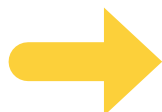# UNITED WAY'S LOGO

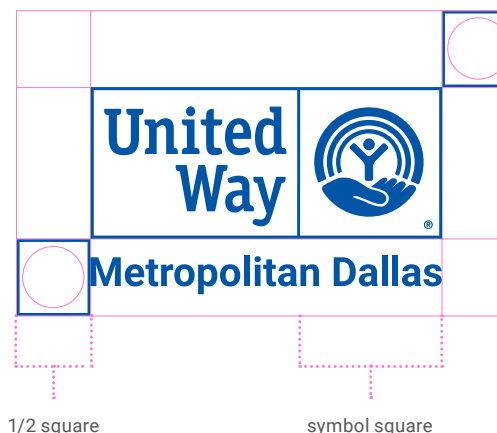**This is the primary logo for United Way of Metropolitan Dallas. Please be sure to correctly use United Way's brandmark and the local Metropolitan Dallas identifier.**

DO

• Ensure clear space frames the logo and separates it from other elements, including text and the edge of printed materials.

• Surround the logo with at least the required minimum of clear space, which is determined by 1/2 the height of the symbol square.

1/2 square   symbol square

DON'T

Alter or distort the logo.

Never alter the colors in the brandmark.

Never tilt the brandmark.

Never distort the shape of the brandmark.

Never substitute type in the brandmark.

Never alter the shape of the brandmark in any way.

Never rearrange the elements of the brandmark.

Never separate the symbol from the brandmark.