



# LIUNA Style Guidelines

VERSION 3  
JUNE 2020

# LIUNA!

*Feel the Power*



# Contents

## OUR BRAND

1.1	Introduction .....	2
1.2	Who We Are .....	3
1.3	Where We've Been .....	4

## OUR STYLE

2.1	Our Logo .....	5
2.2	Logo Variations .....	6
2.3	Using Other Logos .....	7
2.4	Our Colors .....	8
2.5	Color Variations.....	9
2.6	Our Typefaces.....	10
2.7	Typography.....	11
2.8	Imagery.....	12
3.1	General License Agreement .....	14

# 1.1

# Introduction

This style guide was developed to help our staff and members understand and implement our shared visual identity. LIUNA's 21st century brand is bright, bold and forward-looking, and when it is applied in a consistent way, the Union's mission, messages and best qualities will be strengthened everywhere they are presented.

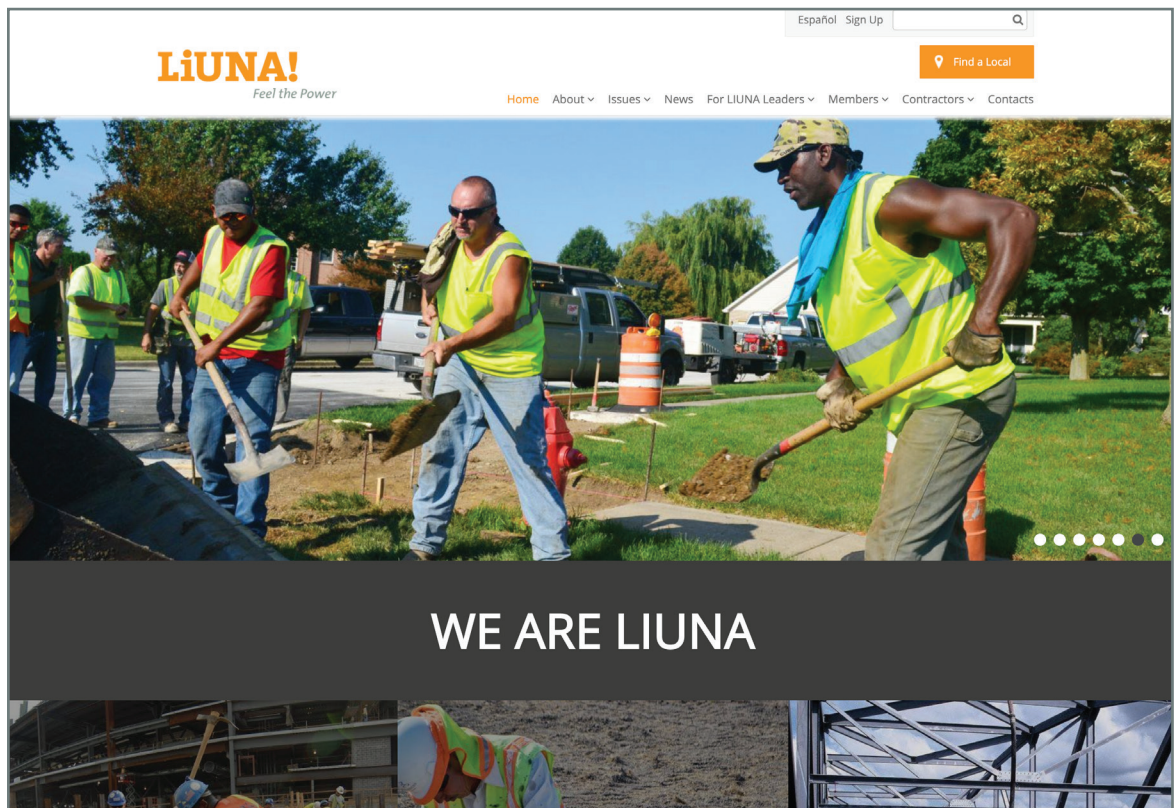
The guidelines cover the proper usage of the key elements of LIUNA's brand including the logo, colors, fonts and imagery, while leaving room for creativity and the flexibility to communicate most effectively to diverse audiences.

