



Logo Breakdown



Orange Rainbow - HOPE

The orange rainbow in the United Way logo symbolizes hope and optimism. It reflects our commitment to creating brighter futures and inspiring positive change in our community. This vibrant hue embodies the promise of a better tomorrow, illustrating our dedication to supporting individuals and families as they strive for success and well-being.



Red Person - ALICE

The red person at the center of the United Way logo represents ALICE (Asset Limited, Income Constrained, Employed). This figure embodies the hardworking individuals and families in our community who are struggling to make ends meet despite being employed. The red color signifies urgency and the importance of supporting ALICE households to ensure they have the resources and opportunities needed to thrive.



Blue Hand - Helping Hand

The blue hand at the bottom of the United Way logo represents a helping hand, symbolizing our commitment to providing support and assistance to those in need. It signifies unity, compassion, and the collective effort to lift up our community, ensuring everyone has access to the resources and opportunities they need to succeed.

