

For more information:

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Marshfield Area United Way

Community Partner Co-Branding Standards

Benefits of Co-Branding

United Way's co-branding guidelines were developed to benefit all United Way partners by demonstrating to the public the wide-range of programs working to address our community's priorities.

Demonstrates Collaboration

Co-branding indicates to the community that your organization is a collaborative partner in addressing health and human service needs in our community.

Co-Branding Guidelines (Additional guidelines for funded partners at the bottom)

Marshfield Area United Way engages a variety of partners to work collaboratively in meeting the health and human service needs in our communities. The partnership between United Way and its partners can have powerful marketing and fundraising results for all of us.

Co-branding creates opportunities for United Way and its partners to gain exposure throughout the year through various public relations efforts.

Community partners may include organizations working collaboratively with United Way and companies supportive of United Way's mission.

Below are some general guidelines for United Way partners:

Partners are asked to seek approval from Marshfield Area United Way prior to use of the United Way logo, name or brandmarks. Requests for approval may be submitted to the Marketing & Events Manager, Jenni Smith (jenni@marshfieldareaunitedway.org).

Partners are asked to submit materials using the Marshfield Area United Way logo prior to use.

Funded Partner Co-Branding Guidelines

Marshfield Area United Way views funded partners as true collaborative partners in meeting the health and human service needs in our community. As a grant recipient and funded partner, Marshfield Area United Way asks for your assistance in publicly acknowledging this important financial support throughout the year.

Co-branding allows funded partners to use the United Way affiliation as an indicator of community support and a basic level of competence when applying for local, state and national recognition or grants. Please refer to your funding agreement for the full co-branding guidelines. A summary can also be found [here](#).

In general, funded partners can meet the co-branding guidelines in 6 easy steps.

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STEP 1 – ACKNOWLEDGEMENT IN PROGRAM MATERIALS

Include the approved United Way partner logo on print & digital materials related to funded programs. When people see the United Way logo on your materials, it demonstrates how we are working together to address community priorities and shows the reach of the community fund.

STEP 2 – PLACE LOGO ON YOUR WEBSITE

Your website is often the first place people look for information about your organization. Please be sure to place the United Way partner logo and appropriate link on your website and other digital properties.

STEP 3 – REMEMBER UNITED WAY IN MEDIA

When time/space allows, remember to acknowledge United Way in media related to funded programs. This helps demonstrate how community fund investments and partnerships are making a difference in our community.

STEP 4 – ALWAYS REMEMBER TO ACKNOWLEDGE FUNDERS

United Way encourages partners to leverage their affiliation with United Way as an indicator of community support when applying for additional public and private grants. Please be sure to acknowledge United Way and other funders, proportionately, when acknowledging funding from new sources.

STEP 5 – DON'T FORGET UNITED WAY AT EVENTS

Don't forget to include United Way and other funders at fundraising or special events when proceeds will benefit the funded program.

STEP 6 – UNITED WAY PROVIDED SIGNAGE

United Way will provide window clings, at no cost to your organization, for display at the entrance of each of your locations. Naturally, we understand that some programs are offered in third-party owned locations and that displaying signage at the entrance may not be possible.

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

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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.)



What not to do...



How to get the logo

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