



UNITED WAY
Ocoee Region

PARTNER

BRAND STANDARDS AND PROMOTION GUIDELINES

MARKETING TOOLKIT



THE UNITED WAY PARTNERSHIP GOES BEYOND A TYPICAL GRANTOR-GRANTEE RELATIONSHIP.

Dear Partners,

At United Way of the Ocoee Region, we deeply value the relationship we share with each of our funded partners. This partnership goes beyond a typical grantor-grantee dynamic – it is a shared commitment to building stronger communities and creating lasting change together.

We recognize the uniqueness of this collaboration can sometimes bring complexity. Each organization we support has its own voice, mission, and impact. That’s why we are dedicated to providing a set of clear partner guidelines – designed not as restrictions, but as tools to help strengthen brand alignment and mutual visibility. These guidelines are meant to help you effectively communicate how United Way contributes to your impact story, while also reinforcing the shared values that connect our collective work.

When we present a united front – in language, storytelling, and community presence – we not only elevate the credibility of each partner, but also build greater trust with the individuals and communities we serve. Your organization’s success is our success, and we want the world to see the full picture of what we accomplish together.

We’re proud to stand alongside you. Thank you for the important work you do every day, and for embracing this collaborative spirit with us. Please don’t hesitate to reach out with questions or for support in implementing the partner guidelines – we’re here to help.

United is the Way,

A white, cursive handwritten signature that reads "Stephanie Linkous".

Stephanie Linkous

President & CEO

United Way of the Ocoee Region

INTRODUCTION

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UNITED WAY OF THE OCOEE REGION MARKETING TOOLKIT OVERVIEW

The following Marketing Toolkit is provided to each United Way funded partner to help effectively promote the partnership and amplify co-marketing efforts across multiple channels.

Branding Assets

- United Way logo files (high-res and web versions)
- Brand guidelines (color palette, font usage, logo placement)
- Static Cling for physical locations

Messaging & Language

- Key messaging points about United Way's mission and impact
- Sample partner acknowledgment language (for websites, social media, press)
- Boilerplate text about United Way (for press releases, reports, etc.)
- Approved partnership statement (e.g., "Program funded in part by United Way...")

Digital & Social Media Resources

- Social media hashtag list
- Tagging guidelines for United Way accounts
- QR codes linking to United Way or joint campaigns

Bonus Tools (by request)

- Branded Canva templates
- Partner-specific toolkits or branded assets/graphics
- Event signage or promotional materials (as available)

PARTNER PROMOTION GUIDELINES

Per Section III (Grant Partner Marketing & Fundraising Policy) of the United Way Partner Agreement, this checklist is intended to be used as applicable by United Way of the Ocoee Region funded partners to guide reporting, accountability, and stronger brand alignment.

Partners are not expected to complete every item listed in the Partner Promotion Checklist. Rather, use the list and accompanying Marketing Toolkit as a guide for how to include United Way as part of your impact story in relevant communications, marketing and promotional materials, to the best of your ability and capacity.

REQUIRED: INSTRUCTIONS FOR SUBMITTING PARTNER PROMOTION EXAMPLES

Thank you for highlighting your partnership with United Way! As you review this checklist and underscore United Way in your work, materials, and events, examples that you would like to share can be uploaded in e-CImpact mid- and year-end reports (required) and through a quarterly dropbox (optional).

1. Review and complete this checklist at least annually.
 2. When applicable, attach supporting materials/screenshots by uploading them mid- and year-end reports. An optional quarterly dropbox link will also be provided.
 3. Leverage the UWOR Marketing Toolkit to strengthen brand alignment.
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IMPORTANT: UNITED WAY OF THE OCOEE REGION SIGNATURE FUNDRAISERS

To help maintain strong community engagement and visibility, we recommend keeping the following dates in mind to avoid overlap with key United Way fundraising efforts, primarily in the fall each year.

