

# **BRAND STANDARDS**

# **& GUIDELINES**

## **LIVE UNITED**



## OUR CREDO

# UNITED WAY OF GREATER CHATTANOOGA FIGHTS FOR THE EDUCATION, STABILITY, & SUPPORT OF EVERY PERSON IN OUR COMMUNITY.

We win by living United. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources. And by inspiring individuals to join the fight against their community's most daunting social crises.



# OUR MANIFESTO



Problems.

The ones most people don't have the stomach for.

The ones nobody talks about at cocktail parties.

The ones that can't be solved over night.

We go looking for them.

In unforgiving neighborhoods, in struggling communities, and in seemingly docile suburbs throughout our six county community.

We find every dollar we can to address them.

But we are more than fundraisers.

We are the hand raisers. The game changers.

The-stop-talking-start-doing-band-together-and-take-on-the-impossible-task-masters.

United, we fight poverty and illiteracy in East Lake.

United, we fight childhood hunger in North Georgia.

United, we empower struggling families to reach their full potential.

United, we connect volunteers to their passions.

No matter the obstacles. No matter the odds.

We surround our community's most critical problems. And we fight.

We fight for Robert in East Lake. We fight for Antoine. We fight for Ingrid. We fight for Trenton.

We fight for those who need a voice and those whose names we do not know.

At United Way we fight for the education, support, and stability of every person in every community.

Because change doesn't happen alone.

Hope is not a one-man band.

And there's no such thing as self taught or self made.

We have one life.

To live better, we must Live United.

# BRAND FRAMEWORK OVERVIEW

## VISION

*Long term statement that describes what the organization is trying to accomplish and where it wants to be in the future.*

**United Way of Greater Chattanooga envisions a world where all individuals and families achieve their full human potential through education, family stability, and support.**

## MISSION

*Foundational statement describing how the organization will achieve its vision by making its core objective clear.*

**To improve lives by mobilizing the caring power of our local community.**

## BRAND PROMISE

*What drives our unique promise and proposition in the marketplace, and frames how we communicate and innovate.*

**We win by living United. By forging unlikely partnerships. By finding new solutions to old problems. By mobilizing the best resources. And by inspiring individuals to join the fight against our community's most daunting social crises.**

## BRAND POSITIONING

*The articulation of how our brand drives value, which should be actively communicated to the target audience.*

**United Way of Greater Chattanooga fights for the education, support, and family stability of every person in the Tennessee Valley.**

## BRAND IDEA

*The singular motivating idea that drives action in the marketplace.*

**In order to live better, we must LIVE UNITED.**



# THE TWO SIDES OF UNITED WAY

When creating any communication piece, begin by asking yourself, “Is this piece about the problem or the solution?” In other words, “Is this piece about the fight or the win?” There are separate guidelines for each. The visual elements of pieces that encourage fighting the problem and those that celebrate being part of the solution are distinctly different through color tone and imagery.

## UNITED WE FIGHT

### LIVE UNITED



When introducing a challenge and encouraging involvement and support, we are asking the audience to join the fight for the cause. Communications for this stage should be bold and direct. They should serve as a rally cry that inspires action, be that through volunteerism or donation. The intent is to communicate the seriousness of the cause and the importance of participation.

## UNITED WE WIN

### LIVE UNITED



After participation has ended or milestones have been reached in fighting for a cause, communications should focus on the success. These pieces should be celebratory, uplifting and bright. The intent is to congratulate those who joined the fight and inspire them to do so again by highlighting the fulfilling feeling that comes from tackling the most difficult and important challenges.

# COLOR PALETTE & TYPOGRAPHY

## HEADLINES

League Gothic typeface is the headline font. It should be used sparingly in marketing communications to draw attention to important text. When legibility is an issue, use the block behind the text.

## HEADINGS

Roboto Condensed Bold is the heading font. It should be used in multipage documents and websites to denote a new section.

## SUB HEADINGS

Roboto bold is the subhead font. It should be used under headlines or headers when necessary. Sub headlines may also be used as the first sentence of a paragraph in marketing communications.

## BODY COPY

Roboto Regular is the paragraph font. It should be used for supportive messaging.



Pantone 287  
C:100 M:74 Y:0 K:0  
R:0 G:81 B:145  
HEX: #005191



Pantone 659  
or 287C at 52%  
C:55 M:40 Y:0 K:0  
R:83 G:158 B:208  
HEX: #539ED0



Pantone 179  
C:0 M:85 Y:89 K:0  
R:255 G:68 B:59  
HEX: #FF443B



Pantone 152  
C:0 M:60 Y:100 K:0  
R:245 G:120 B:20  
HEX: #f57814



Pantone 143  
C:0 M:34 Y:86 K:0  
R:255 G:179 B:81  
HEX: #FFB351



Black  
C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
HEX: #000000



Grey  
C:0 M:0 Y:0 K:50  
R:150 G:150 B:150  
HEX: #969696



White  
C:0 M:0 Y:0 K:0  
R:255 G:255 B:255  
HEX: #ffffff