UNA LOGO GUIDELINES

Version 1   March 2025

UNA
United Nurses of Alberta

INTRODUCTION

United Nurses of Alberta's brand identity is intended to support the union's more than 30,000 members in their workplaces and profession. UNA's brand identity emphasizes the union's values of respect, solidarity, fairness and member democracy. These guidelines outline the basic rules for designing documents, presentations, advertisements and other printed and digital materials for use by the union and its locals.

COMMUNICATIONS CONTACT

Brand & Design

For questions on logo guidelines, templates. design requests, or artwork approvals, please email design@una.ca.

Communication

For media-related matters, please email communications@una.ca.

Visit una.ca/memberresources/toolkit for UNA's media tool kit.

LOGO COMPONENTS

UNA's style is simple, bold, and direct. Our logo consists of three visual elements: the **symbol**, the **monogram** and the **wordmark**.

Symbol

The symbol features two shapes that resemble the letters 'U' and 'N' in red to brand ourselves as 'United Nurses' based in the province of Alberta.

Monogram

The monogram "UNA" stands for United Nurses of Alberta. It is designed in its simplest form, with the letters presented in Helvetica Neue typeface, all uppercase, and in bold black font to emphasize our identity. It is crucial that this monogram is included in all materials as the primary identifier of our brand.

UNA

Wordmark

The wordmark serves as a secondary element and can either stand alone or be omitted from the logo if space is limited. It uses the Helvetica Neue typeface in regular font weight.

# United Nurses of Alberta

LOGO TYPES

Primary logo

The main orientation is the three elements, **symbol**, **monogram** and **wordmark** are displayed at the bottom constitute as the primary logo. This logo should be the main version used for all collateral materials, unless space constraints require otherwise.

Symbol

Monogram

Wordmark

Secondary logo

Using this logo without the wordmark is most effective where UNA's presence is already established, such as on the UNA website, social media platforms, digital campaigns, and for gift and boutique items. All of these uses require approval - please email design@una.ca for approval.

Symbol
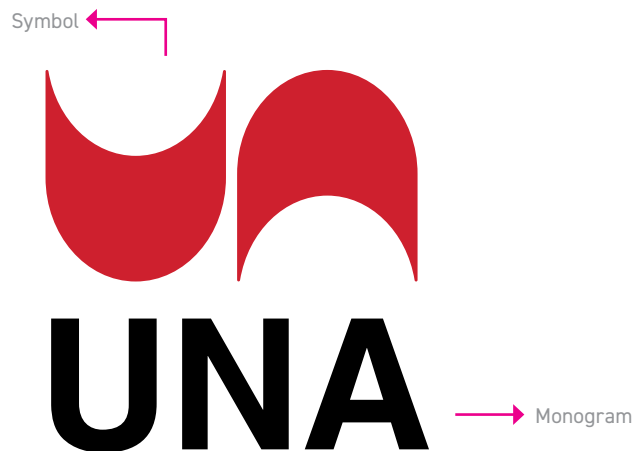
Monogram

Local Specific Primary logo

UNA locals are organized into five districts, based on geography. The local number, is prominently displayed in a size secondary to the monogram.

Symbol

Monogram

UNA
Local 2

Local Number

LOGO VARIATIONS

Orientation Variation

The logo is normaly displayed as a square. A horizontal version is also available for use in constrained spaces.

Square

Primary

UNA
United Nurses of Alberta

Secondary

UNA

Local Specific

UNA
Local 2

Horizontal

Primary

United Nurses of Alberta

Secondary

Local Specific

Local 428

Colour variations

UNA branded materials use two primary colours, Red and Black.

UNA Colours

Red, black or white must be prominent when using in all types of branding. Shades and tints can be applied for the purpose of readability for the disabled.

*Go to page 9 for acceptable usage of logos.

Red
Hex: #ce202e

Pantone 186C (print)

Pantone 7621C
(RESPECT pin)

CMYK: 0, 96, 77, 20

RGB: 204, 9, 47

Dark Red
Hex: #901a1e

CMYK: 27, 100, 98, 28

RGB: 144, 26, 30

Light Red
Hex: #901a1e

CMYK: 27, 100, 98, 28

RGB: 144, 26, 30

Black

Dark Gray
90% Black

Medium Dark Gray
70% Black

Medium Gray
50% Black

Medium Light Gray
20% Black

Light Gray
10% Black

Logo Size and Spacing

There are preferred size limitations when applying the logo for different types of brand collaterals.

