



NAME OF COLLECTIVE INITIATIVE IDENTITY PA 2-1-1 Northwest

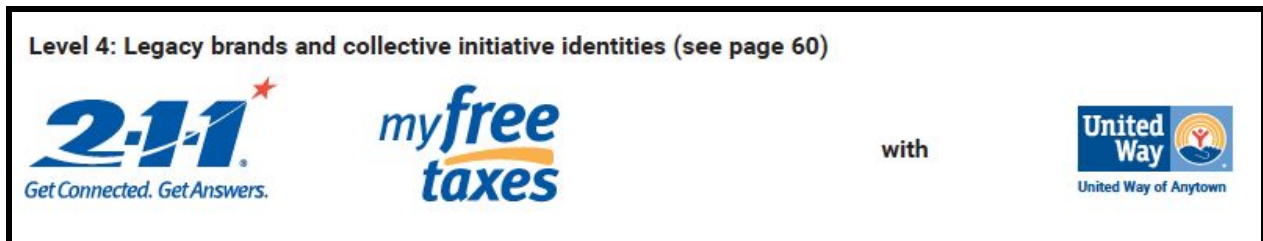
TAGLINE *Find Help. Get Answers.*

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 2-1-1 Northwest logo whenever possible. The PA 2-1-1 Northwest logo should be aligned to the left and the UWEC logo to the right per United Way Worldwide Brand Guidelines for collective initiative identities (page 54 of 2017 UWW Brand Guidelines):



DESCRIPTIONS WITH VARIATIONS

- **2-1-1** is the social service equivalent to 9-1-1. It is an easy-to-remember number for non-emergency health, human and social services.
- You can access 2-1-1 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

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 download



sheet available for

SUGGESTION LANGUAGE FOR SOCIAL MEDIA/NEWSLETTER POSTS:

It's easy to remember and simple to do. United Way's 2-1-1. Need help? Don't know where to turn? Simply dial 2-1-1 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. 2-1-1, IT'S THE QUICKEST WAY TO FIND HELP.