Understanding what the essential ingredients of our identity are and how to incorporate them into your designs will go a long way to help put the Union and what we stand for in a positive light and to build a great brand that is instantly recognizable by members, employers and policymakers all across the North American continent.



## Your online resource

It is important to always use the latest version of this guide as well as logo files and templates. These can be downloaded from [liuna.org/style](https://liuna.org/style)



LIUNA is building America and Canada and keeping them running. We are a progressive, aggressive, and diverse union of trained construction workers and public service employees, and we use our collective power to solve the problems that workers, employers, and policymakers can't solve alone. We fight to create opportunities for the industries that build the U.S. and Canada's infrastructure; to provide training, fair wages, and the protections that workers need to lift themselves and their families into the middle class; and to inform and influence policymakers to support growth. We are powerful allies with more than 100 years of history, and a clear vision for how to keep America and Canada moving forward.

### Audiences

LIUNA means many different things to different people. Following are some of the most important benefits to communicate about LIUNA to each of our key audiences.



#### Employers

- We train a skilled, productive labor force so that your projects will be profitable and completed safely, on-time, and on-budget. We keep you competitive.
- We offer a flexible, customizable workforce, adaptable to your needs.
- Our strong relationships with policymakers make us a powerful ally for securing permits and getting projects funded and approved.



#### Policymakers

- We know local business landscapes and the issues that workers and employers care about, so we help you understand how to fight for your constituents.
- We are a source of information, credibility, and strength.
- We can mobilize our large membership for advocacy.



#### Members

- LIUNA fights for the protections you deserve, including a fair wage for hard work, safe working conditions, retirement benefits, respect, and training that allows you to progress in your career.
- Membership gives you strength in unity.
- Being a member of LIUNA connects you to life-changing job opportunities.

### Key words

These are just a few of the concepts and qualities that help define who we are and what we are working to achieve together. They are central to our messaging and the personality of the LIUNA brand.





## 1.3

# Where We've Been

### Learn more

For a more detailed history of LIUNA, see [liuna.org/history](https://liuna.org/history).

The history of LIUNA is the history of America and Canada. Born out of the struggle for better lives and fair, safe working conditions, the union formed in 1903, grew quickly, and then suffered during the Great Depression when wages plummeted. Out of this hardship came legislation designed to protect workers and help the economy recover. The laws passed in the 1930s are still crucial to the fight for labor rights today—they established prevailing wages, set minimum standards for working conditions, and enforced collective bargaining rights.



During World War II, LIUNA members worked and sacrificed for war efforts, suspending dues and pledging support to the National Defense Program. After the war, the union helped negotiate fair contracts and safe working conditions for the infrastructure projects that helped form the U.S. and Canada, including the international highway system, dams, and pipelines.

In the 1960s, LIUNA fought to end racial discrimination within unions, and members marched proudly beside Martin Luther King, Jr. In 1965, the union changed its name from The Hod Carriers and Building Laborers' Union to LIUNA (Laborers' International Union of North America) to reflect the tremendous growth and diversity of its membership. Throughout the 1980s and 1990s, LIUNA increased training, safety, and services for members.



After more than 100 years of fighting for workers and forging the highways, buildings and public services that shape American and Canada today, LIUNA is 500,000 members strong and continues its fierce commitment to improving the lives of workers.

Together, LIUNA members wield their collective power to lead workers, employers, and policy makers in America and Canada toward growth for the new century and beyond.

## 2.1

# Our Logo

The LIUNA logotype is a legally-protected representation of our brand. The tagline “Feel the Power” should always be included except when the logo is very small.

Our logo is at its boldest and most clearly visible in this orange and gray configuration on a white background, but may be reversed to white and preferably on an orange background. The logo and the color orange go hand-in-hand in creating our unique identity.