- Community Campaign - August - February
- Day of Action - last Friday in July
- Women United Gala - first Friday in September
- Celebrity Bagging - Tuesday prior to Thanksgiving (November)
- William Hall Rodgers Christmas Food Basket Program - Mid-December

PARTNER PROMOTION CHECKLIST

Branding and Recognition

- United Way logo is included on organization's website
- United Way logo appears in annual report and/or impact report
- United Way is listed as a funder in promotional materials
- United Way signage displayed at physical location (if applicable)
- Verbal or written acknowledgment of United Way in presentations or public speaking engagements

Digital Marketing

- United Way mentioned/tagged in social media posts at least quarterly
- United Way funding or partnership mentioned in e-newsletters
- United Way featured in blog posts or news articles shared by your organization
- United Way listed as a supporter or funder on your website's donor/supporter page

Media and Public Relations

- United Way acknowledged in press releases related to funded programs
- United Way included in media interviews or stories involving funded initiatives
- United Way banners/logos visible in event photos or video content
- United Way co-branded materials used during campaigns or events

Events and Community Engagement (Note UWOR Signature Fundraisers listed on page 4)

- United Way is recognized at public events or community gatherings
- United Way materials (brochures, signage) displayed at events
- Partnered with United Way for co-hosted events or initiatives
- United Way staff invited to speak or be recognized at events

Printed Collateral

- United Way logo included on flyers, brochures, and other printed materials
- United Way funding mentioned in program guides or handouts
- Co-branded case studies or impact stories shared with the public

Reporting and Evaluation

- Submitted documentation or screenshots of United Way promotional efforts
- Shared success stories with attribution to United Way funding
- Completed year-end marketing impact report summarizing how United Way was promoted

Optional Best Practices

- Create a dedicated webpage or story featuring your partnership with United Way
- Include the United Way mission statement or tagline when relevant
- Participate in United Way marketing campaigns
- Offer cross-promotion opportunities to United Way

CORE MESSAGING

TERMINOLOGY

- United Way Partner
- United Way Community Partner
- United Way Funded Partner
- United Way Partner Agency
- United Way Funded Program

ONE-LINERS

- This program [our organization] is partially/fully funded through a partnership with United Way of the Ocoee Region, helping us extend our impact in the community.
- United Way of the Ocoee Region is part of our impact story through their investment in our X program [our organization].
- We're proud to partner with United Way of the Ocoee Region, which helps fund and strengthen our work through our X program [our organization].
- This program is made possible in part through our valued partnership with United Way of the Ocoee Region.

ELEVATOR PITCH EXAMPLES

- As a funded partner of United Way of the Ocoee Region, they play a vital role in our impact story. Their support goes beyond funding – United Way offers collaborative partnership and deep community connections that help strengthen our programs and extend our reach. While not our sole funder, their investment is instrumental in making our work – and the outcomes we achieve – possible.
- United Way of the Ocoee Region helps fund a portion of our work, and we're proud to be part of their vast network of funded partners. It takes all of us working together to build a thriving community, and through our partnership with United Way, we join other local agencies in making a lasting impact where it matters most.

UWOR BOILERPLATE (CO-BRANDED MEDIA RELEASES AND ADVISORIES)

United Way of the Ocoee Region mobilizes communities to action so all can thrive. True to our founding spirit, whenever there is a need in our community, United Way is there. We bring a comprehensive approach to every challenge, actively listening and responding to local needs. Our reach across tens of thousands of communities means we can share innovations and scale impact to improve lives.

By focusing on four bold goals - meeting immediate basic needs, breaking the cycle of poverty, giving kids an equal chance, and building pathways to a healthy community - we are working toward a future where everyone in Bradley and Polk Counties has the opportunity for a better tomorrow.

DIGITAL ASSETS

SOCIAL MEDIA PROFILES (FOR TAGS)

- Facebook: @UnitedWayOcoee
- Instagram: @UnitedWayOcoee
- LinkedIn: @unitedwayoftheocoeeregion
- YouTube: @unitedwayoftheocoeeregion

We encourage you to directly share any social media post made by United Way of the Ocoee Region, including photos, reels and videos. If you elect to copy a portion of a post or download an asset to post from your page, please credit United Way of the Ocoee Region with a social media tag.

SOCIAL MEDIA HASHTAG RECOMMENDATIONS

- #UnitedWayPartner
- #UnitedWayCommunityPartner
- #UnitedWayFundedPartner
- #UnitedWay
- #UnitedIsTheWay
- #UnitedforImpact

OPTIONAL EMAIL SIGNATURE OR SOCIAL MEDIA ONE-LINER

- This program [our organization] is partially/fully funded through a partnership with United Way of the Ocoee Region, helping us extend our impact in the community.
- United Is The Way ... [to build strong communities] [to multiply impact], etc.

