UNITED WAY
Connecticut

Vertical Mark (Primary Brandmark)

Circle Mark

UNITED WAY
Connecticut

Vertical Mark

UNITED WAY OF CT - MAIN
Pantone 2728 C
C:93 M:78 Y:0 K:0
R:0 G:68 B:181
#0044B5

UNITED WAY OF CT - ACCENT
Pantone 7549 C
C:0 M:30 Y:100 K:0
R:255 G:186 B:0
#FFBA00

ALICE
Pantone 659 C
C:62 M:28 Y:0 K:0
R:94 G:156 B:212
#5e9cd4

211 OF CT
Pantone Bright Red C
C:0 M:91 Y:88 K:0
R:253 G:55 B:44
#FD372C

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

THIS IS A HEADLINE.
Antonio Regular

THIS IS A HEADLINE.
Antonio Regular

This is a headline.
Palanquin Bold

This is a heading.
Palanquin Bold

This is a subheadline.
Palanquin Bold

This is body copy.
Palanquin Regular

UNITED WAY OF CONNECTICUT LOGO CHEAT SHEET

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 pages. 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

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.

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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
#FFB351
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.