**LIUNA!**  
*Feel the Power*

**LIUNA!**  
*Feel the Power*

The logo should be handled with care, and while the size may vary, it should always be kept in the proportions seen above. Below are a few examples of **incorrect** uses of the logo:

### Important!

**Do not** stretch, distort or alter the color of the logo.

**Do not** add shadows, glows or effects to the logo.

### Definitions

**Wordmark** refers to the design of the five letters of LIUNA and exclamation point.

**Tagline** refers to the “Feel the Power” words beneath the LIUNA wordmark.

**Logo** refers to the full design that includes the wordmark and tagline combined.

~~**LIUNA!**  
*Feel the Power*~~

~~**LIUNA!**  
*Feel the Power*~~

~~**LIUNA!**  
*Feel the Power*~~

~~**LIUNA!**  
*Feel the Power*~~

~~**LIUNA!**  
*Feel the Power*~~

~~**LIUNA!**  
*Feel the Power*~~

Always allow adequate space around the logo. As a rule, a minimum of space equal to the height of the letter “N” in LIUNA should be maintained on all sides.



Avoid placing the logo over a photograph or other complex imagery. It stands out most strongly on a field of white or orange as seen above.



## 2.2

# Logo Variations

### Important!

The guidelines for logo usage outlined in the previous section must be observed for all versions.

### Please note:

The relative sizes of “LIUNA” and “Feel the Power” remain the same in all configurations.

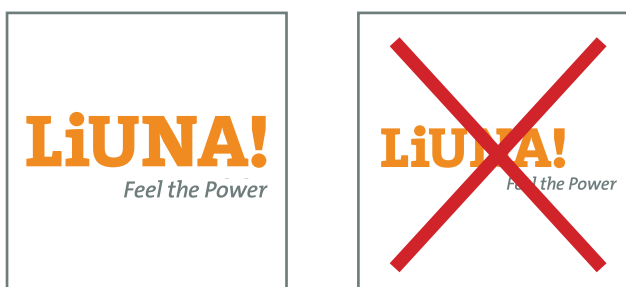
### Why “i”?

The lower-case “i” in our logo may be seen as a representation of the “individual” within the collective strength of LIUNA as a whole. It also helps create a youthful, internet-age personality for the Union’s brand.

The version of the logo shown in the previous section will be used primarily for marketing and external communication purposes. An expanded version of this logo includes the full name of the Union and may be used for more official purposes, such as letterhead, business cards and signage.



The “Feel the Power” tagline, with its message of collective strength and energy, is essential to LIUNA’s brand. Therefore, it should be virtually inseparable from the LIUNA name. In some situations where space is constricted, it will be more effective to place the tagline fully beneath the LIUNA wordmark, right aligned to the exclamation point. This allows the LIUNA name to be as bold as possible in settings such as a social media profile image.



All variations of the logo may be used in solid black and white when full color is not possible.



## 2.3

# Using Other Logos

### Please note:

For the sake of simplicity, we refer to any subgroup or organization under the LIUNA umbrella as “local” here. The word as used in this guide does not always refer to our many Locals, although it does include them.