QR CODES

UWOR Website

www.unitedwayocoe.org



CNIC Reports

[/community-needs-assessments](#)



Get Help (211 + Resource Navigation)

[/211](#)



PRIMARY LOGO

UNITED WAY'S LOGO SYMBOL

Our primary logo consists of the logo symbol, the Circle of Hope and our logotype, which is our name set in customized type.

Our logo symbol, the Circle of Hope, consists of the rainbow of hope, the hand support and the person as a symbol of humanity. Together, they exemplify our personality, which is engaging, energizing and elevating. The logo symbol should always appear in its entirety and never be deconstructed.



Logo Symbol
(Circle of Hope)

Logotype

CLEAR SPACE AND MINIMUM SIZE

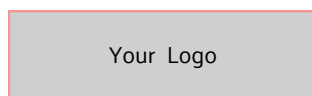
Keep the logo clear of competing text, images and graphics by maintaining a minimum amount of clear space, equal to the height of "U" of the logo on all sides. Keep the logo legible by always using it in widths equal to or greater than 2.0" for print and 200px for digital applications.



PARTNER LOCKUPS AND CO-BRANDED STRATEGIC RELATIONSHIPS

Text: Describe as "A Community [or Funded] Partner of United Way of the Ocoee Region."

Visualize: When applicable, lock up United Way of the Ocoee Region's logo with your organizational logo and, where possible, keep the height of the logos equal based on the logotype of United Way.









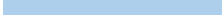
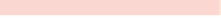

A Community Partner of
United Way of the Ocoee Region



COLOR PALETTE

PRIMARY COLORS

Our primary colors are derived from the logo symbol and are blue, red and yellow. Each has four shades to provide dimension and dynamism. The preferred shade, which is used in the logo, is in the larger representation. The primary colors should be applied across all communications where United Way is involved, unless in black and white context.

| | | |
|--|---|---|
|  |  |  |
| R:0 G:68 B:181 #0044B5 C:93 M:78 Y:0 K:0 Pantone 2728 C | R:253 G:55 B:44 #FD372C C:0 M:91 Y:88 K:0 Pantone Bright Red C | R:255 G:186 B:0 #FFBA00 C:0 M:30 Y:100 K:0 Pantone 7549 C |
|  |  |  |
| R:33 G:41 B:107 #21296B C:100 M:97 Y:28 K:16 Pantone 3581 C | R:209 G:38 B:38 #D12626 C:12 M:100 Y:100 K:0 Pantone 1795 C | R:244 G:121 B:37 #F47925 C:0 M:65 Y:98 K:0 Pantone 6018 C |
|  |  |  |
| R:80 G:130 B:240 #5082F0 C:69 M:49 Y:0 K:0 Pantone 2718 C | R:255 G:128 B:108 #FF806C C:0 M:63 Y:53 K:0 Pantone 170 C | R:250 G:212 B:47 #FAD42F C:3 M:14 Y:91 K:0 Pantone 115 C |
|  |  |  |
| R:167 G:210 B:255 #A7D2FF C:31 M:9 Y:0 K:0 Pantone 2717 C | R:255 G:215 B:208 #FFD7D0 C:0 M:18 Y:12 K:0 Pantone 698 C | R:255 G:234 B:208 #FFEAD0 C:0 M:8 Y:18 K:0 Pantone 7401 C |

COLOR ACCESSIBILITY

It's important to us that where United Way is mentioned, communications are accessible to all.

These contrast ratios of text and background color combinations meet the level AA standards of the Web Content Accessibility Guidelines (WCAG) 2.1 guidelines. You may use an online tool such as the Adobe Color Contrast Analyzer to check the contrast ratios.

AAA COMPLIANT

Blue + White



Dark Blue + White



Gold + Dark Blue



AA COMPLIANT

Dark Red + White



Gold + Blue



AA LARGE (>18pt or >14pt Bold)

Red + White



Light Blue + White



TYPOGRAPHY

BRAND FONTS

Antonio is our brand font for headlines; its all-uppercase style is suitable for bold headlines and large-scale messaging. Antonio is available for download at fonts.google.com.

