

**UNITED STEELWORKERS**



**UNITY AND STRENGTH FOR WORKERS**

GRAPHICS STANDARDS AND STYLE GUIDE

VERSION 3.0 • SEPTEMBER 2012

## WHAT'S NEW

This guide has been updated. Please read carefully as a number of sections have been updated. Here are a few of the changes.

### 1. The logo has changed slightly

- The gaps between fingers have been closed.
- We no longer use the gradient in any instance of the logo.
- The ™ has been replaced with ®.

Please replace all of your old files with new.

#### CURRENT



#### OLD



### 2. New apparel guidelines

See page 10.

### 3. New promotion item guidelines

See page 10.

## CANADA

The USW in Canada may use a bilingual version of the logo. All of the rules set forth in this style guide shall be applied to the use of this logo as well.



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## IMPORTANT NOTICE

**Local Unions:** You may use the new logo for internal communications such as your website, newsletters, flyers, handbills, etc. Low-resolution files of the logo are downloadable on our website: [www.usw.org](http://www.usw.org).

If you wish to have the logo printed on letterhead, signs, banners, clothing, stickers, etc. and require a high-resolution file, you must have your vendor contact our Purchasing and Travel Department by calling (412) 562-2396 or by e-mailing [branding@usw.org](mailto:branding@usw.org).

**Vendors:** In order to print, duplicate or produce any material or promotional item containing the logo, you will first be required to enter into a licensing agreement with the USW. **After the agreement has been signed and returned to the USW, a high-resolution file of the logo will be e-mailed or shipped on CD to you by our Purchasing and Travel Department. You can contact them by e-mailing [branding@usw.org](mailto:branding@usw.org) or by calling 412-562-2396.**

## INTRODUCTION

The USW is a dynamic and diverse union of 1.2 million working and retired members throughout the United States and Canada working together to improve jobs, our workplaces and provide a better future for our families and society as a whole.

The USW has grown strong through organizing and mergers and is now the largest industrial union in North America, representing workers in almost every sector of the economy: from metals and mining and manufacturing to health care and other services.

## THE GRAPHIC STANDARDS AND STYLE GUIDE

This guide explains the elements of the USW logo and the specifications for reproduction. Use of these guidelines is imperative.

The identity for USW and associated brands were designed to embody our mission and values. As it is a visible essence of our organization, it is vital that it be reproduced with care.

Unified and controlled reproduction of the identity across all applications reinforces the philosophy and mission of our union. These applications include all print materials, advertising, presentations, new media and signage.

Any questions regarding the use or application of these identities should be directed to: [branding@usw.org](mailto:branding@usw.org).

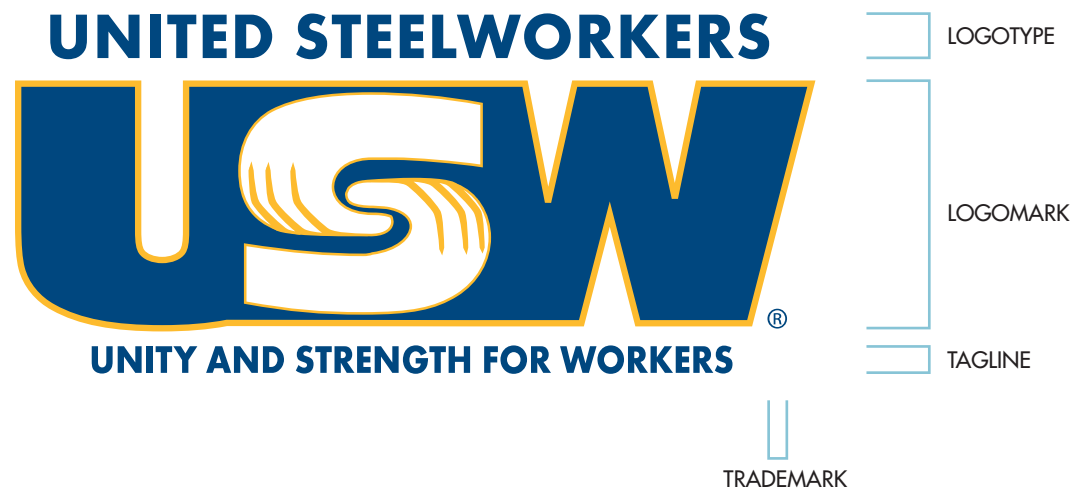
## REGISTERED TRADEMARK

To insure that the Union's logo, slogan and acronym are closely identified with our Union and no other, we have received registered trademark protection in both the United States and Canada for the logo and each of its elements ("USW and Design," "USW," "Unity and Strength for Workers" and the short form of our name "United Steelworkers." We have also received registered trademark protection for "Steelworkers."

