



United Way
Southern Interior BC

Local Giving. Local Results.

United Way Southern Interior BC – Brand Guidelines

United Way SIBC Logo:

Branding rule: Never change the logo colours or shape of the logo; ensure enough white space around logo. Thank you!

Versions: .jpg and .png versions + .eps for printing; B&W, colour and knockout (white); with and without URL. Contact marianne@unitedwaysibc.com

Horizontal samples



United Way
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Vertical samples



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Colours:

Primary



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

Fonts:

Avenir – graphic design, web, signage

Arial – Word, Publisher, office use

SHOW YOUR LOCAL LOVE.

DONATE TODAY.

unitedwaysibc.com



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Tagline or slogan: Red, grey and black versions

Local Giving. Local Results.

Local Giving. Local Results.

Local Giving. Local Results.

Optional supporting text where applicable:

Your support makes everything possible.

Others: **Building a strong and inclusive community** OR **Inspiring change and improving lives.**

Regional Descriptor:

Serving the Okanagan, Columbia, Shuswap and Similkameen.

Optional logo combos with regional descriptor:



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Call to action: SHOW YOUR LOCAL LOVE (SYLL) – 3 versions or vertical

SHOW YOUR LOCAL LOVE.
TAKE ACTION TODAY.

SHOW YOUR LOCAL LOVE.
DONATE TODAY.

SHOW YOUR LOCAL LOVE.
VOLUNTEER TODAY.

**SHOW YOUR
LOCAL
LOVE**
DONATE TODAY.

Followed by URL:

unitedwaysibc.com

SHOW YOUR LOCAL LOVE.
DONATE TODAY.

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Communications Framework:

Our Mission:

To improve lives and build community by engaging individuals and mobilizing collective action.

Our Brand promise/purpose/goal:

Create opportunities for a better life for everyone in our communities.

Our Values:

- Demonstrate trust, integrity, respect, inclusivity, and transparency
- Energize and inspire volunteerism and volunteer leadership
- Endorse innovation, partnerships and collective action
- Provide non-partisan leadership
- Embrace diversity

Our Focus Areas: [HOW WE HELP](#)

Focus areas and outcomes

Moving people from poverty to possibility	Building strong and healthy communities	Helping kids be all they can be
<p>Meeting basic human needs and moving people out of poverty</p> <ul style="list-style-type: none"> • Housing stability • Food security • Employment and financial security 	<p>Supporting personal wellbeing and strengthening neighbourhoods</p> <ul style="list-style-type: none"> • Connection to supports • Neighbourhood and community engagement • Personal wellbeing and safety 	<p>Helping children and youth reach their full potential</p> <ul style="list-style-type: none"> • Engagement in learning • Connectedness and community involvement • Emotional and physical wellbeing

Short versions - Headings of Focus Areas:

Kids – Poverty – Community

Our Strategies:

1. Engage and mobilize community (dollars, influence, time, knowledge, action)
2. Address underlying causes
3. Strengthen the network of services and capacity of non-profits and community
4. Influence public attitudes, systems and policy

[Why Give to United Way](#): We do our homework | Community collaboration | Local impact

[Our Impact, Funding, Community Investment Strategy and Reports](#)

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About United Way Southern Interior BC (SIBC):

United Way Southern Interior BC serves the communities of the Okanagan, Columbia, Shuswap and Similkameen regions. Formed by the merger of United Way CSO and United Way NOCS, United Way SIBC builds on over 65 years of community investment. Our mission is to improve lives and build community by engaging individuals and mobilizing collective action. The United Way invests time and resources in three focus areas that support all that kids can be, move people from poverty to possibility and build healthy, strong communities. For more information, visit www.unitedwaysibc.com or call 1-855-232-1321. For the North Okanagan office, call 1-866-GIVE4UW.

Social channels: Tag @unitedwaysibc
FB: www.facebook.com/unitedwaysibc
TW: www.twitter.com/unitedwaysibc
LinkedIn: www.linkedin.com/company/unitedwaysibc
Instagram: www.instagram.com/unitedwaysibc
Do Some Good: <https://dosomegood.ca/u/uwsibc>

Social channels: Tag @unitedwaynocs
FB: www.facebook.com/unitedwaynocs
Instagram:
www.instagram.com/unitedwaynocs

Hashtags: #unitedwaysibc #southerninterior #locallove #helpingkids #povertytopossibility #healthypeople #strongcommunities #dayofcaringsibc #UWBusPull #UWSIBCKickoff

Our offices and contact information:

Southern Interior BC Admin Office

202-1456 St. Paul Street, Kelowna, BC V1Y 2E6
T: 250-860-2356 | Toll Free: 1-855-232-1321 | F: 250-868-3206
info@unitedwaysibc.com

North Okanagan Office:

Mail: PO Box 22005, Vernon, BC V1T 9L7
By Appt: #200 – 4301, 32nd Street, Vernon, BC V1T 9G8
T: 250-549-1346 | Toll Free: 1-866-GIVE4UW
tracy@unitedwaysibc.com

For any marketing, logo and/or branding requests, contact:

Marianne Dahl, Marketing and Events Manager

P: 250-860-2356 or 1-855-232-1321 (outside Kelowna or West Kelowna)

E: marianne@unitedwaysibc.com

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