UNIONS FOR
nUPGE
PUBLIC GOOD

BRAND GUIDELINES

Version 1.1

Welcome to the National Union of Public and General Employees brand guidelines.

This guide aims to assist and inspire you. It outlines the core elements and guiding principles designed to work together to create a consistent look and feel for NUPGE brand.

1.0
OUR BRAND

Our brand is who we are. It defines our reason for being and what we promise to offer as a union. Our brand strategy acts as a springboard for how we talk, think, look and act. It will help guide our decisions and ensure we're recognized as the leader in one of Canada's largest labour organizations.

OUR NAME

Our full name is the **National Union of Public and General Employees**.

We are primarily known as NUPGE – pronounced **noop·gee**.

Internally and with our components we are also known as the **national union**.

WHAT IS NUPGE?

To the public, short explanation: NUPGE is a family of unions - We are the national voice of 11 provincial unions whose 400,000 members deliver public services of every kind to the citizens of their home provinces.

To the public, longer explanation: The National Union of Public and General Employees (NUPGE) is national organization representing 400,000 workers. We are the national voice of 11 provincial unions whose members deliver public services of every kind to the citizens of their home provinces.

To members: As a member of (component), you are also a member of NUPGE. NUPGE is our voice at the national level and represents 400,000 workers like you right across Canada.

OUR BRAND MISSION

Giving our members a national presence through participation in the Canadian Labour Congress and internationally through Public Services International.

Monitor

provincial and federal labour laws and developments

Analyze

restructuring of social programs and public services

Report

on and contribute to legislation affecting the workplace

Develop

and share successful bargaining strategies with our component unions

Contribute

to a national framework of services and solidarity to benefit all Canadian workers

2.0
OUR LOGO

Our logo exemplifies coming together and working together to build something stronger. Just like a hive or hub we are the central union leader.

Our NUPGE logo.

Our NUPGE logo is the centerpiece of our visual identity. A bold, contemporary wordmark that embraces our connectivness through letterforms, while the bold modern font speaks to our confidence and unique character.

Our NUPGE logo variations.

PRIMARY LOGO

TAGLINE PRIMARY

TAGLINE SECONDARY

Primary logo usage.

PROTECTIVE AREA
To preserve the visual integrity of our logo, always maintain a minimum clear space from other elements such as other logos, graphics, or text. The clear space (X) around the logo is dictated by half the height of the main letterforms in our logo.

0.675"

MINIMUM SIZE
To ensure legibility, our logo must never be reproduced smaller than 0.675" in width.

Primary logo colours.

FULL COLOUR

On light images or backgrounds our logo should appear in its full-colour version whenever possible.

ONE COLOUR

For single, solid colour applications, the one-colour version should be used.

ONE COLOUR REVERSED

For single, solid colour applications on dark images or backgrounds, the one- colour reversed version should be used.

Multiple logo placement.

PARTNERSHIP

The NUPGE primary tagline version is to be used with a multiple logo application. For partnerships the NUPGE logo shall be on left hand side with a line seperating the partner logo as seen below.

ENDORSEMENT

The NUPGE primary tagline version is to be used with a multiple logo application. For endorsements the NUPGE logo shall be smaller on the right hand side with a line seperating the other logo as below.
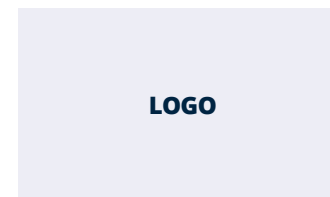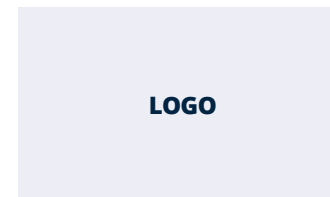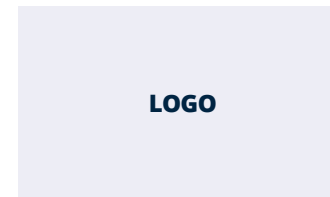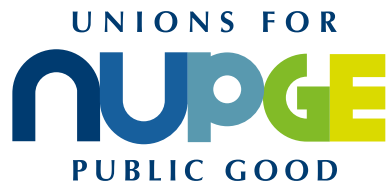
Positioning our logo.

To build consistency our NUPGE logo should ideally appear in the top left corner of our layout. If this is not possible due to other graphics or format the top right corner is the secondary option. If needed, it can also be positioned in either bottom corner if neither of these are feasible.

**PREFERRED
LOGO PLACEMENT**

**SECONDARY
LOGO PLACEMENT**

**OPTIONAL
LOGO PLACEMENT**

File formats for logo usage.

Logo file formats can be confusing.
It's important to use the right file format for your particular application. Using the wrong file can result in colour shifts or low image quality when displaying or printing the logo.
If you have any questions about which file format to use, need a format not shown here or are an outside vendor needing a NUPGE logo, please contact us at XXX@NUPGE.ca.

