



401 Gives Branding Guidelines

The following Branding Guidelines were created as a tool to keep the **401 Gives** brand consistent across the state. Please use the logos that we have provided and keep your color and font choices to those indicated.

All resources may be downloaded at <https://www.401gives.org/info/downloads>.

LOGOS

Logo files are available at <https://www.401gives.org/info/downloads>. File formats available: .jpg, .png, and .eps.



QUICK REFERENCE FOR WHICH FILE FORMAT TO USE:

For web/electronic applications, use .jpg or .png files. For print applications, use .eps files.

COLOR PALETTE

The **401 Gives** color palette consists of two colors: blue (**Pantone 287**) and gold (**Pantone 143**).



Pantone 287

C:100 M:74 Y:0 K:0
R:0 G:81 B:14
HEX: #005191



Pantone 143

C:0 M:34 Y:86 K:0
R:255 G:179 B:81
HEX: #FFB351



Pantone 287 at 10% may be used as a background or divider.

QUICK REFERENCE FOR WHICH BREAKDOWN TO USE:

For web/electronic applications, use RGB or HEX number. For print applications, use CMYK or Spot color.

Questions or need something else?

Visit www.401gives.org or email 401gives@unitedwayri.org.



401 Gives Branding Guidelines *continued*

TYPOGRAPHY

The font used in the **401 Gives** brand identity is **Roboto**. It is to be used in all printed and online communications.

To download Roboto go to: fonts.google.com/specimen/Roboto.

To download Roboto Condensed go to: fonts.google.com/specimen/Roboto+Condensed.

Substitute font: Arial is an acceptable substitution when Roboto is unavailable.

THIS IS A HEADLINE. BLUE (PANTONE 287). ALL CAPS.

ROBOTO CONDENSED REGULAR

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNQPQRSTUVWXYZ

1234567890\$%&(.,:”/!?)

This is a body copy. Black. Sentence case.

Roboto Condensed Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNQPQRSTUVWXYZ

1234567890\$%&(.,:”/!?)

⚓ These are anchor bullets.

⚓ The font for the the anchor bullets is **Significante**.

⚓ To download Significante, go to: <https://www.dafont.com/significante.font>

TEMPLATES AND ADDITIONAL RESOURCES

We have created some templates (Powerpoint Presentation, Talking Points, etc.) to help with your organization's promotion of **401 Gives**. To download these resources, please visit <https://www.401gives.org/info/downloads>.

Questions or need something else?

Visit www.401gives.org or email 401gives@unitedwayri.org.