

CAMPAIGN BRAND GUIDELINES 2023



COMMUNICATING OUR MISSION AND IMPACT

Engaging people in your United Way Workplace Campaign starts with communicating who we are and what we do. Here are answers to some common questions about our work.

WHAT DOES UNITED WAY DO?

United Way of Metropolitan Dallas creates, leads and invests in programs to improve access to education, income and health in North Texas.

We foster social innovation, mobilize volunteers, drive business participation, and spur the public and lawmakers to work together to tackle systemic challenges in our community. As a result, every year we ensure more North Texas students graduate high school prepared for success in college or career, more North Texas families are financially stable, and more North Texans are living long, health lives.

WHY SHOULD I SUPPORT UNITED WAY?

United Way has served North Texas for nearly 100 years. We have the resources and networks necessary to unite the entire community around a shared goal of creating opportunity for all North Texans to thrive.

We target three key areas—**education, income and health**—that we've identified as the building blocks of opportunity, which allows us to have a broad impact throughout our community. Together with our committed supporters, we positively impact nearly 1.7 million North Texans every year.



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WHAT IS A UNITED WAY WORKPLACE CAMPAIGN?

A Workplace Campaign is an annual event held at a company to raise funds for and encourage volunteerism with United Way of Metropolitan Dallas. Workplace Campaigns are typically held every year and offer employees a fun and easy way to give back to the community and engage with United Way's mission. Campaigns often include company-wide events, volunteer opportunities and team building.

HOW IS MY MONEY USED?

Every dollar raised in a Workplace Campaign benefits our local community. We use financial donations to create lasting change in education, income and health by:

- Creating and leading programs that provide direct services to the community
- Investing in local nonprofits, social entrepreneurs and other organizations that are making an impact in North Texas
- Advocating for positive changes to public policies at the local, state and federal level



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WHAT DOES 'LIVE UNITED' MEAN?

LIVE UNITED is our rallying cry to inspire the North Texas community to come together and work toward a common goal: improving access to education, income and health. This call to action achieves several goals at once: It reminds people that we are all part of the same community, it reminds people of our role in uniting North Texans and it serves as an invitation to join our movement.

At United Way of Metropolitan Dallas, we consistently include **LIVE UNITED** in campaign marketing materials, such as on T-shirts, posters and flyers. As your company's campaign coordinator, you can leverage the **LIVE UNITED** call to action as a powerful tool to frame your campaign and as an invitation to get people excited about working together to improve the community. For example, once employees have donated, you can invite them to share their stories of "**I LIVE UNITED because...**" at events, in emails or on social media to inspire other people to pledge.

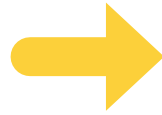
[Click here to see examples of this on our Impact Hub.](#)



UNITED WAY'S LOGO

This is the primary logo for United Way of Metropolitan Dallas.

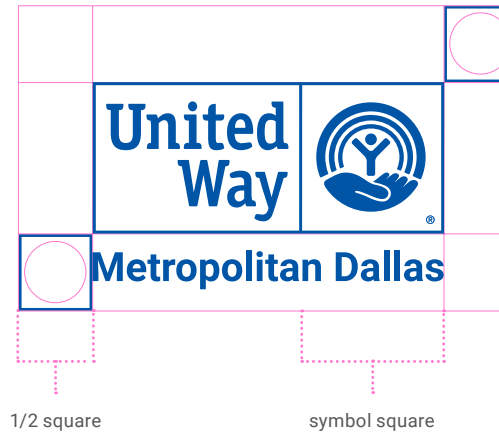
Please be sure to correctly use United Way's brandmark and the local Metropolitan Dallas identifier.



Metropolitan Dallas

DO

- Ensure clear space frames the logo and separates it from other elements, including text and the edge of printed materials.
- Surround the logo with at least the required minimum of clear space, which is determined by 1/2 the height of the symbol square.



DON'T

Alter or distort the logo.



Never alter the colors in the brandmark.



Never tilt the brandmark.



Never distort the shape of the brandmark.



Never substitute type in the brandmark.



Never alter the shape of the brandmark in any way.



Never rearrange the elements of the brandmark.



Never separate the symbol from the brandmark.



OUR APPROVED BRAND COLORS

PRIMARY COLORS

These are the approved brand colors for our Lead United / Live United campaign. Light Blue, Dark Blue and Soft Black are the primary colors.

UWMD LIGHT BLUE
C59 M26 Y0 K0
R96 G163 B230
60A3E6

UWMD DARK BLUE
C100 M75 Y15 K3
R0 G81 B145
#005191

UWMD SOFT BLACK
C71 M64 Y64 K66
R33 G33 B33
212121

ACCENT COLORS

Yellow, red and orange are accent colors that should be used on special occasions.

UWMD YELLOW
C1 M17 Y87 K0
R252 G202 B61
#FCD03D

UWMD RED
C0 M87 Y78 K0
R239 G70 B55
#EF4637

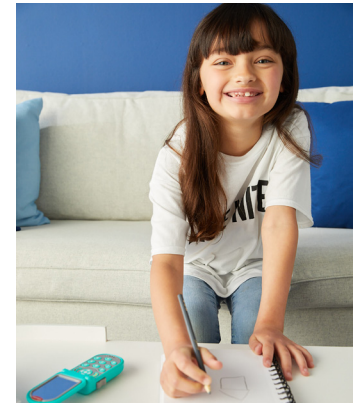
UWMD ORANGE
C0 M65 Y100 K0
R245 G120 B20
#F57814

UNITED WAY PHOTOGRAPHY

Our official brand photography is a compelling way to engage people in your Workplace Campaign and demonstrate the impact of our work in the areas of education, income and health.

We invite you to leverage these photos in email messages, presentations, newsletters and other communications leading up to and during your campaign.

View and download these and other brand photos by visiting our Workplace Campaign Photo Library at <https://unitedwaydallas.org/workplace-toolkit/>



ADDITIONAL RESOURCES

Visit our Workplace Campaign Toolkit at <https://unitedwaydallas.org/workplace-toolkit/> to access everything you need for a successful campaign, including:

- Campaign Guide
- Pledge Form (English and Spanish)
- eWay Overview
- United Way Overview
- Email Toolkit
- Social Media Toolkit
- Photo Library
- Logos
- What Your Dollar Can Do PDF
- Printable Impact of Your Donation card
- United Way videos
- United Way posters
- Giving Society information