Print

UNA ∪∩ | 1cm

Web

UNA ∪∩ | 45pixel

We want to ensure that the UNA logo maintains clear visibility when applied to any communication materials or gift items. To enhance its prominence and prevent overcrowding, we have designated a clear space 'X' around the logo.

An 'X' is determined by the height of the UNA symbol

A clear 'X' is placed around the logo to indicate the minimum required space

Header
Subheader

Body

Contact Information
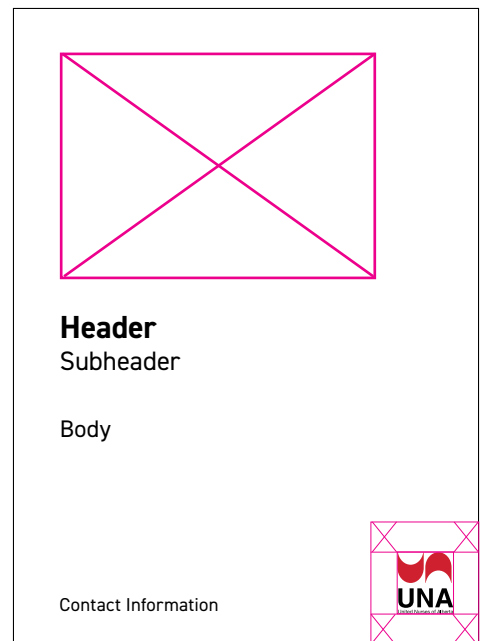
An example of how clear 'X' space is applied

Typography

Primary Font:

We use Helvetica Neue - Bold for our wordmark. We chose this font because it is accessible and versatile, suitable for documents, keynotes, PowerPoint presentations, and web use.

Additional fonts may be used for special campaigns and events, subject to approval by the design team.

Logo Usage

The UNA logo is extensively used across various communication channels, including social media, the website, print advertisements, and boutique items.

By following these guidelines, you help to maintain the consistency and integrity of the UNA brand across all communications and materials.

DO's[1] ✔

Ensure the logo features the corporate colours, maintains clear spacing, and is prominent. The symbol can stand alone or be accompanied by either the wordmark or monogram. Primary logo must be used for external documents, and events. To request for graphic files, please email design@una.ca.

1. **Maintain Clear Space**
   Ensure there is sufficient clear space around the logo to maintain its visibility and impact. The minimum clear space should be equivalent to the height and width of the UNA symbol.

2. **Use Correct Colours**
   Always use the approved colour palette for the UNA logo. Red (Pantone 186C) and Black are the primary colours. If using the logo on dark backgrounds, reverse colours are acceptable.

3. **Use High-Resolution Files**
   Always use high-resolution files for both print and digital applications to ensure the logo appears clear and professional.
   › For print, utilize vector files at a maximum resolution of 300 DPI (e.g., .AI, .EPS).
   › For digital, use raster files with a resolution of 72 to 155 DPI (e.g., .SVG, .PNG, .JPG).

4. **Position Appropriately**
   Place the logo in prominent locations such as the top right, top center or bottom left corners of documents and collateral. This ensures visibility and reinforces brand recognition.

5. **Follow Proportion Guidelines**
   Use the logo files provided with the correct proportions. Do not stretch, compress, or otherwise distort the logo.

6. **Use Appropriate Formats**
   Use the horizontal layout for most applications, but a square version is available when space is limited. Always choose the layout that best fits the context.

7. **Seek Approval**
   For any logo usage on printed materials or digital platforms that falls outside the standard guidelines, please email design@una.ca for approval.

8. **Use the Primary Logo for External Communication and Secondry Logo for Internal Communication**
   The primary logo, which includes both the icon and the wordmark, should be used on all external-facing materials. Use the Secondary Logo for internal and member communication.

