

INCLUSIVE LOCAL ECONOMIC OPPORTUNITY BRAND GUIDELINES

As of February 5, 2021.



WORKING WITH COMMUNITIES IN
**PEEL, TORONTO
& YORK REGION**

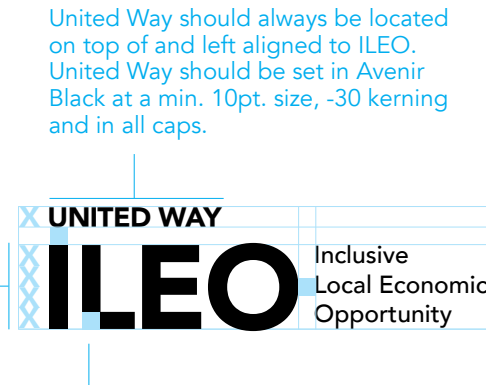
ILEO Wordmark Build and Lockup

Inclusive Local Economic Opportunity (ILEO) is an initiative conceived, convened and operated by United Way Greater Toronto (UWGT). As such, ILEO is identified by a United Way wordmark, the components of which are uniform across all UWGT programs, projects, initiatives, events, experiences, etc. Partners in ILEO-related work must use the wordmark, partnered with the UWGT brandmark on all communications, marketing collateral, presentation materials, flyers, etc.

ILEO Wordmark

Horizontal Build and Lockup (Preferred)

ILEO should be set in Avenir Black, with -30 kerning and at a height 4 times the x-height of United Way. This implies that ILEO should be set at a min. 44pt.



United Way should always be located on top of and left aligned to ILEO. United Way should be set in Avenir Black at a min. 10pt. size, -30 kerning and in all caps.

Spacing between brandmark components is determined by the width of vertical strokes in the program or initiative name (marked with a filled box).

The name of the initiative should be located to the right of the acronym. It should be set in Avenir Medium at a min. 9pts., no kerning and in sentence case.

Vertical Build and Lockup (Alternate option)



Safety Zone and Minimum Size

Safety Zone

The safety zone around the wordmark determines the space in which no other element should be placed. This includes, but it is not limited to; strokes, logos, slogans and taglines.

The safety zone is equal to two x-height from the top of United Way. This standard holds true for all vertical wordmark examples.



Minimum Size

The ILEO wordmark should be used at a minimum size that guarantees United Way is set at a minimum 9 pt. (12 pixels). These measurements are not arbitrary, they are consistent with United Way's commitment to adhere to the Accessibility for Ontarians with Disabilities Act (AODA) and the World Wide Web Consortium Web Content Accessibility's highest levels of accessibility (AAA).

The horizontal and vertical ILEO wordmarks below have been set at its minimum usable size in black over white.



ILEO Wordmark Build and Lockup in relation to United Way Greater Toronto's brandmark

The United Way Greater Toronto Brandmark

United Way Greater Toronto uses two iterations of its brandmark. One that is accompanied by the tagline "Working with communities in Peel, Toronto & York Region", and a second one with no tagline.

Minimum size

The minimum size of the brandmark and tagline is dictated by the point size of the line "Working with communities in". This line should set in Bebas Kai at 8pts. minimum.



WORKING WITH COMMUNITIES IN
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Minimum size

The minimum size of the brandmark is dictated by the point size of the locator "Greater Toronto". Greater Toronto should be 10pts. (19pixels) minimum.

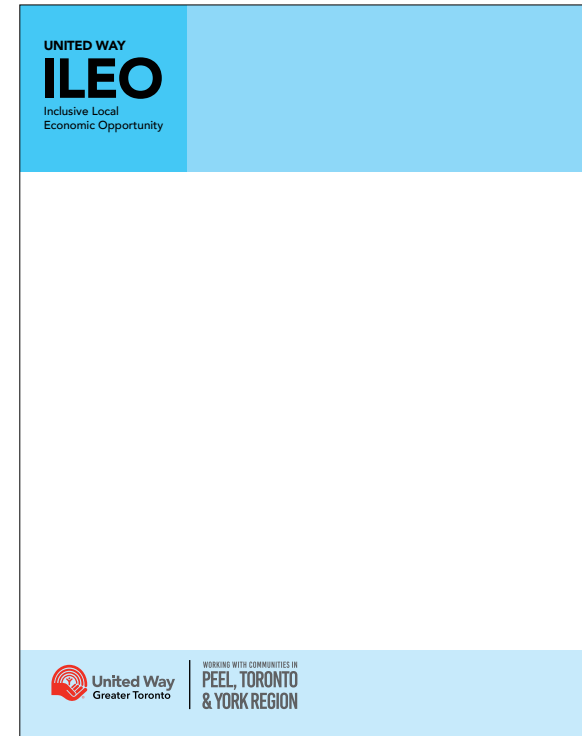


UWGT brandmark iterations are made available at <https://toolkit.unitedway-gt.org/marketing-material/logos>

When to use the Brandmark and Tagline

Use the UWGT brandmark and tagline at all times when producing United Way Greater Toronto digital or print material.

In these instances, the ILEO wordmark should always be located above in conjunction with the UWGT brandmark below.



When to use the UWGT Brandmark without the tagline

The UWGT brandmark without the tagline should be used in the following situations:

- When creating ILEO social media assets
- When creating ILEO merchandise and available space does not allow for use of the tagline
- When you are acknowledging United Way Greater Toronto as an ILEO partner (see page 16)

When ILEO partners are creating their own ILEO material, the partner's brand is primary (e.g., fonts, colour palette, etc.) and dictates overall design.

