COMMUNITY LABOR UNITED

BRAND GUIDELINES

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Community Labor United empowers community-based organizations and labor unions to build strategic campaigns that protect and promote the interests of low and middle-income working families in the Greater Boston area.

Through a program of coalition building, research and policy development, public education, and grassroots mobilization, we advance policies that promote quality jobs, secure healthcare, affordable housing, and environmental justice for all.

The Logo

The Community Labor United logo, though simple in design works on many levels to display the organizations values of community and togetherness. The three letters, C L U interlock on hinges in the lockup which brings us our visual and color inspirations.

As a secondary element the hinges in the logo can be used as a texture or an element to upllift design materieals.

COMMUNITY
LABOR
UNITED

Icon

Word Mark

The Logo Can...

1. Be long
2. Be used without word mark
3. Be used with margins equal to the width of one hinge
4. Be solid white
5. Center in square orientation

1

COMMUNITY LABOR UNITED

2

3

COMMUNITY
LABOR
UNITED

COMMUNITY LABOR UNITED

4

COMMUNITY
LABOR
UNITED

5

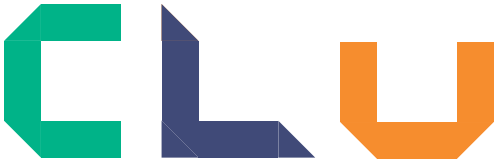
COMMUNITY LABOR UNITED

The Logo Can’t...

1. Be warped or transformed
2. Be pulled apart
3. Have an altered hue/shade/tone
4. Be a solid color on a light background
5. Be just the word mark

1

2



3

4

5

COMMUNITY
LABOR
UNITED

COMMUNITY LABOR UNITED

Other Campaign Logos

1. Public Transit Public Good – can be used with or without word mark and sub copy. The logo mark should always be orange, work mark should never be orange.
2. Green justice Coalition – Lockup and icons must stay consistant. Can change word color to white. Icons can be used independently but only as design elements never in place of the full logo.
3. Care that works can have vertical or horizontal alignmnet. Horizontal is preferred. logo and icon have to share the same color.

1

PUBLIC TRANSIT
PUBLIC GOOD
Riders, Workers and Communities
United For Transit Justice

PUBLIC TRANSIT
PUBLIC GOOD

2

GREEN
JUSTICE
COALITION

3

CARE THAT WORKS
Families And Providers United For Child Care

CARE
THAT
WORKS
Families And Providers United For Child Care

Color

The main colors of this brand are the mint green, soft orange and faded navy. We use them with the addition of secondary hues to create fresh contrast that is welcoming and warm.

Weaving non-branded colors into this pallet for event or seasonal graphics is acceptable, and helps to maintain the concepts of flexibility and inclusivity.

Main Colors

#F68D2E
R: 246 | G: 141 | B: 46
C: 0 | M: 54 | Y: 93 | K: 0
715 C

#8FD6BD
R: 123 | G: 202 | B: 175
C: 51 | M: 0 | Y: 39 | K: 0
337 C

#00B388
R: 0 | G: 179 | B: 136
C: 78 | M: 1 | Y: 63 | K: 0
339 C

#404a78
R: 64 | G: 74 | B: 120
C: 85 | M: 77 | Y: 28 | K: 12
7673 C

Secondary Colors

#FC4C02
R: 252 | G: 76 | B: 2
C: 0 | M: 85 | Y: 100 | K:0
1655 C

#201747
R: 32 | G: 23 | B: 71
C: 97 | M: 99 | Y: 37 | K: 44
275 C

How we use color in campaigns

Care that Works

- Bright Fun inviting colors
- Introducing alternative shades and hues of brand colors is acceptable

Green Justice Coalition

- Two palletts for GJC: Logo and May Day event.
- GJC Logo branding is a variant of the CLU logo color palett shifted slightly for a warmer pallett.
- May Day even consists of a Blue, monotone pallet.