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1 OpenAI. "ChatGPT." ChatGPT model, OpenAI, August 12, 2024

Example 1

Use full colour UNA logo on clear background

UNA
United Nurses of Alberta

Example 2

Use one colour UNA logo for limited color print.

UNA
United Nurses of Alberta

Example 3

Use Helvetica Neue Bold font for Local number.

Graphic files are available upon request.

UNA
Local 79

Example 4

Use UNA logo in reverse colour on dark background with clear 'X' space around

UNA
United Nurses of Alberta

DON'TS[2] ✖

1. **Don't Alter the Logo**
   Do not change the colours, fonts, or proportions of the logo. This includes adding effects like gradients, or outlines that are not part of the official design.

2. **Don't Add Unapproved Elements**
   Do not add additional graphics or text to the logo. If graphic elements are necessary for a particular use (e.g., a special campaign), they must be approved by the design team.

3. **Don't Overcrowd the Logo**
   Avoid placing the logo too close to other design elements. This could diminish its impact and reduce its visibility.

4. **Don't Use on Inappropriate Backgrounds**
   Do not place the logo on backgrounds that are too busy, cluttered, or similar in colour, which could make the logo hard to see.

5. **Don't Use the Logo in Unapproved Ways**
   Do not use the logo in ways that are not approved or are inconsistent with the UNA's brand identity. This includes placing the logo on products, promotional materials, or websites that are not aligned with UNA's mission or image.

6. **Don't Use Low-Quality Versions**
   Avoid using pixelated, blurry, or low-resolution versions of the logo. This applies to both print and digital media.

7. **Don't Misuse the Symbol**
   The UNA symbol should not be used as a standalone without the wordmark unless specifically approved, and even then, only in cases where the design and space allow

8. **Don't use the old UNA logo**
   Avoid using the old UNA logo with the black outline symbol and italic typeface. Please contact our design team to request the updated stationery.

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2 OpenAI. "ChatGPT." ChatGPT model, OpenAI, August 12, 2024

Example 1

Don't alter the logo by changing the font or colours

Example 2

The logo must not be stretched out or distorted in any way

Example 3

Don't rearrange the logo.

*Refer to Page 6, Orientation for correct arrangement

Example 4

Don't tilt the symbol or skew the logo

Example 5

Don't add effects unless necessary for visbility

Example 6

No black outlines on the symbol

Example 7

Don't add text on UNA Symbol

Example 8

Don't use UNA old logo

Placement

To maintain visibility of our logo, it should be sized so that the monogram and symbol are prominent. Here are some examples that adhere to the approved logo usage guidelines.

For any logo usage on printed materials or digital platforms that falls outside the standard guidelines, please email design@una.ca for approval.

Logo on Print Advertisement

The preferred positions for the square version of the UNA logo are the top right, top center, or bottom right. The size may vary depending on publication.