To inform the public that these trademarks/service marks/collective membership marks are proprietary to us and may not be used for organizational identity or in connection with providing goods or services without the permission of the Union, the ® symbol should be used with each mark as shown at right.

## THE USW IDENTITY

### Elements of the USW Identity



### This is the approved USW logo:

The logo is the combination of the logotype, logomark and tagline. These elements must always be used in the approved format configurations. Do not recreate the logo by scanning, typesetting or redrawing any portion. Always use the original electronic artwork files exactly as they are provided.

### How to acquire electronic artwork files of the USW logo:

Low-resolution files of the logo can be downloaded from the USW website. Vendors will have to sign a licensing agreement with the USW before obtaining high-resolution files. E-mail: [branding@usw.org](mailto:branding@usw.org) to request high-resolution files.

### GENERAL LOGO REPRODUCTION

The USW Logo should always be used in its complete form. It is permissible to use the logo without the tagline in specific instances: when reproducing the logo in a size that renders the tagline illegible as explained on pg. 5; and when reproducing the logo with district or local numbers as explained below.

The USW logo should never be broken up into its individual components (logomark reproduced separately from the logotype) without prior approval from USW Communications Department.

### TAGLINE

The tagline for USW, "UNITY AND STRENGTH FOR WORKERS," should never be typeset. Always use the approved digital files. The logo with the tagline should never be reduced to the point where the tagline is no longer legible. See pg. 5 for minimum size requirements.

### ALTERNATE VERSIONS FOR DISTRICT/LOCAL USE

Districts and/or locals may alter the USW Logo by typesetting their district or local number below the tagline or in place of the tagline. This can only be done using the Futura T Bold font in all caps. A copy of this font is available at [www.usw.org](http://www.usw.org).

The district/local addition to the logo must be in one of three formats:

**DISTRICT (#)**  
**LOCAL (#)**  
or  
**DISTRICT (#), LOCAL (#)**

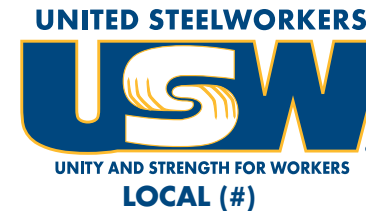
This addition must be centered under the logomark or tagline, must be the same color as the logotype (see pg. 8 for color specs) and may not exceed the height of the letters in the logotype "UNITED STEELWORKERS."

These rules apply to all logo color formats.

## LOGO USAGE Preferred Configurations



COMPLETE LOGO



COMPLETE LOGO WITH DISTRICT AND/OR LOCAL NUMBER



LOGO MINUS TAGLINE WITH DISTRICT AND/OR LOCAL NUMBER



LOGO MINUS TAGLINE

### Alternate versions of the USW logo:

When districts and/or locals add their number to the USW logo, they must follow the rules stated at left. Unified and controlled reproduction of the identity across all applications reinforces the philosophy and mission of the organization.

### RECOMMENDED SIZE REPRODUCTION

The recommended size of the USW logo differs for each use. For printed materials such as books, brochures, and flyers the USW logo should appear no smaller than the minimum size stated below.

### MINIMUM SIZE REPRODUCTION

Using common logo sizes across all applications helps to establish a strong, cohesive and consistent identity system. Regardless of the communications vehicle, print, broadcast or other media, the USW logo has size limitations when it comes to reduction.

The minimum size limit differs for each logo, depending on whether or not it reproduces with or without the respective tagline. Logo size as referred to here is determined by measuring the total width of the logo (logomark and logotype). Minimum sizes are shown on this page.

Do not reproduce the logo smaller than the minimum size, except for situations in which the design surface will not permit minimum size reproduction (promotional materials i.e., pens, pencils, golf balls, etc.). In these cases, the logo may be printed in one color minus tagline. These guidelines apply to all logos and logo formats.

Minimum size requirements for broadcast and other media hinge on legibility. In such instances, the USW Branding Department should be consulted if legibility is in question. E-mail: [branding@usw.org](mailto:branding@usw.org).

