

UNITED WAY OF GREATER NASHVILLE BRAND STANDARDS

The United Way of Greater Nashville logo is always to be placed on the bottom right corner of the document. It may be centered where appropriate such as on an invitation. Never attempt to redraw or rescale the brandmark or add other graphic elements to its presentation. Do not extract any of the graphic elements contained in the brandmark to use separately.

Any usage of this logo must be approved by Kris Wiese, Associate Director Marketing & Communications at kris.wiese@unitedwaygn.org or 615-780-2482.

LOGO OPTIONS



United Way
of Greater Nashville

Primary Logo

One Color Black Logo



United Way
of Greater Nashville

One Color White Logo



United Way
of Greater Nashville

One Color Blue Logo

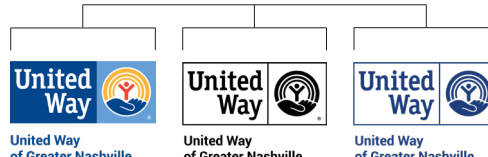
LOGO SIZING

Screen (RGB)
MINIMUM SIZE
90 PIXELS OR 1.25" wide



United Way
of Greater Nashville

Print (CMYK) and One Color
MINIMUM SIZE
.75" wide



FONTS

LEAGUE GOTHIC

Headline Font

Roboto Regular Roboto Bold

Body Copy Font

**Roboto Bold may be used
to emphasize specific points*

COLORS



Pantone 287

Pantone 659

Pantone 179

Pantone 143

Black

Pantone 152

Pantone Black 50%

White

C: 100 M: 75 Y: 2 K: 18
R: 0 G: 48 B: 135
HEX: #003087

C: 59 M: 27 Y: 0 K: 0
R: 123 G: 164 B: 219
HEX: #7BA4DB

C: 0 M: 87 Y: 85 K: 0
R: 224 G: 60 B: 49
HEX: #E03C31

C: 0 M: 32 Y: 87 K: 0
R: 241 G: 180 B: 52
HEX: #F1B434

C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
HEX: #000000

C: 0 M: 60 Y: 100 K: 0
R: 245 G: 120 B: 20
HEX: #F57814

C: 0 M: 0 Y: 0 K: 50
R: 150 G: 150 B: 150
HEX: #969696

C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
HEX: #FFFFFF