Example size: 4.95 inches x 10.25 inches

Header
Subheader

Body

Contact Information

Layout 1

Header

Subheader

Body

Contact Information

Layout 2

Header

Subheader

Body

Contact Information
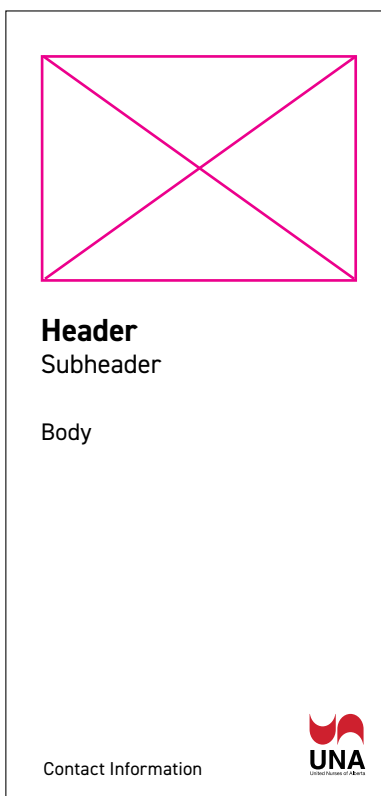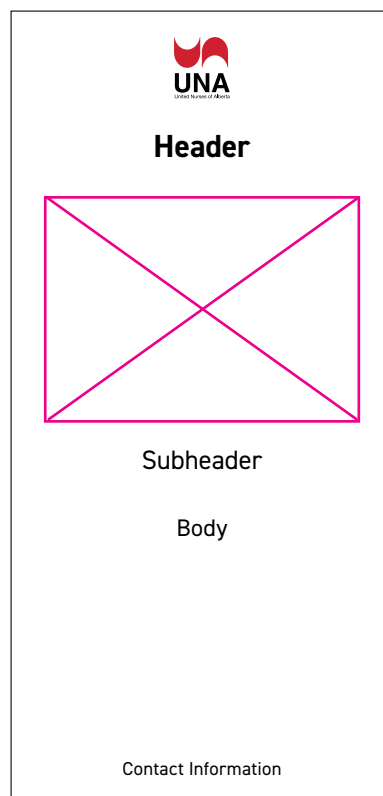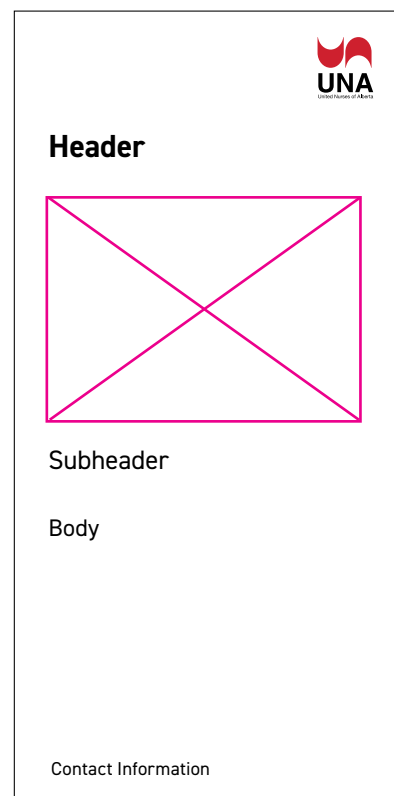
Layout 3

Logo on Out-of-Home Advertisements

Example of a campaign advertisement that appears in ads.

Logo on Digital Advertisements

Instagram, Facebook, Twitter, & Spotify

Logo on Gift and Boutique items

UNA DEPARTMENT / COMMITTEE

Special logos are designed for departmental committees and equity caucuses, with the UNA symbol prominently featured, particularly for meetings and campaigns.

Department

Education

PRC

OH&S

Standing Committees

Committees must also identify themselves by using the secondary logo with the committee name on the right side in Helvetica Neue Bold font. Two orientations are available, and using the symbol alone is permitted when space is limited.

Stacked

Unstacked

Version 1

Version 2

Other Committees:

› Advocacy and Engagement Committee

› Finance Committee

› Negotiating Committee

› Membership Committee

› Legislative Committee

› Steering Committee

› Executive Board Members

Meetings & Campaigns

Special logos are consistently created by the design team for meetings and campaigns, with approval from the board. These logos may be used by locals following established logo usage guidelines. The concept behind each design allows the UNA symbol to be used as a standalone element for internal events and meetings, subject to management approval.

DIGITAL PRESENCE

Social Media Profile

Here are some suggested profile images that have been approved by the Executive Board. If you need a local logo package, you may request it by emailing design@una.ca.

How to create a social media profile image

1. **Choose your social media platform and find out the dimension**

   › Profile Image Shape: All social media profile displays in a circle, so make sure your design is centered and has enough padding around the edges to prevent important elements from being cropped.

   › Resolution: Use a high-resolution image to ensure it appears clear and sharp, especially on high-definition screens.

   › Aspect Ratio: 1:1 (Square)

   › Dimensions for each platform:

   Instagram Profile Image Dimensions:
   Recommended Size: 320 x 320 pixels
   Minimum Size: 110 x 110 pixels
   Additional Considerations:
   File Format: PNG or JPEG is commonly used.

   [X] Profile Image Dimensions:
   Recommended Size: 400 x 400 pixels
   Minimum Size: 200 x 200 pixels
   Additional Considerations:
   File Format: PNG, JPEG, or GIF.

   Facebook Profile Image Dimensions:
   Recommended Size: 170 x 170 pixels (on desktop)
   Minimum Size: 180 x 180 pixels
   File Format: PNG or JPEG.