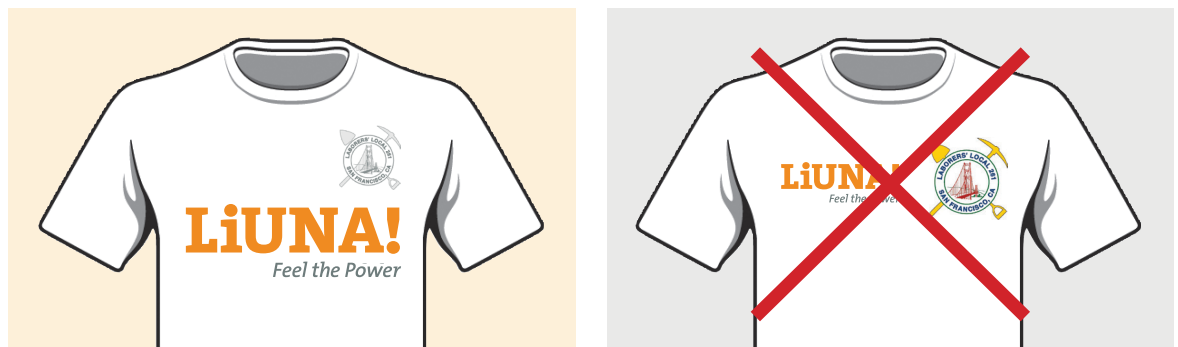
LIUNA is an organization made up of numerous entities – on the national, regional and local levels – each often having its own unique identity. While some have incorporated the current orange LIUNA wordmark in their designs, quite a few of the logos for these groups are still based on older brand identities that are no longer in use by the Union as a whole.

No matter what local organization you belong to, we are all interconnected as a Union. Our common goal is to stay competitive in today’s labor marketplace and to create good jobs for all our members. Building recognition for the LIUNA name and our brand across the continent is a major part of this effort. Therefore, it is essential that LIUNA’s wordmark or logo occupies the primary position when displayed in conjunction with the identity of a local entity.

The preferred arrangement is to display the LIUNA logo on its own with the name of the local organization typset beneath. The local logo may appear separately, when possible, as seen in the example on the back of a t-shirt below. This is especially important when the local logo uses colors other than those in our primary palette (*see section 2.4*).



If LIUNA’s logo must appear together with another, then LIUNA’s logo should be displayed at least 50% larger than the local logo and that a black (or gray) & white version of the second logo is used if it does not already use colors exclusively from our primary palette.



The most important rule of thumb to remember: LIUNA should always be the most visible.

### Update your local identity!

Templates will soon be available at [liuna.org/style](http://liuna.org/style) that will assist you in creating a logo that incorporates the LIUNA brand and also allows for local customization.



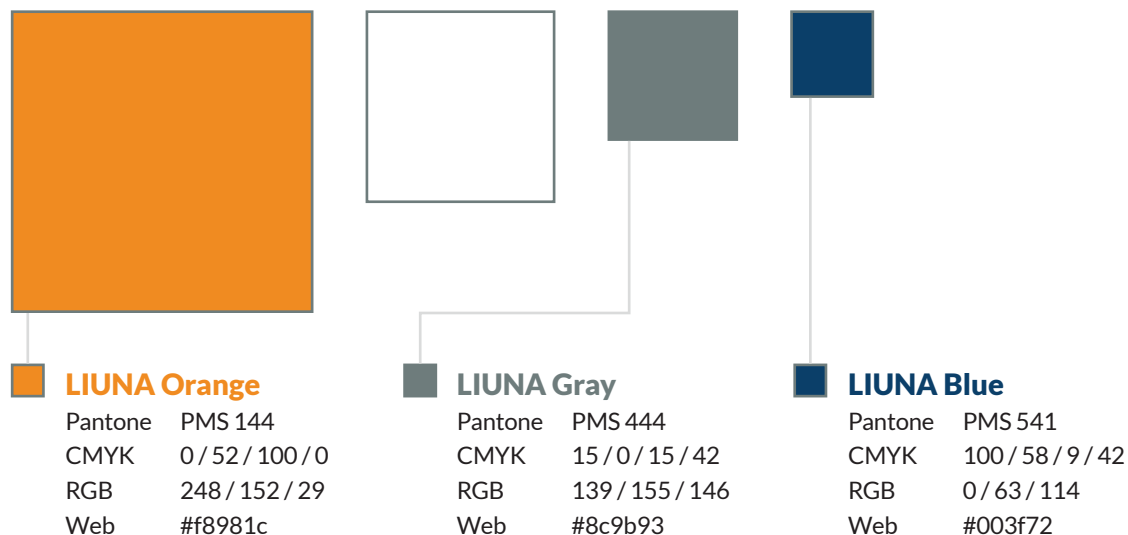


## 2.4

# Our Colors

LIUNA's orange is as important to our distinctive identity as our logo. This orange and only this orange, as defined in this guide, should be the most dominant color in any design. However, this does not mean that everything should use this one color.

