TRUNCATED

UNITED WAY OF METRO CHICAGO BRAND GUIDELINES

As of February 11, 2026

UNITED WAY
Metro Chicago

LOGOS

UNITED WAY
Metro Chicago

LOGO ARRANGEMENTS

Horizontal Logo



Veritcal Logo



Logo Symbol (Circle of Hope)



LOGO CLEAR SPACE AND MINIMUM SIZE

Clear Space







Minimum Size



2.5” for print
250 px for digital



1.5” for print
150 px for digital

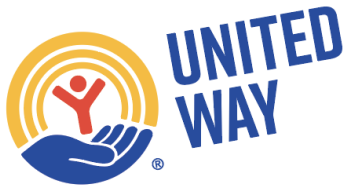


1” for print
100 px for digital



LOGO DON'TS

1. Don't rotate



2. Don't change colors



3. Don't crop



4. Don't skew/distort/stretch



5. Don't reconfigure



6. Don't add drop shadow



7. Don't add effects



8. Don't use translucency



9. Don't integrate into messaging