2. **Choose the Right Image**
   › The simplest way to represent your local is by using the UNA symbol with monogram that has your local number.
   › The logo should be easily recognizable, even when scaled down to small sizes.
   › Ensure the image is clear, simple, and not overly detailed. Busy designs may not be as effective when reduced in size.

3. **Design Considerations**
   › The logo or image must be in center position so it looks balanced.
   › Add some padding around the logo to ensure it doesn't appear cramped when displayed. This space helps in keeping the logo intact if the platform crops images into circles or other shapes.

Padding around the logo
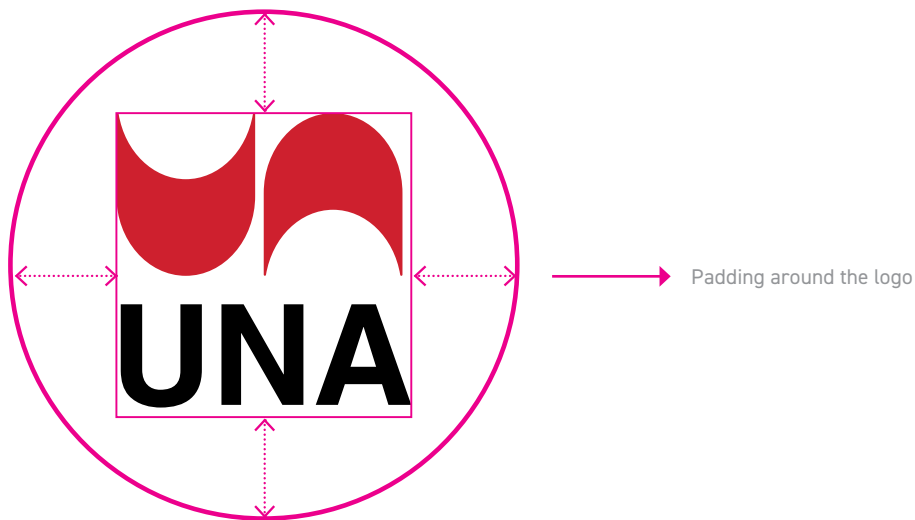
4. **Use of Background**
   › If you choose to select a solid background such as black or red, the reverse UNA logo is the preferred file to use. Reach out to our design team for request on this. Otherwise, a white background is the simplest way to go
   › Avoid complex background that can distract from the logo.

5. **Seek Approval**
   › To ensure it effectively represents UNA brand, please email your design to design@una.ca for approval.

6. **Post and check for updates**
   › If there's a change to the logo design, please update the profile and remember to update across all platforms if you have more than one social media account.

TEMPLATES

The following templates are available for educational, communication, and administrative uses. Send your request to design@una.ca for file templates.
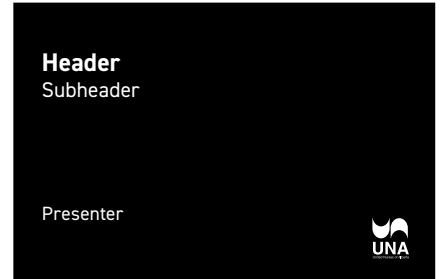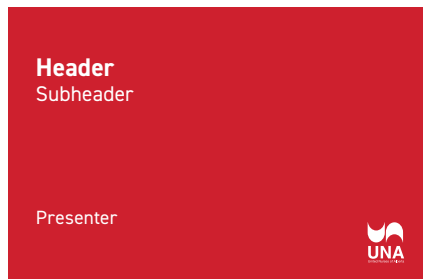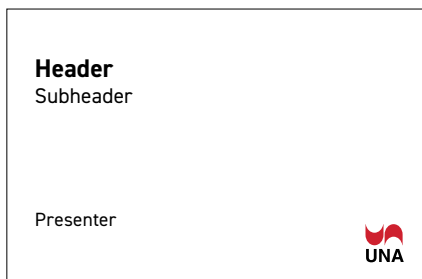
Letterhead

Form

Slide deck

For slide decks, the UNA logo should be positioned in the lower corner to allow space for a presentation header on either a white or black background. Use the primary logo for external presentations and the secondary logo for internal presentations.

