

Using the United Way of Saskatoon and Area Logo

This document has been created as a guide to ensure a consistent approach to the use of United Way of Saskatoon and Area's logo/brand in all communications.

There are two logo options:

Option #1

Funded by:



Option #2



Usage:

- Use logo Option#1 as your **first** choice on marketing materials
 - Except when...there is already a title that captures a list of funders
 - Example: If the title of the webpage is "Thank you to our Funders" you can use option #2
- Use option #1 on any print or online material that is being used to describe your United Way funding or any programs that receive United Way funding
- You do not have to add the logo to letterhead or internal marketing materials

Tips and Tricks:

- once you've started to use the new logo, please delete the old one from your files
- do not *stretch or shrink* the logo incorrectly (keep it proportional)
- do not *change the colours* (this includes tinting or screening)
- do not *add* to the logo
- do not *take pieces away* from the logo
- do not place the logo on a *busy background*
- do not place any other logo or elements in the *safety zone*
 - safety zone is equal to the width and height of the hand/rainbow
- do not display the logo *smaller than 3/8"* in print or 27 pixels on a screen
 - please note these sizes refer to the size of the hand/rainbow; text is considered 'extra'

Naming Consistency in Text:

The “and” or “&” ... which one to use and when?

Logo image - United Way of Saskatoon & Area

In text - United Way of Saskatoon and Area

The “the”

As an organization, we are not ‘the’ United Way of Saskatoon and Area, but simply United Way of Saskatoon and Area.

When can I drop the “of Saskatoon and Area” and just say “United Way”?

- When referring to the whole organization on a large scale (ie. Not just Saskatoon or the national office, but the entire entity).
- If you have referred to United Way of Saskatoon and Area earlier in the paragraph you can now shorten it to “United Way”. If you refer to another United Way agency, **or** start a new section in your document, you need to write out the entire name again the next time you refer to United Way of Saskatoon and Area.

Abbreviation – Can we abbreviate the name to UWS&A or UWSA?

No. If you want to shorten the name, then, as directed above, refer to the whole name one time and then in the remainder of the document shorten the name to “United Way”.

Technical – Logo Colours:



PMS 485
Coated **C0/M95/Y100/ K0**
Uncoated **C0/M73/Y93/K1**
R 218 G 41 B 28
HMTL DA291C



PMS 425
Coated **C0/M0/Y/K77**
Uncoated **C0/M0/Y0/K77**
R 112 G 115 B 114
HMTL 54585A



PMS Process Black
Coated **C0/M0/Y/K100**
R 44 G 42 B 41
HMTL 2C2A29

If you have questions about any of these brand guidelines or if you require **addition logo file formats**, please contact Paige Gignac, Coordinator, Marketing and Communications at United Way of Saskatoon and Area.

P: 306-291-1313 E: pgignac@unitedwaysaskatoon.ca