Palanquin is our brand font for body copy; its design is optimized for legibility. Palanquin is available for download at fonts.google.com.

Arial may be used in instances where fonts cannot be downloaded.

ANTONIO LIGHT

ANTONIO REGULAR

ANTONIO SEMIBOLD

ANTONIO BOLD

Palanquin Thin

Palanquin ExtraLight

Palanquin Light

Palanquin Regular

Palanquin Medium

Palanquin Semibold

Palanquin Bold

USAGE

Together, our typography and color palette can be used to create clear and compelling messaging. The following example shows how you can apply typography and color to establish a consistent messaging hierarchy.

HEADLINES

ANTONIO BOLD

UNITED
WE THRIVE

SUB-HEADLINES

Palanquin
Semi-Bold

Partnership
Sub-Header

BODY COPY

Palanquin
Regular

Partnership
Body Copy

UWOR AT-A-GLANCE

Our Mission

The mission of the United Way of the Ocoee Region is to be the trusted community-based organization that leads the efforts in **identifying community needs, facilitating collaboration, and maximizing resources to positively impact our community** and the surrounding area. Our service area includes Bradley and Polk Counties.

Our Vision

We strive for a community where **everyone** has the opportunity for a better tomorrow.



Our How

We do this by moving the needle on issues related to our community's **most pressing** needs as identified by our Community Needs Identification Committee (CNIC) process.

Our Bold Goals

Stable Families - United Way of the Ocoee Region is committed to strategically improving lives by:



BREAKING THE CYCLE OF POVERTY



MEETING IMMEDIATE BASIC NEEDS



GIVING KIDS AN EQUAL CHANCE



BUILDING PATHWAYS TO A HEALTHY COMMUNITY

CURRENT COMMUNITY NEEDS IDENTIFIED

1. **Stable Housing**
2. **Access to Quality Childcare**
3. **Access to Healthcare**
4. **Mental Health and Substance Misuse Support**

ADDITIONAL COMMUNITY NEEDS

- Domestic Violence
- Transportation
- Aging Population Needs
- ESL Population Needs
- Financial Instability

HISTORY OF UWOR



- 1938** United Way chapter founded in Cleveland, Tennessee, originally named the Cleveland Community Chest.
- 1942** The community campaign goal was met for the first time at \$6,500.
- 1963** The first year to break \$100,000 in the community campaign.
- 1978** The Cleveland Community Chest is renamed to the United Way of Bradley County and raises over \$450,000 to distribute to 18 different agency partners.
- 1985** The United Way office relocates to the historic Princess Theatre.
- 2007** The United Way of Bradley County received \$19.7 million from the sale of Bradley Memorial Hospital, which became the Bradley Memorial Heath Endowment Fund.
- 2010** The United Way of Bradley County conducts the first large-scale needs assessment, identifying adult dental care as a top un-met community need.
- 2016** The United Way of Bradley County is renamed to the United Way of the Ocoee Region.
- 2020** Ocoee Connect and Housing United internal programs are established.
- 2023** United Way of the Ocoee Region celebrates 85 years of service and exceeds the threshold of \$100 million allocated to impact generations.
- 2026** United Way of the Ocoee Region launches the Stable Families Program – incorporating Housing United and Ocoee Connect – in response to our community’s most pressing needs.

COMMUNITY IMPACT

United Way of the Ocoee Region moves the needle on our community's most pressing issues in a holistic approach. We are not just a funnel-through, but are able to impact our community in the following ways:

FUNDED PARTNER AGENCIES

- Local nonprofits apply for United Way funding under a targeted focus area
- Programs report on impact and needs

INTERNAL PROGRAMS

- Internal programs fill gaps around greatest needs
 - Stable Families
 - AmeriCorps VISTA
 - Read United (Imagination Library)
 - William Hall Rodgers Christmas Food Basket
- Innovative and collaborative approaches ensure we make the most of every dollar

211 + RESOURCE NAVIGATION

- 211 is United Way's free and confidential service connecting people to local resources (dial 211, text your zip code to 898-211, or email 211staff@uwchatt.org)
- Local United Way of the Ocoee Region Resource Navigation and Utilities Assistance (hablamos español) - call 423-479-2020 (option 2) or view/download our Ocoee Region Resource Guide at unitedwayoccoe.org/211.

