

United Way of Peel Region Graphic Guidelines

You are welcome to use the United Way of Peel Region logo in your communication and marketing materials. These guidelines are to be applied consistently to ensure a uniform visual presentation of the United Way of Peel Region brand.



Logo Colors:

- Symbol: Pantone 179

- Typeface: Black

Registered Trademark:

The United Way logo is a registered trademark and its symbol must be present by law. United Way of Canada - Centraide Canada is the authorized registered user in Canada.

United Way
of Peel Region

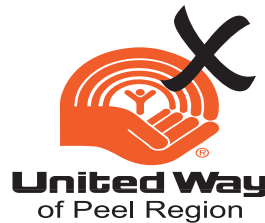
Logo Type:

- The United Way logotype is based on the typeface Eurostyle Bold Extended, however due to space and character modifications, this type can never replace the United Way logotype.

- The local area name should be set in Arial Regular or Helvetica Regular.

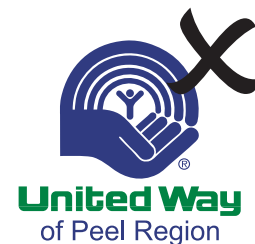
1. No graphical alternation

The logo is not to be altered graphically in any way. Do not distort, stretch or tilt the logo. Do not alter the font or resize the text. Do not change, add or eliminate any portion of the symbol.



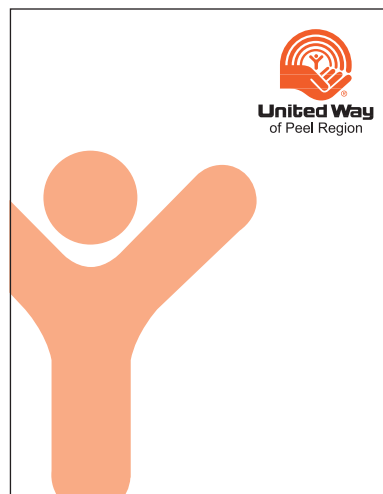
2. Consistent color change

If it is necessary to alter the color, then both the text and the logo must be the same color.



3. As a graphic element

The symbol or the human figure may be used as graphic element alone, as long as the logo appears intact and correctly in a prominent place in the communication piece.



If you have any questions about logo usage, or require a logo in a digital format, please contact the Communications Manager at 905-602-3626.

For further information or to download a logo, please visit our website at: www.unitedwaypeel.org