### EXCEPTIONS

Exceptions can be made when reproducing the logo on small novelty items such as watches, pens, keychains, etc. In these instances, use the logo minus tagline and print the logo as large as possible to retain legibility.

In these cases, the color of the promotional items should be white or as close as the vendor can get to USW Blue or USW Gold. See pg. 8 for color specs and page 10 for promotional item color options. The USW logo should be printed one color minus tagline in USW Blue, USW Gold, solid black or white on these items.

## LOGO REPRODUCTION

### Recommended and Minimum Size Requirements



COMPLETE LOGO  
Minimum Size

### COMPLETE LOGO

1.5" is the preferred minimum size for the complete logo in all of its color formats. This includes variations that contain district and/or local numbers below or in place of the tagline.



LOGO MINUS TAGLINE  
Minimum Size

### LOGO MINUS TAGLINE

1" is the preferred minimum size for the logo minus tagline in all of its color formats.

### CALCULATING AND ALLOWING FOR AN AREA OF ISOLATION

The USW Logo should always be afforded a predetermined area of breathing space, referred to as an area of isolation.

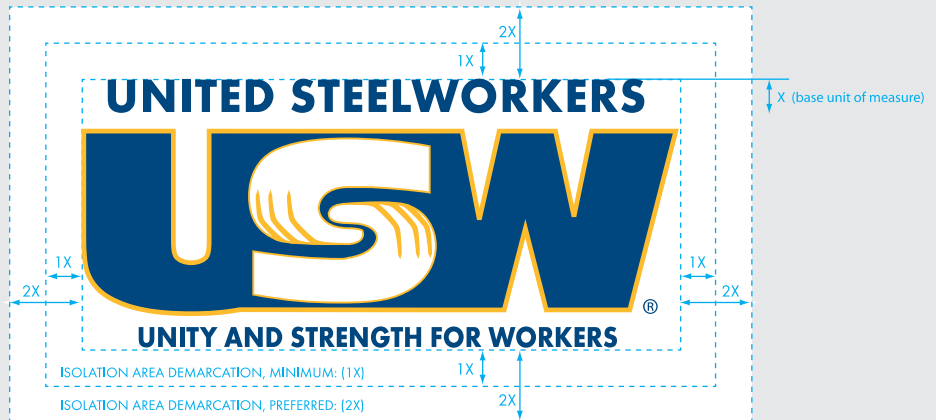
This ensures that the identity maintains its hierarchy and is not overwhelmed by other visual elements. The area of isolation can be calculated as a factor of the x-height in the uppercase letters in the logotype that spell "UNITED STEELWORKERS." This area of isolation is referred here as the unit "x."

The preferred area of isolation is 2x or greater, while the absolute minimum is 1x. Do not position other elements closer than the absolute minimum area of isolation.

This area must be kept free of other imagery, text, graphic elements, page edges and folds.

Only the area of isolation for the complete USW Logo is illustrated here. These guidelines apply to all logo formats, including instances when district or local numbers are included below or in place of the tagline. The method of calculating for "x" is also the same for these alternative formats.

### AREA OF ISOLATION



### REPRODUCTION PREFERENCES

The USW Logo must always appear in one of four color styles or black and white.

If single color reproduction of the USW Logo is necessary, it must be black, white, USW Blue or USW Gold on a field of a different color from that same list.

### REPRO IN PMS COLORS

When the USW logo appears in its true colors, it should be printed in the specific Pantone Matching System (PMS) spot colors or PMS custom-process color formulations. (pg. 8)

### REPRO IN 4-COLOR IN PROCESS

When the logo appears in traditional 4-color process printing, only use the specified color build formulas listed in this guide. Use only the available, pre-specified versions of the 4-C process signatures (available as digital files). Allowing your layout, retouching or illustration program to do the conversion will result in inaccurate color builds.

### REPRO FOR BROADCAST OR WEB DESIGN

When the signatures must appear in broadcast media (television, film, video), use only the available, pre-specified versions of the RGB-Web Safe color signatures. Where the broadcast background impedes the legibility of the logo, use the logo as pure white on a solid field of color.

