

IUPAT

Branding Style Guide



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Overview

Over the years, the IUPAT has evolved in the ways that we portray ourselves. Our location, our colors, our logos, and even our name have changed just as much as our members, crafts, and our very union have.

The branding of our union - **our words, images, and style that defines our union** - helps define who we are to the public, our members, and our future members.

The following guide is intended to provide a set of guidelines about our logos to make sure that every person who sees the IUPAT sees a union that wants to fight for them and for our collective dignity on the jobsite and in our communities.



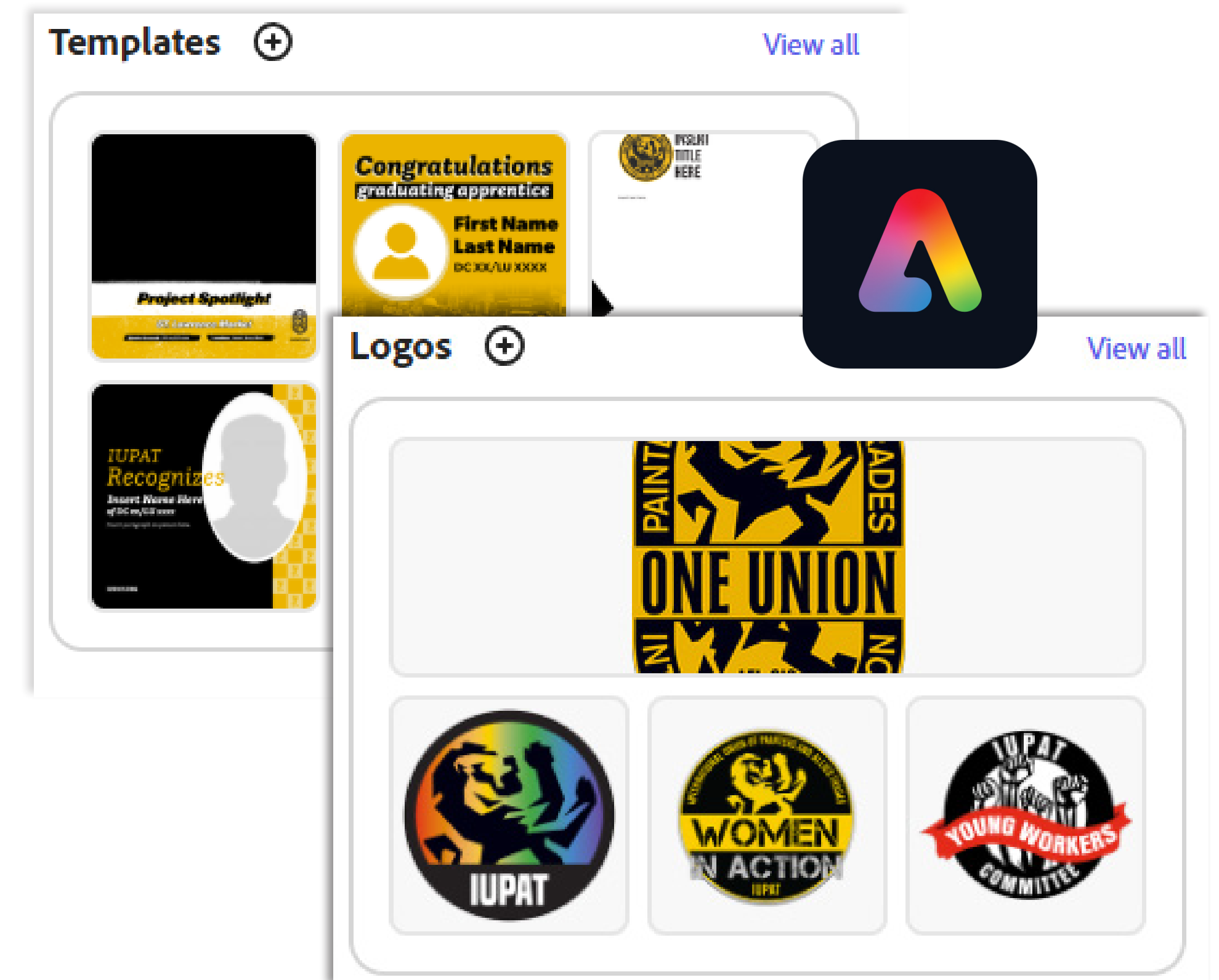
Branding Kit

What is a Branding Kit?

The branding kit is a collection of visual assets on **Adobe Express** that aids in making graphics that allow for a unified visual representation of the IUPAT.

