

UNITED WAY BORN LEARNING ACADEMY USAGE GUIDELINES

Important Notes

The United Way Born Learning Academy logo treatment can only be used on materials developed for academy materials. Only pre-approved content provided by United Way Worldwide may be edited. New materials utilizing the logo treatment may be created locally, but must be approved by United Way Worldwide staff, and must comply with the below branding guidelines.

United Way Born Learning Academy Logotype Treatment



Color Key



United Way Born Learning Academy Blue
(or Pantone® 287 C)
C:100 M:74 Y:0 K:0
R:16 G:22 B:127



United Way Born Learning Academy Yellow
(or Pantone® 143 C)
C:0 M:34 Y:86 K:0
R:255 G:150 B:0

Typography

BODY COPY

Meta Book LF Roman
Meta Book LF Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Meta Bold LF
Meta Bold LF Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

HEADLINES

Trade Gothic Condensed Eighteen
Trade Gothic Condensed Eighteen Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Trade Gothic Bold Condensed Twenty
Trade Gothic Bold Condensed Twenty Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

If Meta or Trade Gothic fonts are not available, Arial is the only suitable font to use as replacement.

Sponsor and Partner Logos

Sponsors may customize United Way Born Learning Academy materials with “Sponsored by:” or in special cases “Driven by” next to their logo.

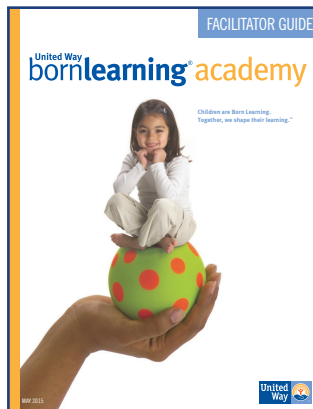
Partners and sponsors may add their logo to print materials as illustrated below. United Way Worldwide recommends that front page sponsor recognition be reserved for top sponsor logos, while supporting sponsor logos should be displayed on back page. If all sponsors are equal, then no sponsor logo should be displayed on the front.

continued...

UNITED WAY BORN LEARNING ACADEMY USAGE GUIDELINES

Sponsor and Partner Logos continued

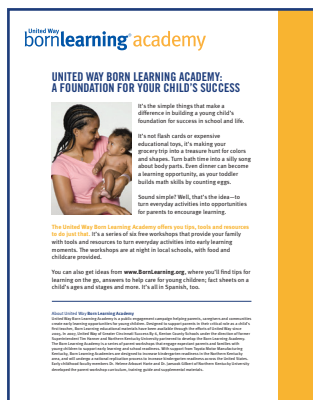
EXAMPLES



Correct Usage of the Name

For any graphic purposes, the United Way Born Learning Academy logotype should be used.

EXAMPLES



CORRECT USE OF NAME

When referencing United Way Born Learning Academy in body copy (in a paragraph or as a paragraph header) or as a page title, the entire name must be typed out.

UNITED WAY BORN LEARNING ACADEMY
(paragraph header or page title)

United Way Born Learning Academy
(body copy)

UNITED WAY BORN LEARNING ACADEMY
(paragraph header)

United Way Born Learning Academy
(body copy)

Usage of the Registered Symbol

Use of the registered symbol is correctly applied to the United Way Born Learning Academy logo. As long as the logo is used on all materials created, the registered symbol does not need to be applied anywhere else. However, if the logo is NOT used, such as in a press release, the registered mark should appear in the first reference of the document as follows: United Way Born Learning® Academy.

