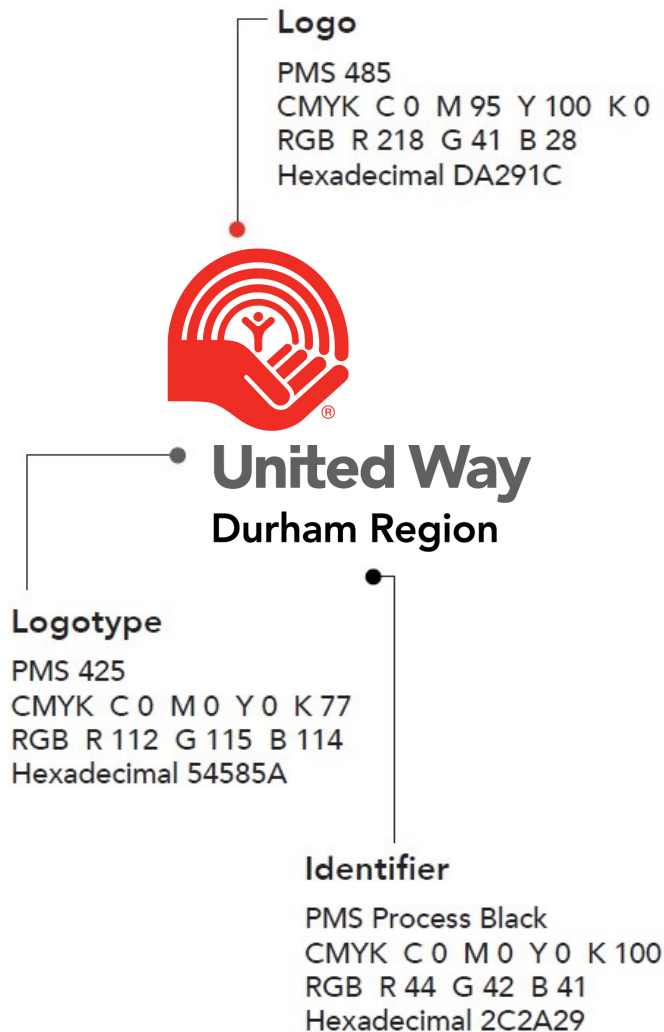




# United Way Durham Region Brandmark Guidelines

**Our brandmark is made up of three distinct elements:** Logo + logotype + registered trademark symbol.

There are two different configurations—vertical and horizontal.



## Safety zone around the logo

The safety zone is equal to two uppercase “U”s from the logotype. No other elements, such as typography, pictures, partner logos, art or borders can appear in the safety zone.



## Minimum Size

The logo can never be smaller than 3/8” for print or 27 pixels for screen.

## Misuse of Brandmark

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



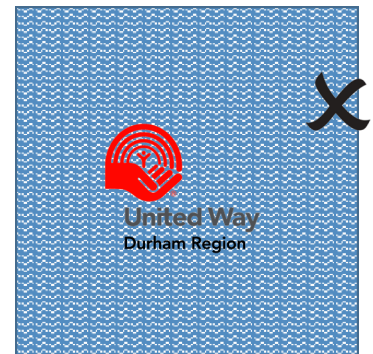
Do not rearrange the elements of the brandmark. This includes the logo and logotype.



Do not place other logos or elements within the safety zone.

Do not tint or screen brandmark.

Do not distort, stretch or tilt the logo.



Do not use an isolated element of the logo.

Do not alter the colours of the brandmark elements.

Do not place brandmark on a busy background.