The kit includes

- Logos
- Textures/Assets
- Templates
- Fonts & Colors



Branding Kit

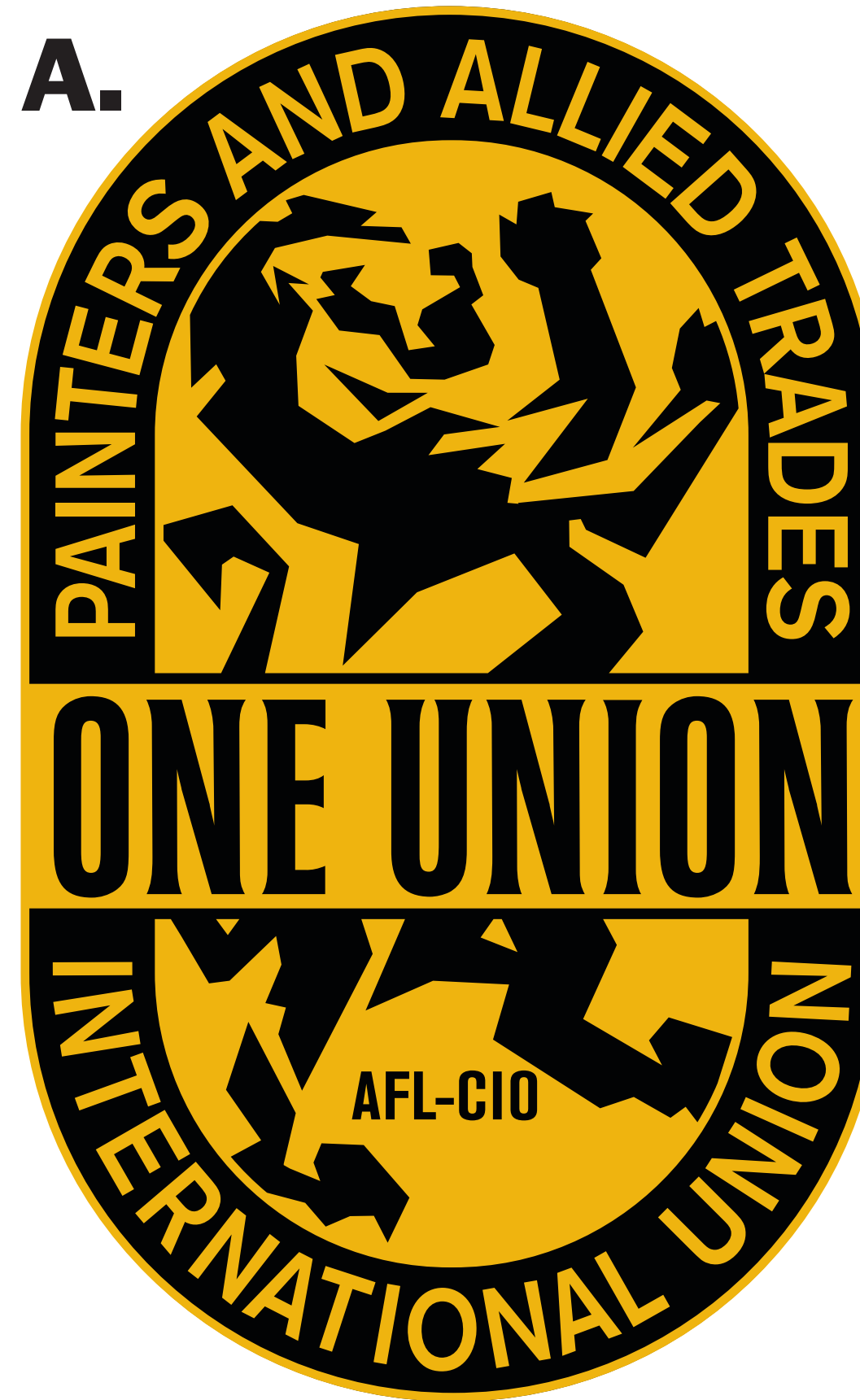
Why is it important to uphold IUPAT's brand?

Maintaining consistency with IUPAT's branding is important for these key reasons:

- **Strengthening brand recognition**
- **Distinguishing the IUPAT from other unions**
- **Building trust and credibility**
- **Effectively conveying our message and identity through visual elements.**

Logos

The IUPAT consistently uses two logos in their visual branding. The official oval logo (**A**) that was designed and unveiled during the 1999 general convention and the secondary and newer circle logo (**B**) from the 2024 general convention.



Logos - Uses

Oval Logo:

The oval logo is the primary logo of the IUPAT. This logo must be used for any advertisements, official external communication, protest and political material.

Circle Logo:

The circle logo can be used for internal communication, social media posts, organizing and protest material.

Logos - Colors

IUPAT YELLOW

RBG	238, 179, 16
HEX	#EEB310
CMYK	0, 25, 93, 7



BLACK

RBG	0, 0, 0
HEX	#000000
CMYK	0, 0, 0, 100

Logos - Rules

When using the IUPAT logos, avoid the following violations:



Don't delete elements



Don't add
glows or shadows



Don't add elements



Don't distort logos



Other edits to avoid:

- Don't change the colors of the logos
- Don't change the typeface of the logos

Logos - Official Logo Request

How to request the official logos:

If you need either of the logos for material outside of Adobe Express, please email communications@iupat.org with the additional information:

- Which logo is needed
- “Logo Request” in the subject line
- Vendor or contractor to whom the logo will be sent to
- Intended purpose for the logo

Please be certain to copy your BM/ST on the request.

