



United Way  
Toronto

Visual Language Style Guide

# Introduction

The Visual Language Style Guide has been created to provide guidance to anyone working on United Way Toronto marketing or communications projects. The core elements including logo, colours, font usage and photography are outlined in this guide to ensure our brand image is accurate and consistent.

If you have any questions regarding this guide please contact Anita Green, Senior Marketing Manager at (416) 777 1444 ext 550.

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## Symbol

A symbol is a graphic representation that encapsulates an organization's core purpose, values and unique characteristics.

The symbol must always be reproduced using master artwork, and must never be modified or altered in any way. The registered trademark symbol must always be visible.

In most cases, the symbol should not be used without the accompanying logotype as shown on the following page.



## Logotype

A logotype is a special way of writing an organization's name.

The logotype plays an important role in establishing our identity and it must be treated with the same care as the symbol.

**The logotype must always be reproduced using master artwork, and must never be modified or altered in any way.**

United Way  
Toronto

Typefaces for reference only:

United Way Toronto - ITC Stone Sans Medium

## Centred Arrangements of Brand Signature

A brand signature is the unique combination of a symbol and logotype.

The logotype below the symbol, is the preferred arrangement, and should be used for most applications.

The relative sizes of the symbol and logotype, and spacing between them, must never be modified or altered in any way.



United Way  
Toronto

## Horizontal Arrangements of Brand Signature

The brand signature may be reproduced in horizontal arrangement in special cases where limitations or specific applications make the centred arrangement inappropriate.

The relative sizes of the symbol and logotype, and spacing between them, must never be modified or altered in any way.



## Tagline and Brand Signature

The tagline may be used in specific applications for both centred and horizontal arrangements.

The relative sizes of the brand signature, tagline, and spacing between them, must never be modified or altered in any way. The preference is the tagline with the logo. On specific applications, the tagline can be used on it's own provided it's not larger than the text in the logotype.



**United Way**  
**Toronto**

Without you, there would be no way.



**United Way**  
**Toronto**

Without you, there would be no way.

## Member Agencies and Brand Signature

United Way member agencies may use the following brand signature.

Member agencies should refer to the **Use of Trademark Agreement** for materials and situations where the logo and words must appear.



United Way  
Toronto

A United Way member agency

## Protection Space and Minimum Size

The brand signature must always be surrounded by a minimum amount of clear, protected space. Shown here are centred and horizontal arrangements.



**PREFERRED LOGO SIZE**  
Centred: 1.75 inches wide  
*(based on 8.5 x 11 page)*

**Horizontal: 2.5 inches wide**  
*(based on 8.5 x 11 page)*

**Minimum Logo Size**  
Symbol should measure no less than .5 inches for both centred and horizontal versions

## Signature Alignment With Other Elements

These examples show where copy or other graphic elements should be aligned with the brand signature.



United Way  
Toronto

This is a sample of copy vertically aligned with the brand signature



United Way  
Toronto

This is a sample of copy horizontally aligned with the brand signature



United Way  
Toronto

This is a sample of copy vertically aligned with the brand signature



United Way  
Toronto

This is a sample of copy horizontally aligned with the brand signature

## Typography

ITC Stone Sans and Trade Gothic are the two primary typefaces for United Way.

Both ensure clarity and legibility, and are available in the full range of variations show below.

No fonts other than the primary typefaces are to be utilized on external marketing materials except where specified.

### ITC Stone Sans

ITC Stone Sans Medium

*ITC Stone Sans Medium Italic*

ITC Stone Sans Bold

***ITC Stone Sans Bold Italic***

ITC Stone Sans Semi

**itc stone sans semi caps**

### Trade Gothic

Trade Gothic

*Trade Gothic*

**Trade Gothic Bold Two**

***Trade Gothic Bold Two Oblique***

Trade Gothic Light

*Trade Gothic Light Oblique*

Trade Gothic Condensed

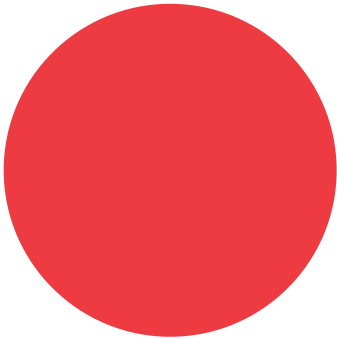
**Trade Gothic Bold Condensed**

## Primary Colour

The United Way primary colour is Red.