ILEO Project Wordmark

Build and Lockup

Horizontal Build and Lockup (Preferred)

United Way should always be located on top of and left aligned to ILEO. United Way should be set in Avenir Black at a min. 10pt. size, -30 kerning and in all caps.

ILEO should be set in Avenir Black, with -30 kerning and at a height 4 times the x-height of United Way. This implies that ILEO should be set at a min. 44pt.

A 1pt. stroke should run the width of the name.



The project name should always be located under ILEO. It should be set in Avenir Medium at a minimum of 9pts. 11pt. leading, no kerning and in all caps.

The name of the initiative should be located to the right of the acronym. It should be set in Avenir Medium at a min. 9pts., no kerning and in sentence case.

Spacing between brandmark components is determined by the width of vertical strokes in the program or initiative name (marked with a filled box).

Vertical Build and Lockup (Alternate option)



Sample of ILEO Projects

Horizontal Build and Lockup (Preferred)



Vertical Build and Lockup (Alternate option)



Colour Palette

ILEO's colour palette is made up of United Way Greater Toronto's primary colour palette.

United Way Greater Toronto Primary Colours

	PMS 485	C0 M95 Y100 K0	R218 G41 B28	#DA291C
	PMS 425	C0 M0 Y0 K77	R112 G115 B114	#54585A
	PMS PROCESS BLACK	C0 M0 Y0 K100	R44 G42 B41	#2C2A29

The ILEO wordmark can only be used in an all-black or all-white iteration.

The ILEO wordmark may be used in all black on a white or light-coloured background, white on a dark-coloured background (or photography), but always at a size that guarantees compliance with accessibility standards.



The complete ILEO font family can be downloaded at [https:// toolkit.unitedwaygt.org/training-guides-and-resources/ileo](https://toolkit.unitedwaygt.org/training-guides-and-resources/ileo)

Print Primary Font

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Digital Primary Font

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The primary font should be used on body copy.

In print, Avenir needs to be set at a minimum 10pt. size with a minimum 12pt. leading (10/12).

In digital media, Arial needs to be set at a minimum 16 pixels.

Secondary Font

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The secondary font—Georgia— should be used on call-outs, quotes and in body copy.

In print, Georgia may be used to highlight copy as in call-outs, quotes, and in long body copy as in research reports. It needs to be set at a minimum 10pt. size with a minimum 12pt. leading (10/12).

In digital media, Georgia should be used only to highlight copy as in call-outs and quotes, set at a minimum 16 pixels.

Tertiary Font

Bebas Kai

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The tertiary font—Bebas Kai— should be used to highlight short copy, as in headlines and sub-heads.

In print, Bebas Kai needs to be set at a minimum 11pt. size with a minimum 13pt. leading (11/13).

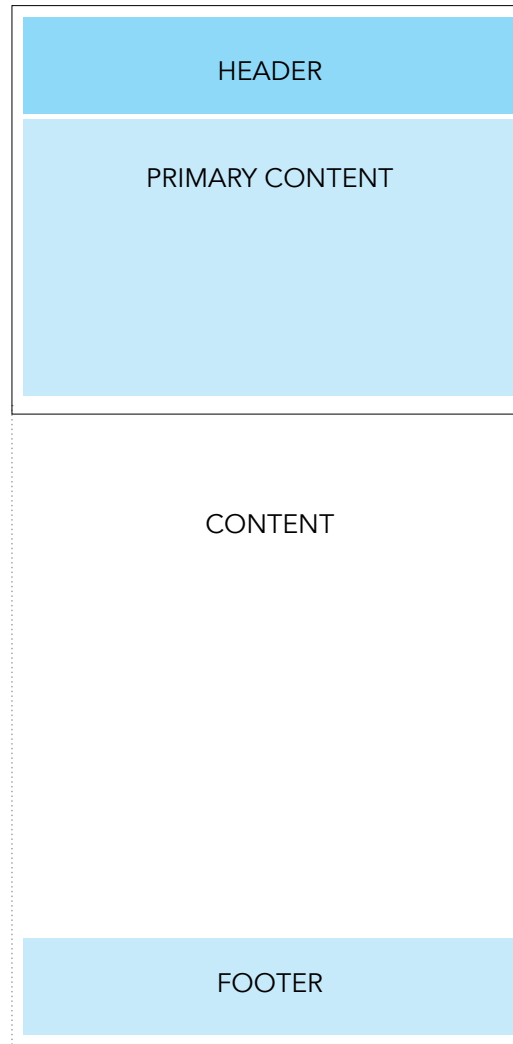
In digital media, League Gothic needs to be set at a minimum 16 pixels.

