UWW DSOG 2017

DIGITAL GUIDELINES

PRIMARY LOGO USAGE

Still being decided

Primary Digital Logo
Due to the variety of usages of the logo on various digital platforms, the preferred digital logo will be the 'special usage logo' or single color logo outlined in the official UW Brand Guidelines

COLORS

Still being decided

Primary Colors
To be used as the main colors for the campaign.

#005191	#539ED0	#FF443B	#FFB351

DIGITAL NARRATIVE

Problems.
The ones that can't be solved with a quick fix.
We go looking for them.
We find every dollar we can to address them.
But we are so much more than the fundraisers.
We are the hand raisers. The game changers. The moment makers.
The-stop-talking-start-doing-band-together-and-take-on-the-impossible-taskmasters.
United, we stand up for [key local issue #1] in [community].
United, we rally around [key local issue #2].
United, we confront [key local issue #3].
No matter the obstacles. No matter the odds.
We tackle a community's most critical problems. And we fight.
We fight for those who need a voice and those whose names we do not know.
Because extending a hand up is much better than a hand out.
We fight because where there's a will, there's a way.
United Way.

FONTS

1

LEAGUE GOTHIC

DOWNLOAD LEAGUE GOTHIC >

2

Roboto Light - Secondary Headers

DOWNLOAD ROBOTO >

3

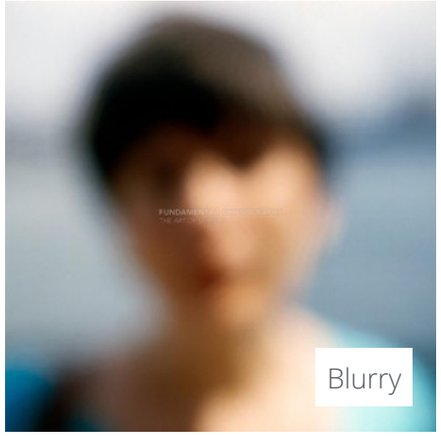
Helvetica - Fallback and body text

PHOTOGRAPHY GUIDELINES

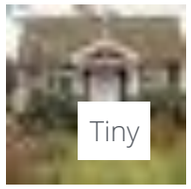
Refer to UW Brand Guidelines for additional photography styling guidelines and rules

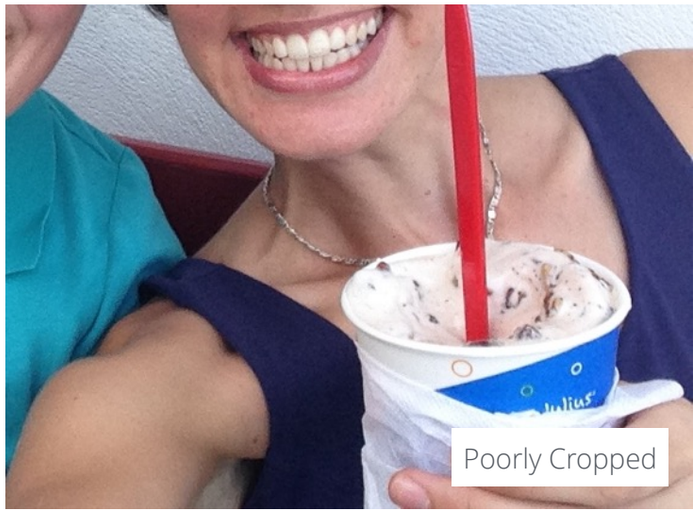
GENERAL IMAGE GUIDELINES

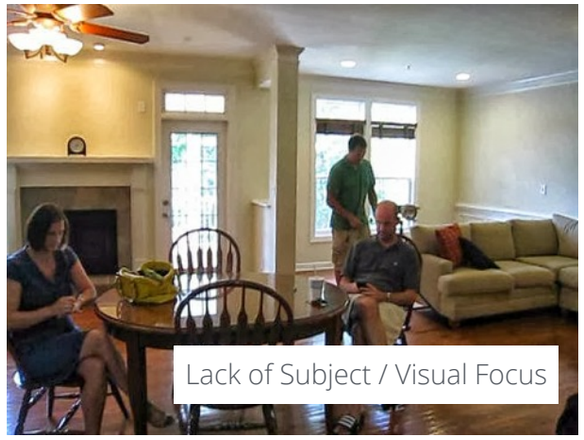
General guidelines around imagery
With every photo, make sure that you cover the basics of appropriate photography. All examples of poor photos should not be used.