The diagram below shows the relative weight that should be given to our primary colors. Note that white is considered a color! The use of white helps keep designs bright and airy, modern and clean. It also allows for the preferred presentation of our logo, which is orange and gray on a white background (see section 2.1).



Gray is an important supporting color (it is part of the logo too, after all), but looks best when it is separated from orange with some white. When a color overlaps or touches orange, the blue works better. But blue should only be used in an accent role, which is why it is the smallest box in the diagram.



### The basics of color

For a good, short overview of what these “codes” for our various colors mean and the appropriate situations for using them, go to: [modassicmarketing.com/difference-between-cmyk-rgb-pms/](https://modassicmarketing.com/difference-between-cmyk-rgb-pms/)

## 2.5

# Color Variations

The customized tints of our primary colors below may also be used. They allow for variety in a layout without introducing other colors that may diminish or clash with our main palette.

### Based on LIUNA Orange



**PMS 144**



Pantone **PMS 144 - 65%**  
CMYK 0 / 32 / 65 / 0  
RGB 252 / 183 / 108  
Web #fcb76c



Pantone **PMS 130 - 40%**  
CMYK 0 / 10 / 43 / 0  
RGB 255 / 227 / 160  
Web #ffe3a0



Pantone **PMS 130 - 15%**  
CMYK 0 / 3 / 14 / 0  
RGB 255 / 244 / 220  
Web #fff4dc

### Based on LIUNA Gray



**PMS 444**



Pantone **PMS 444 - 65%**  
CMYK 40 / 30 / 30 / 0  
RGB 159 / 164 / 166  
Web #9fa4a6



Pantone **PMS 444 - 35%**  
CMYK 20 / 12 / 15 / 0  
RGB 203 / 209 / 207  
Web #cbd1cf



Pantone **PMS 444 - 12%**  
CMYK 5 / 4 / 4 / 0  
RGB 238 / 238 / 238  
Web #e0e0e0

### Based on LIUNA Blue



**PMS 541**



Pantone **PMS 300 - 65%**  
CMYK 69 / 34 / 0 / 0  
RGB 76 / 145 / 209  
Web #4c91d1



Pantone **PMS 300 - 35%**  
CMYK 32 / 15 / 0 / 0  
RGB 168 / 195 / 230  
Web #a8c3e6



Pantone **PMS 300 - 12%**  
CMYK 10 / 4 / 0 / 0  
RGB 226 / 234 / 246  
Web #e2eaf6

### Non-brand colors

Other colors are permitted, but great care must be taken that they coordinate well with our primary palette. Additional colors should only play a supporting role in a design and should never be used in place of our primary brand colors outlined in the previous section.

**Please note:**  
Tints may be based on different Pantone (PMS) colors than those of the primary palette from which they are derived.



The fonts we use in our writing give our words a personality and professionalism that reflect the values of the Laborers International Union of North America. Consistent use of the selected fonts will help greatly to advance and uphold the quality of the LIUNA brand these guidelines seek to achieve.

Keeping in mind that it is not feasible to license for everyone the commercial fonts that professional designers have used to create our logo, we have chosen these free fonts from Google to serve both everyday needs and higher-end applications. They share characteristics with those commercial fonts that helps to provide a compatible look between pieces that would be created by professionals and those put together by non-professionals on a light budget.

