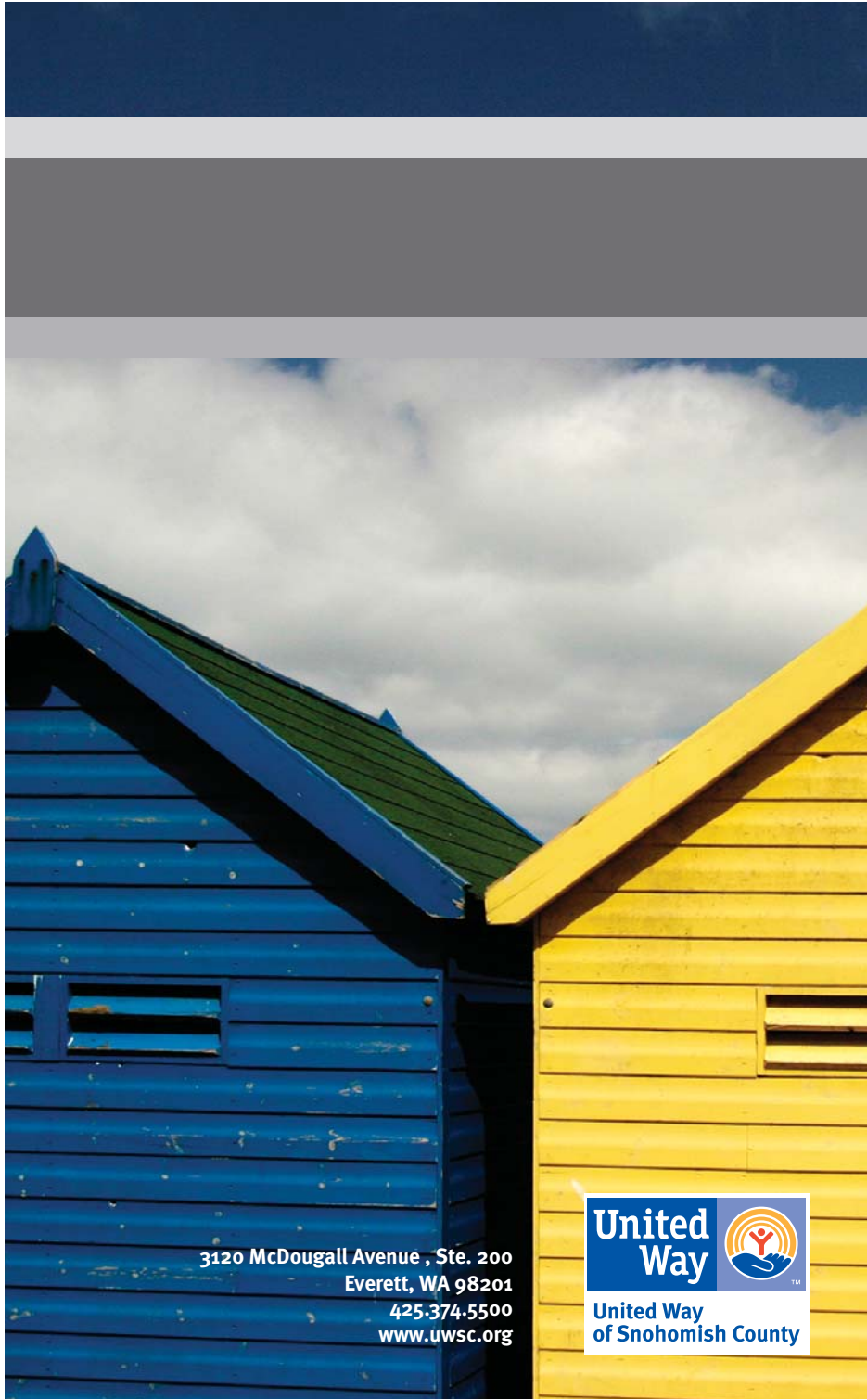
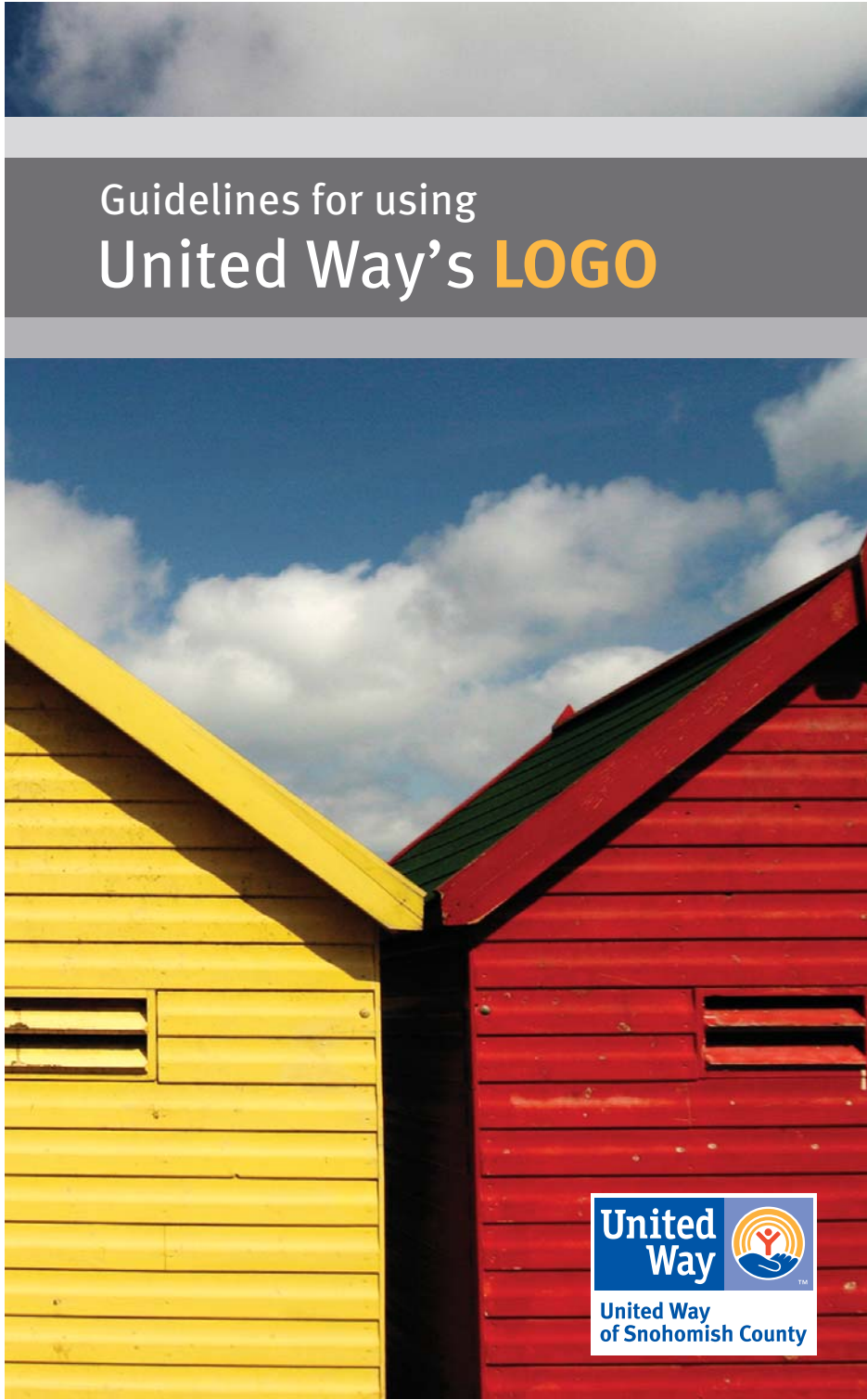


Guidelines for using  
United Way's **LOGO**



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

**United Way**   
United Way  
of Snohomish County



**United Way**   
United Way  
of Snohomish County

## 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 amount of space 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

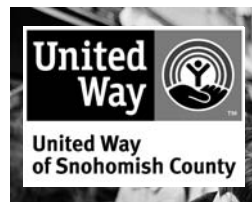
When publishing the United Way of Snohomish County logo on the Internet, please use the full color version at all times. In order to preserve the integrity of the logo, please ensure that it is published at a size of at least 1.25”, or 90 pixels wide when displayed on the web.



United Way  
of Snohomish County

### 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.



United Way  
of Snohomish County  
Your United Way  
gift helps here

### 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.



United Way  
of Snohomish County