Blurry

Over-Stylized


Tiny


Poorly Cropped


Lack of Subject / Visual Focus

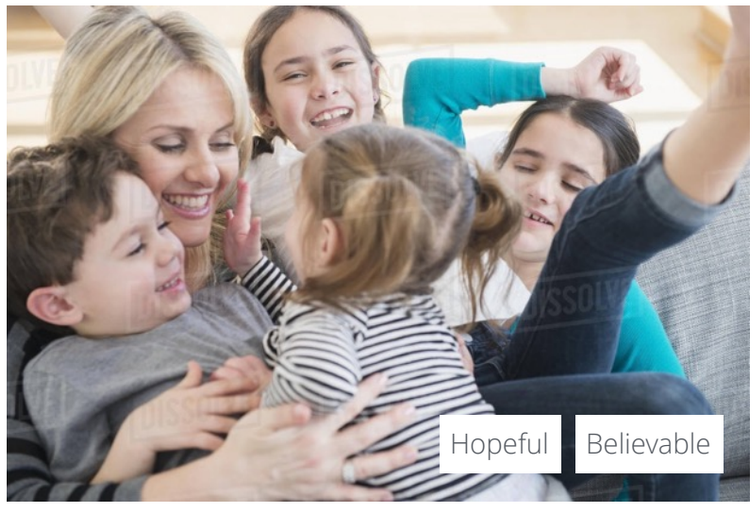
Too Staged

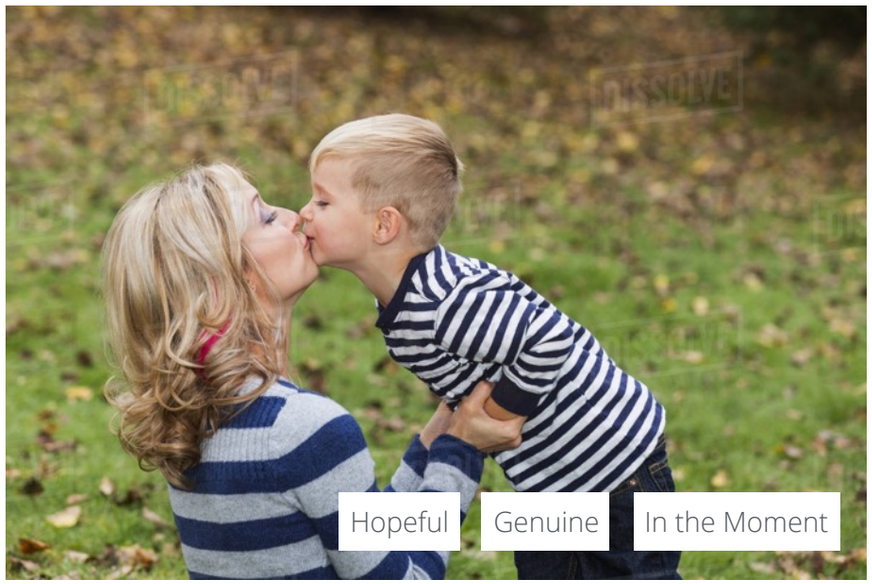
NON BRAND-ALIGNED IMAGES

Images that fall short of the MYM campaign brand
While these images are technically sound (clarity, lighting, and composition…) they feel staged, unrealistic, and fall outside of the brand language for this campaign.

