



United Way
of Southwest Wyoming

United Way Marketing Policy for Community Partners

Approved by Board of Directors December 11, 2019

United Way of Southwest Wyoming has established the following marketing policy for its funded community partners to increase local awareness of United Way impact in our communities.

Agencies or organizations funded by United Way of Southwest Wyoming must adhere to these guidelines in all materials related to funded programs. Please note that there will be ongoing follow-up with programs to ensure the required partnership marketing standards are being met.

Questions and concerns can be directed to Kelly Frink at 362-5003 or kfrink@swunitedway.org.

Please add United Way of Southwest Wyoming to your mailing list to receive any pieces that normally go to your volunteers, donors and clients. E-mail PDF versions are also acceptable and should be sent to kfrink@swunitedway.org.

Signage

Use United Way provided signage – “Community Partner” Sign

- Posted outside by entry door or
- Front office visible upon entry

Program Publications

Include a United Way Community Partner logo at all times. If a logo is not an option state that the organization is a “United Way Community Partner”, or “funded by United Way of Southwest Wyoming” in all materials. Logo should appear in the following publications, but is not limited to:

- Brochures
- Newsletter
- Annual Report
- Signs
- Event invitations and programs

Identification in the media

A press release sent to local media needs to be sent by the funded program in accordance with the signed MOU. A copy needs to be e-mailed/mailed to United Way of Southwest Wyoming upon submission to the local media. A sample press release is posted on our website.

Identify programs as United Way funded whenever giving newspaper, radio or television interviews or submitting press releases. Stress the importance of inclusion in article or segment.

- Press Release
- Captions of stand-alone photos
- Advertisements
 - Newspaper (include logo)
 - Radio
 - Cable TV (include logo)
 - Theatre Ads (include logo)

Website

The United Way logo needs to be posted and a link to our website:
www.swunitedway.org

Share your website address with us and we will link it to our page.

Other

Include United Way logo on all displays or booths

Logo Usage

Logos for Community Partners are available on the United Way of Southwest Wyoming website.

The United Way brand identity is the tangible expression of all that we stand for. It embodies what we do, how we do it and why we are a beacon of trust and support throughout the communities we serve.

A carefully managed brand identity program will help carry our brand message to the world. These guidelines are provided to ensure the correct and consistent use of the brand identity system. By accurately implementing this brand identity system, you protect the equity of the United Way brand and better support repositioning.

Rules for all United Way logos.

Never crop the logo from its rectangular shape or pull the hand graphic for stand-alone use

Place at the right side whenever possible

Do not reduce width to less than .75 inches for print or 1.25 for electronic uses



Full color - should be used whenever possible, but only for printing.



Full color - When placed on a colored background the white box around the logo is used as a control line and should be visible. This line also extends to include "Community Partner"; lettering remains blue.



RGB color – should be used for all PowerPoint and Web-based applications. DO NOT USE full-color files for those purposes or use the RGB file for printing.



One color black – To be used only when black is the only available color selection.



Black Special Usage – Used when the method of reproduction is faxing and photocopying or the surface of the paper is a color other than white. May also be used when reproducing on plastic, glass, metal, fabric or other materials.