Layout

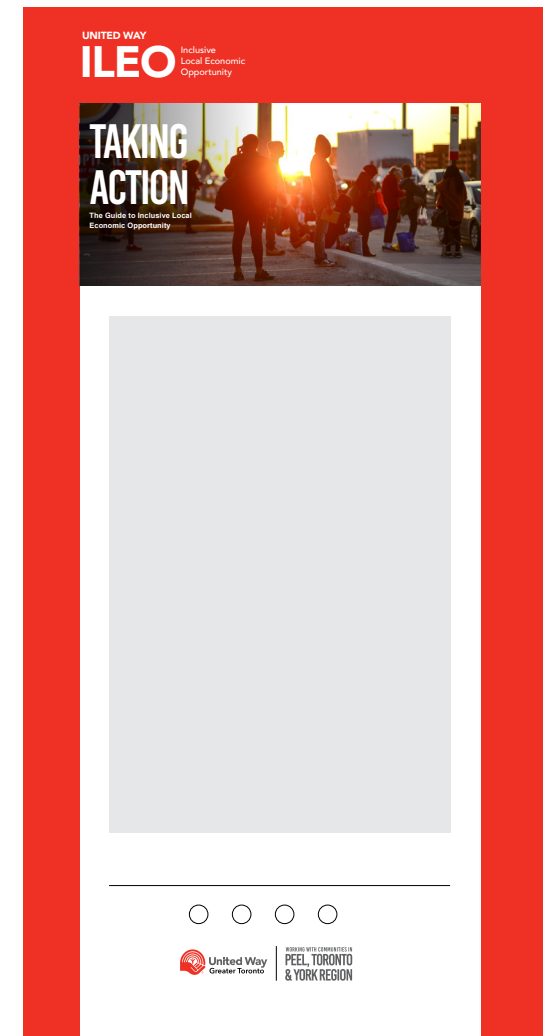
Four primary sections should comprise digital marketing communications for ILEO assets:

- **Header:** contains the ILEO brandmark
- **Primary content:** contains the copy and images that express the most important message you want to convey, including a headline or title, and in some cases a short dek or sub-title
- **Content:** contains the copy and images that make up the communication. In a digital piece, such as an email, the most attention-grabbing message needs to be in the primary content section and the header. These are the sections that are most likely to be seen first and in their totality. The audience may have to scroll down the email to see the communication content
- **Footer:** contains additional information including the United Way Greater Toronto brandmark contact information, social media platform icons and links, disclaimers and links to additional content

Email Template



Sample Email



Layout

Print

A layout template for print material is made up of similar components as those in a digital layout template. The main difference is that print pieces contain a Front Cover, Inside-Front Cover (IFC), an Inside-Back Cover (IBC) and a Back Cover.

The information contained in a header (in digital material) and the primary content are commonly located in the Front Cover in print pieces.

The content is usually contained in the inside pages of a print document. The information contained in a footer in digital material is usually located in the Front Cover, the Inside-Front Cover or the Back Cover in a print piece.

ILEO print material mimics digital material in that it consistently includes a header banner.

The header banner should be 2.5" high X 8.5" wide, plus bleed when necessary.

Within this banner, a 2.5" X 2.5" area on the left side is dedicated to hold the ILEO wordmark in its vertical iteration.

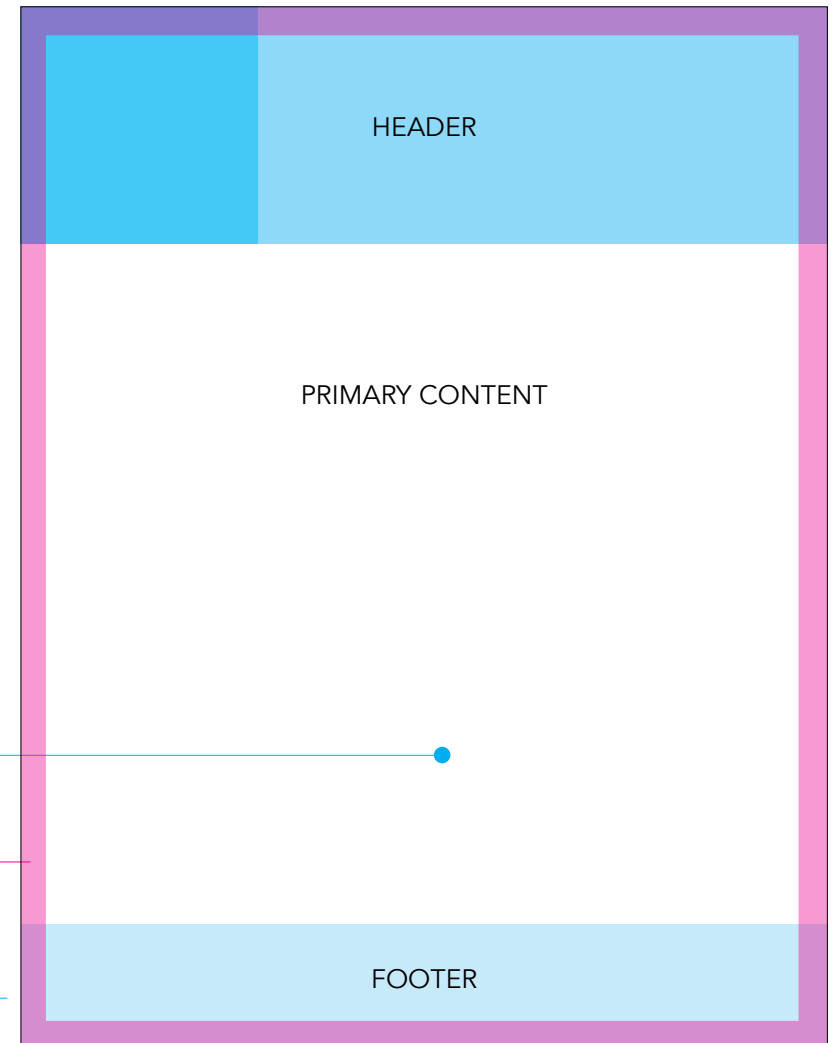
The remaining area of the header banner carries the title of the document.

A square, 8.5" X 8.5" area, is allocated for colour, full-bleed photography.

