

Branding Guidelines for Partner Agencies

One of the main objectives of United Way's marketing and communication efforts is to raise awareness among prospective donors and volunteers about the needs in our community and how they can make a difference. This is accomplished through a combination of campaign and year-round materials, media, messaging and partnerships.

Several years ago, United Way of Greater Portland joined the United Way of America branding efforts to change its logo and streamline its look to ensure consistency within its communities and collectively across the nation.

United Way incorporates Partner Agencies into our key messages to educate our community by including them in printed materials, videos, campaign events and in our Speakers Bureau.

To promote their partnership with United Way, Partner Agencies should:

(1) Post United Way signs prominently at their locations.

Since February 2006, United Way Partner Agencies have been displaying signs with our new logo (as seen below).

(2) Use the new United Way logo

Partner Agencies should use the United Way logo on all of their key communication pieces. Or if this is not possible, they should list, "A United Way of Greater Portland Partner Agency." Our new logo should not be cropped and should always appear on the right-hand side of the page. Ideally the logo should be listed in blue or black.



United Way of
Greater Portland

This logo should be used for Partner Agencies that receive United Way support exclusively from United Way of Greater Portland.



This logo should be used for Partner Agencies that receive funding from multiple United Way organizations.

(3) Cooperate with requests for tours, speakers and success stories.