The colour is available as Pantone 185. Whenever possible, the Pantone colour should be used. The CMYK percentages are given here for applications that require four-colour process reproduction.

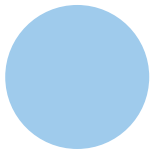
Since the colour can change depending on the printing process and medium, colour swatches can help achieve exact colour matching.



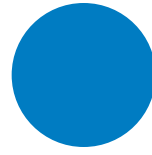
Pantone	185	
CMYK	C	0
	M	91
	Y	76
	K	0
	R	224
	G	0
	B	52

## Secondary Colours


The secondary colours provide a natural complement for our primary colour.



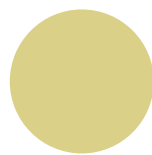
Pantone	283
CMYK	C 35 M 9 Y 0 K 0
	R 152 G 198 B 234




Pantone	285
CMYK	C 89 M 43 Y 0 K 0
	R 0 G 115 B 207




Pantone	7409
CMYK	C 0 M 30 Y 95 K 0
	R 238 G 175 B 0



Pantone	617
CMYK	C 0 M 2 Y 48 K 17
	R 198 G 191 B 112



Pantone	7502
CMYK	C 0 M 8 Y 35 K 10
	R 211 G 191 B 150



Pantone	7501
CMYK	C 0 M 4 Y 20 K 6
	R 219 G 206 B 172

## Two Colour Signature

These examples show the brand signature reproduced in two colour.

Any versions not shown on this page must be approved by the Marketing & Communications department.



## One Colour Signature

These examples show the brand signature reproduced in one colour.

Black is recommended for one colour applications. It is acceptable to display the signature as solid black on a white background, or solid black on the United Way secondary colours, as shown.

The reversed signature (white) however, can only be used on United Way red (Pantone 185), black, or dark blue (Pantone 285). Never reverse the signature out of the other United Way secondary colours.



## Signature Variations to Avoid

This page illustrates the most common errors to be avoided when using the signature. To avoid improper usage, reproductions should always be made using the master artwork. If further clarification is required, please contact the Marketing and Communications department.



Do not adjust colour of logotype



Do not adjust colour of symbol



Do not condense or expand



Do not alter the size relationship




Do not reverse out (white) of secondary colours



Do not place on busy background

## Signature Placement - Organizational Communications

For all **Organizational Communications** the logo should be placed in the top LEFT corner. Please see the fax page example below.



**United Way**  
Toronto

26 Wellington St E 11th Floor  
Toronto ON M5E 1W9  
Tel: 416 777 2001  
Fax: 416 777 0962  
unitedwaytoronto.com

Fax Cover Letter		
Attention	Company	Fax Number

Urgent
 For Review
 Please Comment
 Please Reply
 Please Recycle

---

**Date**

**Transmitting**                      **Pages (including cover)**

**Fax From**

**Message**

Established in 1956, United Way Greater Toronto is a registered charity and community impact organization dedicated to improving lives and strengthening neighbourhoods across Toronto. United Way identifies needs and takes action to create a better, safer, stronger city through research, partnerships and support of a network of more than 200 health and social service agencies.

**Without you, there would be no way**

Confidentiality Warning: This fax contains information intended only for the use of the individual or entity named above. If the reader of this fax is not the intended recipient or the employee or agent responsible for delivering it to the intended recipient, any dissemination, publication or copying of this fax is strictly prohibited. The sender does not accept any responsibility for any loss, disruption or damage to your data or computer system that may occur while using data contained in, or transmitted with, this fax. If you have received this fax in error, please immediately notify us by return fax. Thank you.

