

For more information:
 Ashley Winch, Marketing and Campaign Coordinator
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 715-384-9992

Marshfield Area United Way Partnership Marketing Standards

The "United Way Partner Program" logo must be displayed on all of the following and be clearly visible:

- On your organization's website. At minimum the logo should appear on your homepage and should preferably appear in the visible area above the fold/scroll line. The logo must be linked to Marshfield Area United Way's website; www.marshfieldareaunitedway.org.
- At the entrance to all facilities whether funded programs occur there or not, and in all point of service locations. Marshfield Area United Way will provide window clings for each of your locations at no cost to you. All signage should be hung at eye level in plain sight of visitors to your location(s).
- On your organization's brochures, annual report, printed newsletters and promotional materials (ie. event invitations, posters and programs).
- On e-newsletters. For both email and Web based communications, the logo should appear on the in the upper area above the fold.
- Local print advertisements. Logo should be at minimum .75" wide (the aspect ratio should always be maintained).
- On any vehicles that are used to provide direct service and are branded with your own organizations name and/or brand mark. Window decals may be used.

Logo Usage

- The United Way Partner Program logo should be anchored in the **right** corner of the top or bottom of any print materials. Logo should be placed on either the front or back cover, or both, of the piece and must be at minimum 1" X 0.833" (the aspect ratio should always be maintained).
- CMYK format should be used for all print materials. (brochures, promotional posters, etc.)
- RGB color setting is for any web or electronic use of the Partner Program logo.
- One-color logo may not be printed in colors other than black (special usage logo should be used when printing with colored paper, this logo needs to be requested)
- Do not reduce the width to less than .75 inches for print materials or 1.25 for electronic uses
- Note: Include United Way logo on all displays or booths



Partner Program

CMYK



Partner Program

RGB



Partner Program

BLACK

Special use

Special Usage logos are available if printing in one color that is not blue or black (Ex: Red, purple, etc.)



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What not to do...



Never alter the colors in the
 brandmark



Never tilt the brandmark



Never distort the shape of
 the brandmark



Never add elements inside
 the brandmark



Never rearrange the
 elements of the brandmark



Never alter the shape of the
 brandmark in any way



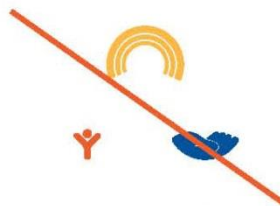
Never change the font or color
 of the local identifier (page 25)



Never substitute type in
 the brandmark



Never put other words or
 phrases inside the brandmark



Never extract any of the graphic elements or words
 "United Way" contained in the brandmark to use separately



How to get the logo

The CMYK, RGB, and BLACK versions of the Partner Program are all available on our website. Go to www.marshfieldareaunderway.org, hover mouse over "Partner Programs" and click on "Logo Information." The logos can also be sent via email, simply send request to unitedway.ashley@tznet.com. Special use logo is available by request only. Please contact Ashley if you are in need of a by permission only logo.

Please direct questions about logo placement/usage to Ashley Winch, 715-384-9992.



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Identification in the media

When writing articles/stories or giving a radio/television interview pertaining to your program or agency please include United Way funding and partnership in article or interview. When writing articles/stories it is also acceptable to include as part of your bi-line.

A good example of this is from Jess Radke of Girl Scouts of the Northwestern Great Lakes. Her bi-line reads as follows “Jess Radke is the copy editor for Girl Scouts of the Northwestern Great Lakes Inc., a United Way partner program.

Examples of these materials include, but are not limited to:

- Communities Page
- Lifestyle Columns
- Captions of stand-alone photos
- Cable Access screens or announcements
- Any other publication not produced by your program or agency (Ex: Marshfield Clinic’s Pulse, MACCI’s Newsletter)

Please note: When called by the media to discuss a community issue or called upon for your expertise about a specific topic. We understand that it may not be appropriate/relevant to discuss United Way funding/partnership and do not expect you to discuss if it’s irrelevant to topic being discussed. We also understand the media may not include any mention as no fault of your own as comments may be taken out of context for their own use.

Please add Marshfield Area United Way to your mailing list to receive any communication pieces that normally go to your volunteers or donors. Or you may email PDF versions to unitedway.ashley@tznet.com.

Please note that there will be ongoing follow-up with programs to ensure the required partnership marketing standards are being met. Contact Ashley Winch at 715-384-9992 or unitedway.ashley@tznet.com with any questions about logo usage or marketing partnership standards.