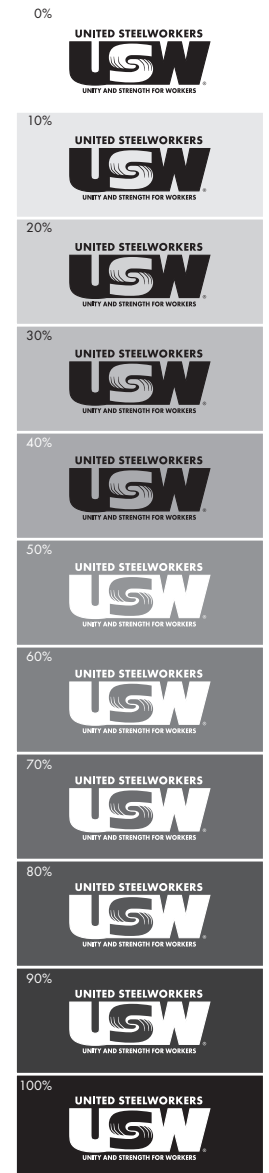
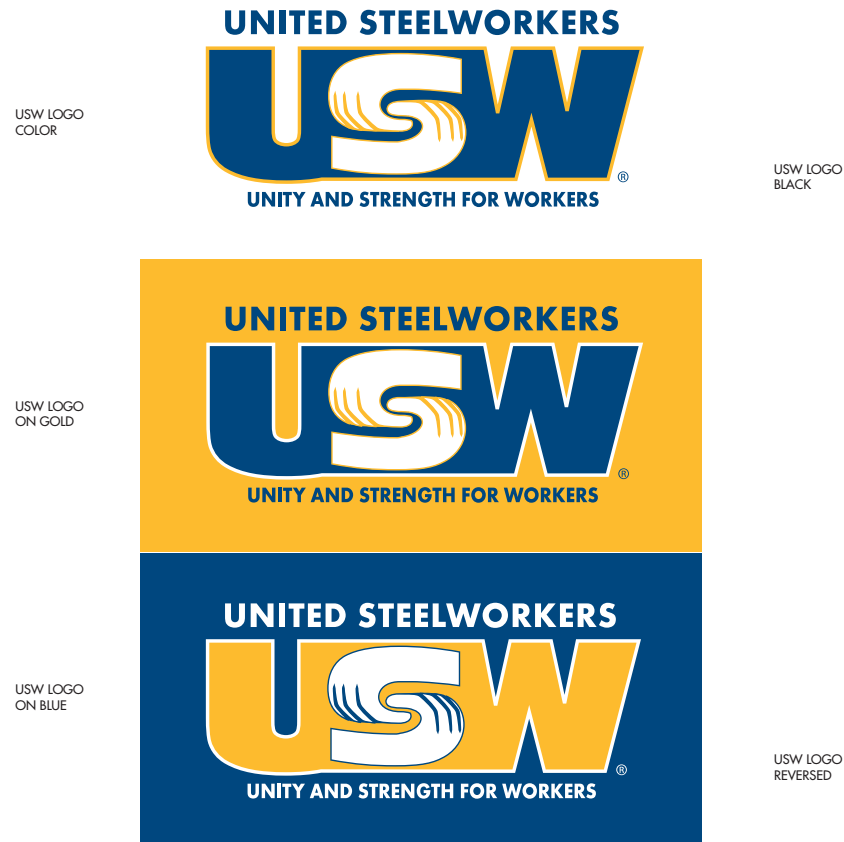
### REPRO IN ONE COLOR

When the signatures must appear in one color, it must always print 100% black, USW Blue or USW Gold on a light background or be reversed out of a solid background of black, USW Blue or USW Gold. If the color scheme of the design clashes with the logo, the signature must be reproduced on an area of white within the design.

These guidelines apply to all logos and logo formats. Color breaks of the USW logos can be found on pg. 8 of this guide.

## LOGO USAGE

Color, Black and White, Positive and Negative



### Approved color formats for reproduction:

The USW Logo is shown here in all available uses. The logo should always be printed in color on white; on USW Blue; on USW Gold; or on a neutral grey. When using the logo in a single color, the positive versions should be used for tints/values from 0-30%. After that, the logo should knock-out of the background color.

### Electronic artwork files:

Low-resolution files of the logo can be downloaded from the USW website. Vendors will have to sign a licensing agreement with the USW before obtaining high-resolution files. E-mail: [branding@usw.org](mailto:branding@usw.org).

### SIGNATURE COLOR PALETTE

Specific colors have been designated for the USW logo. These are the only approved colors for reproducing the logo in all communications.