GENERAL BRAND-ALIGNED IMAGES

Images that align with the MYM campaign brand.
For images to accurately reflect the MYM campaign brand, they need to have certain characteristics. Meaning each image should feel natural, candid, and authentic.





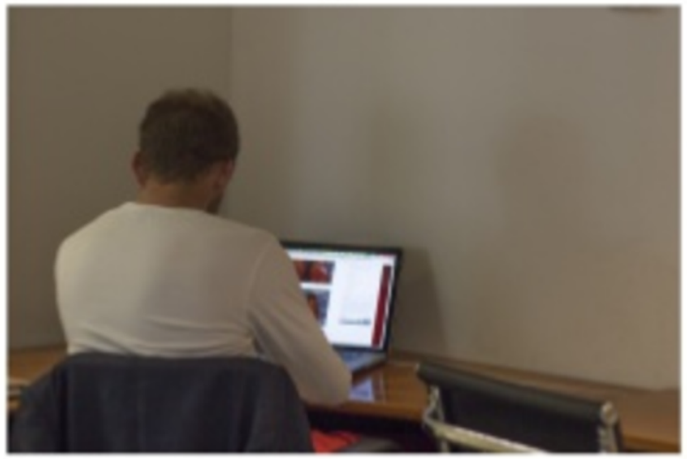
BRAND-ALIGNED IMAGES - PEOPLE CENTRIC

Emphasis
1 Relationships
2 Engagement / Life Chance
3 The Activity

Show
1 People working together
2 Groups working together
3 People's lives improving

Avoid
1 Unrealistic staging
2 Distorted angles
3 Poor cropping

Interacting


Solitary

Natural

Unnatural

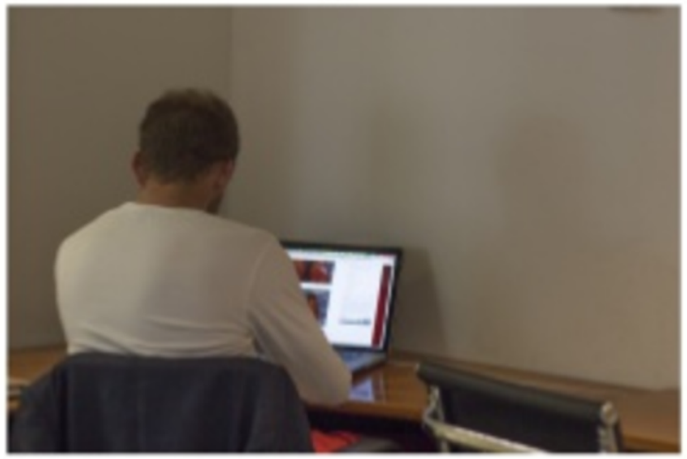
BRAND-ALIGNED IMAGES - UNITED WAY WORK

Emphasis
1 Relationships
2 Engagement / Life Chance
3 The Activity

Show
1 People working together
2 Groups working together
3 People's lives improving

Avoid
1 Unrealistic staging
2 Distorted angles
3 Poor cropping

Interacting


Solitary

Natural

Unnatural

SAMPLE STORIES/IMAGES

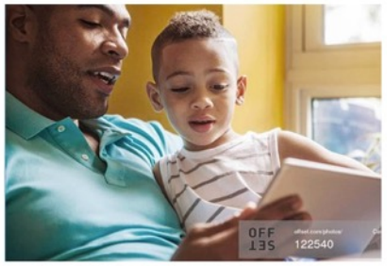
JAKE - HOMELESS VETERAN

Like a lot of America's veteran's, Jake returned home after multiple tours in Iraq and Afghanistan to major challenges. The loss he felt from the death of fellow friends and soldiers felt even deeper when he got home. He felt like everyone was against him, that no one understood him, and he began to turn down a dark path. After bouts with PTSD and depression left him homeless and alone, he decided enough was enough. He sought help from Mission United, who helped him complete his degree, find work, and help fellow vets acclimate to civilian life.

