IDENTITY USAGE GUIDELINES

UNITED FOOD AND COMMERCIAL WORKERS INTERNATIONAL UNION (UFCW)

UFCW

a **VOICE** for working America
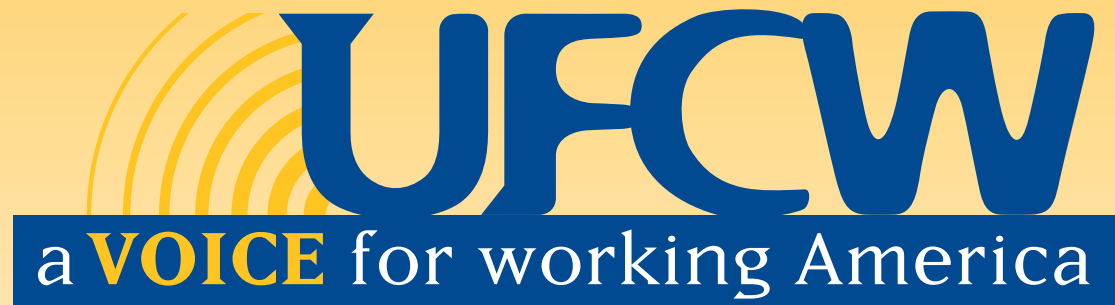
Visual Identity

Logo

**Logo
w/o tagline**

Area of Isolation (Padding)

There should be blank space around the logo at least twice the height of the logo whenever possible.

Logo

**Logo
w/o tagline**

Color Palette

The colors of the UFCW's logo must match the PMS Coated Stock Colors as closely as possible for ALL materials where the logos are used, i.e., print, web, banners, shirts. This also applies to the Spanish, French and Vote Yes logos.
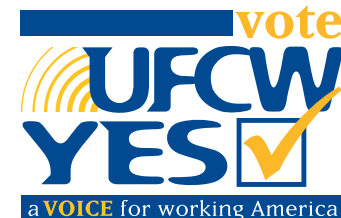

Blue = PMS 280 Coated

CMYK = 100/72/0/18

RGB = 0/73/144

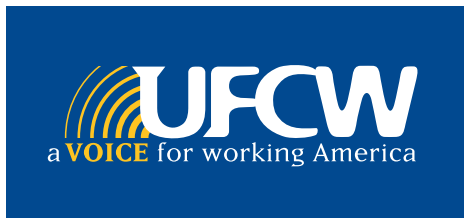**Gold = PMS 123 Coated**

CMYK = 0/24/94/0
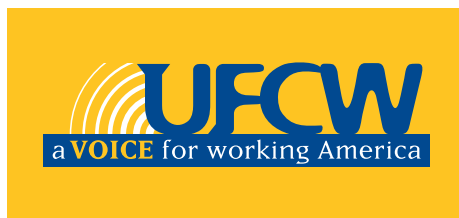
RGB = 255/196/37

Color Usage

The standard UFCW logo should be used on white and light colored backgrounds. See below for other options for various backgrounds.
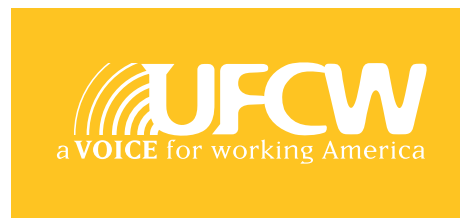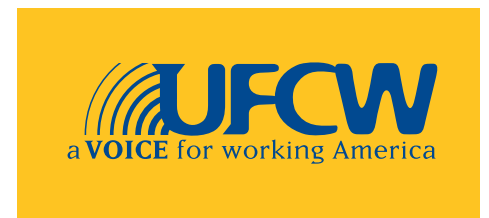
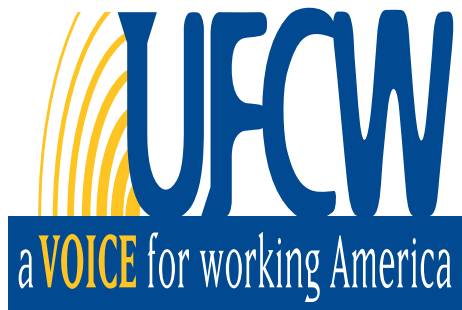| 2 Color	2 Color	1 Color	1 Color

Restricted Use of Logo

The porportions of the logo and words should never change. The individual elements should never be changed from their original size, color, or position. Nor should the fonts change. Also, do not use previous versions of the UFCW logo. These are examples of what not to do.
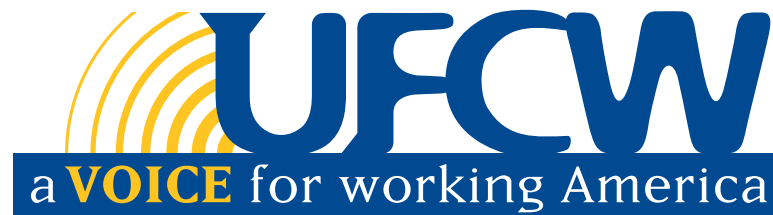
Font Usage

The following fonts are used in the logo and in publications.

"UFCW" = **Flexure**

"A Voice for working America" = **Matrix Bold Lining**

Complimentary Sans Serif Fonts in Publications = Myriad Pro Regular, **Semibold, Bold, Black**

Complimentary Serif Fonts in Publications = Times New Roman Regular, **Bold**

Samples of Local Usage

You can find language regarding the branding of the UFCW in the 2008 Constitution, Article 20, Section B. If you have any questions concerning the use of the UFCW branding, please feel free to contact the Communications Department at (202) 223-3111.

Below are some samples of proper usage of our Locals using proper UFCW branding.