### Lato

The primary font to use in almost every situation, including regular text and headlines. This is a font family that is free to use both in print and on the web. Download the font from [google.com/fonts](https://www.google.com/fonts)

Lato Regular

AaBbCc123

Lato Black

AaBbCc123

Lato Italic

AaBbCc123

Lato Black italic

AaBbCc123

### Roboto Slab

An optional font that may be used for display or headlines, but never for regular text. It also is available for free at [google.com/fonts](https://www.google.com/fonts)

Roboto Slab Bold

AaBbCc123

Aa

### Thesis Fonts

If available, the commercial fonts used in LIUNA's logo may be used in designs and layouts, but they should never be used to recreate the logo itself. For more information about this family of fonts and how to correctly use them, please visit [liuna.org/style](https://liuna.org/style)



### Installing Google fonts

If you are unfamiliar with how to download and install these fonts on your computer, a helpful step-by-step guide can be found at [www.cnet.com/how-to/how-to-download-google-fonts-to-your-computer/](https://www.cnet.com/how-to/how-to-download-google-fonts-to-your-computer/)

If neither of the above fonts are available, then Arial is the preferred standard system font to use in their place.

### Arial

The "narrow" and "black" versions of Arial should be avoided.

Arial Regular

AaBbCc123

Arial Italic

AaBbCc123

The primary fonts we use are described in section 2.5. Observing the best practices of professional graphic design and typography will produce the best results. Below are some basic guidelines for use of type that will help uphold the overall quality of our brand.

- 1 As with the LIUNA logo, text should not be stretched or distorted, nor should simulated 3-D effects be applied to it.

**Sample Text** **Sample Text**

- 2 Use All-Caps text sparingly. Long passages in all-capitals is hard to read and in the internet age of today, translates as shouting. Appropriate use would be for short headlines or subheadings.

#### SUBHEADING TEXT

Harum rehendipsam recte voluptati dolut aturi tem dolorer spellup idest, illitaquo id erunt exceste por aci dolorestrum exces re, ipsuntorro excest, odipid quas nonserf erferunt.

HARUM REHENDIPSAM RECTE VOLUPTATI DOLUT ATURI TEM DOLORER SPELLUP IDEST, ILLITAQUO ID ERUNT EXCESTE POR ACI DOLORESTRUM EXCES RE, IPSUNTORRO EXCEST, ODIPID QUAS NONSERF ERFERUNT.

- 3 Avoid placing text over complex imagery. If text is placed over an image, ensure that there is enough contrast between the type and the background for easy reading.



- 4 Incorporate adequate white space around text. White space eases the reading process by aiding the eye to move from the end of one line down to the beginning of the next as well as providing places for eyes to rest. It also contributes a great deal to the clean and modern feel of LIUNA's brand.

Harum rehendipsam recte voluptati dolut aturi tem dolorer spellup idest, illitaquo id erunt exceste por aci dolorestrum exces re, ipsuntorro excest, odipid quas nonserf erferunt. Tem fugiaecum voluptaque...

Harum rehendipsam recte voluptati dolut aturi tem dolorer spellup idest, illitaquo id erunt exceste por aci dolorestrum exces re, ipsuntorro excest, odipid quas nonserf erferunt. Tem fugiaecum voluptaque... Volorent.

#### The LIUNA acronym

In the body of documents, where LIUNA's acronym is to be used it should be in all capitals (LIUNA). "LIUNA!" with the exclamation point and small letter l should never be used in the body of documents.

Photographs are used in countless ways to document people, places & events. But much more than that, they tell our powerful stories and can be the most effective way to illustrate ideas that are famously worth “a thousand words.”

The subject matter of imagery will depend on the specific goals, audience and content of the material being published. This section provides some general rules of thumb to keep in mind when choosing stock photography or commissioning a custom photo shoot to help support LIUNA's overall branding objectives.

1

### Bright and bold

In keeping with the vibrant and modern feel of the LIUNA brand, our published material should use photography that matches. Images where the subjects are well-lit, in-focus and active will lend energy to the design, help put the Union in a positive light, and engage your audiences. Even in darker scenes, as seen in the examples below, the faces of subjects should be clear and their actions easy to understand.



