

## Heart Unions Week | **Brand guidelines**

### Logos

*There are two versions of the Heart Unions Week logo – standard and date-specific. Both are available as InDesign, Illustrator EPS and JPEG files. The logos are also available in a variety of resolutions and colour formats. See the following pages for details.*



Standard logo



Date-specific logo

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Logo usage when printing in colour, greyscale and black and white

Logos for use on a white background



Logos for use with flat colour or image backgrounds



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Colour formats

CMYK



Red: C=0 M=100 Y=100 K=0  
Black: C=0 M=0 Y=0 K=100

Spot



Red: Pantone 485  
Black: Pantone Black

RGB



Red: R=227 G=6 B=19  
Black: R=0 G=0 B=0

Hexadecimal



#E30513  
#000000

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## Typography

*Courier New Bold* is the chosen font for the Heart Unions Week logo. *Courier New Bold* is 'free' and can be found on most computers with Mac and Windows operating systems.



Should you want to add to or customise the logo, here are some suggestions:



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Complementary typography

*Gotham and Museo Slab are the chosen fonts to complement the Heart Unions Week logo. Some professional designers will already have, or will be in a position to buy, Gotham and Museo Slab (see [typography.com/fonts/gotham](http://typography.com/fonts/gotham) and [fonts.com/font/exljbris/museo-slab](http://fonts.com/font/exljbris/museo-slab)). Futura and Rockwell are acceptable substitute fonts for those with less budget or without access to professional design services. These fonts are also available for free online.*

## Chosen fonts

**UNIONS -  
FOR EVERYONE'S  
WORKING LIFE**

} Headlines in  
Gotham Ultra

**Unions and their network of workplace reps help working people every day. In workplaces all over Britain there are unions making sure we are safe at work, protecting our jobs, pushing for higher pay, and helping us get learning and training.**

} Standfirsts in  
Museo Slab 700

On 8–14 February 2017, unions will run a special week of activities throughout England and Wales, to showcase what they do and build workplace membership.

} Body text in  
Museo Slab 300

JOIN THE CAMPAIGN — Museo Slab 300  
**HEARTUNIONS.ORG** } Museo Slab 700  
**#♥UNIONS**

## Substitute fonts

**UNIONS -  
FOR EVERYONE'S  
WORKING LIFE**

} Headlines in  
Futura Extra Bold

**Unions and their network of workplace reps help working people every day. In workplaces all over Britain there are unions making sure we are safe at work, protecting our jobs, pushing for higher pay, and helping us get learning and training.**

} Standfirsts in  
Rockwell Bold

On 8–14 February 2017, unions will run a special week of activities throughout England and Wales, to showcase what they do and build workplace membership.

} Body text in  
Rockwell Regular

JOIN THE CAMPAIGN — Rockwell Regular  
**HEARTUNIONS.ORG** } Rockwell Bold  
**#HEARTUNIONS**

Alternative Twitter hashtag  
(in full without heart symbol)