

Using the UNISON logo

Effective and consistent use of the UNISON logo is an important part of portraying UNISON as a professional, serious and united organisation. A newly merged branch must stamp its identity on the workplace – making use of a properly customised logo that includes the branch name will help achieve that.

The UNISON logo is the most important component of the union's visual identity. The logo has been in use for over 10 years; it is widely recognised and has proved adaptable to the various requirements of the union.

The logo is our identity

Elements of our identity have now been updated to address changes in technology and also to enhance accessibility. Developments in web usage and other related screen media have driven these changes – ensuring the integrity of our identity is maintained across all formats. Improvements to legibility are achieved when printing in single or two colour. These changes are recommendations and branches can decide when and how to implement them.

The recommended inks are now Pantone 2627 and Pantone 362. The purple is darker for increased legibility when used for text. The green ink was adjusted in line with this. Both inks work better in full colour printing – and also on screen where our logo is increasingly used. The web safe equivalent codes are Purple – 330066 and Green 339933. The new corporate standard font – previously Gill Sans family – is now Helvetica Neue where available – and Arial as substitute when not. This change will enable most PC users to more accurately reflect UNISON style with no additional costs of extra fonts.

Additionally the increased x-height (letter size) will aid legibility. All artwork supplied on this disc complies with this update. The identity guidelines give further information on usage of the logo, house style and so on.

UNISON's identity guidelines

Here are a few guidelines on how to use the logo, which should ensure consistency and help maintain high standards of design and production at every level of the organisation.

Size:

To make sure that it is readable, the logo should not be smaller than 25mm full width.

Colours:

If you want to use the UNISON colours purple and green, tell your printer to match **Pantone 2627** for the letters that make up UNISON and **Pantone 362** for

the streamers.

When other colours are used, the word UNISON should appear in the same ink used for text and the streamers in the other ink. When there is only one colour, the streamers should be printed as a 30% fine tint where possible.

For the web: **Purple – 330066** and **Green 339933**.

Using the logo with a slogan or branch name:

Whenever possible, text is to be set in Garamond Italic upper and lower case—if Garamond is not available, Times Italic may be used.

No text is to be positioned above the logo.

When text is positioned below—as in ‘UNISON the public service union’—the text should line up with the right tip of the streamers. It should not extend beyond the ‘U’ of UNISON, but should instead make two or three lines as necessary.

Consistent capitals

The logo uses capitals to spell out UNISON and you should follow this style when you write about the union. Please do not use upper and lower case (Unison) which looks weak and does not stand out from a block of text. Small capitals (UNISON) also look weak.

If UNISON is a word in your headline, try to resist the temptation to use the logo as a replacement. Apart from looking awful it will upset the balance and spoil the layout. If you are laying out your newssheet on a computer avoid stretching, squeezing or condensing the logo.

The logo is an identity symbol. It can be used in a number of ways and sizes. The more ours is used the more it will come to identify UNISON.