COMMUNITY COALITIONS

- United Way facilitates community coalitions around focus areas, including the Bradley County Housing Coalition and Polk County Advisory Committee
- Partners meet to create solutions

COMMUNITY & NONPROFIT TRAININGS

- Trainings provide best-practices for nonprofit partners to maximize impact
- Lead United Nonprofit Summit is offered as an affordable means of professional development every other fall.

COMMUNITY IMPACT CYCLE

1

COMMUNITY NEEDS IDENTIFICATION COMMITTEE

- Collect data on community needs
- Identify needs and themes from funded partner reports
- Release report with prioritized needs in Bradley & Polk Counties

REQUEST FOR PROPOSAL

- Based on CNIC Report, Focus Areas and Indicators are released for nonprofits to drive applications

2

3

LETTERS OF INTENT

- Nonprofit partners submit a brief proposal, or Letter of Intent, to specify request amount, focus Area and program details
- Reviewed by Community Impact Team (CIT) for next round

FULL APPLICATIONS

- If approved by CIT, nonprofit partner submits detailed application
- Target population need, projected served, and financials reported

4

5

IMPACT PANEL RECOMMENDATIONS

- Teams of Impact Panels review full applications
- Nonprofit partners answer panel questions
- Panels provide feedback and make funding recommendations

FINAL FUNDING DECISIONS

- CIT reviews funding recommendations
- Identified as funded by Health Endowment or Campaign
- Recommendations reconciled with actuals
- UW Board approves final funding decisions

6

7

AGENCIES FUNDED | REPORT ON NEEDS & OUTCOMES

- Nonprofit partners notified of grant status
- Funds drawn down and reviewed monthly or quarterly
- Funded partners report on needs, target population and indicators

FAQS + FOCUS POINTS

LANGUAGE FOR COMMUNITY PARTNERS

Does United Way fund your entire organization?

- While United Way of the Ocoee Region is not our sole funder, their investment is key to making our work and impact possible.
- United Way of the Ocoee Region's investment into our X program is a piece of the pie that helps to make our organization successful ...

GENERAL UWOR FAQS

What does the United Way of the Ocoee Region (UWOR) do?

United Way is a nonprofit organization that strategically improves lives by breaking the cycle of poverty, meeting immediate basic needs, giving kids an equal chance, and building pathways to a healthy community. We're seeking solutions that create long-term, sustainable change.

What makes UWOR different?

UWOR is dedicated to understanding and highlighting the specific needs in Bradley & Polk County. These needs are determined thoughtfully through an evidence-based approach using a Community Needs Assessment facilitated by a committee of subject-matter experts (CNIC). The results of the CNIC Report guide our annual investments.

Who does UWOR help?

UWOR strives to help all neighbors of Bradley and Polk County in financial need. From homeless or impoverished families to families working paycheck-to-paycheck, nearly 47% of those living in our service area are in need. UWOR and its vast network of funded agencies ensure that anyone along the spectrum of need has access to resources.

Who receives funding from UWOR?

Local nonprofits in good standing and who are committed to our community's most pressing needs are invited to apply for funding through an annual competitive allocation process. Volunteer panelists and our Board of Directors determine funding decisions. The funds that are raised in our area stay here to support agencies locally.

How do we know if people are better off?

All funded agencies and internal programs must provide bi-annual results on the impact they have been able to achieve. We monitor these results for accuracy and assess how they've improved the lives of their client base, knowing our goal is for long-term strategic change.

Does the United Way of the Ocoee Region fund Planned Parenthood?

No, UWOR has never funded Planned Parenthood in the entirety of its 85 years of service to our community. Additionally, United Way cannot fund any agency outside of its service area - there has never been a Planned Parenthood in Bradley or Polk County. United Ways across the United States are reflections of the values in their community. Our Board of Directors reflect our community's values and our work is shaped by that.

Does Women United fund one (or specified) program(s)?

The Women United Gala is United Way's signature fundraising event for the community impact fund. Funds raised at the event support a network of 40+ nonprofit programs strategically meeting our community's most pressing needs.



UNITED WAY
Ocoee Region

UNITED IS THE WAY

THANK YOU FOR YOUR PARTNERSHIP

Contact

COMMUNITY IMPACT

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