SAMPLE STORIES/IMAGES

ELLE -
AN INVOLVED MOTHER

This is my daughter...and this is the first photo of her that I have ever hated. I am a photographer, a hobby farmer, a child advocate, and a mother of 3 elementary-aged children. She is in 2nd grade. After checking her work, I had found 2 math problems were incorrect. I tried to help her understand where she went wrong through her process but I didn't understand it myself and was not much help. I told her to forget about it and we'd try again tomorrow but she became very upset that she couldn't get the answer and kept trying and trying to fix it. She's hard on herself as she very much wants to excel in school and not have to ask for extra help all of the time. Together, we enrolled in the after school program provided by United Way that not only helps her with math, but gives me a support network to better help her. As a 4-year cancer survivor, my daughter is incredibly strong. And thanks to United Way, she's now taking on math!



SAMPLE STORIES/IMAGES

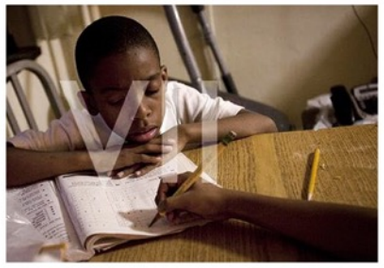
VANESSA - THE MILLENNIAL GIVER

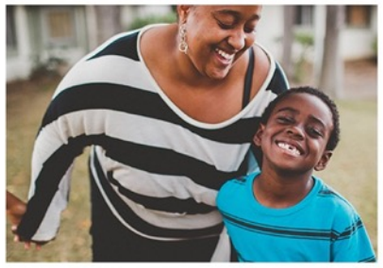
Vanessa is a recent college graduate who landed a job in the corporate world. Navigating those new waters has her working long hours and taking on endless tasks so she can feel like she earned her spot at the company. Checking her Facebook feed during a rare moment of downtime, a photo of an United Way community service project caught her attention. She found herself longing to be part of the photo — to be a part of something meaningful that really matters in the long run. Knowing she realistically didn't have any spare time to volunteer, she decided to donate each month to her local United Way. It's her way of contributing to positive change in her community and forging a personal connection to the people who benefit from United Way's help.

SAMPLE STORIES/IMAGES

JAMES - STRUGGLING STUDENT

James lives in a working class neighborhood that sees its fair share of gang violence and drug activity. With two working parents and an incarcerated older brother, there isn't an adult figure to care for James or make sure his education is a priority. He attends a local public school, struggles to pay attention in class, and is not at the same reading level as his peers. Summer is especially hard since he's left to fend for himself during the day and seems to fall further behind at the start of each new school year. Through United Way St. Louis innovative Summer Care program, James has somewhere to go everyday. This free full-time child care offers him daily academic activities, intense reading tutoring, and keeps him on track - in life and in school.





