

2019 211 BRAND REFRESH LANDING PAGE

Updated 5/15/2019

Welcome to the temporary 211 Brand Refresh Asset Landing Page! The UWW team is working on a formal website that will enable you to log-in and download these assets, and any newly developed assets, on an ongoing basis. Until that is launched (estimated by the end of June 2019), please use this DropBox folder to download assets as they become available.

Please first download and review the **211 Brand Guidelines**, which detail how the new brand mark and tagline should be used in various scenarios, including guidelines for localization. You can also leverage the **211 Message Architecture** document for language that tested well during our market research with current and prospective donors and clients, as well as with 211 and United Way staff.

Available Assets for Download, Use and Local Customization

- New Logo Files
- 211 Photo Library
- Posters
- Trifold Brochure
- Social Media Cards
- Data Infographics
- Corporate Sell Sheet

Please note: All versions of all assets are not yet available but will be posted to this folder when they are finished. If you do not see a customizable version that you are looking for, please check back in a few days.

IMPORTANT: Terms and Conditions

DOWNLOADABLE ASSETS

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LOGOS

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