

Trades Union Councils

Logo Guidelines

Version 1 – November 2012



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1. Getting recognised!

New Trades Union Councils logo

The Trades Union Councils movement has never had a logo it can call its own so we thought it was about time it did.

Trades Union Councils are on the up. Not just in terms of numbers – 47 new Trades Union Councils in the last two years – but also in terms of greater activism and a higher profile in local communities, working with anti-cuts campaigns to defend jobs and services and to argue for the alternative.

The TUCJCC wanted a logo that people inside and outside the union movement would instantly recognise as meaning ‘Trades Union Council’. So it asked the councils themselves to design one.

The result is the winning design by Carla Paillard from Merseyside County Association of Trades Union Councils.

These brand guidelines introduce you to the new design. They show you how to use the new logo in a variety of ways: notices of meetings, campaign leaflets, posters, your website or even your banner. There are directions on how to reproduce the logo and get the best from the various formats.

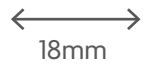
Our thanks to Andy Wheatley and Rima Design www.rimadesign.com who worked up the shortlisted original entries to a professional standard, helped with the final judging and put this guide together.

2. The Trades Union Council logo

The minimum size of the logo is 18mm across.

This helps ensure that the wording 'councils' is no smaller than 6pt.

Actual minimum size



3. Logo variations

To download the version you want see page 7.

Colour logo (two colour or CMYK)

Use on a white or light colour background only. Use the two colour version when litho printing in two colours. For four colour printing, use the CMYK version. For web pages, use the RGB version.



File names

Trades Union Councils logo CMYK.eps
Trades Union Councils logo TWO COLOUR.eps
Trades Union Councils logo RGB.jpg

White-out logo

For use on dark solid colour backgrounds or backgrounds containing a dark image.



File name

Trades Union Councils logo WHITE.eps

Grey scale logo version

For use on black and white documents only.



File name

Trades Union Councils logo GREYSCALE.eps

4. Logo exclusion zone

There should be a clear space area around the logo. This is defined by the height of the letter 'N' multiplied by two around the circumference of the logo.