# Signature Placement – Marketing and Advertising Communications

For all **Marketing and Advertising Communications** the logo should be placed on the front page in the top **RIGHT** corner. Please see the newsletter example below.

community

# MATTERS

Winter 2008

*Without you, there would be no way.*



**United Way**  
Toronto



*It's official! United Way achieves a record-breaking \$108.1 million fundraising campaign.*

Photo: Charles Dunlop/Photobiz Star

## One Hundred and Eight Point One Million Dollars. Yes!

**United Way Celebrates its Most Successful Campaign Ever**

Close to 1,700 people participated in the 2007 United Way Campaign Celebration Dinner. They arrived ready to celebrate and celebrate they did from the moment they took their seats. After all, the 2007 Campaign had just raised over \$108M—a tour de force that speaks to the boundless commitment and dedication of hundreds and hundreds of workplace volunteers, and stands as a remarkable testimonial to the generosity of their co-workers and the people of Toronto.

Jian Ghomeshi—popular host on CBC Radio One, long time United Way friend, and the evening's emcee—spoke of the fantastic “confluence” of cultures in Toronto, “something,” he said, “that no other city has.” A child of newcomers himself, he spoke of the need to take responsibility for the people who come here “so that we can truly be the greatest city in the world.”

Robert Harding, Chair of the United Way of Greater Toronto Board of Trustees, applauded the efforts of all volunteers who “answered the call and help make our dreams come true.” He reiterated the need to work closely with governments and community partners “so that we can increase our impact and deliver much needed programs all over our city.”

*Tim Penner* The 2007 Campaign Video was both touching and eloquent. Its message: by dreaming together and working together, we can make dreams come true. We can open doors that are closed, make our communities safe, and create opportunities for all.

The 2007 Campaign Spirit Awards presentations met with cheers and whistles and many rounds of applause for nominees and winners. Representing labour, public and private organizations, these incredible teams helped United Way raise the bar, once again (see winners, p. 4).

In an emotion-filled keynote address, Frances Lankin expressed thanks on behalf of United Way to everyone involved in the Campaign to Tim Penner, 2007 Campaign Chair, and Robert Harding, Board Chair, for their “incredible dedication and skilled leadership”; to all the workplace volunteers “who doubled and tripled their efforts to meet this year’s goal”; and to United Way agencies “who make a difference every day in the lives of so many.” She also thanked her “amazing” team of staff and volunteers, saying simply, “you inspire me daily.”

About United Way’s achievements, she said: Our work with our partners in government, agencies and other organizations is creating real, positive change... Programs like the Youth Challenge Fund, Action for Neighbourhood Change, and Pathways to Education are having real impact in priority neighbourhoods and across Toronto... We proved by working together that we can meet our challenges, strengthen our city, and make it better for all of us. ... Most importantly, we continued to show that what unites us is far greater than what divides us.

Tim Penner, Chair of the 2007 United Way Campaign, expressed his gratitude to everyone who worked on the Campaign, calling them an “amazing team” (see p. 3). Of his many visits to front line agencies he said, “You were, and remain, my inspiration and the inspiration for countless others to give.”

Calling his chairmanship “one of the most inspiring and most fulfilling roles I have ever had the pleasure to fill,” he offered the following advice: “If anyone ever asks you to be United Way Campaign Chair for the year, my advice is that you should jump at the chance.”

Throughout the evening, Zero Gravity Circus performers wowed the audience with breathtaking feats of strength and agility. Singer-songwriter Balaiea Brady, one of Canada’s most talented artists, sang one of her beautiful compositions followed by Bob Marley’s, “One Love”, whose line “let’s get together and feel all right” captured the evening’s mood. ■

**United Way of Greater Toronto**  
24 Wellington St E 11th Floor  
Toronto ON M5E 1W9  
Tel 416 777 2001  
Fax 416 777 0962  
unitedwaytoronto.com



3678341  
RETURN POSTAGE GUARANTEED  
POUR DE RETOUR GARANTI

## Business Card and Letterhead

Below is the standard layout for all business cards and letterhead.