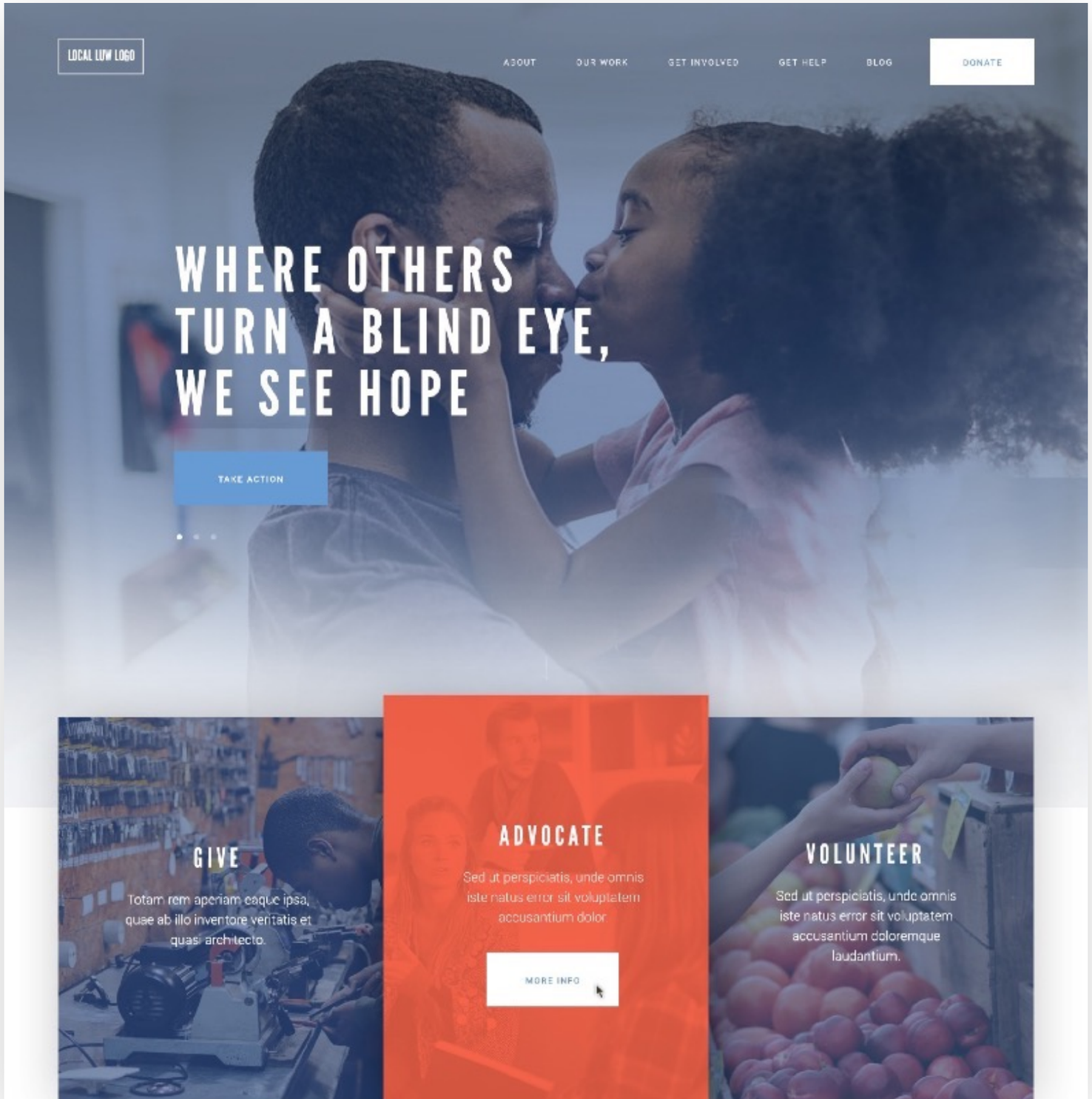
SAMPLE STORIES/IMAGES

LEANN -
FINDING TIME TO VOLUNTEER

Leann is busy. As a wife, mother of two, and an ultra-marathon runner, she has little time for anything else. While running errands with her kids, they passed a local food pantry and saw adults and children serving food. The joy on the faces of those receiving meals matched the joy on the faces of those serving them. It served as an Aha moment — a reminder of how small acts of kindness are never small to the person receiving them. Leann learned it was one of nine local pantries and meal programs that United Way invests in, and she signed her family up to volunteer one hour each month to serve those less fortunate. Earlier that day, Leann would have said she didn't have an extra hour in her schedule to give...until she realized there's always time in her schedule to show her kids the importance of giving back.

DIGITAL BRAND EXPRESSIONS

Web Sample



DIGITAL BRAND EXPRESSIONS

Email Sample

Cold Lead **Welcome to the United Way Family!** We're so happy to have you and excited to get to know ea

LOCAL LUW LOGO

WELCOME TO THE UNITED WAY FAMILY!