Public Transit Public Good

- Bright and easy to read on dark backgrounds
- Firm pallet don’t divert

Care That Works

#00B398	#8986CA	#F0E87B
R: 000 | G: 179 | B: 152	R: 137 | G: 134 | B: 202	R: 240 | G: 232 | B: 123
C: 85 | M: 77 | Y: 28 | K: 12	C: 49 | M: 47 | Y: 0 | K: 0	C: 8 | M: 2 | Y: 64 | K: 0
3275 C	7446 C	602 C

Green Justice Coaltion

#4698CB	#F68D2E	#78BE20
R: 70 | G: 152 | B: 203	R: 246 | G: 141 | B: 46	R: 120 | G: 190 | B: 32
C: 70 | M: 28 | Y: 5 | K: 0	C: 0 | M: 54 | Y: 93 | K: 0	C: 58 | M: 1 | Y: 100 | K: 0
7688 C	715 C	368 C

Green Justice Coalition – May Day

#4698CB	#201747	#59CBE8
R: 70 | G: 152 | B: 203	R: 32 | G: 23 | B: 71	R: 89 | G: 203 | B: 232
C: 70 | M: 28 | Y: 5 | K: 0	C: 97 | M: 99 | Y: 37 | K: 44	C: 56 | M: 0 | Y: 7 | K: 0
7688 C	275 C	305 C

Public Transit Public Good

#F68D2E	#165C7D	#F0E87B
R: 246 | G: 141 | B: 46	R: 25 | G: 92 | B: 125	R: 240 | G: 232 | B: 123
C: 0 | M: 54 | Y: 93 | K: 0	C: 92 | M: 60 | Y: 33 | K: 13	C: 8 | M: 2 | Y: 64 | K: 0
715 C	000 C	602 C

Typography

The typography for this brand is geared toward being fun and loud. We want to share impotant information with our followers and constituents, and deliver it in a way that feels organic and fun. Its important that the typography be assessable to all readers.

While the H1 can be swapped out for flavor fonts for campaign or seasonal social graphics it must be used on promotional literature, and doccuments.

Lato Black

Header 1

DIN Condensed Bold

ALT. HEAD

Lato Regular

Body

Rerem et qui dero

OMMOLLIQUE VENDIT AM VELIATI AERNATUR?

Volum eum velia num alique et eumentiunt aspiende dolore velici doluptas mo corem autem lam coruptam aut dit quam el ius etus eum ipis enture, suntur?

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Photography

Photography for the CLU brand should be focused on capturing a moment in time. At rallys and events we want to show action and motion. Candid photogaphy is a large portion of what makes the CLU brand shine, as it shows the real hard working people that make up our fights every day. Even staged photos should feel relaxed and natural, with comfortable smiling faces.

We want photos that are crisp, colorful and diverse. Subjects should show emotion and should never feel posed. Representation is important in our fights, so its important to shoot with an eye on diversity.

LOW-INCOME FARE NOW
PUBLIC TRANSIT PUBLIC GOOD
TRANSIT IS ESSENTIAL
UNITED
FOR A LOW
are the lifeblood of our public transit systems. We must ensure that Massachusetts' public transit
able, equitable, and accessible, and meet the needs of communities of color and working families.
it Public Good Coalition in calling for a Low-Income Fare NOW!
PUBLIC TRANSIT PUBLIC GOOD
Riders, Workers and Communities United For Transit Justice
Charli
T
LOW-INCOME FARE

PHOTO

SCIENCE
Science

STOP
WAGE THEFT
AND HOLD EMPLOYERS ACCOUNTABLE
THE MASSACHUSETTS WAGE THEFT COUNTER
www.StopMassWageTheft.com
STOP
WAGE THEFT
AND HOLD EMPLOYERS ACCOUNTABLE
THE MASSACHUSETTS WAGE THEFT COUNTER
www.StopMassWageTheft.com

Trabajos Bien Hechos Trabajos Bien Pagados

SOLIDARITY!
INTERNATIONAL UNION OF PAINTERS & ALLIED TRADES
NO MORE VICTIMS
STOP WAGE THEFT NOW.
NO MORE EXCUSES
STOP WAGE THEFT

United Unions For Stronger Communities

Visuals

To maintain brand standards visual imagery can contain photos of real people, icons or illustrative scenes. All visuals should feel fun, engaging, and upbeat. We should never pressure the viewer but rather inspire a feeling of hope and positivity.

PHOTO 22

COMMUNITY
LABOR
UNITED
CELEBRATING
BLACK HISTORY
MONTH!

COMMUNITY
LABOR
UNITED
Happy
Father's
Day!

HAPPY
MARTIN LUTHER
KING JR.
DAY
COMMUNITY LABOR UNITED

HAPPY NEW YEAR!
COMMUNITY LABOR UNITED

TY HARD WORK GRASROOTS STRENGTH
RESH EMPOWERING COMMUNITY HARD
ROOTS STRENGTH BUILDING FUN FRESH
COMMUNITY HARD WORK GRASROOTS
GTH BUILDING FUN FRESH EMPOWERING
TY HARD WORK GRASROOTS STRENGTH
RESH EMPOWERING COMMUNITY HARD
ROOTS STRENGTH BUILDING FUN FRESH
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