Proper displays of the United Way of the Mid-South logo

The samples below are the correct ways to display the United Way of the Mid-South logo. If you find it necessary to display the logo in a manner not in keeping with the samples provided below, please contact the United Way Communications Department for guidance.

Using the 2016 logo with Pantone 302 (preferred):
Display the logo and "of the Mid-South" text underneath in Pantone 302. When using four color process, this is C 91, M 49, Y 39, K 13. When using RGB this is R 2, G 102, B 124.

Using the 2016 logo in blue (preferred):
Display the logo and "of the Mid-South" text underneath in dark blue / navy blue.

Using the 2016 logo in black:
Display the logo and "of the Mid-South" text underneath in black, 100%.

Using the 2016 logo in four color:
Display the logo using the standard logo from United Way Worldwide, with "of the Mid-South" displaying in the dark blue color from the boxed logo.

Dark two-tone black or greyscale logo:
When using the dark two-tone black or greyscale logo, the "of the Mid-South" text underneath displays in 100% black.

Using the logo against a dark background:
Display the logo and "of the Mid-South" text underneath in white when used against a dark background.

Proper displays of the United Way of the Mid-South logo with tagline

The samples below are the correct ways to display the United Way of the Mid-South logo with the "Live United. Solve It Together" tagline. If you find it necessary to display the logo and tagline in a manner not in keeping with the samples provided below, please contact the United Way Communications Department for guidance.

Using the 2016 logo with Pantone 302 (preferred):
Display the logo and "of the Mid-South" text as seen on page 1. The tagline displays in Pantone 143C. When using four color process this is C 0, M 30, Y 83 K 0 and R 255, G 177 B 37. When using RGB this is R 255, G 177, B 37.

LIVE UNITED. SOLVE IT TOGETHER.

Using the 2016 logo in blue (preferred):
Display the logo and "of the Mid-South" text underneath as seen on page 1. Display the tagline in the same shade of blue, or in Pantone 143 C (see above).

LIVE UNITED. SOLVE IT TOGETHER.

Using the 2016 logo in black:
Display the tagline in black when the logo is displayed in black.

LIVE UNITED. SOLVE IT TOGETHER.

Using the 2016 logo in four color:
When displaying the logo using the standard logo from United Way Worldwide, display the tagline in Pantone 143C (See first example).

LIVE UNITED. SOLVE IT TOGETHER.

Dark two-tone black or greyscale logo:
When using the dark two-tone black or greyscale logo, display the tagline in black.

LIVE UNITED. SOLVE IT TOGETHER.

Using the logo and tagline against a dark background:
Display the logo and tagline in white when used against a dark background.

LIVE UNITED. SOLVE IT TOGETHER.