We're so happy to have you and excited to get to know each other.

At United Way, we fight for the health, education, and financial stability of every person in every community. And to win this fight, we need you!

But it's not enough to just tell you that — we want to show you that.

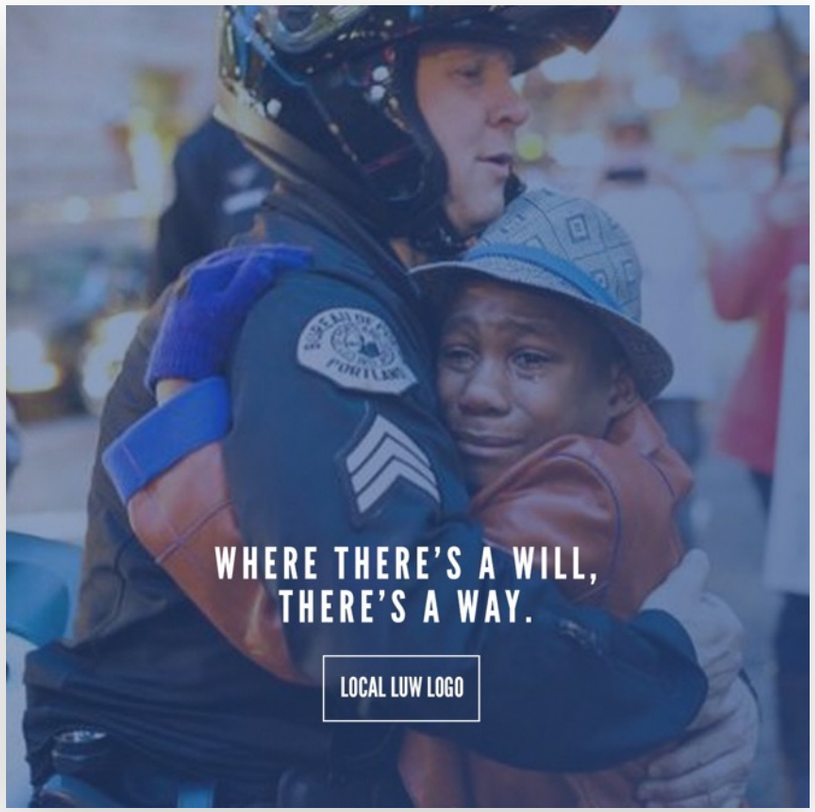
Join us on this journey to see how the work being done in [LUW COMMUNITY] and around the world is 100%, for sure, without a doubt worth fighting for. And most importantly, we'd like to show you how you can be part of it.

First things first: tell us a little more about you?

TAKE A QUICK QUIZ

DIGITAL BRAND EXPRESSIONS

Social Sample



OLD SCREENS (DELETE FROM PDFS)

The Box Style & Images

Image Darkening
The Box Style can be used over images when the images are darkened correctly for contrast. *(refer to photoshop examples for specifics)*

Image Placement
The subject matter of an image (usually faces) needs to be located away from the center of the text.

Box Placement
The Box and Text need to be centered over the image whenever possible. If the image will not permit, you can push the box to the bottom third of the image.

Box & Text Color
When placed over an image, the box and the text should always be white.

