# Logo and Brand Identity Guidelines

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1.0

MoveUP PRIMARY LOGO

The logo is the most critical and recognizable element of the MoveUP brand. Its consistent and thoughtful application is the cornerstone of how our members and the public see and recognize us. It is the visual representation of our identity.

The primary (horizontal) version of the MoveUP logo with the union name should be used whenever there is horizontal space to allow the size to be big enough so the spelled out name is legible. In cases where the union name would be too small to read, the primary (horizontal) version without it is appropriate (see next page).
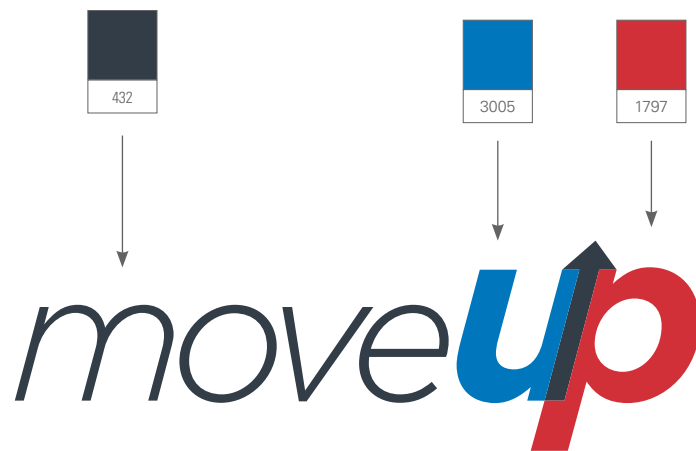
Filename: MoveUP_Primary-withname_Pantone.eps

PMS

The Pantone spot-colour logo is the preferred version. It should be used if possible.
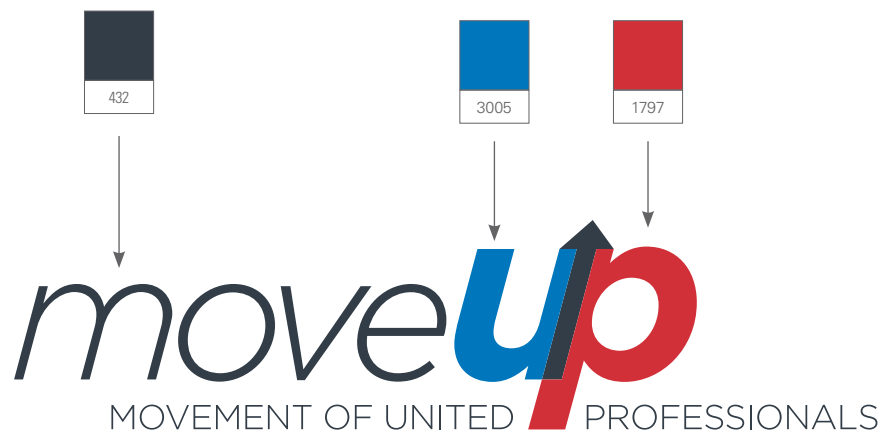
PRIMARY HORIZONTAL LOGO WITHOUT UNION NAME

The primary (horizontal) version of the MoveUP logo without union the name should be used whenever the logo will appear in a small enough application that the union name would not be legible in print or on screen.
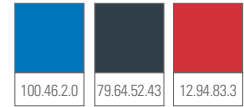
Filename: MoveUP_Primary-noname_Pantone.eps

432

3005

1797

moveUP

PMS

The Pantone spot-colour logo
is the preferred version.
It should be used if possible.

432   3005   1797

COLOUR APPLICATIONS

CMYK

When spot-colour printing is not available, the CMYK logo should be used. ***Please note:** The CMYK conversion from MoveUP Pantone colours is not exact. There will be a colour shift. Please use Pantone colours whever possible.
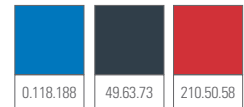
Filename:
MoveUP_Primary-withname_CMYK.eps

100.46.2.0	79.64.52.43	12.94.83.3

RGB

The RGB logo is to be used in on-screen applications, such as PowerPoint or the web. **Please note: slight colour shift can appear.**

Filename:
MoveUP_Primary-withname_RGB.jpg

0.118.188	49.63.73	210.50.58

BLACK

The black logo can be used if the medium does not allow for colour, such as fax.

