UNITED WAY BRAND AT A GLANCE

🔗 LOGO FILES

LOGO USAGES

Full color on a white or light background is the preferred usage

FULL COLOR — **UNITED WAY** Berks County

BLACK — **UNITED WAY** Berks County

WHITE TEXT — **UNITED WAY** Berks County

WHITE — **UNITED WAY** Berks County

NOTES

- The full color logo is our preference, but it should only be placed against a white or light background
- If the logo needs to be placed against a dark background, the "White text" version can be used
- If you need a one-color format, use either the white or the black, if possible
- Do not separate the elements of the logo or add a white box behind it

FONTS

ABC
HEADLINES
Antonio Bold (All Caps)

Abc
BODY COPY and SECONDARY HEADLINES
Palanquin (All Weights)

Abc
SPECIAL USE ONLY (ex. formal invitations)
MonteCarlo

PRIMARY COLORS

R:0 G:68 B:181
#0044B5
C:93 M:78 Y:0 K:0
Pantone 2728 C

R:253 G:55 B:44
#FD372C
C:0 M:91 Y:88 K:0
Pantone Bright Red C

R:255 G:186 B:0
#FFBA00
C:0 M:30 Y:100 K:0
Pantone 7549 C