**United Way  
Toronto**

Without you, there would be no way.

**United Way  
Toronto**

Lyn Whitham  
*Vice President,  
Marketing & Communications*  
lwhitham@uwgt.org

26 Wellington St E 11th Floor  
Toronto ON M5E 1W9  
Tel 416 777 2001  
Fax 416 777 0962  
unitedwaytoronto.com

a division of United Way of Greater Toronto

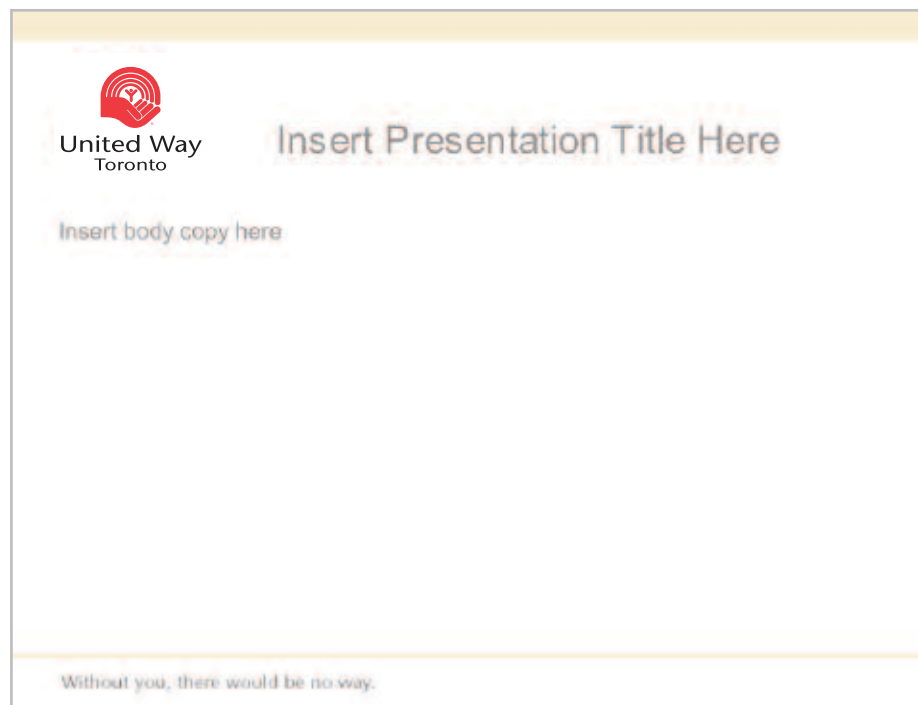
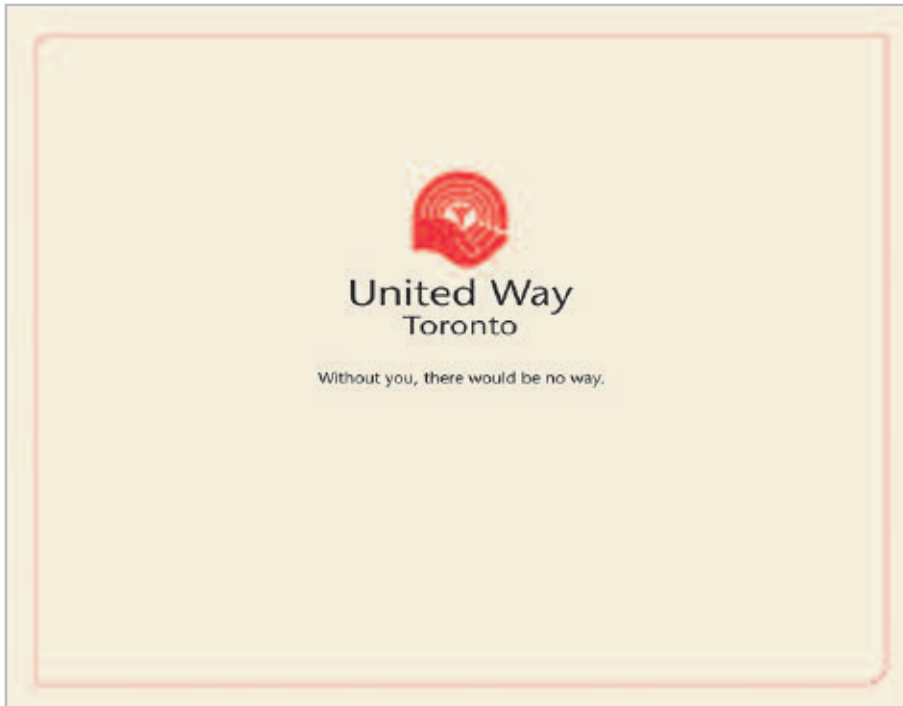
26 Wellington St E 11th Floor Toronto ON M5E 1W9 Tel 416 777 2001 Fax 416 777 0962 unitedwaytoronto.com