A .5" safety zone around the document should be left clear of any text, wordmarks or brandmarks.

A 1.5" high area is allocated for the footer, which should carry the UWGT brandmark as well as any partner logo when required.

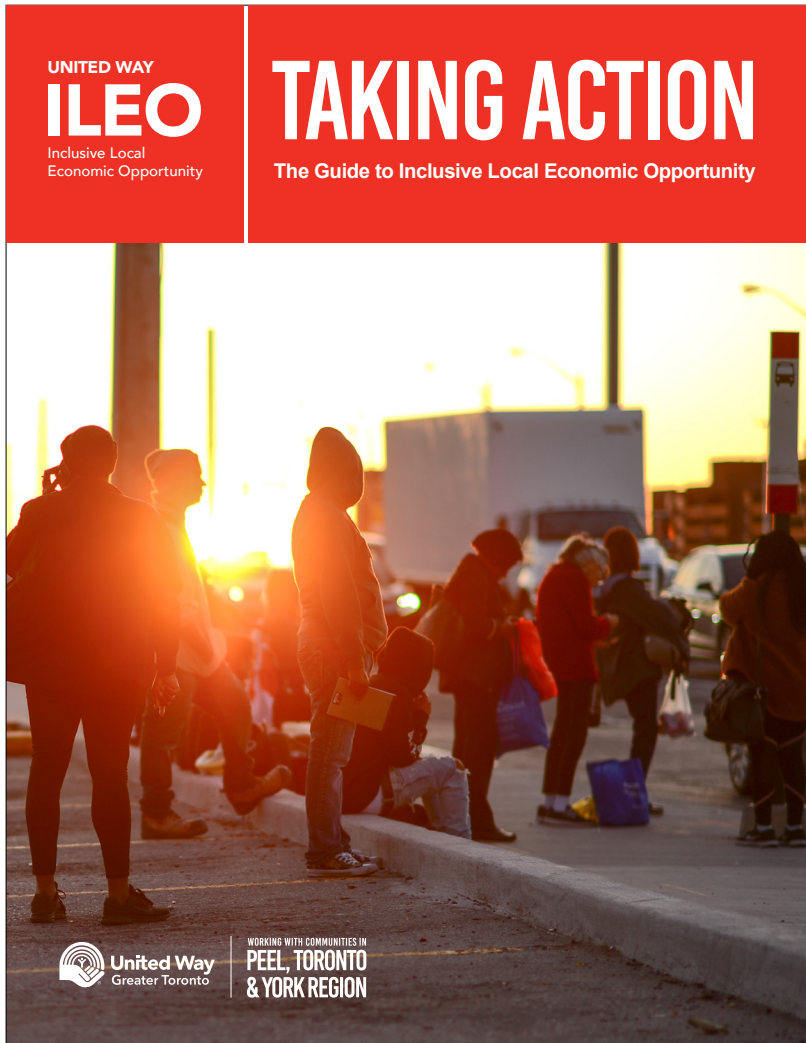
Sample: 8.5" X 11" Document Cover



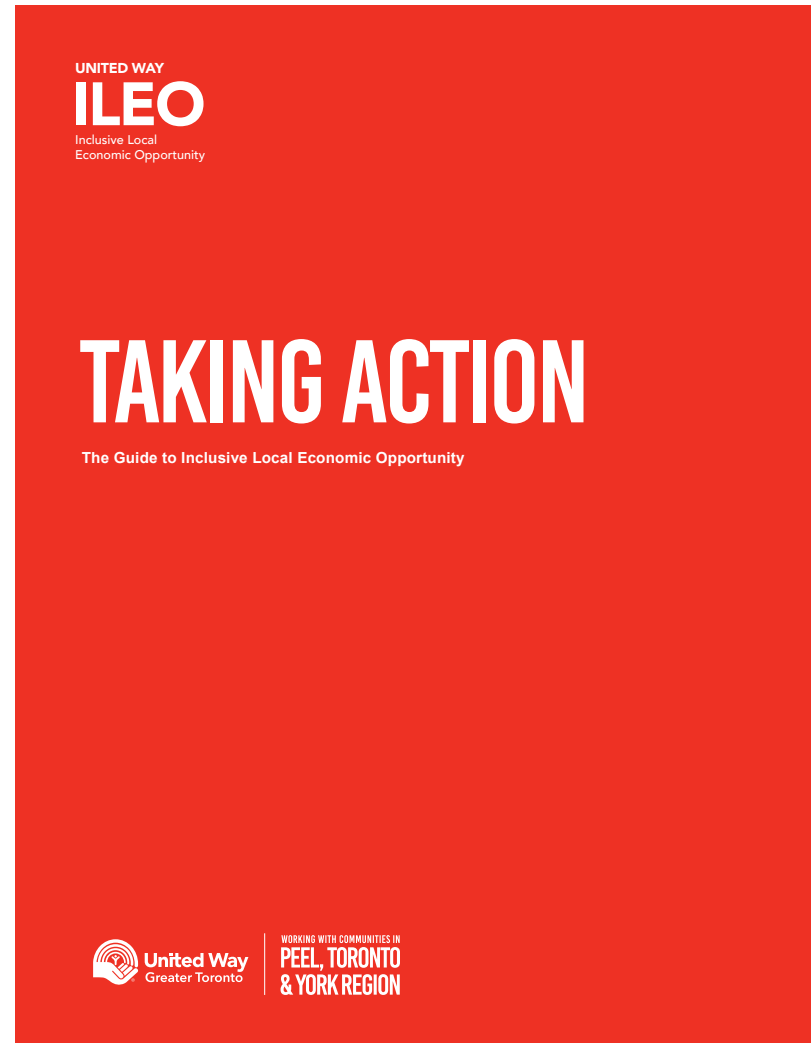
An InDesign, 8.5" X 11", print document template is made available at [https://toolkit.unitedwaygt.org/training-guides-and-re-sources/ileo](https://toolkit.unitedwaygt.org/training-guides-and-resources/ileo)

