

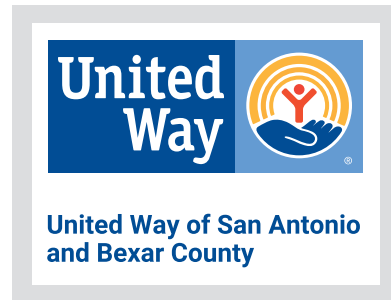
Brandmark

The brandmark must always appear as shown.



United Way of San Antonio and Bexar County

When placed on a colored background, the white background control box expands to provide an area to hold the brandmark.



United Way of San Antonio and Bexar County

Color Palette



Pantone 287 C
C:100 M:74 Y:0 K:0
R:0 G:81 B:145
HEX: #005191



Pantone 659 C
or 287C at 52%
C:55 M:40 Y:0 K:0
R:83 G:158 B:208
HEX: #539ED0

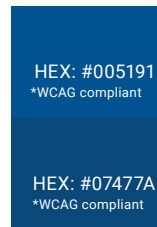


Pantone 143 C
C:0 M:34 Y:86 K:0
R:255 G:179 B:81
HEX: #FFB351



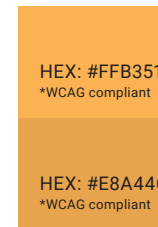
Pantone 179 C
C:0 M:85 Y:89 K:0
R:255 G:68 B:59
HEX: #FF443B

Digital Accent Color Palette



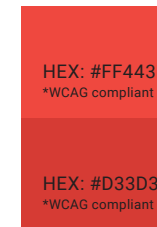
HEX: #005191
*WCAG compliant

HEX: #07477A
*WCAG compliant



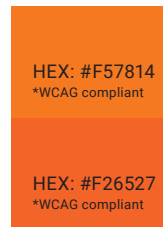
HEX: #FFB351
*WCAG compliant

HEX: #E8A44C
*WCAG compliant



HEX: #FF443B
*WCAG compliant

HEX: #D33D35
*WCAG compliant



HEX: #F57814
*WCAG compliant

HEX: #F26527
*WCAG compliant

Typeography

Three standardized typefaces are to be used in all printed and online communications. The rest of the Roboto family may be used for extended weight options.

LEAGUE GOTHIC REGULAR

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

To download or update the free fonts visit:

theleagueofmoveabletype.com/league-gothic

fonts.google.com/specimen/Roboto

fonts.google.com/specimen/Roboto+Condensed

Roboto Condensed Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Roboto Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