PUBLICITY GUIDELINES

Acknowledgment of Award

The recipient agrees to acknowledge United Way of Greater New Haven as a funder, as appropriate and in consultation with United Way of Greater New Haven staff and will share any media or communications initiatives referencing United Way of Greater New Haven, this partnership, or related updates prior to publishing or widespread dissemination. Contact Caitlin Dalton at cdalton@uwgnh.org for any logo requests.

United Way Logo Use

United Way's logo is the most recognizable representation of the brand. As such, it may not be altered under any circumstances.

- **Clear Space:** Keep the logo clear of competing text, images and graphics by maintaining a minimum amount of clear space, equal to the height of "U" of the logo on all sides.
- **Minimum Size:** For optimal legibility of the horizontal logo, use a width of at least 2" for print and 200px for digital when possible and a minimum width of 1" or 100px.
- **Versions:** The full-color version of the logo is preferred. Do not adjust the colors of the logo symbol in any way. Do not set a transparent background; keep the background white. The black and white version is only for use in applications where full color is not possible, such as single-color ink printing.
- **No Alternations:** Do not rotate, stretch/skew, change colors, crop, use transparency, or edit the logo in any way.

Elevating Our Messaging, Together

- When mentioning United Way by name:
  - First, use "United Way of Greater New Haven", then you may shorten additional references to "United Way".
  - There is no "the" at the beginning of our name

Social Media

- Recognize, share, tag, and re-post United Way on social media when appropriate and if applicable.
- Here are our top social media accounts:
  - **Instagram: @unitedwayofgreaternewhaven**
  - **Facebook: @UnitedWayofGreaterNewHaven**
  - **LinkedIn: United Way of Greater New Haven**
  - **YouTube: @UnitedWayofGNH**