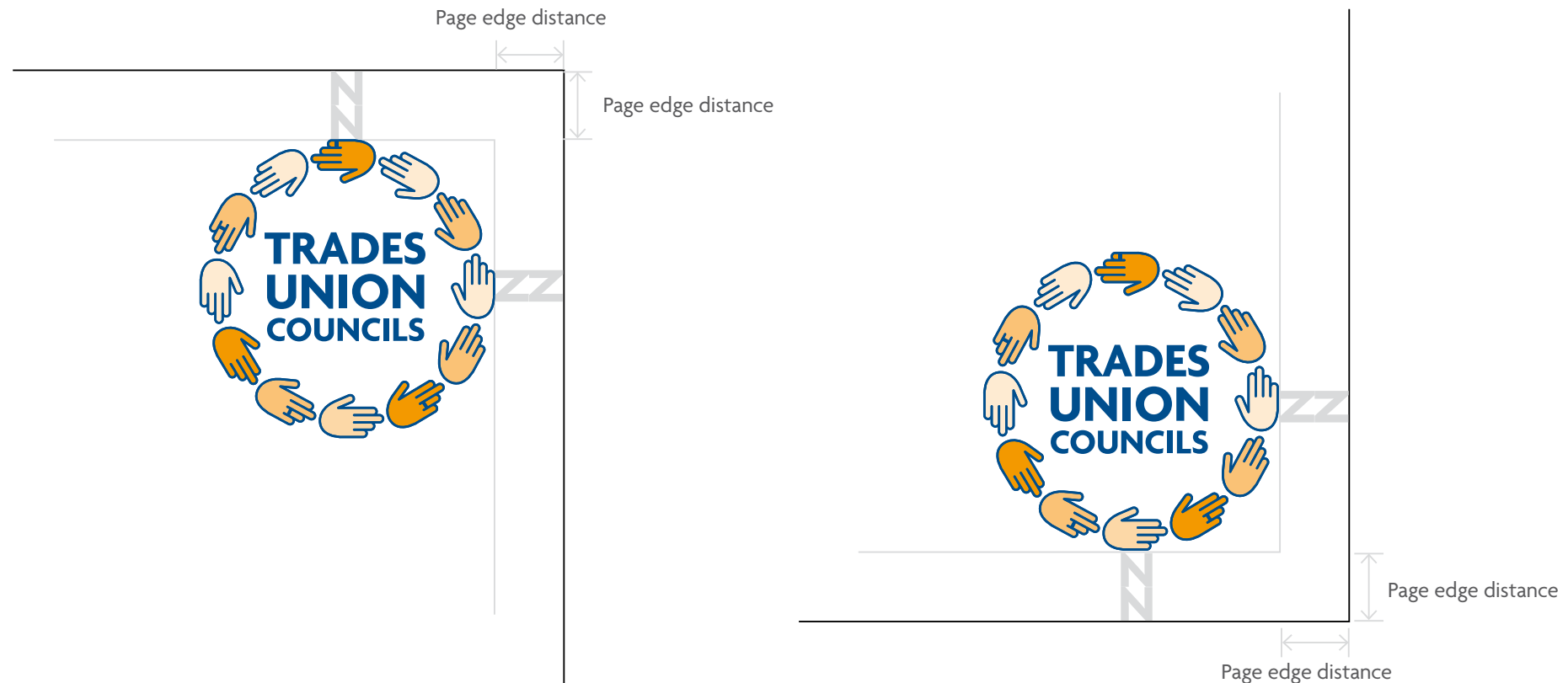


= clearance area



5. Logo positioning

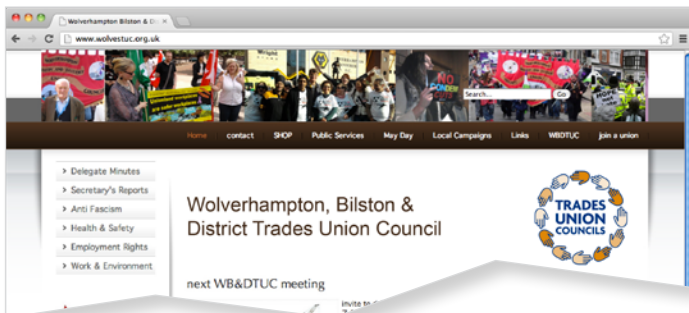
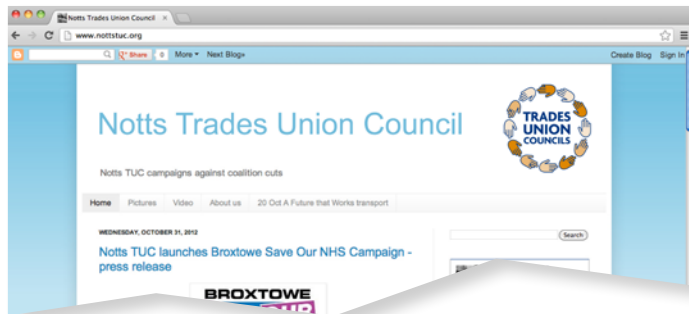
The Trades Union Council logo, when appearing on a Trades Union Council document as the main logo, can appear either top right or bottom right on a cover depending on the application. When used in a non Trades Union Council document as a supporting logo it should conform to the guidelines for that particular document.



5. Logo positioning (continued)

When the Trades Union Councils logo is used as a supporting logo but there are no guidelines to adhere to, please try to incorporate the logo on the top righthand side of materials. This ensures that it is visible at first glance.

Please note that the margin area should always conform to section 4 'logo exclusion zone' and section 5 'minimum size'.



6. Misuse of the logo



DO NOT change the logo's typeface



DO NOT change the logo's colours



DO NOT compress or expand the logo



DO NOT remove, crop, or adjust any elements in the logo



DO NOT rotate the logo



DO NOT use the colour version of the logo on a coloured or photographic background.



DO NOT use the white-out version of the logo on a light coloured background.

7. Correct file format

Hover over the bold file type below to download the logo.

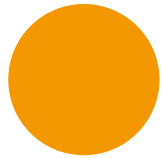
Please make sure you use the correct file format for the application

File type	Websites/On-screen	Laser/Inkjet printers	Lithographic print
EPS (Two colour and CMYK and white) Can be used at any size without losing quality.	NO	YES*	YES
TIFF (CMYK) Will lose quality and become pixelated when used at larger sizes.	NO	YES	YES
JPEG (RGB) Will lose quality and become pixelated when used at larger sizes.	YES	YES	NO

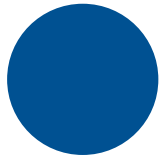
*Must be able to support Adobe Postscript® or be printed through a postscript® rip.

8. Colours

Logo Colour Palette



PMS Pantone® 144
CMYK 0/48/100/0
RGB 222/135/3
#DE8703



PMS Pantone® 294
CMYK 100/58/0/21
RGB 0/56/130
#003882

9. Typeface

The typeface used for the logo is Agenda Bold.

Agenda – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%^&*(){}<>?`~