Font:  
Trade Gothic 8pt  
80% Black

Font:  
Trade Gothic 7.5pt  
Leading 10 pt  
80% Black

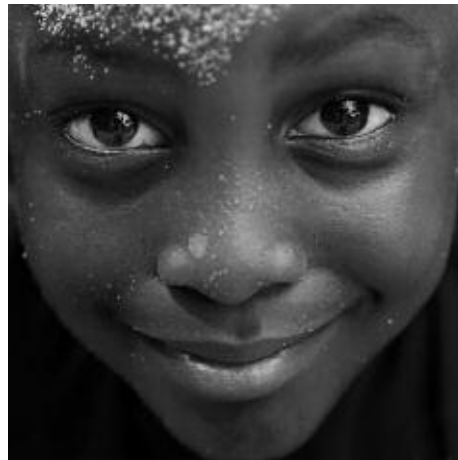
## Internal Communications

Below is the layout for PowerPoint presentations.



## Photography

These images represent the style and tone that should be used for all photography. These images communicate emotion, relationships and should be representative of the community. Avoid staged and 'grip and grin' images preferring to catch people in action, interacting with each other or displaying an emotional connection to the camera.



## Headlines and Body Copy

Using our two corporate fonts, follow the guidelines below to maintain consistent typography usage.

ITC Stone Sans is used for all headings and subheadings. Black, Pantone 185 or Pantone 285 are preferred colours.

United Way puts neighbourhood on a brighter path

United Way puts neighbourhood on a brighter path

United Way puts neighbourhood on a brighter path

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Trade Gothic Regular is used for all body copy. Minimum size for body copy is 7pt. As shown below, 80% black (grey) is the preferred colour for body copy.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

## Address and Contact Information

Please use the style and placement below for the address and contact information on all marketing/communication materials where space permits.



**United Way**  
Toronto

26 Wellington St E 11th Floor  
Toronto ON M5E 1W9  
Tel 416 777 2001  
Fax 416 777 0962  
unitedwaytoronto.com



**United Way**  
Toronto

26 Wellington St E 11th Floor  
Toronto ON M5E 1W9  
Tel 416 777 2001  
Fax 416 777 0962  
unitedwaytoronto.com

Font:  
Trade Gothic, 8pt  
Leading 10pt  
80% Black  
(two spaces before postal code, Tel and Fax #)

## Logo Change versus Legal Name

Because the legal name remains United Way of Greater Toronto, we should ensure that the legal name is either used exclusively or is mentioned in addition to the United Way Toronto logo in the following circumstances:

- Contracts, purchase orders, invoices and tax receipts;
- Cheques, including endorsements;
- Notices to members; and
- Official publications