

United Way
of Snohomish County



LOGO USAGE GUIDELINES

3120 McDougall Avenue , Ste. 200
Everett, WA 98201
425.374.5500
www.uwsc.org



When displaying United Way's logo:

- To maintain correct proportions, resize our logo by holding down the shift key while dragging from a corner.
- Never use the logo as a design element by displaying it repetitively or as a part of a larger graphic.
- Avoid crowding the logo. Please leave a reasonable buffer between the logo and other graphics or text.

Questions? Need a logo that's not listed here?

Please contact:
Sara McArdle
Graphic Design Manager
United Way
of Snohomish County
425.374.5520 or
sara.mcardle@uwsc.org

We are asking all of our community partners to replace our old logo with our updated version on facilities, publications, web sites, etc. The "Your United Way gift helps here" tagline is especially for use by program grant recipients, but the logo may also be used without adding the tagline to it.

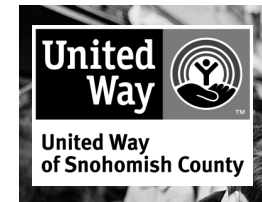
1 Logos on the web

When publishing the United Way of Snohomish County logo on the Internet, please use the full color version at all times. In order to preserve the integrity of the logo, please ensure that it is published at a size of at least 1.25", or 90 pixels wide when displayed on the web.



2 Logos on a dark or patterned background

Background colors and graphics can easily overpower or compete with logos. A white outline has been built into the United Way of Snohomish County logo to maintain separation between the United Way logo and the backgrounds where it will appear. While this outline will not appear when the logo is laid out on a white background, it's very important that it remains a part of the logo when displayed on a colored (2a + demonstration of how to add the tagline) or patterned (2b) background. In order to preserve the integrity of the logo, ensure that it is published at a size of at least .75" wide.



3 Special use logo

For printed materials, this logo should only be used when the method of reproduction is faxing and photocopying (3a + demonstration of how to add the tagline), or the surface of the paper is a dark color (3b). When printing on white paper, the black and gray logo should be used (2). In order to preserve the integrity of the logo, ensure that it is published at a size of at least .75" wide.

