



Vertical Mark (Primary Brandmark)



Logo with Thrive Tagline



Square Mark



Circle Mark



United Way Block



Horizontal Left and Right Marks (for small logo use cases under 2 inches)



UNITED WAY OF CT - MAIN
 Pantone 287 C
 C:100 M:74 Y:0 K:0
 R:0 G:81 B:145
 #005191



UNITED WAY OF CT - ACCENT
 Pantone 143 C
 C:0 M:34 Y:86 K:0
 R:255 G:179 B:81
 #FFB351



ALICE
 Pantone 659 C
 C:55 M:40 Y:0 K:0
 R:83 G:158 B:208
 #539ED0



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



CARE4KIDS
 Pantone 674 C
 C:18 M:82 Y:0 K:0
 R:202 G:82 B:158
 #CA529E

THIS IS A HEADLINE.

League Gothic Regular

THIS IS A HEADLINE.

League Gothic Regular

This is a headline.

Roboto Bold

THIS IS A HEADING.

Roboto Bold Condensed

This is a subheadline.

Roboto Bold

This is body copy.

Roboto Regular

Logo file formats

Logos are saved in different file formats for different purposes. Some files are best suited for maintaining maximum quality for print, while some are low file sizes that can easily load on web. It is important to know which logos best serves your project.



JPG

*Most common file type. Compressed raster image that reduces file size – making them easier to store and load on web pages.

- Universal (any computer can open this file)
- Non Transparent background
- Pixel (non-scalable)
- Can be used for print/digital



PNG

Uncompressed raster image that reduces file size – making them easier to store and load on web pages.

- Universal (any computer can open this file)
- Transparent background
- Pixel (non-scalable)
- Best for web/digital



PDF

Vector format that can be universally viewed. One of the most versatile file types.

- Universal (any computer can open this file)
- Transparent background
- Vector (scalable)
- Can be used for print/digital



EPS

.EPS files are vector files that preserve all original paths from the .AI file. .EPS files can be opened in many programs that allow vector graphics and should be the first option to send to a vendor for print if possible.

- Transparent background
- Vector (scalable)
- Best for print

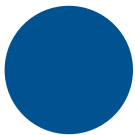


SVG

.SVG files are vector files that are best used on the web as they become more and more supported. If possible, .SVG should be used over a .PNG on the web since it is a vector file and will have better quality.

- Transparent background
- Vector (scalable)
- Best for web

Color Spaces



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CMYK

USE: PRINT

CMYK refers to the primary colors of pigment: Cyan, Magenta, Yellow, and Black. These are the inks used on the press in full color printing. It is the color profile used for all print products.



PANTONE

USE: PRINT

Often used in 1-2 colors jobs, Pantone prints using a “spot color” method which means each individual color is printed one at a time, not mixed together like CMYK. Highest level of accuracy.



RGB

USE: ON SCREEN

RGB refers to the primary colors of light, Red, Green and Blue, that are used in monitors, tv screens, digital cameras and scanners. It is the color profile used for all digital products (social media, websites, email, etc.)



HEX

USE: ON SCREEN

HEX refers to a 6 digit combination and is defined by its mix of red, green, and blue. It is a short code for RGB. HEX is an integral part of HTML and web design.