### Resolution

Photos that are intended for print publications **must have a resolution of at least 300dpi** (dots per inch). As a rule of thumb, remember that a 10-megapixel camera set at its highest picture quality will produce images with enough resolution to be reproduced over a full 8½" x 11" magazine cover.

2

### If possible, hire a professional

Hiring a professional photographer greatly improves the chances of capturing scenes and people in engaging compositions. They also have the expertise to ensure that the many artistic and technical details necessary to achieve the highest-quality reproduction of the images in print and on the web. Be sure to provide all photographers (professional and amateur) with these guidelines ahead of time so they can familiarize themselves with our branding objectives before they shoot.





### Know your audience

Generally speaking, **employers** will be more interested to see images of their projects and buildings while **members** will prefer to see people like themselves at work and enjoying the benefits of Union life. **Policymakers** may see a more balanced blend of both projects and their constituents.

3

### Avoid collages or heavily 'Photoshopped' composition

Our audiences need to see the real LIUNA: our members at work, our strength in numbers, and the projects we bring to life. Combining images to express abstract concepts (such as 'freedom' or 'middle-class mobility') can be effective, but montage often produces tacky and artificial results. There is nothing fake about what we do or what we stand for. The preferred approach is to lay out separate realistic images in a creative grid or to incorporate symbolic ideas within a scene before capturing the images.



4

### Diversity & variety

Most people think of skin color when they encounter the word 'diversity.' In reality, there are numerous qualities that make up our diverse Union, including ethnicity, age, types of jobs and jobsites, and geography. Our imagery should always be inclusive, but it should also strive to "look like your local." Audiences should be able to see that LIUNA focuses on more than just construction and that we are much more than a skilled workforce – that our membership can be mobilized as a powerful political force as well.



5

### Ensure that subjects are using proper safety equipment

It is extremely hard to correct after the fact, so it is essential to check that any members who will be photographed on a jobsite are wearing or using the required safety equipment. Improperly equipped members sends a mixed message about the Union's emphasis on top-quality training and safety standards.



LIUNA generates a variety of logos and symbols for its use. Several of these are registered trademarks, and protected by law. In order to protect the logos and symbols from unauthorized use, LIUNA must take steps to ensure that they are not used incorrectly.

As the owner of these trademarks, the International Union (LIUNA) hereby grants to all LIUNA affiliates a limited right to use “LiUNA!,” the “LiUNA! Feel the Power” logo and all LIUNA trademarks in accordance with the following terms:

1. The purpose of the use is to promote and market the LIUNA brand, in accordance with Resolution 5 (“One Union, One Brand”), passed in 2016 at LIUNA’s 25th International Convention;
2. Examples of acceptable uses include, but are not limited to: reproduction and publication in written materials such as postcards, brochures, announcements, signs, websites, and the like; on T-shirts, hats, and other apparel; on cups, water bottles, pens, paperweights, and other items of a similar nature;
3. Affiliates agree to follow the LIUNA Style Guide, and require any independent vendors to do the same. The Style Guide may be found here <http://www.liuna.org/style>. Questions about the Style Guide may be directed via email to: [communications@liuna.org](mailto:communications@liuna.org);
4. For any uses that are expected to deviate from the above, affiliates and other potential licensees should request review and permission in writing, by mail to: LIUNA Legal Department, 905 16th St. NW, Washington, D.C. 20006, by fax to: (202) 942-2208, or by email to: [legal@liuna.org](mailto:legal@liuna.org). A hard copy sent by postal mail should accompany all faxes and emails. If no response is received within 30 days of transmission, approval may be presumed; and
5. Affiliates agree to promptly notify the International Union of any infringements or suspected or threatened infringements, imitations, illegal uses, or misuses that come to their attention.

For any questions or concerns not addressed herein, please contact the LIUNA Legal Department, in the manner described above or call (202) 942-2204.