Filename:
MoveUP_Primary-withname_BW.eps

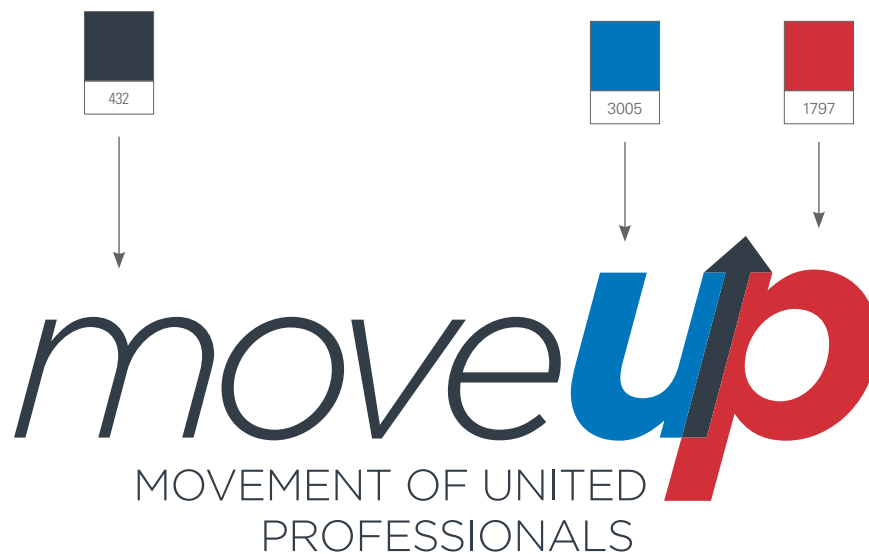| BLACK	BLACK 35%	BLACK 65%
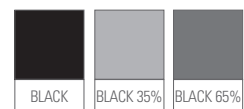
2.0
THE MoveUP SECONDARY LOGO

The secondary (stacked) version of the logo has been specially designed to suit more vertical applications or squares. It is particularly appropriate for square signage on buildings or for square social media profile pictures. It allows for more legibility with the name intact at smaller sizes as well.
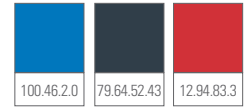
Filename: MoveUP_Secondary-withname_Pantone.eps

432

3005

1797

moveup
MOVEMENT OF UNITED
PROFESSIONALS

432 3005 1797

PMS
The Pantone spot-colour logo
is the preferred version.
It should be used if possible.

COLOUR APPLICATIONS

CMYK

When spot-colour printing is not available, the CMYK logo should be used. ***Please note:** The CMYK conversion from MoveUP Pantone colours is not exact. There will be a colour shift. Please use Pantone colours whever possible.
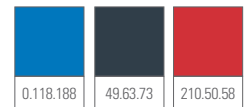
Filename:
MoveUP_Secondary-withname_CMYK.eps

100.46.2.0	79.64.52.43	12.94.83.3

RGB

The RGB logo is to be used in on-screen applications, such as PowerPoint or the web. **Please note: slight colour shift can appear.**

Filename:
MoveUP_Secondary-withname_RGB.jpg

0.118.188	49.63.73	210.50.58

BLACK

The black logo can be used if the medium does not allow for colour, such as fax.

Filename:
MoveUP_Secondary-withname_BW.eps

BLACK	BLACK 35%	BLACK 65%
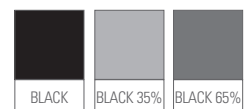
3.0

FULL COLOUR REVERSED LOGO

WITH AND WITHOUT UNION NAME

This application is for branded wearables. We recommend a black field to ensure contrast with the white lettering as well as the blue and red UP.

Consideration should be given to the size of the final logo, the type of reproduction (screen printing or stitching) and if the size. At smaller sizes or for more challenging production techniques like stiching, only logo without the name spelled out should be used.

This style would be used for branded shirts, hats, convention bags, black or dark silver mugs or other products where the field is black or very dark grey. Because of the blue U in UP, we'd recommend staying away from dark blue background materials.

Filename:
1. MoveUp_Primary-withname_
Reversed-PantoneUP
2. MoveUp_Primary-withname_
Reversed-CMYKUP

3005	1797
0.118.188	12.94.83.3

Filename:
1. MoveUp_Primary-noname_
Reversed-PantoneUP
2. MoveUp_Primary-noname_
Reversed-CMYKUP

3005	1797
0.118.188	12.94.83.3

4.0

ONE COLOUR LOGO

REVERSED AND ON WHITE

This application is for branded products at very small sizes when only one colour is possible. Preference should be given for the light blue application where possible. If that's not possible, black is preferred. Red should be avoided. This style should not be used with the name spelled out.

Full colour logo is always preferred and this logo should only be used in cases where production makes it impossible or cost prohibitive to do the full colour application.