APPLICATION	EPS	JPG	PNG
MICROSOFT WORD (RGB)	X	●	●
POWERPOINT (RGB)	X	●	●
PRINT (CMYK/PMS)	●	X	X
WEBSITE/DIGITAL (RGB)	X	●	●
VIDEO AND TELEVISION (RGB)	X	●	●

EPS files
Encapsulated PostScript files, or .EPS, are a vector format with flexible resolution and scalability. You can resize the image as much as you want and keep the crisp resolution making it ideal for most print communications.

JPG/JPEG files
The Joint Photographic Experts Group standard, or .JPG, is a raster format with a lower image quality than EPS files. JPG files experience more pixelation when enlarged or compressed.
JPGs are the most common file format on the web because they're simple to code, compress, and store. The smaller file sizes make it easy to display a large number of JPGs without waiting a long time for them to load.
This is important for websites, social media platforms, and forums that support lots of graphics. Use JPGs at or near their original size for the highest quality.

PNG files
Portable Network Graphics, or .PNG files, are a raster format made for viewing images on a screen. A PNG has a transparent background. allowing placement over other graphics with the underlying images showing through.
As a lossless format, much like JPGs they experience more pixelation when enlarged or compressed.

Some final thoughts on logo usage.

We've outlined a few examples of things that should not be done with our logo. **If you're not sure, just ask.**

Don't recreate it in other fonts
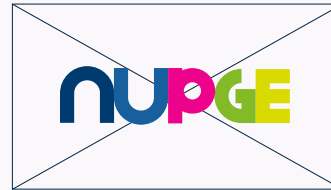
Don't change its colour

Don't squash it

Don't stretch it

Don't skew it

Don't make it too small

Don't rearrange or alter the scale of the logo elements

Don't add shadows

Don't add outlines

Don't crop or rotate

Don't place it on busy backgrounds

Don't enclose the logo within a shape, or a border

3.0
COLOUR
PALETTE

Our colour palette.

Colour is integral to expressing and communicating our visual identity.
It feels empowering, dynamic and brings warmth to all our communications.
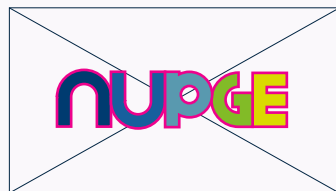
MIDNIGHT	PMS 2189 CP	94/24/0/85	0/51/73	#003349
NAVY	PMS 654 C	100/73/31/15	3/74/116	#034A74
ROYAL	PMS 7684 C	88/68/9/1	52/93/157	#345D9D
LIGHT BLUE	PMS 7696 C	68/28/24/0	95/153/175	#5F99AF
GREEN	PMS 368 C	59/2/100/0	118/188/33	#76BC21
LIME	PMS 381 C	25/0/100/0	205/219/0	#CDDB00

Using our colour palette.

Our colour palette has been designed for a high degree of flexibility. We can vary the look and feel of our communications simply by changing the way we use our colour palette. Here is a comprehensive guide to which colour combinations work well together.

PUBLIC GOOD   PUBLIC GOOD   PUBLIC GOOD   PUBLIC GOOD

PUBLIC GOOD   PUBLIC GOOD   PUBLIC GOOD

PUBLIC GOOD   PUBLIC GOOD

PUBLIC GOOD   PUBLIC GOOD

PUBLIC GOOD   PUBLIC GOOD

PUBLIC GOOD

Some final thoughts on colour usage.

→ Don't introduce new colours

→ Use midnight (PMS 2189 CP or white) as your base colour
and use other colours within the palette to complement

→ Don't use colour combinations that lack contrast
(Please see colour combinations that work well together
on Page XX)

→ Don't use different tints of any colours within our palette

If you're unsure, just ask.

4.0
TYPOGRAPHY

Primary font - Headlines/Titles

OPTIMA

Regular / **Bold** / **ExtraBlack**

A B C D E F G H I G K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 ! % & { } | < > ?

Aa

&

Eptae sim voluptis si nimillitis excescipic tendistem fuga. Namus venis vent odi omnissit, iur? Tem et evelesequo eveliqu unditem nonserum natibus cum corehen iasseni tem facesti dit reperchillab int reperem

Secondary font - Body Copy/Sub-Heads

OPEN SANS

Light / Regular / **SemiBold** / **Bold** / **ExtraBold**

Aa

ABCDEFGHIGKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789!%&{}|<>?

Eptae sim voluptis si nimillitis excescipic tendistem fuga. Namus venis vent odi omnissit, iur? Tem et evelesequo eveliqu unditem nonserum natibus cum corehen iasseni tem facesti dit reperchillab int

&

Type usage.

HOW WE USE TYPE

Choosing from a combination of text weights, styles and size, we can create a clear and consistent visual hierarchy, assisting in guiding the reader through our messaging, while maintaining a sense of clarity and structure.

We use Optima in bolder weights for headlines and call-outs and Open Sans can be used for body text and subheads etc.

→ Avoid mixing too many type styles and sizes together as this will simply create visual clutter and make the messaging less effective.

→ Use colour to create interest and highlight key messaging. Make sure there is sufficient contrast to the background for maximum legibility.

