

UNITED WORKERS
STYLE GUIDE & UI/UX

COLEEN LOCHABAY DESIGN

PRIMARY LOGO

BLACK AND WHITE



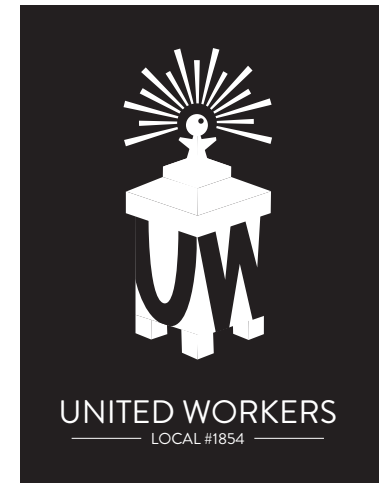
UNITED WORKERS
LOCAL #1854

COLOR



UNITED WORKERS
LOCAL #1854

REVERSE GROUND



ONLY USE REVERSE GROUND WHEN ABSOLUTELY NECESSARY.

LOGO & SERVICE MARK
USAGE AND PLACEMENT

SECONDARY LOGO



LOGO ALONE



LOGO ON LEFT, TYPE ON RIGHT
UNITED WORKERS STACKED/CENTERED

SIGNAL SERVICE MARK



TAGLINE

Connecting You. And You. And You.

LOGO & SERVICE MARK
USAGE AND PLACEMENT

COLOR

COLLABORATION BLUE



HEX #7b8f99
CMYK 56,36,33,2
RGB 123,143,153

UNITY RED



HEX #c15d4f
CMYK 19,75,70,5
RGB 193,93,79

NAVY CONNECTION



HEX #132a30
CMYK 86,65,59,63
RGB 19,42,48

SHADES AND TINTS OF THESE COLORS ARE ALSO ACCEPTABLE TO USE IN PRINT AND WEB APPLICATIONS.

TYPOGRAPHY

BRANDON GROTESQUE LIGHT abcdefghijklmnopqrstuvwxyz 0123456789
BRANDON GROTESQUE REGULAR abcdefghijklmnopqrstuvwxyz 0123456789
BRANDON GROTESQUE BLACK abcdefghijklmnopqrstuvwxyz 0123456789

BRAND ASSETS

FRONT FEATURES

UW Logo
Member Photo
ID Number
Expiration Date

BACK FEATURES

UW Terms/Conditions
UW Contact Information
URL
Logo



MEMBERSHIP CARD FRONT & BACK DESIGN

LOGO USES

MINIMUM LOGO SIZE

MINIMUM .75"
LOGO ALONE



MINIMUM 1"
LOGO WITH TYPE



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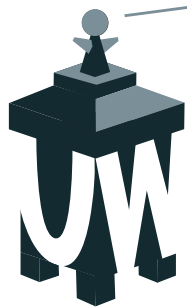
CLEAR SPACE



USE HEIGHT OF THE SIGNALER

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LOGO MISUSES



UNITED WORKERS SIGNAL
Logo should always have a Signal.

If the signal is missing, check to see if it is plugged in. Still nothing? Try turning it off then on again. If all the above fails, get on the roof and shout it out!



UNITED WORKERS COLORS
-only use the UW colors for the logo and for all literature and web applications. My eyes are burning.

(No offense to anyone who actually like this color combo.)

LOGO USAGE
SIZING & MISUSES

SUNDRIES

HOODIE

Features Logo and UW name

XS-4X

\$38-all sizes

1TB MEMORY STICK

Features Logo and URL

\$35



APPAREL & ACCESSORIES
SWEATSHIRT AND THUMB DRIVE