Filename:
MoveUp_Primary-noname-OneColour_Blue

3005

Filename:
MoveUp_Primary-noname-OneColour_white

Filename:
MoveUp_Primary-withname_Reversed-withcolourUP

Black

Filename:
MoveUp_Primary-noname-OneColour_white

5.0

LOGO SIZE AND CLEAR SPACE

Logo size and clear space allow for the logo to maximize its impact.

SIZE AND CLEAR SPACE : PRIMARY (HORIZONTAL) LOGO WITH UNION NAME

STANDARD & MINIMUM SIZE

moveUp
MOVEMENT OF UNITED PROFESSIONALS

0.085 in

The standard size for the logo is approximately .085" in height when used in many typical applications, such as stationery and advertising.

moveUp
MOVEMENT OF UNITED PROFESSIONALS

0.0425 in

The minimum size that the logo with the union name should be used is 0.0425" high. Please double-check that all type is legible before publishing.

CLEAR SPACE

moveUp
MOVEMENT OF UNITED PROFESSIONALS

x
x
x
x

It is important to keep the area around the logo clear of distracting elements. The clear space should be a minimum measure equal to the width and height of the 'o' in MoveUP.

SIZE AND CLEAR SPACE : PRIMARY (HORIZONTAL) LOGO WITHOUT UNION NAME

STANDARD SIZE

0.625 in

When the primary (horizontal) logo with the union name needs to be smaller than the minimum size, use the alternative horizontal without the union name. Use if size is below .0625" in height.
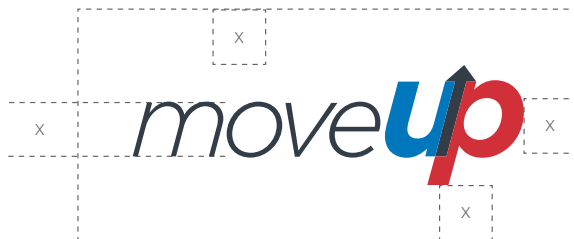
MINIMUM SIZE

0.1563 in

The smallest size the logo should be used is 0.1563" in height. Please double-check that all type is legible before publishing.

CLEAR SPACE

It is important to keep the area around the logo clear of distracting elements. The clear space should be a minimum measure equal to the width and height of the 'o' in MoveUP.

SIZE AND CLEAR SPACE : SECONDARY (STACKED) LOGO WITH UNION NAME

STANDARD SIZE

2.50 in

The standard size for the secondary logo is approximately 2.5" in height when used in many typical applications where the primary (horizontal) logo will not fit.

MINIMUM SIZE

.5 in

The smallest size the secondary logo should be used is 0.50" in height. Please double-check that all type is legible before publishing.

CLEAR SPACE

It is important to keep the area around the logo clear of distracting elements. The clear space should be a minimum measure equal to the width and height of the 'o' in MoveUP.

6.0

MoveUP USED IN DOCUMENTS

When used in documents and online in standard type, the standard is cap 'M', lower-case 'ove' and cap 'UP', all one word: **MoveUP**

This is to keep the visual cues of the wordmark itself, but adding the capital first letter ensures it gets noticed as a proper noun and isn't diminished in importance in standard type.

7.0

LOGO DON'TS

In order to maintain our brand's essence, consistent use of the logo must be maintained.

Don't place the logo over distracting backgrounds or complex photos.

Don't place the logo over coloured backgrounds.

Never stretch the logo horizontally or vertically. Always scale it proportionally.

Don't alter the logo colours in any way.

8.0

LOGO APPLICATIONS WITH PHOTOS

When placing the MoveUP logo over a photo, it's important to maintain visitiblity. Depending on the image, there are different ways to achieve this. Please see the following examples for correct and incorrect uses.

SAMPLE LOGO APPLICATIONS

9.0
THE UNION NAME

The union name "Movement of United Professionals" can be used in connection with the logo when the reproduction size or layout warrants it. If the logo is smaller than the minimum size, use the logo version without the union name. The union name should always be presented below the acronym in the typeface.

This wordmark is a single graphic unit and the spelled out union name should not be added to the logo using other typefaces or treatments.

10.0

UNION NAME DON'TS

The union name "Movement of United Professionals" is cannot be altered or changed from the placement in the Primary logo with name or Secondary logo with name

11.0

URL APPLICATION

When using the URL in documents style it so the 'M', 'UP' and 'T' are uppercase: MoveUPTogether.ca. For graphical purposes use the following:

MoveUPTogether.ca

MoveUPTogether-dotca_Pantone.eps
MoveUPTogether-dotca_CMYK.eps
MoveUPTogether-dotca_RGB.jpg

MoveUPTogether.ca

MoveUPTogether-dotca_BW.eps

12.0
FONTS AND TYPOGRAPHY

The MoveUP visual identity uses three fonts from the Gotham type family. Gotham is a clean, friendly, sans-serif typeface which communicates a professional, forward-thinking business. The primary variation used for the word move is *Gotham Light Italic,* while the UP uses **Gotham Bold Italic.** "Movement of United Professionals" uses Gotham Light.