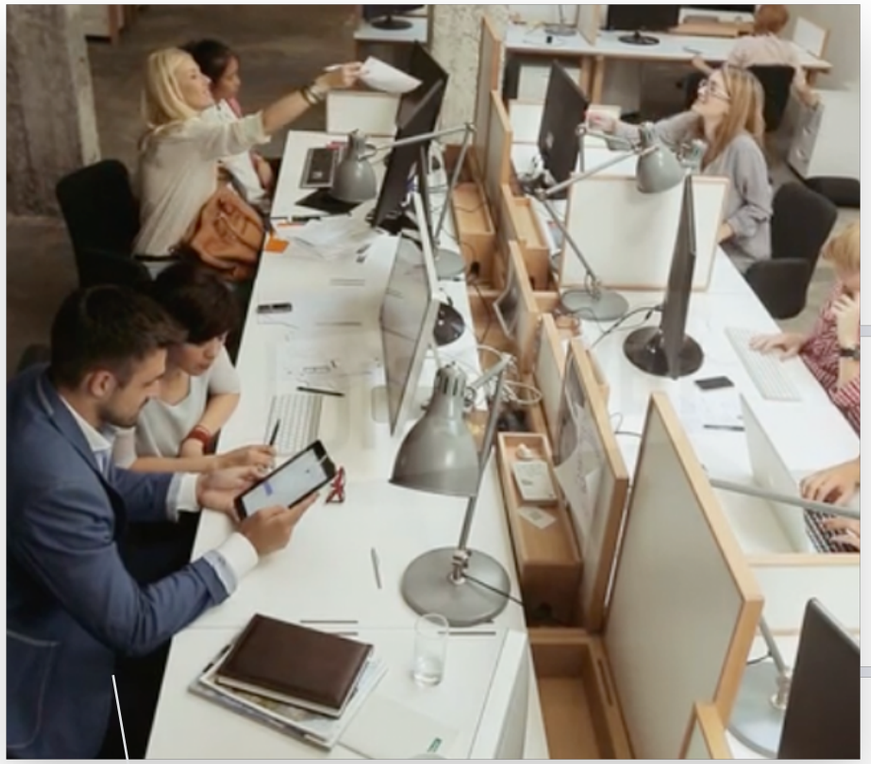
Text Drop Shadow
To maximize legibility, a subtle drop shadow needs to be applied to the text. *(refer to photoshop examples for specifics)*

Combining Images & Text Example #1

Light All Caps
Size: 24px (or kept in proportion)

Black All Caps
Size 55px (or kept in proportion)

Light
Size 16px (or kept in proportion)



TAKE A
MOMENT
TO CONSIDER...

What would our own communities look like if we came together to find opportunities to have impactful and fulfilling connections?

Line Weight
The line around the text needs to be 8 pt.

Image Darkening
Any image used in this way needs to be darkened correctly. Meaning that any and all whites in the image need to be darkened in order to maintain the edges of the image without it washing out.
(refer to photoshop examples for specifics)

Drop Shadow
Use a 20% drop shadow on the image to allude to depth between elements.
(refer to photoshop examples for specifics)

Combining Images & Text Example #2

Black All Caps
Size 55px (or kept in proportion)

Overlapping
Text should only overlap the underlying image partially (10%) to avoid covering the subject matter of the image.

Dividing Line
(refer to photoshop examples for specifics)

Light
Size 16px (or kept in proportion)

Image Adjustment
The image behind the text needs to be "ghosted" in order to maintain legibility.

Combining Images & Text Example #3

Overlapping
All elements that overlap the underlying image with a box should only do so partially (20%) to avoid covering the subject matter of the image.

“

When we finally met, we knew everything had changed.

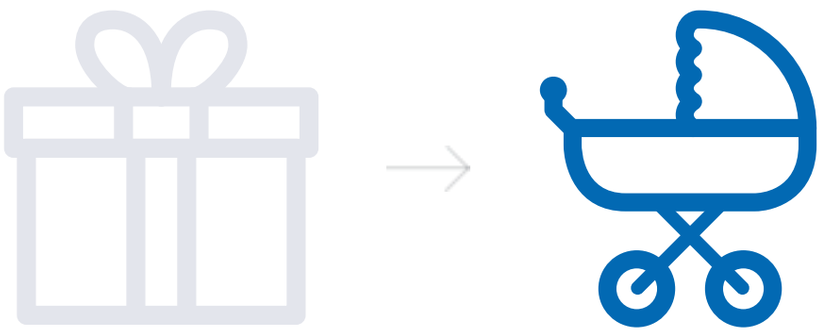
Drop Shadows
Both the image and the box containing the text have a drop shadow. *(refer to photoshop examples for specifics)*