Header
Subheader

Presenter

Header
Subheader

Presenter

Header
Subheader

Presenter

EQUITY CAUCUSES LOGO GUIDELINES

Version 1   March 2025

PRIDE (LGBTQ2S+) CAUCUS

Developed a diverse collection of logos representing various identities within the LGBTQ2S+ community. These logos are available in multiple orientations and sizes, making them adaptable for both digital and print purposes, as well as suitable for application on physical items like lanyards and flags

Logo Types

› **Row 1:** The square-shaped logo features three components: the monogram, symbol, and the 'Pride' wordmark. This version is typically used for internal communications and boutique items.

› **Row 2:** Suitable for both print and digital formats where space is limited.

› **Rows 3 & 4:** Display the UNA monogram along with the symbol and wordmark, intended for external communications.

› **Rows 5, 6 & 7:** Offer alternative options primarily for internal communication.

Types of Pride logos

1. Main (Progress) Pride

This is UNA's primary Pride logo for use in both print and digital communications.

Colours: Red, orange, yellow, green, blue, violet with chevron that features black, brown, light blue, pink, and white stripes. The arrow pointing to the right show forward movement and also represent marginalized people of colour, trans people and those living with HIV/AIDS and those who have been lost[3].

2. Alternative Rainbow Pride with Gradient version

Colours: Red, orange, yellow, green, blue, violet colours represents the LGBT community.

3. Alternative Trans Pride with Gradient version

Colours: Light blue, pink, and white stripes which represents the transgender community, with colours symbolizing traditional gender binary (blue for boys, pink for girls), and white representing those who are non-binary or gender non-conforming.

4. Non-binary with Gradient version

Colours: Yellow, white, purple, black represents non-binary individuals. Yellow represents gender outside of the binary, white for people with many or all genders, purple for people who fall between male and female, and black for agender individuals.

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3 https://en.wikipedia.org/wiki/Rainbow_flag_(LGBT)#cite_note-68

ETHNICALLY DIVERSE AND INDIGENOUS WORKERS OF ALBERTA - EDIWA CAUCUS

The design concept features hands in different shades, with overlapping areas that blend the colours to symbolize both unity and individuality. This reflects the idea of community and the coexistence of shared and unique challenges. The visual form also evokes the image of a butterfly, a symbol with deep cultural significance.

In First Nations' culture, butterflies represent transformation, hope, and rebirth, while in Chinese culture, they symbolize freedom, earthly beauty, love, and the human soul. With their delicate nature and immense power, butterflies are an inspiring representation of interconnectedness and growth within communities, anchored by the UNA symbol.