Accuracy in color reproduction is important to the integrity and legal protectability of the logo. Always match approved PMS color swatches when reproducing USW colors.

The USW colors shown here are just approximations of the true color, since the only way to accurately display the colors is to physically print using the actual PMS colors or view them within the context of their intended use.

For print materials, refer to a current Pantone Matching System swatch book for the true hue, chroma and saturation of these colors.

For broadcast materials, judge the colors displayed on a color-calibrated monitor. Keep in mind that it is not possible to match all colors exactly cross the print and broadcast mediums since they display colors differently.

Colors used in print are viewed as reflective light – the human eye absorbs light that is reflected off a physical surface. Colors used in broadcast are viewed as a transmitted light – the colors are transmitted through illumination.

### LOGO REPRODUCTION Color Breaks and Specification



	PANTONE SPOT COLOR	PANTONE PROCESS (CMYK)	VIDEO (RGB)	WEB (RGB) (HEXADECIMAL)
1. USW BLUE	PMS 295C ON UNCOATED STOCK, USE 294U	C-100 M-57 Y-0 K-37	R-0 G-44 B-101	R-0 G-44 B-101 HEX: 002C65
2. USW GOLD	PMS 1235C ON UNCOATED STOCK, USE 122U	C-0 M-30 Y-94 K-0	R-255 G-181 B-21	R-255 G-181 B-21 HEX: FFB515



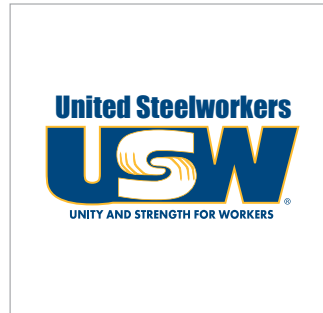
### INCORRECT LOGO USAGE

It is very important that the USW logo be presented accurately and consistently every time it is applied. Our ability to legally protect the logo is dependent on accurate logo presentation.

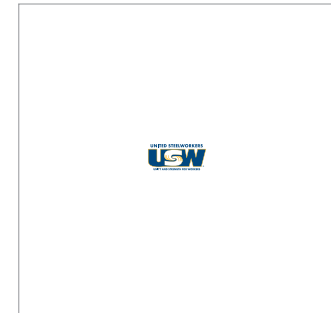
These examples demonstrate some of the more likely misuses of the signature. It is imperative that you avoid these common violations.

If you have questions regarding the correct usage of the USW Logo, contact: [branding@usw.org](mailto:branding@usw.org).

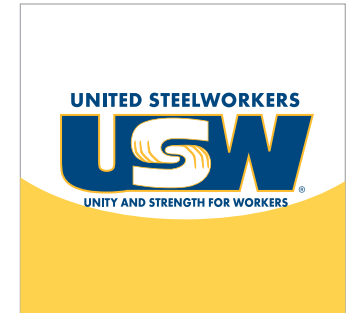
### INCORRECT LOGO USAGE



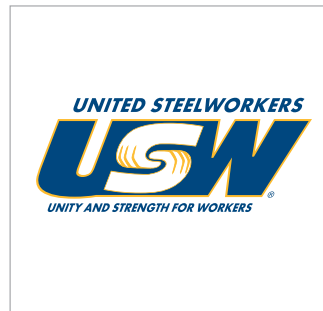
**NEVER** attempt to recreate the logo by typesetting any portion of the logotype or tagline.



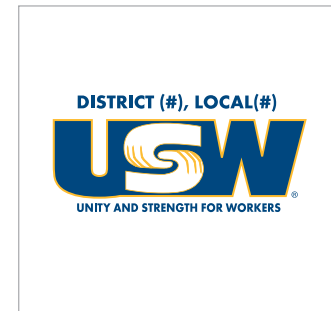
**NEVER** reproduce the USW logo smaller than the minimum size (see pg. 5).



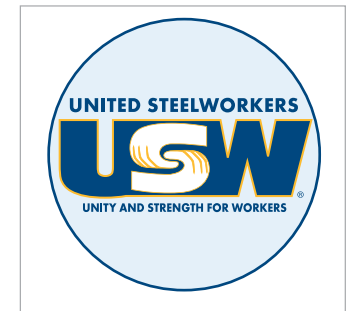
**NEVER** violate the USW logo area of isolation.



