

UNITED WAY OF GREATER NASHVILLE BRAND STANDARDS

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:
Cheryl Stewart, Director Creative Services at cheryl.stewart@unitedwaygn.org or 615.780.2459 OR
Kris Wiese, Director Marketing & Communications at kris.wiese@unitedwaygn.org or 615.780.2482.

LOGO OPTIONS



Primary Logo

One Color Black Logo



One Color White Logo



Color White Type Logo



LOGO SIZING



MINIMUM SIZE
200 PIXELS DIGITAL
OR 2.0" FOR PRINT



CLEAR SPACE MINIMUM
AMOUNT EQUAL TO THE
HEIGHT OF "U" ON ALL SIDES

FONTS

Antonio is our font for headlines. Palaquin is for body copy. Both fonts are available for download at fonts.google.com.

ANTONIO REGULAR
ANTONIO BOLD

Palaquin Light
Palaquin Regular
Palaquin Bold

COLORS

Each color has additional shades if needed. Please contact UWGN for that information.

Primary colors

R:0 G:68 B:181 #0044B5	R:253 G:55 B:44 #FD372C	R:255 G:186 B:0 #FFBA00	R:0 G:148 B:100 #009464	R:108 G:118 B:211 #6C76D3	R:100 G:101 B:103 #646567
C:93 M:78 Y:0 K:0 Pantone 2728 C	C:0 M:91 Y:88 K:0 Pantone Bright Red C	C:0 M:30 Y:100 K:0 Pantone 7549 C	C:85 M:18 Y:78 K:3 Pantone 340 C	C:63 M:56 Y:0 K:0 Pantone 2124 C	C:61 M:52 Y:50 K:20 Pantone 4195 C

Secondary color

Tertiary colors