



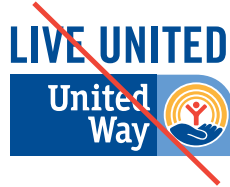
NEVER EXTRACT ANY OF THE GRAPHIC ELEMENTS OR WORDS "UNITED WAY" CONTAINED IN THE BRANDMARK TO USE SEPARATELY



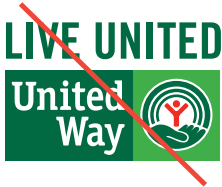
NEVER TILT THE BRANDMARK



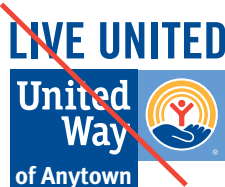
NEVER DISTORT THE SHAPE OF THE BRANDMARK



NEVER ALTER THE SHAPE OF THE BRANDMARK IN ANY WAY



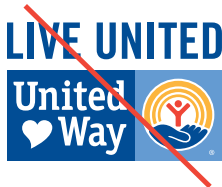
NEVER ALTER THE COLORS IN THE BRANDMARK



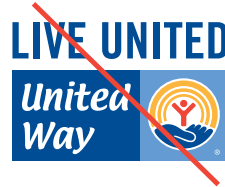
NEVER ADD A LOCAL NAME INSIDE THE BRANDMARK



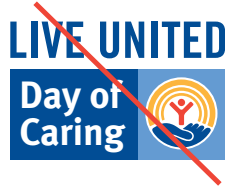
NEVER REARRANGE THE ELEMENTS OF THE BRANDMARK



NEVER ADD ELEMENTS INSIDE THE BRANDMARK



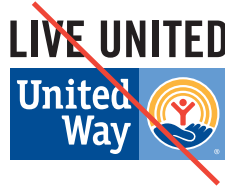
NEVER SUBSTITUTE TYPE IN THE BRANDMARK



NEVER PUT OTHER WORDS OR PHRASES INSIDE THE BRANDMARK



UNITED WAY OF ANYTOWN



NEVER ALTER THE COLORS OR SIZE OF LIVE UNITED WHEN LOCKED UP TO THE BRANDMARK



NEVER CHANGE THE TYPEFACE, COLOR OR SIZE RELATIONSHIP OF LIVE UNITED WHEN LOCKED UP TO THE BRANDMARK

BRANDMARK: UNACCEPTABLE USES

The consistent and correct application of the LIVE UNITED/United Way brandmark and the local identifier is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate some of the unacceptable uses of the United Way brandmark. You can find more details on how to typeset your local United Way on page 21.

Note:

Never attempt to redraw or rescale the elements of the brandmark with the tagline or the local identifier or add other graphic elements in its presentation.