**NEVER** allow the USW logo to become distorted.



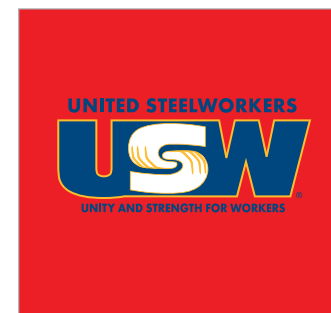
**NEVER** create new unapproved logo formats.



**NEVER** reproduce the USW logo in a shape that may be interpreted as part of the logo.



**NEVER** scan the USW logo or allow it to be reproduced in low-resolution or poor quality.



**NEVER** display the USW logo on a color other than white, USW Blue or USW Gold. Black or a shade of grey is acceptable when designing in greyscale (see pg. 7 for guidelines).



**NEVER** reproduce the USW logo on a pattern or busy background, even if the pattern is made of approved colors.

**REPRODUCTION FOR APPAREL**

When reproducing the USW logo on apparel and other accessories, it is vital to follow all of the rules set forth in this style guide. For rules regarding the placement of district and/or local numbers below or in place of the tagline, refer to pg. 4.

**The USW logo can be embroidered or silk screened onto materials that are navy blue, golden yellow, white, tan, black or grey.** When ordering provide your vendor with the USW logo color specifications found on pg. 8 of this guide so that they can provide you with a material that is the closest match to the USW approved colors. They will also need the color specs to match the thread used in embroidery and the inks used in screening.

When ordering apparel, have your vendor contact branding@usw.org for a licensing agreement and high-resolution files.

**EMBROIDERY AND SILK SCREENING**

Samples of approved embroidery are at left. Your vendor can obtain the appropriate high-resolution files by e-mailing branding@usw.org.

**USW APPAREL**

Official USW apparel is available online at www.usw.org, at the Steelworker Store link. If you have a need for large quantities of custom USW apparel let the USW's buying power save you money.

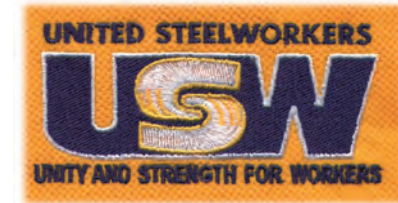
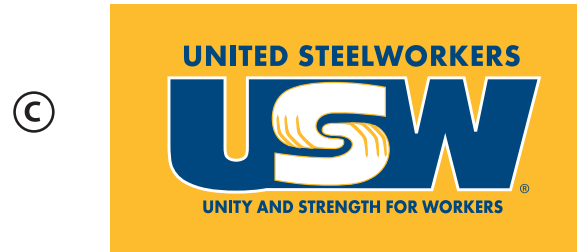
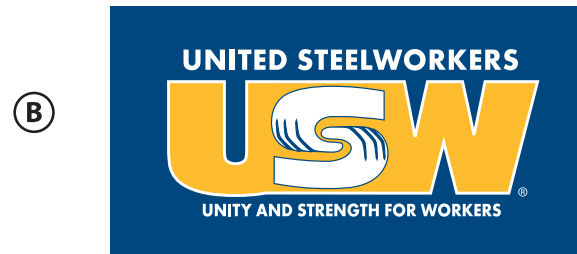
Contact: USW Purchasing and Travel Department, 412-562-2396.

**REPRODUCTION FOR OTHER ITEMS**

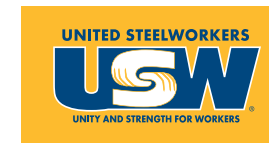
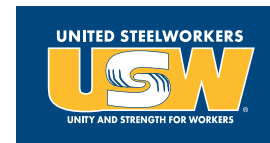
Follow the same guidelines above when printing on novelty items such as mugs, bottles, keychains, plastic items, etc. Minimum size requirement may be an issue, see page 5. If the item is not available in white, black, grey, tan, navy blue or golden yellow please contact the USW Purchasing and Travel Department at 412-562-2396 for suggestions.

**LOGO USAGE**  
Apparel and Accessories

EMBROIDERED



SILK SCREENED



(A) SCREEN PRINT ON WHITE, TAN, KHAKI or GREY

(B) SCREEN PRINT ON USW BLUE or BLACK

(C) SCREEN PRINT ON USW GOLD

(D) SCREEN PRINT or EMBROIDER IN ONE SOLID COLOR (ON SHIRTS OF APPROVED COLOR)

The ink or thread may be Black, White, USW Blue or USW Gold. The shirt color must be an approved color. Tone-on-tone is allowed. (Ex. USW Blue thread embroidered on a Navy shirt.)