Logo Types

Hands in different shades that forms a butterfly shape

Love

Freedom

UNA symbol

Earthly Beauty

Human Soul

Monogram
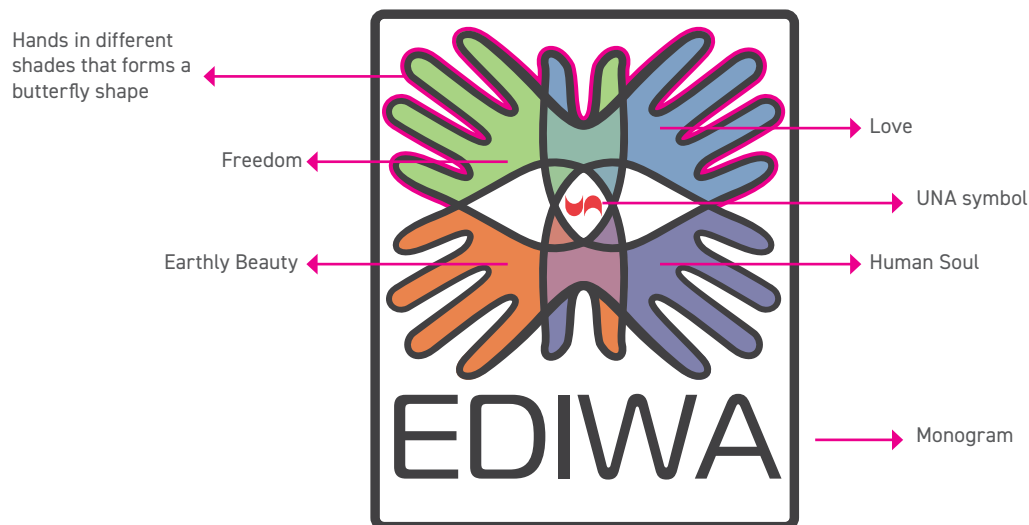
EDIWA

Orientation Variation

Square - Main Use

Primary

Secondary

Horizontal

Primary

Secondary

Colour variations

EDIWA Colours

Red	**Green**	**Blue**	**Violet**	**Orange**	**Black**
Hex: #ce202e	Hex: #A8D383	Hex: #7da0c5	Hex: #8081ad	Hex: #ea844d	
Pantone 186C (print)	Pantone 360C (print)	Pantone 646C (print)	Pantone 7670C (print)	Pantone 151C (print)	
Pantone 7621C (RESPECT pin)	CMYK: 37, 0, 64, 0	CMYK: 37, 19, 0, 23	CMYK: 26, 25, 0, 32	CMYK: 0, 44, 67, 8	
CMYK: 0, 96, 77, 20	RGB: 168, 211, 131	RGB: 125, 160, 197	RGB: 128, 129, 173	RGB: 234, 132, 77	
RGB: 204, 9, 47					

LOGO USAGE

The Caucus logo is extensively used across various communication channels, including social media, the website, print advertisements, and boutique items. To request for graphic files, please email design@una.ca.

By following these guidelines, you help to maintain the consistency and integrity of the UNA brand across all communications and materials.[4]

1. **Design Consistency**
   › Ensure that the caucus logo aligns with the main brand's overall design principles and visual identity.
   › Maintain a consistent colour palette and typeface that complements the main brand while allowing the caucus logo to have its unique identity.

2. **Maintain Clear Space**
   › Define and maintain a clear space around the caucus logo to ensure visibility and prevent clutter.
   › The clear space should be equivalent to a specific measurement, often the height of a key element in the logo, to maintain its prominence.

3. **Follow Proportion Guidelines**
   › Use the caucus logo at appropriate sizes to ensure legibility and impact. The recommended minimum size for optimal readability is 65 pixels in height for digital formats or 1 cm for print. It is also advisable to use the symbol along with the monogram letters for best results.
   › Ensure the logo's proportions are maintained, avoiding any stretching or distortion.

4. **Use Correct Colours**
   › Apply the caucus logo using approved colours from the caucus' colour palette.
   › When using the logo on different backgrounds, ensure that it remains visible and maintains contrast. Use alternative colour versions if necessary, such as monochrome or reversed versions.

5. **Backgrounds**
   › Place the caucus logo on backgrounds that provide sufficient contrast to ensure visibility. Avoid placing the logo on complex or busy backgrounds that could affect its clarity.

6. **Incorrect Usage**
   › Do not alter the caucus logo in any way, including changing its colours, proportions, or orientation.
   › Avoid placing the logo in environments where it may appear cluttered.

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4 OpenAI. "ChatGPT." ChatGPT model, OpenAI, August 12, 2024

7. **Use High-Resolution Files:**
   › Always use high-resolution files for both print and digital applications to ensure the logo appears clear and professional.
      › For print, utilize vector files at a maximum resolution of 300 DPI (e.g., .AI, .EPS).
      › For digital use, employ raster files with a resolution of 72 to 155 DPI (e.g., .SVG, .PNG, .JPG).

8. **Seek Approval**
   › For any new designs or logo usage outside the standard guidelines, please email design@una.ca to request approval from our design team.

9. **Usage Across Platforms**
   › Adapt the caucus logo for use across various platforms and media, ensuring that it adheres to size, resolution, and format guidelines specific to each platform (e.g., social media, print, digital).

Other Caucuses:

› Mental Health Caucus
› Young Workers Caucus

CONTACTS

Provincial Office

Edmonton

📞 780-425-1025 / 1-800-252-9394

Southern Alberta Regional Office

Calgary

📞 403-237-2377 / 1-800-661-1802

✉ nurses@una.ca

una.ca

UNA
United Nurses of Alberta