GOTHAM LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

GOTHAM BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FONTS AND TYPOGRAPHY

OTHER VARIATIONS

GOTHAM THIN

GOTHAM THIN ITALIC

GOTHAM XLIGHT

GOTHAM XLIGHT ITALIC

GOTHAM BOOK

GOTHAM BOOK ITALIC

GOTHAM MEDIUM

GOTHAM MEDIUM ITALIC

GOTHAM BOLD

GOTHAM BLACK

GOTHAM BLACK ITALIC

GOTHAM ULTRA

GOTHAM ULTRA ITALIC

SECONDARY TYPEFACE

Secondary typefaces can also be used to compliment the main typeface Gotham. These typefaces can be used in letter writing, on-screen applications, advertising, etc.

TAHOMA

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

TAHOMA BOLD

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

GEORGIA

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

GEORGIA BOLD

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

13.0

SIGNAGE AND GRAPHICS

SAMPLE APPLICATION

SAMPLE APPLICATION

SAMPLE SIGNAGE

PROMOTIONAL APPLICATION
FULL COLOUR LOGO REVERSED

The reversed logo without union name, with coloured UP centred on female shirt.

The reversed logo with union name, with coloured UP centred on male shirt.

The reversed logo without union name, with coloured UP smaller in right corner

PROMOTIONAL APPLICATION
ONE COLOUR LOGO

14.0

BRAND BUILDING BLOCKS

1 **BRAND PERSONALITY:**
- Professional
- Determined
- Open and responsive
- Optimistic and forward thinking

2 **SHARED VALUES:**
- Fairness
- Community
- Equality
- Respect

3 **AUDIENCE REWARDS:**
- A sense of **security** knowing someone is on our side advocating on our behalf
- **Hopeful** for a better future and equal opportunity for all British Columbians
- **Confidence** that by working together we **can** improve our standard of living and quality of life

4 **DESIRED AUDIENCE OUTCOME:**

Potential members and public will think:

"The union cares about people's lives in the workplace and in our community.

They are working to make things better and fairer for everyone. They negotiate for better pay and benefits, and work for better public services and fairer rates for customers.

With the union, my colleagues and I have someone to help us advocate for a safer, fairer workplace."

Members:

"I know my union is there for me at work — they'll bargain collective agreements that are in my best interests and they'll defend my rights at work if something goes wrong.

My union doesn't just care about me, they also care about my family and my community. They are advocating for changes that will make life better for all of us."

5 **BRAND FEATURES:**

What are we? An 11,500-member strong union of diverse public and private sector workers in British Columiba

How do we work? We are a member-driven organization that collectively works with our allies and the broader community to bring about the change we need for a more fair, secure future for everyone.

Who do we work for? Our members, our communities and all working people who need someone on their side.

15.0
FILENAME DIRECTORY

List of provided logos

PRIMARY LOGO WITH NAME

MoveUP_Primary-withname_Pantone.eps
MoveUP_Primary-withname_BW.eps
MoveUP_Primary-withname_CMYK.eps
MoveUP_Primary-withname_RGB.jpg
MoveUp_Primary-withname_Reversed-PantoneUP.eps
MoveUp_Primary-withname_Reversed-CMYKUP.eps

PRIMARY LOGO WITHOUT NAME

MoveUP_Primary-noname_Pantone.eps
MoveUP_Primary-noname_BW.eps
MoveUP_Primary-noname_CMYK.eps
MoveUP_Primary-noname_RGB.jpg
MoveUp_Primary_Reversed_noname_CMYKUP.eps
MoveUp_Primary_Reversed_noname_PANTONEUP.eps
MoveUp_Primary-noname-OneColour_Black.eps
MoveUp_Primary-noname-OneColour_Blue.eps
MoveUp_Primary-noname-OneColour_white.eps

SECONDARY LOGO

MoveUP_Secondary-withname_Pantone.eps
MoveUP_Secondary-withname_BW.eps
MoveUP_Secondary-withname_CMYK.eps
MoveUP_Secondary-withname_RGB.jpg

FILENAME DIRECTORY

List of provided logos continued

URL
MoveUPTogether-dotca_Pantone.eps
MoveUPTogether-dotca_CMYK.eps
MoveUPTogether-dotca_RGB.jpg
MoveUPTogether-dotca_BW.eps