

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

Heart Unions Week | Brand guidelines

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



Heart Unions Week | Brand guidelines

Colour formats

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:



Heart Unions Week | Brand guidelines

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 and 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

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 Rockwell Regular

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

Alternative Twitter hashtag
(in full without heart symbol)

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.

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.

JOIN THE CAMPAIGN
HEARTUNIONS.ORG
#UNIONS



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.

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.



JOIN THE CAMPAIGN
HEARTUNIONS.ORG
#HEARTUNIONS