Sample print documents

Sample Document Cover

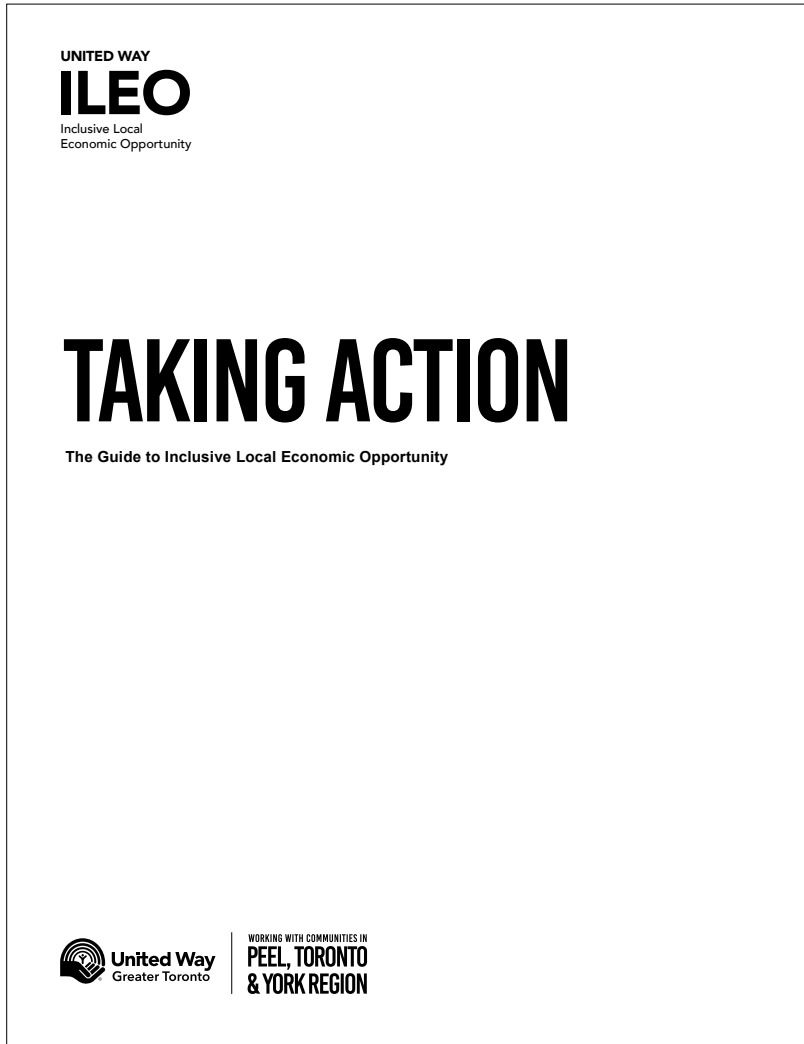


Sample Document Cover

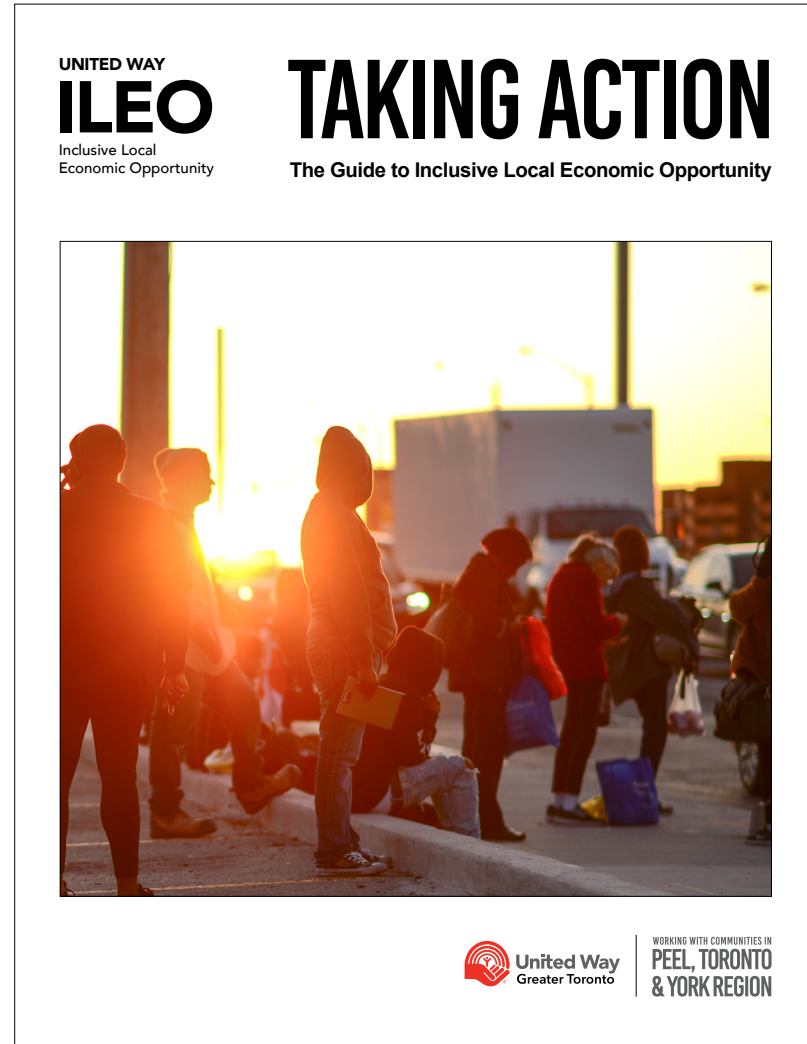


Sample of internal print documents

Sample Internal Document Cover



Sample Internal Document Cover



Social Media

Coming soon:

