

UNACCEPTABLE USES

The consistent and correct application of the 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 25.

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.



Never alter the colors in the brandmark



Never tilt the brandmark



Never distort the shape of the brandmark



Never add elements inside the brandmark



Never rearrange the elements of the brandmark



Never alter the shape of the brandmark in any way



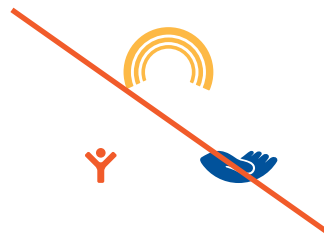
Never change the font or color of the local identifier (page 25)



Never substitute type in the brandmark



Never put other words or phrases inside the brandmark



Never extract any of the graphic elements or words "United Way" contained in the brandmark to use separately

