***United Way of Greater Plymouth County Brand Guidelines & Logo Kit***  
October 2015

Logos for Print Use (brochures, annual reports, letterhead, etc.)



Logos for Screen Use (website, PowerPoints, cell phones, etc.)





Special Use Logos

ONE-COLOR

When reproduction constraints prevent the use of the primary full-color United Way brandmark, use one of the

alternative one-color versions below. The white control box is still present in these one color

solutions.

One-color blue brandmark

The one-color blue brandmark is to be used when United Way Blue is the only available color selection.



One-color black brandmark

The one-color black brandmark is to be used when black is the only available color selection.



Special Usage Logos

This would apply, for example, when reproducing on fabric, plastic, glass or other materials used for

merchandise or signage.