Social media templates and additional brand direction.

Please tag @UWGreaterTO in any program promotions or announcements as appropriate. You're welcome to use United Way's hashtag, #LocalLove.

Coming soon:

Additional brand direction related to products.

In products without graphics

Please use a funding acknowledgement line, as appropriate, either by itself at the bottom of the text, elsewhere in the template, or integrated into the body of the text.

For example:

*"Part of United Way Greater Toronto's
Inclusive Local Economic Opportunity initiative"*

Acknowledging ILEO Partners

United Way's work would not be possible without the dedication and support of important partners in the private, public and social sectors.

Partners can be acknowledged in copy only, by placing a partners logo or a mix of these two options.

Written acknowledgement

The written acknowledgement may take two forms:

- A succinct description of the relation of the partner to ILEO, such as:
"Principal Partner of the ILEO Leadership Table"

or

- A longer blurb that helps define the contribution/s made by the partner to a specific program or initiative. Here is sample wording:

"United Way Greater Toronto acknowledges the valuable contributions and financial support of BMO Financial Group to the ILEO Initiative and the ILEO Leadership Table."

These two options should ideally accompany the partner's logo(s) when possible. In any logo stack, United Way Greater Toronto's landmark should appear first followed by the alphabetical ordering of the remaining partner logos.

Acknowledgement Placement

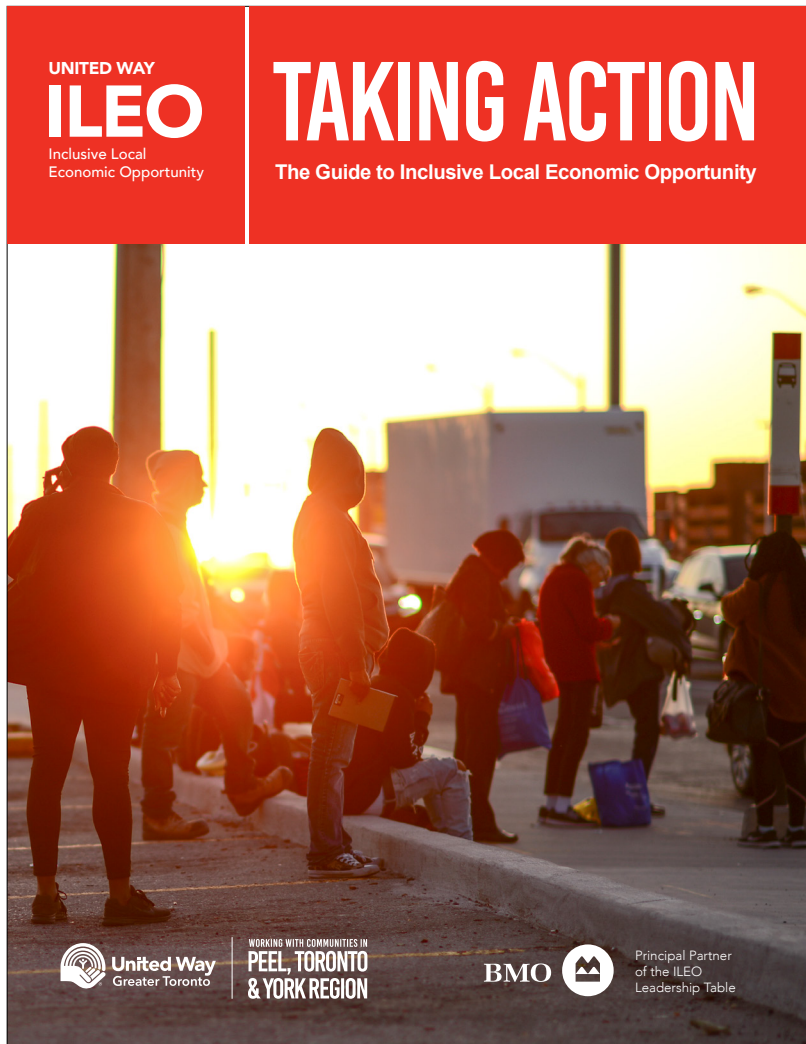
In digital material, such as an email, the acknowledgement should be placed in the footer section.

