



UNITED WAY LOGO AND BRANDING REQUIREMENTS

PARTNERSHIP COMMUNICATIONS POLICY:

United Way of Tucson and Southern Arizona along with our Community Impact Partners use every possible opportunity to increase mutual visibility, promote the partnership and co-market with each other. Therefore, Community Impact Partners are required to include the United Way of Tucson and Southern Arizona logo on their website with a link to: <https://www.unitedwaytucson.org/>.

Community Partners are also asked to include the United Way of Tucson logo on applicable printed materials and email communications. Press releases and media inquiries related to funded projects should include United Way boilerplate and be sent to United Way for prior approval.

UNITED WAY OF TUCSON LOGO AND BRANDING:

The consistent and correct application of the United Way of Tucson and Southern Arizona logo and branding guidelines is essential. Always follow the standards presented in these guidelines:

1. Never alter the logo colors or add elements to the logo
2. Never tilt or distort the shape of the brand mark
3. Never alter the text of the logo

BRAND STATEMENT:

United Way of Tucson and Southern Arizona responds to our community's needs, transforms individual lives and brings long-lasting, systemic change to our community by focusing on the key, underlying issues. We fight for education, financial wellness, equality and healthy communities for every person in Tucson and Southern Arizona from birth to end of life. Our role as community convener enables us to form strategic partnerships, mobilize the best resources and be the catalyst for needed, positive change.

UNITED WAY LOGOS:

[*Download Here*](#)

United Way of Tucson
and Southern Arizona



UNITED WAY FONTS:

League Gothic

Roboto

Arial

UNITED WAY COLORS:



Hex: #005191



HEX: #539ED0



HEX: #FFB351



HEX: #FF443B