





## UNISON is...

Approachable, friendly, authoritative, inclusive, active, democratic, campaigning, modern, a women's union, strong, caring and honest.

## UNISON isn't...

Faceless, corporate, detached, male-dominated, dictatorial, staid, defensive, angry, old-fashioned.

## UNISON branding

All parts of the union work together to promote the union to our members, the employers, the general public and the media. UNISON produces a vast and diverse amount of print and digital media each year – from UNISON Centre, as well as regions and branches. We should strive to portray UNISON as a highly professional, and united organisation. Effective and consistent use of the visual identity – including the logo – is key to achieving this.

The UNISON logo is the most important component of the union's visual identity and is widely recognised.



## Our logo

The UNISON logo should be used with *the public service union* descriptor where possible.

All materials, print and digital should be clearly identified as coming from UNISON which means our logo should be used prominently.

## Size and position

Recommended logo sizes:

- A5 – 32mm wide
- A4 – 42mm wide
- A3 – 60mm wide

All other visual elements should be placed a reasonable distance away from the UNISON logo.

A UNISON logo should appear on the front of all materials.

## For online and digital media:

The preferred size for general use is 150 pixels wide. For website banners we recommend 236 pixels (as used on the [unison.org.uk](http://unison.org.uk) site) and positioned top left. The minimum width of logo is 85 pixels – any smaller than this and important detail is lost.

## Sector, region and branch logos

The UNISON logo has been designed to provide each organisational part of UNISON with their own identity.

Each sector that UNISON members work in has its own unique logo:

- Local government
- Health care
- Education services
- Police and justice staff
- Community
- Water, environment and transport
- Energy
- Private contractors



UNISON branches are grouped into 12 regions:

- East Midlands
- Eastern
- Greater London
- North West
- Northern
- Northern Ireland
- Scotland
- South East
- South West
- Cymru Wales
- West Midlands
- Yorkshire and Humberside



Logos are available for all service groups and regions from [design@unison.co.uk](mailto:design@unison.co.uk).

There are more than 1,200 UNISON branches across the UK regions.

By adding the branch name as a descriptor every branch can have their own unique UNISON logo.

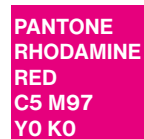


## Colours

Our distinctive purple and green colours are widely recognised. The colours have been adjusted for digital media and accessibility.

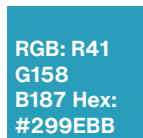
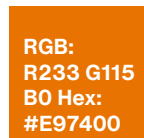
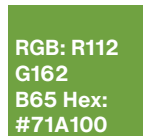
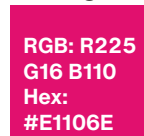


## Secondary palette



To give greater flexibility and choice we have developed a set of complementary colours which can be used alongside our purple and green.

### For digital use:



## Fonts

UNISON's standard font is Helvetica Now – different weights and styles can be used. This is a sans serif font.

Complementing this is our serif font – Sabon NextTM used for UNISON logo descriptors, based on Garamond.

For local production please use Arial as a substitute for Helvetica Now and Garamond as substitute for Sabon NextTM. This will enable most PC users to acceptably reflect UNISON style without the additional costs of extra fonts.

Our web presence is based upon readily-available core system fonts. These are Arial plus Georgia as our serif font.

### Helvetica Now

abcdefghijklmnopqrstuvwxy

### Arial

abcdefghijklmnopqrstuvwxy

### Sabon NextTM

abcdefghijklmnopqrstuvwxy

### Garamond

abcdefghijklmnopqrstuvwxy

### Georgia

abcdefghijklmnopqrstuvwxy

## Do not

- Do not use the logo instead of/as a replacement for the word 'UNISON' in any text or headlines.
- Do not stretch, squeeze or distort the logo – or change its orientation.
- Do not amend or change any part of the logo or use separate elements from the logo – including the streamers.

## Visual tone

Photographic imagery should:

- Be focused on people, relationships and action
- Emphasise the inclusive nature of UNISON, showing a diverse range of people from different genders, ethnic backgrounds, ages and orientations.
- Be up to date reportage photography, refreshed as regularly as possible.
- Generic stock images (particularly ones of people) should be avoided where possible.
- Give a sense of our members as public service providers, within the workplace or community.
- Campaign imagery should be simple and bold, ensuring that messaging comes across in the clearest most emphatic way possible. Visual communications should have a high level of polish, but retain the feeling of UNISON as a grassroots organisation.
- Photographic images should be cropped closely to allow maximum detail in smaller physical and file sizes.

## Copy style

When writing copy three main audience types need to be considered. Be careful to think through which of these is the primary audience for your document and write copy according to their needs.

These audiences are:

### Members

Our 1.3 million members are a diverse group. As anyone from a chief executive to a home carer could be part of this readership, our aim is to keep things simple, active and accessible. Avoid jargon, unexplained acronyms or other inaccessible language. Try to write as though you were explaining something simply to someone, face to face.

### Activists

Activists will tend to have more knowledge of the union and more incentive to find the information they are looking for. They will be more likely to be familiar with the structures of the union, such as service groups, work sectors, committees etc. Activists feel a strong 'ownership' of the union, so be careful to avoid writing about the union as though it was a corporate structure instead of a democratic, member-centred union.

### Key Influencers

These could be journalists, employer organisations, legislators and campaign groups. Copy should use evidence to support our campaigns and positions. Our strength is our members and their unique knowledge, understanding and support of public services – as both users and the people working to provide them. Where possible, include our members' voices and views.

## House style

- UNISON style is always to use it as all caps: UNISON, never Unison.
- Whenever using abbreviations, such as LAOS, always spell the name out in full first time, putting the abbreviation in brackets afterwards: Learning and organising services (LAOS).
- Abbreviations have no full stops: eg
- Keep capitals to a minimum – remember, people read by recognising the shape of groups of letters; when the text they are reading has too many capitals, it makes those groups of letters harder to recognise and disrupts the flow of the reader's eye, making reading and comprehension harder.
- Dates are written in the order day, month, year (where needed): 11 February 2005 (note no comma or th).

UNISON must always appear as CAPS in any copy, this not only makes it stand out from surrounding text but also makes it clearly a name and not a word.

## Contact

Please email [design@unison.co.uk](mailto:design@unison.co.uk) with any queries.