**SPECIFICATONS: LETTERHEAD**

**SIZE**

8.5" W x 11" H

**STOCK**

Neenah Classic Crest Natural White smooth 24#

**COLOR**

2/0, light coverage, no bleeds

Logo: PMS 294U (blue) and PMS 122U (gold)

Typography: PMS 294U (blue)

**TYPESETTING**

Name: 12/13 pt., Futura T Bold

Title: 12/13 pt., FuturaT Regular

"United Steel, Paper...": 9/10 pt., FuturaT Bold

Address Line: 9/10 pt., FuturaT Regular

**LOGO FILE USED**

USW-letterhead.eps

(vendors contact: branding@usw.org)

**SPECIFICATIONS: BUSINESS CARDS**

**SIZE**

2" W x 3.5" H

**STOCK**

Neenah Classic Crest natural White smooth 80#

**COLOR**

2/0, light coverage, no bleeds

Logo: PMS 294U (blue) and PMS 122U (gold)

Typography: PMS 294U (blue)

**TYPESETTING**

Name: 12/13 pt., FuturaT Bold

Title: 12/13 pt., FuturaT Regular

Address Line: 10/11 pt., FuturaT Regular

Phone Number Block: 9/11 pt., FuturaT Regular

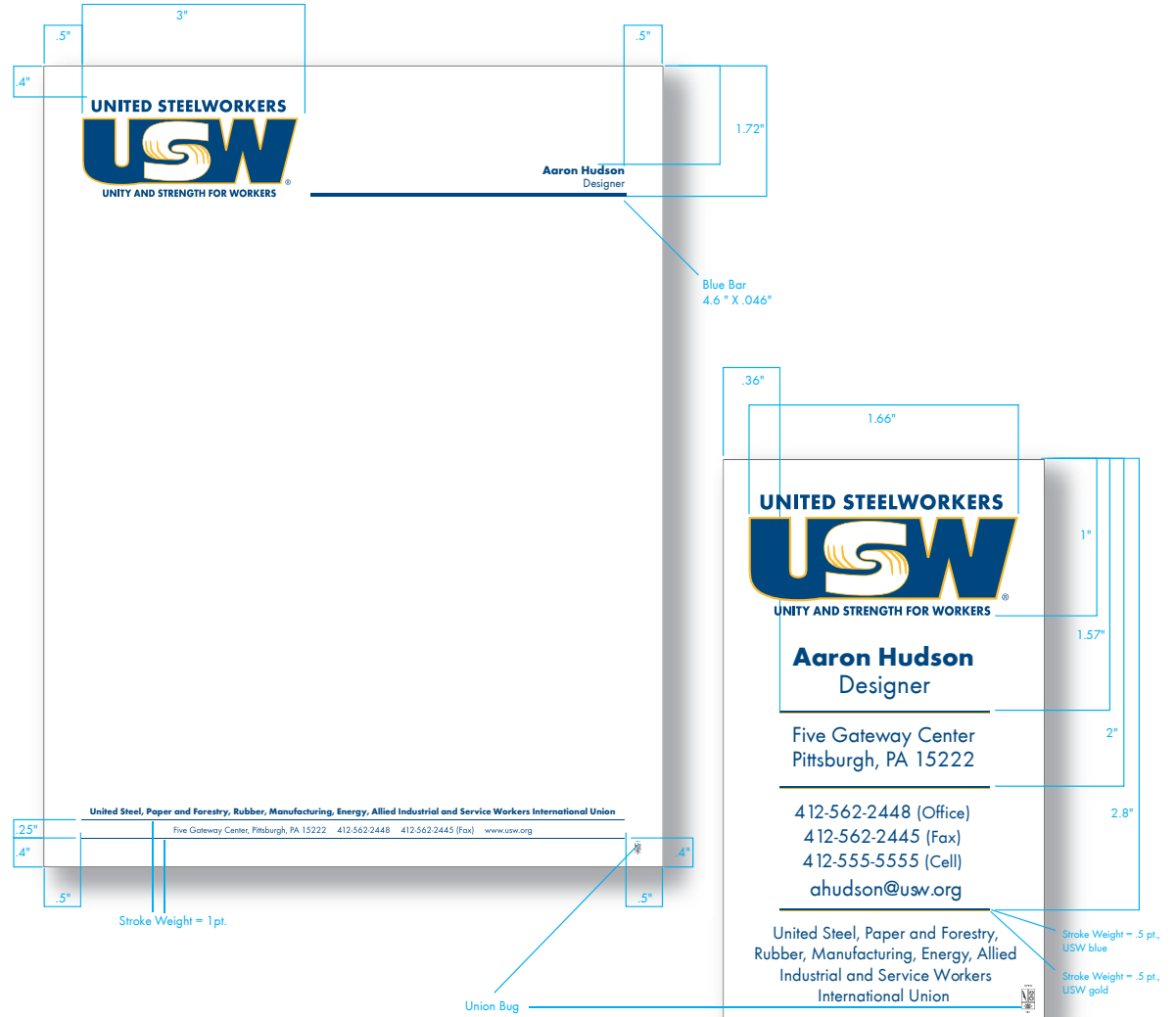
"United Steel...": 9/10.5 pt., FuturaT Regular

