

CO-BRANDING OPPORTUNITIES FOR PARTNER AGENCIES WITH THE UNITED WAY OF THE BRAZOS VALLEY

The United Way of the Brazos Valley values its relationship with its Partner Agencies and recognizes that together we can extend our individual capacity to bring the community together to find solutions that change people's lives. Accordingly, the United Way believes that co-branding with its Agency Partners is critical to the success of our collective efforts: it serves to strengthen our communications, our community outreach and the success of our respective philanthropic efforts within the community.

In recognition of the value and strength of co-branding, the following elements outline the expectations and co-branding requirements of United Way Partner Agencies and the reciprocal commitment of the United Way to co-brand with its Partner Agencies:

Expectations of United Way Partner Agencies

United Way Logo will appear on:

- a. UW window decal will appear on all facilities of UW Partner Agency
- b. Home page of Partner Agency's website w/link to UWBV website [<http://www.uwbv.org>]
- c. Printed Letterhead [*when current supply is depleted*] and E-stationery
- d. Annual Report [*front or back cover*]
- e. Printed (front or back page)and electronic newsletters
- f. All locally-initiated agency publications [*front or back page/cover*]
- g. All print advertisements [e.g., newspaper, magazine, etc...]
- h. Billboards

Logo Guidelines

- The logo that should be used consistently is the **four-color** UWBV logo that is printed on the top right hand corner of this sheet. It should be placed on the right hand side or centered ensuring a consistent presentation.
- Special consideration will be given when the United Way logo appears within a series of corresponding logos of funding partners. In this situation, the United Way logo should appear in direct relation to the size of the other partner logos.

- Never attempt to redraw or rescale the UWBV logo or add other graphic elements to its presentation. Do not extract any of the graphic elements contained in the UWBV logo to use separately. We must use the registered trademark symbol (TM) with the brand mark to ensure our legal rights are protected. Always display the registered trademark symbol (TM) in the position indicated.
- The **one-color** UWBV logo can be printed in either black or Pantone 287 blue. The one-color UWBV logo may not be reproduced in any other color.
- The **one-color** (black or Pantone 287 blue) UWBV logo should never appear on a website, four-color brochure or any other application where a full-color logo is appropriate.
- To ensure the integrity of the UWBV logo, do not reduce its width to less than .75 inches for print or special usage, and 90 pixels or 1.25 inches for screen applications.
- The **special usage** UWBV logo is used when printing on colored surfaces, or screening of inks is not possible. This may occur when reproducing on plastic, glass, metal, fabric or other materials used for merchandise or signage. For printed materials, these brand marks may only be used when the method of reproduction is faxing and photocopying or the surface of the paper is a color other than white. For example, this may occur when printing a black & white laser print on blue paper. When printing on white paper, the full-color or one-color UWBV logo should be used at all times.

Partner Agencies can choose from one of these UW logos:



United Way
of the Brazos Valley

Four-Color



United Way
of the Brazos Valley

One-Color
Black or Pantone 287



Four-Color



One-Color
Black or Pantone 287



Special usage

Commitment of United Way to Co-Brand with Partner Agencies

In an effort to strengthen its relationship with its Partner Agencies, the United Way of the Brazos Valley will co-brand with its Partner Agencies. Accordingly, the names of Partner Agencies will appear as follows:

1. Recognized in locally produced brochures and videos developed for annual United Way campaign
2. Listed in a prominent location in the United Way office[s].
3. UW website with a direct link to the partner agency's website.
4. UW e-stationery and printed letterhead [*when current supply is depleted*]
5. UW Annual Report [*as appropriate to the communication media*]
6. UW printed and electronic newsletters
7. Social media sites

OTHER OPPORTUNITIES to Co-Brand with the United Way

1. Event invitations
2. Business Cards
3. E-mail signatures
4. Social media sites

Consequences of Missed Opportunities to Co-Brand

The United Way is committed to these co-branding efforts with its Partner Agencies. Accordingly, the United Way expects its Partner Agencies to join in this reciprocal commitment and pledge of support. The United Way Marketing Director will be notified of infractions. The Marketing Director will notify the United Way President who will in turn notify the Executive Committee. The following points outline progressive action taken and the associated consequences of missed opportunities to co-brand with the United Way based on calendar year January-December:

1. Letter to Executive Director and Board Chair of Partner Agency from United Way BOD chair with copies to UWBV CEO & Marketing Director notifying the Partner Agency of the infraction and requesting a response and corrective action
2. Letter to Executive Director and Board Chair of Partner Agency from United Way BOD chair with copies to UWBV CEO & Marketing Director indicating second infraction and indicating United Way future funding is in jeopardy
3. Face-to-face meeting between Executive Director of Partner Agency and UW Board Chair & UW CEO [with notification to Board Chair of Partner Agency]. Report to UW Allocation Committee for consideration relative to decisions regarding future funding allocations