

## Heart Unions Week | **Brand guidelines**

### Logos

*There are two versions of the Heart Unions Week logo – standard and date-specific. Both are available as InDesign, Illustrator EPS and JPEG files. The logos are also available in a variety of resolutions and colour formats. See the following pages for details.*



Standard logo



Date-specific logo

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Logo usage when printing in colour, greyscale and black and white

Logos for use on a white background



Logos for use with flat colour or image backgrounds



CMYK



Red: C=0 M=100 Y=100 K=0  
Black: C=0 M=0 Y=0 K=100

Spot



Red: Pantone 485  
Black: Pantone Black

RGB



Red: R=227 G=6 B=19  
Black: R=0 G=0 B=0

Hexadecimal



#E30513  
#000000

## Heart Unions Week | Brand guidelines

### Typography

*Courier New Bold* is the chosen font for the Heart Unions Week logo. *Courier New Bold* is 'free' and can be found on most computers with Mac and Windows operating systems.



Should you want to add to or customise the logo, here are some suggestions:



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### Complementary typography

**Gotham** and **Museo Slab** are the chosen fonts to complement the Heart Unions Week logo. Some professional designers will already have, or will be in a position to buy, Gotham and Museo Slab (see [typography.com/fonts/gotham](http://typography.com/fonts/gotham) and [fonts.com/font/exljbris/museo-slab](http://fonts.com/font/exljbris/museo-slab)). Futura and Rockwell are acceptable substitute fonts for those with less budget or without access to professional design services. These fonts are also available for free online.

#### Chosen fonts

**LOVE YOUR  
TRADE UNION**

Headlines in  
Gotham Ultra

**This government is determined to shift the balance of power in the workplace in favour of employers and get the Trade Union Bill through Parliament with as little scrutiny as possible. We must not let them get away with it.**

Standfirsts in  
Museo Slab 700

On 8–14 February 2016, the TUC will run a special week of activities throughout England and Wales, to showcase the amazing work of unions. This will provide a way to increase the involvement of you as union members in the campaign, build awareness of the Bill and tell positive union stories to the wider public.

Body text in  
Museo Slab 300

JOIN THE CAMPAIGN — Museo Slab 300  
**HEARTUNIONS.ORG** } Museo Slab 700  
**#♥UNIONS**

#### Substitute fonts

**LOVE YOUR  
TRADE UNION**

Headlines in  
Futura Extra Bold

**This government is determined to shift the balance of power in the workplace in favour of employers and get the Trade Union Bill through Parliament with as little scrutiny as possible. We must not let them get away with it.**

Standfirsts in  
Rockwell Bold

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Body text in  
Rockwell Regular

JOIN THE CAMPAIGN — Rockwell Regular  
**HEARTUNIONS.ORG** } Rockwell Bold  
**#HEARTUNIONS**

Alternative Twitter hashtag  
(in full without heart symbol)

## Heart Unions Week | Brand guidelines

Customisable flyers available in Adobe InDesign format

# LOVE YOUR TRADE UNION

This government is determined to shift the balance of power in the workplace in favour of employers and get the Trade Union Bill through Parliament with as little scrutiny as possible. We must not let them get away with it.

It is essential that we keep up the pressure as the Trade Union Bill enters its critical House of Lords stage. The Lords committee and report stages (likely to occur early next year) are the best chance to secure changes to the Bill. We need to keep the Bill at the front of politicians' and journalists' minds and to remind people why unions are so important.

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JOIN THE CAMPAIGN  
HEARTUNIONS.ORG  
#♥UNIONS

♥ **UNIONS**  
Your union's  
logo goes here

# LOVE YOUR TRADE UNION

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#HEARTUNIONS

♥ **UNIONS**  
ESPECIALLY **GMB**