In print collateral, the acknowledgement should be placed in the footer of the Front Cover. If this is not possible, alternative placements to consider are the:

- A) The Back Cover
- B) The Inside-Front Cover (IFC)

Acknowledging ILEO Partners Samples

Document Cover



Document Back Cover



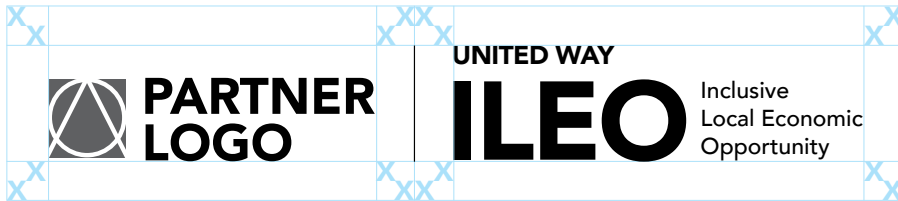
Partner / ILEO Build and Lockup

In some instances, ILEO partners will produce their own material, profiling their engagement and leadership. In these cases, a build and lockup that incorporates the ILEO wordmark and the partner's logo is provided.

In all instances, the partner's brand is primary (e.g., fonts, colour palette, etc.) and dictates overall design.

ILEO / Partner Build and Lockup

Horizontal Build



Horizontal Build



Vertical Build

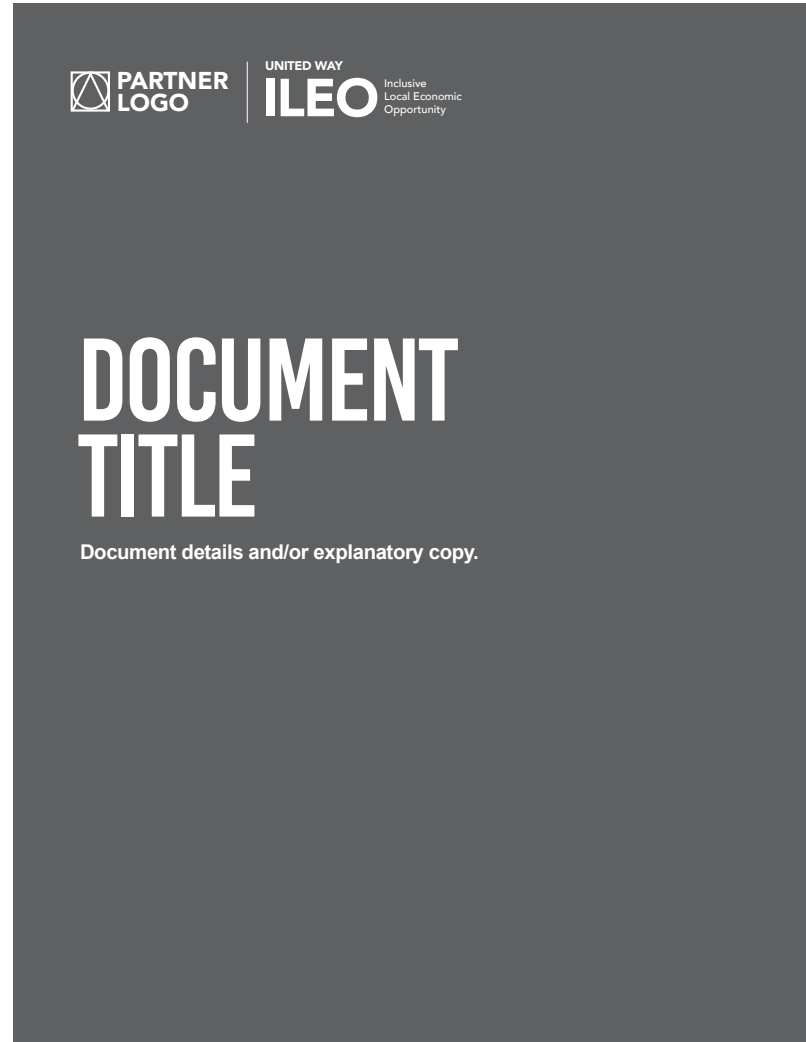
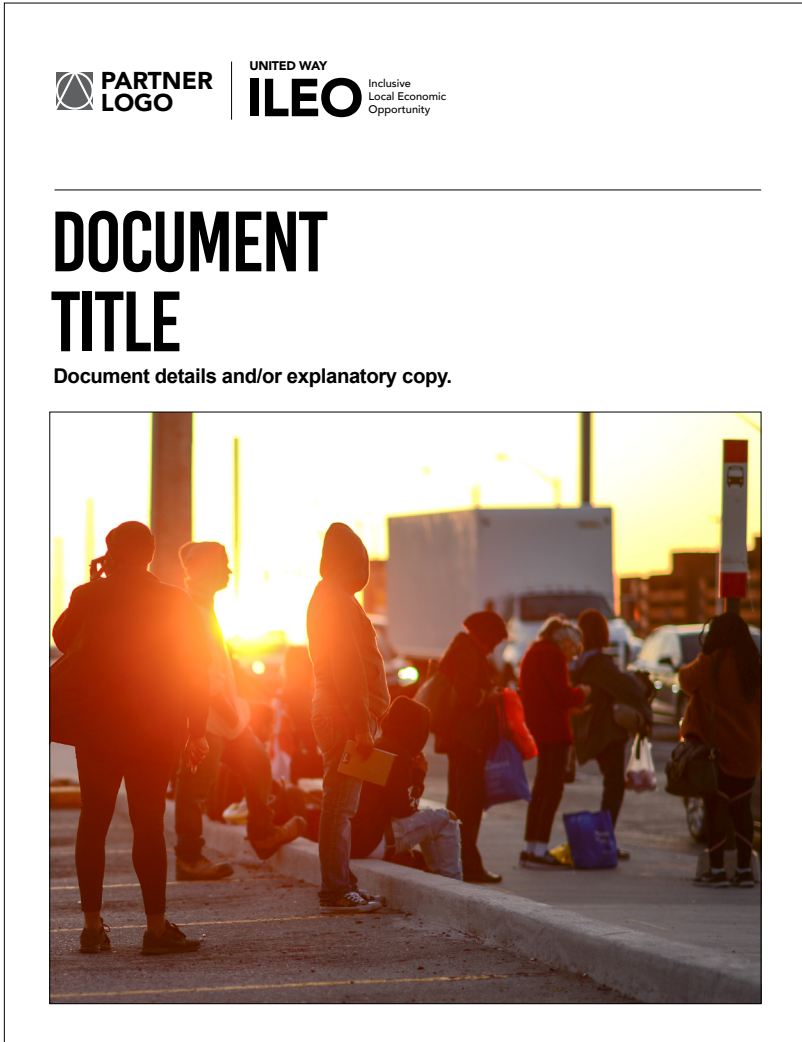


