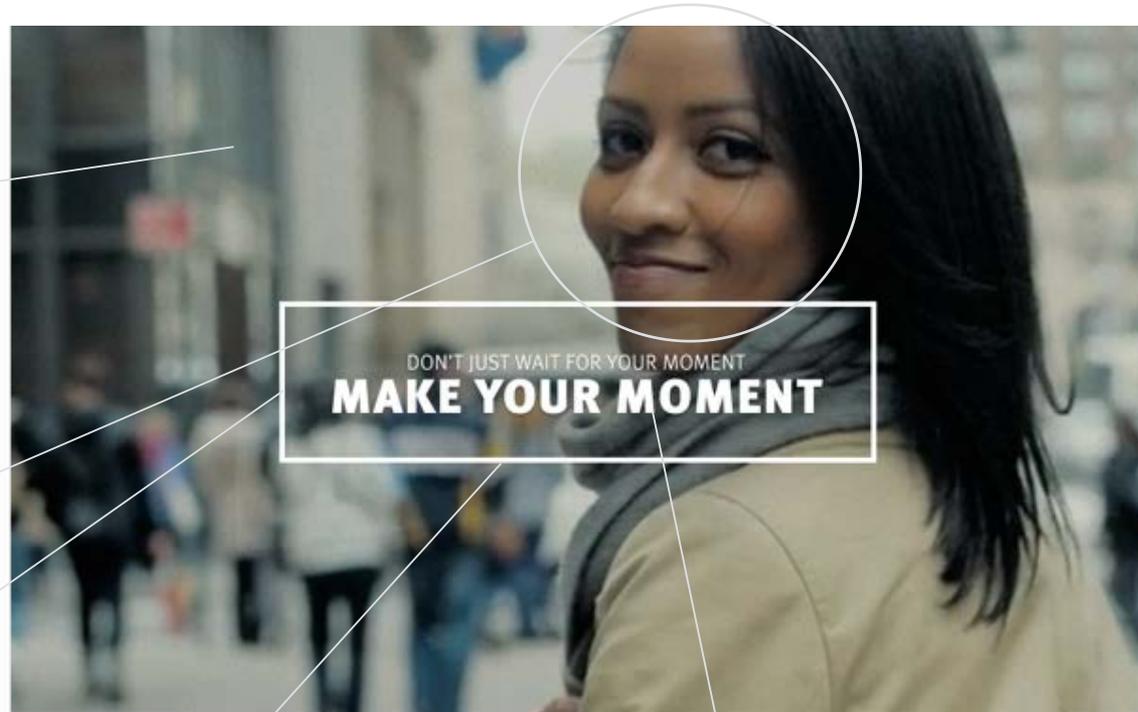
The Box and Text need to be centered over the image whenever possible. If the image will not permit, you can push the box to the bottom third of the image.

Box & Text Color

When placed over an image, the box and the text should always be white.

Text Drop Shadow

To maximize legibility, a subtle drop shadow needs to be applied to the text. *(refer to photoshop examples for specifics)*



Combining Images & Text Example #1



Image Darkening
Any image used in this way needs to be darkened correctly. Meaning that any and all whites in the image need to be darkened in order to maintain the edges of the image without it washing out.
(refer to photoshop examples for specifics)

Light All Caps
Size: 24px (or kept in proportion)

TAKE A
MOMENT
TO CONSIDER...

Black All Caps
Size 55px (or kept in proportion)

Light
Size 16px (or kept in proportion)

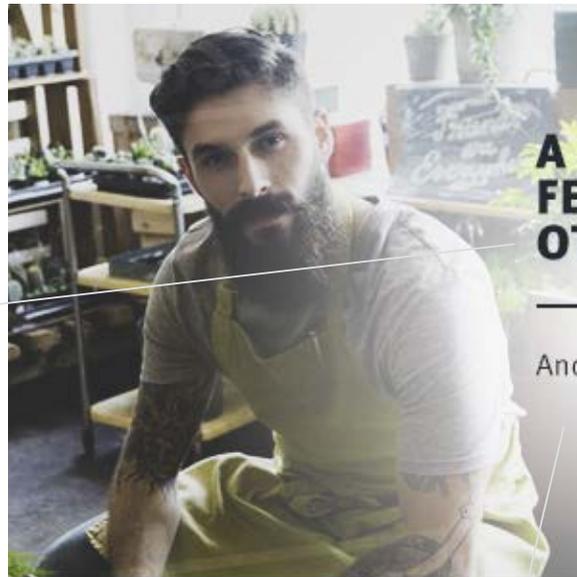
What would our own communities look like if we came together to find opportunities to have impactful and fulfilling connections?

Line Weight
The line around the text needs to be 8 pt.

Drop Shadow
Use a 20% drop shadow on the image to allude to depth between elements.
(refer to photoshop examples for specifics)

Combining Images & Text Example #2

Overlapping
Text should only overlap the underlying image partially (10%) to avoid covering the subject matter of the image.



Black All Caps
Size 55px (or kept in proportion)

Dividing Line
(refer to photoshop examples for specifics)

Andrew Brominly

Light
Size 16px (or kept in proportion)

Image Adjustment
The image behind the text needs to be "ghosted" in order to maintain legibility.

Combining Images & Text Example #3



Overlapping
All elements that overlap the underlying image with a box should only do so partially (20%) to avoid covering the subject matter of the image.



When we finally met, we knew everything had changed.

Drop Shadows
Both the image and the box containing the text have a drop shadow. (refer to photoshop examples for specifics)

Image Darkening
Any image used in this way needs to be darkened correctly. Meaning that any and all whites in the image need to be darkened in order to maintain the edges of the image without it washing out. (refer to photoshop examples for specifics)

Icon Guidelines

Icon Color Options

Icons can be one of the 4 brand colors.



Illustrating New Icons

New icons need to stick to the style of current icons to promote consistency throughout brand materials. This style has a thick pin-line, no fill, and rounded edges.



Icon Over An Image

Icons placed over an image (with an approved treatment mentioned above) can be white with a drop shadow applied. (refer to photoshop examples for specifics)

