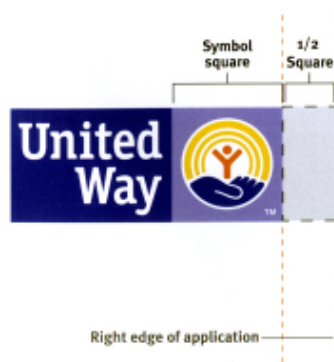


Brand Strategy for United Way of Greater Battle Creek

The following information will help you with any questions regarding placement and proper use of United Way of Greater Battle Creek Program Delivery Partner logos.

Brand Guidelines:

- ❑ As of December 31, 2006 - the old United Way Logo is not to be used (unless you are using up stationary and have not reprinted yet)
- ❑ You may never use only part of the logo - It must be used in it's entirety. The only exception is if you receive funding from more than one United Way - in that case, the words may be taken off the bottom - please contact Cyd on this issue
- ❑ The brandmark must always appear as shown below



- ❑ Always use the trademark symbol (TM) with the brandmark and in the position indicated
- ❑ See to the right unacceptable uses of the logo
- ❑ In one color or two color pieces the logo may be used **only in the blue or black design**. The one-color brandmark may not be reproduced in any color other than United Way blue (pms 287) or black
- ❑ The full-color brandmark is always used in 4-color applications and always on the web - never use the one-color
- ❑ Unless printed on white paper, the brandmark requires a white border

Official PMS (Pantone Matching System) Colors for United Way are:

Pantone 287, Pantone 179 and Pantone 143



Program Delivery Partner

Unacceptable uses of logo:



Never combine the lockups of the tagline and local identifier:



Never change the lockup placement or alignment of the tagline or local identifier:



Never add words or change the phrasing of the tagline or local identifier:



If you ever have any questions about using the logo, please contact Director of Advertising: Cyd Deane (269) 441-1715, deanec@uwgbc.org.