



2025-2026 Branding and Messaging Guidelines

for grantees, partners and funded groups

CO-BRANDING AND RECOGNITION EXPECTATIONS & RESOURCES

Co-branding and recognition is a two-way street, with expectations for grantees of any UWRC funding stream and for UWRC, as well.

Expectations for recognition

- Interactions with media
- Advertisements
- Boilerplate on website, media releases and other locations (the "About Us")
- Funding section of website
- Printed event flyers

Why Recognition is Important

- Demonstrates collaboration
- Builds trust in the community
- Amplifies visibility for both organizations
- Encourages future investment

Resources for you

- UWRC Policies and Procedures booklet
- UnitedWayRacine.org/Branding
- UWRC Marketing Team email at Marketing@UnitedWayRacine.org

USE CORRECT LOGOS & NAME

In October 2024, United Way of Racine County launched a refreshed brand alongside United Way Worldwide. Please ensure you are using the most recent logo, colors and name for United Way of Racine County. It is an important part of our brand, which affects everything we do, including fundraising.

Logo updates

- Out of the box
- Circle of Hope on the left
- More definition in Circle of Hope
- Use localized logo and/or Community Partner I

Colors

brighter

Name:

United Way of Racine County

- NOT: Racine Area United Way
- NOT: United Way of Racine
- NOT: Racine United Way



DO NOT USE:



United Way
of Racine County

Files are available at: UnitedWayRacine.org/branding
Please do NOT use the United Way logo without the localization (Racine County) in the logo.

Questions?

Email Marketing@UnitedWayRacine.org to reach Heather and Sara, UWRC's Marketing team.



2025-2026 Branding and Messaging Guidelines

for grantees, partners and funded groups

LOGOS

When using the logo of United Way of Racine County, follow these rules:

- The logos and artwork are fixed and can not be altered in any way.
- Do not make a copy of the copy of the logos to ensure integrity of the logo.
- Do not reduce width of logo to less than 2 inches for print or less than 200 pixels for digital.
- Do not stretch or compress the logo. You can ensure this in most programs by holding the shift key as you resize the logo.
- When using with your organization logo, they should be equal in size.

MESSAGING

When publicizing the work of this project, United Way of Racine County must be recognized in print and digital marketing materials, media releases, social media and at public events featuring this funded project.

Here are some examples of appropriate recognition:

Print: [NAME OF PROJECT] was supported by a grant from United Way of Racine County.

Social media: [Information about successes of PROJECT], which was funded by United Way of Racine County.

- See social media section for more.

Press release: [NAME OF PROJECT] was supported by a grant from United Way of Racine County.

- This sentence, or other acknowledgement, can be included at the end of the release, above the organization boilerplate, or worked into the text of the release.



SOCIAL MEDIA

Social media is a great way to publicize the work of your project. It also allows you to tag the funders, which makes the funders aware of the mention.

A tag is generally created by using the @ symbol and the social media handle of the person or organization you want to tag.

Social media handles:

- @UWRacine on Facebook
- @United Way of Racine County on LinkedIn
- @UnitedWayRacineCounty on Instagram