



Four-color process

**File Name: mbmv\_logo\_cmyk.eps**



United Way  
of Massachusetts Bay  
and Merrimack Valley

Use this logo when four-color process printing will be used. Any document containing full-color photographs will be printed in four-color process printing.



Four-color spot

PMS 287, PMS 659, PMS 179, PMS 143

**File Name: mbmv\_logo\_4p.eps**



United Way  
of Massachusetts Bay  
and Merrimack Valley

This logo should be used when four spot colors will be printed. Examples of items that would typically be printed in spot color are silk-screened items such as T-shirts, tote bags and some signage.



RGB

**File Name: mbmv\_logo\_3p.jpg**



United Way  
of Massachusetts Bay  
and Merrimack Valley

Use this logo for all PowerPoint and Web-based applications.



One-color blue

PMS 287

**File Name: mbmv\_logo\_b\_one.eps**



United Way  
of Massachusetts Bay  
and Merrimack Valley

This logo is to be used when United Way blue (PMS 287) is the only available color selection.



Special usage blue

PMS 287

**File Name: mbmv\_logo\_b\_spec.eps**



United Way  
of Massachusetts Bay  
and Merrimack Valley

Use this logo when the screening of inks is not possible, such as when reproducing on plastic, glass, metal, fabric or other materials.



One-color black

Black 100%

**File Name: mbmv\_logo\_k\_one.jpg**



United Way  
of Massachusetts Bay  
and Merrimack Valley

This logo is to be used when black is the only available color selection.



Special usage black

Black 100%

**File Name: mbmv\_logo\_k\_spe.jpg**



United Way  
of Massachusetts Bay  
and Merrimack Valley

Use the special usage black logo when the method of reproduction is faxing and photocopying or the surface of the paper is a color other than white. Use this logo when reproducing on plastic, glass, metal, fabric or other materials.



Special usage white

**File Name: mbmv\_logo\_w\_spe.eps**



United Way  
of Massachusetts Bay  
and Merrimack Valley

Use the white special usage logo when reproducing on a dark background.

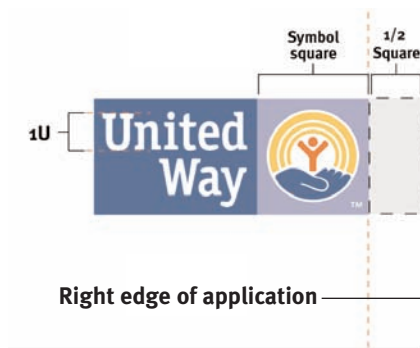
These guidelines are provided to ensure the correct and consistent use of the brand identity system. Along with the brandmark, typography, color palette and other visual elements, specific directions are included to help you manage your visual communication materials.



United Way  
of Massachusetts Bay  
and Merrimack Valley

The full-color version of the United Way brandmark is the primary brandmark of the identity system. It is strongly recommended that this version be used in branded applications whenever possible.

**Note:** Never attempt to redraw or rescale the brandmark or add other graphic elements to its presentation. Do not extract any of the graphic elements contained in the brandmark to use separately. Do not reduce its width to less than .75 inches for print and 90 pixels or 1.25 for screen applications.



**Logo should always be placed on the right. Top, middle or bottom.**

**Brandmark placement:** Correct placement of the brandmark will help ensure the integrity of United Way communications. The brandmark should always be placed at a distance of a half of the symbol square from the right edge of any print or on-screen application.



United Way  
of Massachusetts Bay  
and Merrimack Valley



United Way  
of Massachusetts Bay  
and Merrimack Valley

**One-color blue, one-color black:** These brandmarks should never appear on a website, four-color brochure or any other application where a full-color brandmark is useable.

The one-color brandmarks may not be reproduced in any color other than United Way blue (PMS 287) or black

United Way of Massachusetts Bay  
and Merrimack Valley



**Horizontal lockup treatment:** The horizontal lockup is better suited for horizontal formats such as web pages and banner. When using this brandmark the localization is on the left-hand side of the brandmark.

When placed on a colored background, the white background control line expands to provide an area to hold the local identifier.



Sponsored by



The United Way brandmark should always appear last and farthest to the right or bottom. The logos of partners and co-sponsors should always be center-aligned, spaced equally and optically at the same size.