



Pennsylvania | Northwest



United Way of Erie County

NAME OF COLLECTIVE INITIATIVE IDENTITY

PA 211 Northwest

TAGLINE *Find Help. Get Answers.*

COLORS

CMYK (print) -

Blue: 100, 74, 0, 0

Red: 0, 95, 100, 00

HEX (web) -

Blue: 005191

Red: FF0D00

LOGO USAGE

United Way of Erie County logo should be used with the PA 211 Northwest logo whenever possible. The PA 211 Northwest logo should be aligned to the left and the UWEC logo to the right per United Way Brand Guidelines for collective initiative identities (page 54 pf 2017 UWW Brand Guidelines):



DESCRIPTIONS WITH VARIATIONS

- **211** is the social service equivalent to 911. It is an easy-to-remember number for non-emergency health, human and social services.
- You can access 211 by dialing 2-1-1 from any landline or mobile device, visit the website, PA211NW.org and conduct your own search or text your need and zip code to 898-211.

TEXT

898-211 with your zip code for assistance



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United Way of Erie County

WEBSITES

For the public: PA211NW.org

For nonprofits: UnitedWayErie.org/211

- Important announcements regarding the database will be communicated via this webpage
- Logos available for download
- Graphics available for download
- Informational sheet available for download

SUGGESTION LANGUAGE FOR SOCIAL MEDIA/NEWSLETTER POSTS:

It's easy to remember and simple to do. United Way's 211. Need help? Don't know where to turn? Simply dial 211 and talk with a trained caring resource navigator who can assist you with access to thousands of programs that can help you - FREE of charge!

IT'S FREE, EASY AND CONFIDENTIAL. 211, IT'S THE QUICKEST WAY TO FIND HELP.