



Branding and Messaging Guidelines for Youth As Resources-funded Projects



The United Way and Youth As Resources Logos

The United Way and Youth As Resources logos contain a white border around both the graphic and the localization which should not be removed or altered in any way. The logo is fixed artwork and should only be reproduced from authorized artwork. Please do not attempt to revise this on your own.

Logo Colors and Usage

Full-color is preferred. Alternative one-color versions, blue or black, are available for use. Special logos for printing on T-shirts or other items are available by request. The CMYK logos are used for print materials. The RGB logos are used for screen/web purposes.

Minimum Size and Placement

Do not reduce its width to less than .75 inches for print or special usage or less than 90 pixels or 1.25 inches for screen applications. Make sure to hold the shift key down when resizing in order to keep proportions equal. Never stretch or compress the logos.

The United Way and Youth As Resources logos should be used together. The Youth As Resources logo should appear on the left and the United Way logo should appear on the right.

When the United Way and/or Youth As Resources logos appear within a series of corresponding logos (such as other funding partners), the United Way and Youth As Resources logos should appear in direct relation to the size of the other partner logos.

Accessing Logos

Logos can be downloaded at www.unitedwayracine.org/branding.

Messaging

United Way of Racine County and Youth As Resources should be recognized as project funders in all project-related materials, press releases and other media interactions. For example, “ABC Project was funded by Youth As Resources and United Way of Racine County” or “Special thank you to Youth As Resources and United Way of Racine County for funding ABC Project.”

Approval and Questions

You are strongly encouraged to submit any materials using the logos for approval. Please contact the Education Initiatives Director Jessica Safransky Schacht at 262-898-2251 or Communications Manager Marisol Beauford at 262-898-2253 with questions about branding and messaging, for usage approval and/or to request T-shirt logos.