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United Way of Southwestern Indiana Unveils Refreshed Logo and Branding

The new strategy aligns with United Way Worldwide and reflects a transformative approach forward

Evansville, IN – Today, United Way of Southwestern Indiana (UWSWI) follows in the steps of United Way Worldwide (UWW) and introduces a refreshed brand to reflect the organization’s reach and impact in communities as one of the world’s largest and oldest privately funded charities.

The brand refresh was informed by a comprehensive and robust discovery process that included both qualitative and quantitative research at the local and global level reflecting the needs of communities.

Changes include a revitalized visual identity consisting of an expanded color palette, new graphics, and most notably, the unboxing of United Way’s iconic circle of hope logo to signify the dynamic nature of the organization. UWSWI also updated the look and feel of their website, www.unitedwayswi.org, to reflect updated style elements and simplify navigation.

“The global brand refresh is a significant milestone in our organization’s 137-year history and represents our commitment to evolve and innovate in order to meet the changing needs of our communities worldwide” said Angela F. Williams, president and CEO of UWW. “It signifies our organization’s longstanding journey, while also embodying our transformative approach to remain relevant, sustainable, impactful now and in the future.”

“By adopting the global brand refresh, and leveraging the global network, our local United Way will be better equipped to showcase our work and drive meaningful change in the lives of individuals and families in Southwestern Indiana,” said Amy Mangold, President and CEO of UWSWI. “This strategic branding approach helps us to better amplify the impact we are having across our four Pathways to Potential and programs such as K-Camp and Dolly Parton’s Imagination Library.”

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United Way of Southwestern Indiana envisions communities where all individuals and families have the opportunity to achieve their full potential. The nonprofit organization serves at the center of a network of partners and programs who are working to improve the upward mobility of low-income and disadvantaged individuals and families in Vanderburgh, Warrick, and Spencer Counties. To learn more about United Way’s work, visit unitedwayswi.org.