Vertical Build



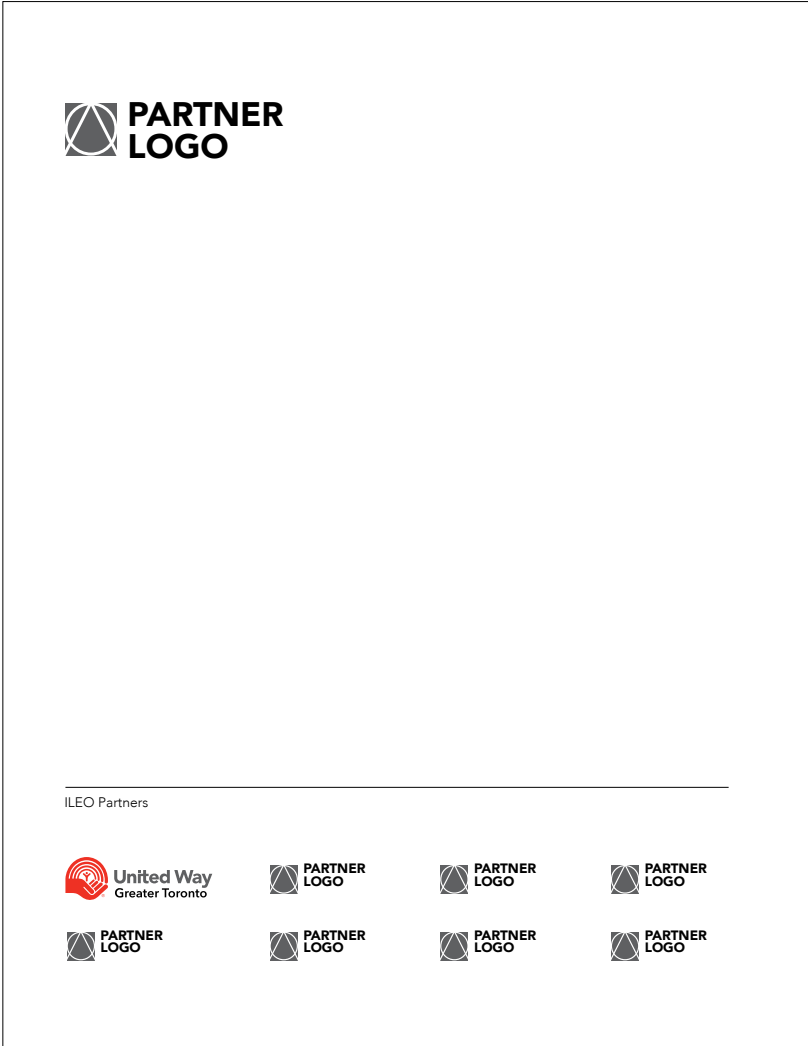
Suggested partner print documents

Suggested Treatments for Document Covers



Suggested partner print documents

Suggested Treatments for Document Back Covers



Sample of partner print documents

RIO CAN™ | **UNITED WAY ILEO** Inclusive Local Economic Opportunity

**SMALL BUSINESS
CATALYZER DOCUMENT
TITLE SET IN PARTNER FONT**
Document details and/or explanatory copy.




AECON | **UNITED WAY ILEO** Inclusive Local Economic Opportunity

**JOINT VENTURE
DOCUMENT TITLE SET
IN PARTNER FONT**
Document details and/or explanatory copy.

BMO | **UNITED WAY ILEO** Inclusive Local Economic Opportunity

Leadership Table Document
Title set in Partner Font
Document details and/or explanatory copy.



Please coordinate external communication activity and earned media engagement with the United Way Greater Toronto communications team:

Laura Quinn

Director, Communications

lquinn@uwgt.org

Adriana Suppa

Senior Manager, Communications

asuppa@uwgt.org

The United Way brand and the Inclusive Local Economic Opportunity (ILEO) wordmark is managed by United Way Greater Toronto's Marketing Department. Approval from UWGT is required for all instances where the UWGT brandmark and/or the ILEO wordmark appear.

Prior to publishing ILEO material you will need to receive approval for use of the UWGT brandmark and/or ILEO wordmark.

- 1 Please provide a pdf sample of the print piece or a link to the digital material, to:

Marketing@uwgt.org

Make sure to include any questions, and/or requests for exceptions to the ILEO brand guidelines

- 2 You will receive written approval, exceptions or revisions in 48hrs. following receipt of your files or link
- 3 After publishing, please provide a final pdf or link for UWGT records

UNITED WAY

ILEO

Inclusive
Local Economic
Opportunity



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