

United Way of Berks County Brandmark Guidelines

United Way's brandmark (logo) is the representation of our organization and may not be altered in any way other than those approved by United Way. By using United Way's brandmark in your company's campaign, you agree to adhere to the following brand guidelines of acceptable use. Thank you for your cooperation.



United Way of Berks County

The United Way lockup is the preferred usage for all printed and online materials. Do not alter the brandmark in any other way.



United Way of Berks County

The special use lockup is the preferred usage for all screenprinted and/or embroidered items. Acceptable colors are white, blue and black. Do not alter the brandmark in any other way.

Acceptable uses



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Unacceptable uses



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