Some final thoughts on type usage.

→ Don't substitute other typefaces

→ Don't make text too big or too small

→ Don't add drop shadows, strokes or outlines

→ Don't kern (letter space) text too tightly or loosely

→ Don't stretch type horizontally or vertically

→ Use variation in type size when appropriate to create a clear hierarchy to messaging

If you're unsure, just ask.

5.0
GRAPHIC
DEVICE

Graphic device.
The Hive/Hub.

The Hive/Hub letterforms in our logo are the core of our visual identity. It reflects our connective nature, coming together and working together, inspiring to build something stronger. We look to the Hive/Hub to inform our visual language to inspire a bold design element.

Graphic device.
The Hive/Hub.

The HIve/Hub can be used in a variety of compelling ways to bring richness to our visual language. The following pages demonstrate the flexibility of the Hive/Hub and just a few of the ways it can come to life.

Some final thoughts on using our graphic device.

→ Don't alter or create new graphic devices

→ Don't overuse the Hive/Hub. It should never be used more than 1-2 times within a spread

→ Don't force its use. Not all layouts need it, sometimes it's fine not to use it at all

If you're unsure, just ask.

6.0
PHOTOGRAPHY

Our photography should capture authentic moments of NUPGE union members. Showing our passion and hub culture through connective interactions and genuine experiences in our communities.

Imagery guidelines.

Imagery is a key component in conveying the essence and relevance of our organization. Our photography should speak to who we are and what we do in an authentic, confident and inspiring way.

Photos should speak to genuine moments of production engagement. They should be bright, and vibrant and evoking thoughtful compositions. Follow guidelines for photography when composing in-situ scenes.
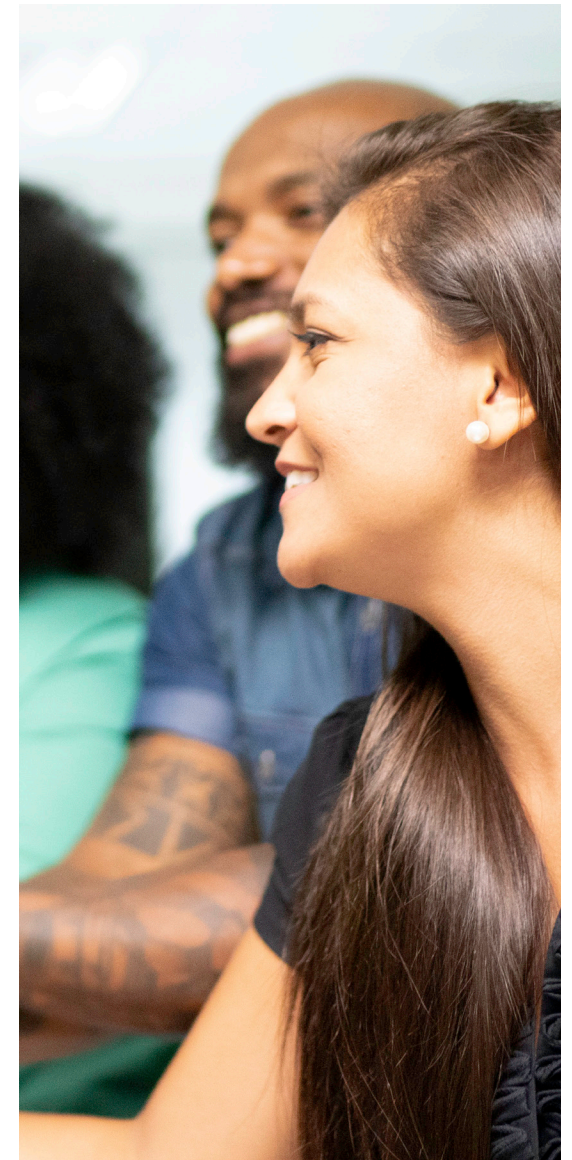
EVENTS

CLOSE UPS

MEMBERS

HIGH CONTRAST / NATURAL LIGHTING

INTERESTING CROPS

AUTHENTIC INTERACTIONS

PERSONAL PERSPECTIVES

FOREGROUND BOKEH

**ENGAGING VIEWPOINTS
SELECTIVE FOCUS**

CONNECTIVE

Some final thoughts on using photography.

→ Don't use images that look staged or posed

→ Don't portray unrealistic emotion or scenarios

→ Don't use clichéd metaphors

→ Don't use obvious post-production or Photoshop effects

→ Don't use images that are obviously not NUPGE members

→ Don't use images that are culturally insensitive

If you're unsure, just ask.

7.0
NOTIONAL
APPLICATIONS

Here is a sampling of communication pieces that show how our visual language can come to life. These are meant as examples only, to show the flexibility of our identity system.

UNIONS FOR
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15 Auriga Drive, Nepean, Ontario, Canada K2E 1B7

NUPGE.ca

national@nupge.ca   613-228-9800   613-228-9801

Contact us.

If you have questions on working with our brand or implementing these guidelines, don't hesitate to ask: XXX@NUPGE.ca