

**WE DEMAND**

**A NEW  
DEAL FOR  
WORKING  
PEOPLE**

**YOUR UNION  
LOGO**  
TO SIT IN THIS SPACE

# March & Rally visual identity guidelines

For external organisations | March 2018

## A New Deal for Working People | Visual identity guidelines

### Campaign logos



#### Customisable campaign logo\*

Use this version for most applications



#### Customisable campaign logo (open)\*

Only use this version at small sizes, where legibility is an issue or when you want to place your union's logo elsewhere on a page or graphic (see pages 5 and 6 for examples)

\*Artwork (Adobe InDesign or Illustrator EPS formats only) can be downloaded from [www.tuc.org.uk/newdealforworkingpeople](http://www.tuc.org.uk/newdealforworkingpeople)

# A New Deal for Working People | Visual identity guidelines

## Logo customisation

We want to encourage all unions to adapt the campaign logos (shown on page 2) to their own needs. Here are four examples of what they might look like.



## A New Deal for Working People | Visual identity guidelines

### Flyers

The TUC has designed two flyers for unions to adapt to their own needs.\*  
Examples of how these might be customised are shown on page 5.



Please note that the image used on the left belongs to Paul Box and not the TUC. To use it, please contact: [info@reportdigital.co.uk](mailto:info@reportdigital.co.uk)



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# A New Deal for Working People | Visual identity guidelines

Flyer customisation



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# A New Deal for Working People | Visual identity guidelines

## Typography

Avenir Next is the chosen font for the March and Rally visual identity. Some professional designers will already have, or will be in a position to buy, Avenir Next (see [www.fonts.com/font/linotype/avenir-next](http://www.fonts.com/font/linotype/avenir-next)). Futura is an acceptable substitute font for those with low budgets or without access to professional design services. Free versions of Futura are also available online.

Chosen font – Avenir Next

**JOIN US FOR THE** } *Heavy Italic*

**MARCH & RALLY**

**SATURDAY**

**12 MAY 2018**

} *Heavy*

**Assemble 11am at Victoria Embankment (between Hungerford Bridge and Blackfriars Bridge)** } *Heavy*

union.org.uk/newdealforworkingpeople } *Regular*  
#newdeal

The last few years have seen a drastic erosion of living standards for ordinary families and working people in the UK. Households are being stretched to the limit by a perfect storm of a harsh economic climate, coupled with slashed support and services from the state. } *Light*

Substitute font – Futura

**JOIN US FOR THE** } *Extra Bold Italic*

**MARCH & RALLY**

**SATURDAY**

**12 MAY 2018**

} *Extra Bold*

**Assemble 11am at Victoria Embankment (between Hungerford Bridge and Blackfriars Bridge)** } *Extra Bold*

union.org.uk/newdealforworkingpeople } *Book*  
#newdeal

The last few years have seen a drastic erosion of living standards for ordinary families and working people in the UK. Households are being stretched to the limit by a perfect storm of a harsh economic climate, coupled with slashed support and services from the state. } *Book*