**LOGO FILE USED**

USW-businesscard.eps

(vendors contact: branding@usw.org)

**LETTER HEAD AND BUSINESSCARDS**



## FREQUENTLY ASKED QUESTIONS from Local Union Members

### 1. Can I get a copy of the logo?

Yes, low-resolution versions of our logo are available for download on our website: [www.usw.org](http://www.usw.org). There are a variety of styles and sizes to choose from.

### 2. What can I use the logo for?

As a member of the USW, you can paste the low-resolution logos into your internal communications such as flyers, handbills, newsletters, websites, etc.

### 3. Who is a vendor?

A vendor is an individual or company that is hired to produce a product for you or place a design on a product at a cost to the local union.

### 4. I want to purchase t-shirts for our members from a local vendor. What do I do?

You must have the vendor request the license agreement from the USW Purchasing and Travel Department at 412-562-2396 or by e-mail at [branding@usw.org](mailto:branding@usw.org). That is the only way they can receive the high-resolution files necessary for quality reproduction.

### 5. I use a distributor to shop for union promotional items for the local. How do I handle their request for a high-resolution file?

Distributors can download the low-resolution files from our website so that they have a record of the selections. Since they personally are not creating any of the items, there is no reason for them to have the high-resolution files. The manufacturers or vendors that they choose must sign an agreement and request the high-resolution files by contacting the USW Purchasing and Travel Department at 412-562-2396 or by e-mail at [branding@usw.org](mailto:branding@usw.org).

### 6. Can I give the logos from the website to my vendor to print on shirts or other materials?

No. The low-resolution logos from the website are not sufficient for embroidering, silk-screening or professional printing. Your vendor will want the high-resolution files.

### 7. Does the tagline have to appear under the logo at all times?

No. However, one substitute for the tagline is the district/or local number. Be sure to use the correct font at the correct size. Refer to pg. 4 of this guide for further instructions.

### 8. Our local wants to purchase safety-green shirts and have the USW logo printed on the pocket. Is that okay?

No. We want to be known as the Union that wears Navy Blue and Gold. We request that you purchase items that display our Steelworker colors. If you have a specific reason to use a different color, please contact the USW Purchasing and Travel Department at 412-562-2396 or by e-mail at [branding@usw.org](mailto:branding@usw.org) to discuss.

### 9. My vendor is not a union shop, can they still request a high-resolution file?

No. If you live in an area where union shops are scarce, our website has a list of union vendors that can fill your needs for standard printing, banners, customized clothing, and other promotional items. If after reviewing the list you have any further concerns, you can direct them to [branding@usw.org](mailto:branding@usw.org).

### 10. Does my vendor have to pay to receive the high-resolution logo?

No, there is no cost. However, the vendor must sign a license agreement that states they will abide by the USW guidelines for use of the logo.

### 11. How long will it take for my vendor to receive the high-resolution logo?

You should receive a response to your request within three business days. The license agreement will be e-mailed, faxed or mailed to your vendor for their signature. Upon receipt of the signed agreement, the high-resolution files, along with other pertinent information, will be sent to the vendor by e-mail or by regular mail.

### 12. My local wants to have the USW logo printed on frisbees but the vendor only has green frisbees. Is this ok?

No. Please contact the USW Purchasing and Travel Department at 412-562-2396 or by e-mail at [branding@usw.org](mailto:branding@usw.org) to discuss options.