

INTERLAKES AREA UNITED WAY BRAND

AT A GLANCE

LOGO

Approved Lockups



[INTERLAKESUNITEDWAY.ORG/ABOUT/BRAND](https://interlakesunitedway.org/about/brand)



HORIZONTAL



ICON-ONLY



HORIZONTAL



ICON-ONLY



HORIZONTAL



ICON-ONLY



HORIZONTAL



ICON-ONLY

Logo Clear Space

Use the following elements as a guide to determine space around each logo placement.



Partner Logo Lockups

Describe the relationship as "A community partner of Interlakes Area United Way"



PARTNER LOGO

A community partner of Interlakes Area United Way

COLOR

Primary Colors



BLUE



R:0 G:68 B:181
#0044B5

C:93 M:78 Y:0 K:0
Pantone 2728 C

RED



R:253 G:55 B:44
#FD372C

C:0 M:91 Y:88 K:0
Pantone Bright Red C

GOLD



R:255 G:186 B:0
#FFBA00

C:0 M:30 Y:100 K:0
Pantone 7549 C

TYPOGRAPHY

All typefaces are available to download for free from Google Fonts

ABC

Antonio Bold (All-Caps)

Headlines, must be set in all capital letters only

Abc

Palanquin (All Weights)

Body Copy + Secondary Headlines



[FONTS.GOOGLE.COM](https://fonts.google.com)