Image Darkening
Any image used in this way needs to be darkened correctly. Meaning that any and all whites in the image need to be darkened in order to maintain the edges of the image without it washing out. *(refer to photoshop examples for specifics)*

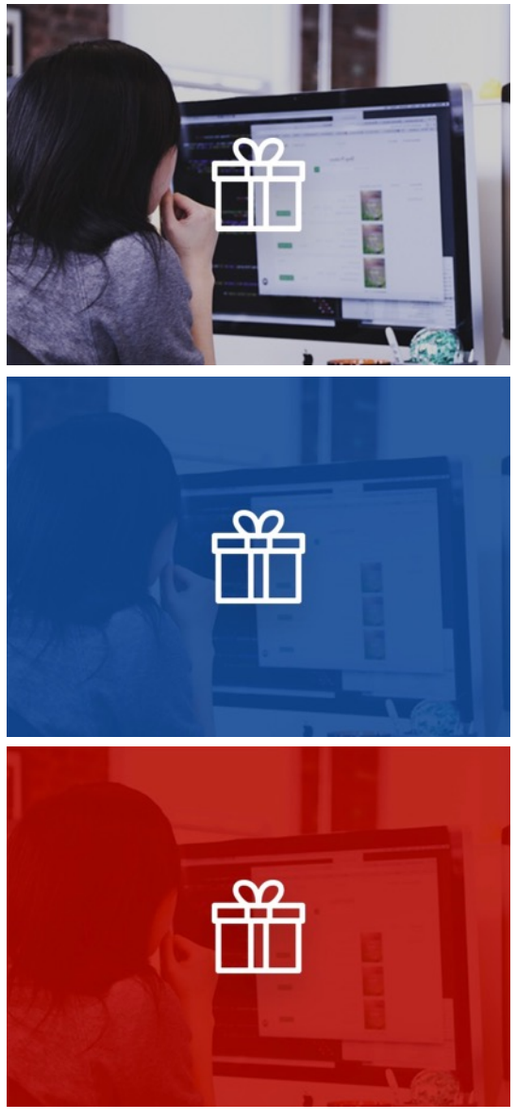
Icon Guidelines

Icon Color Options
Icons can be one of the 4 brand colors.

Illustrating New Icons
New icons need to stick to the style of current icons to promote consistency throughout brand materials. This style has a thick pin-line, no fill, and rounded edges.



Icon Over An Image
Icons placed over an image (with an approved treatment mentioned above) can be white with a drop shadow applied.
(refer to photoshop examples for specifics)



Download Assets

Make Your Moments Website Content Localization

Localization Zip

Additional files for use

META PRO BLACK ALL CAPS

1

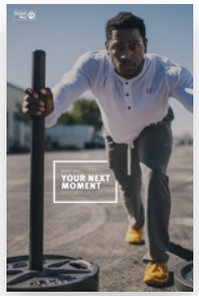
META PRO LIGHT ALL CAPS

2

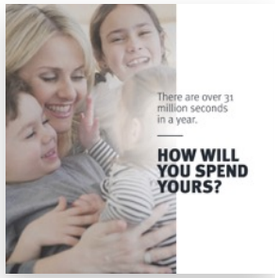
Meta Pro Light lowercase

3

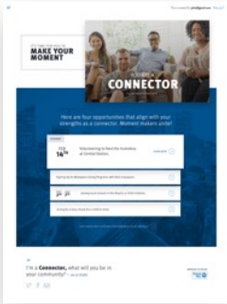
Fonts



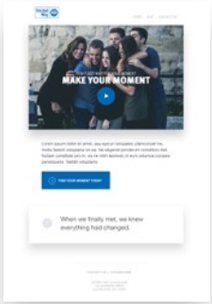
Print Assets



Social Assets



Web Comps



Email Assets