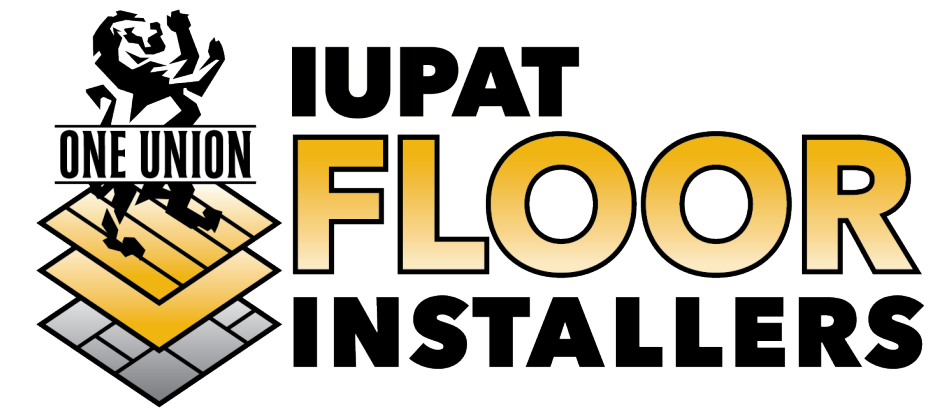
Once approved, a formal letter with the logo files will be sent to the BM/ST, with a copy to the requestor. We generally respond very quickly but please give it three business days before inquiring about the status.

Logos - Craft committee logos

Crafts can have their own logo to represent their craft, but these logos must follow the guidelines, including the requirement that craft logos must be used in conjunction with the official IUPAT logo on all craft committee-branded materials:

1. Craft committee logos must include “IUPAT” or equivalent.
Ex: “IUPAT Glaziers Union” instead of “Glaziers Union”
2. Craft committee logos cannot alter the official IUPAT logo (oval) OR the one union one family one fight logo - they CAN alter the older round logo
3. Craft Committee branding must associate with IUPAT and fit in with our larger branding guidelines (ex: colors, fonts, etc)

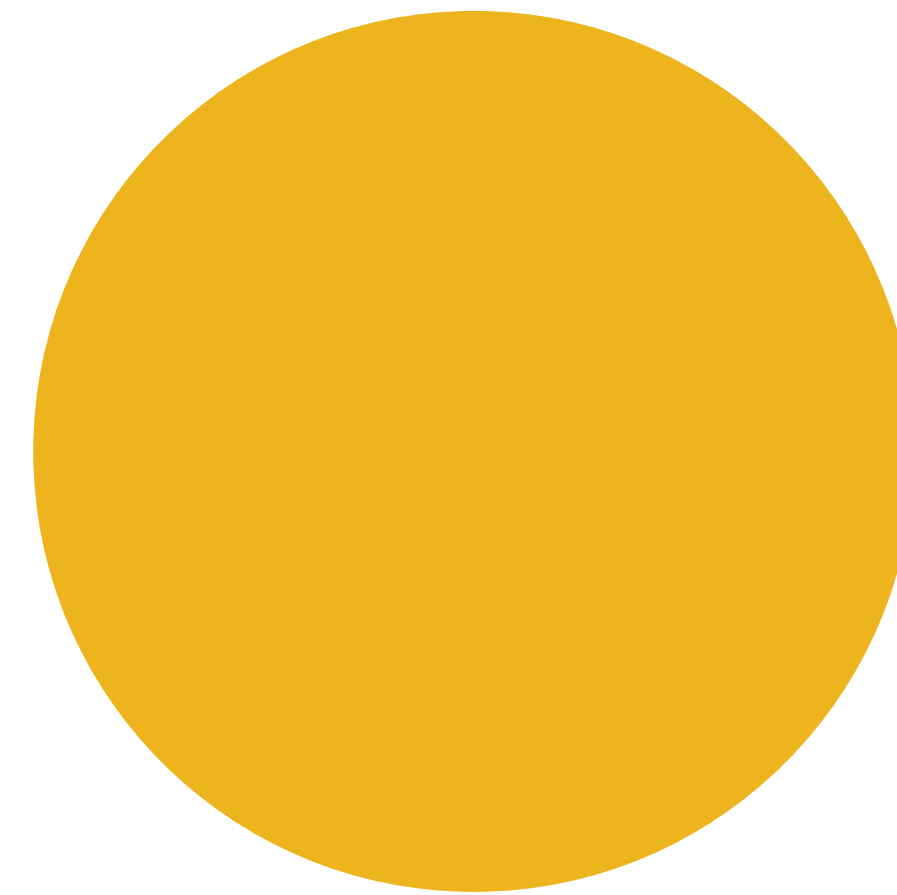
Ex:



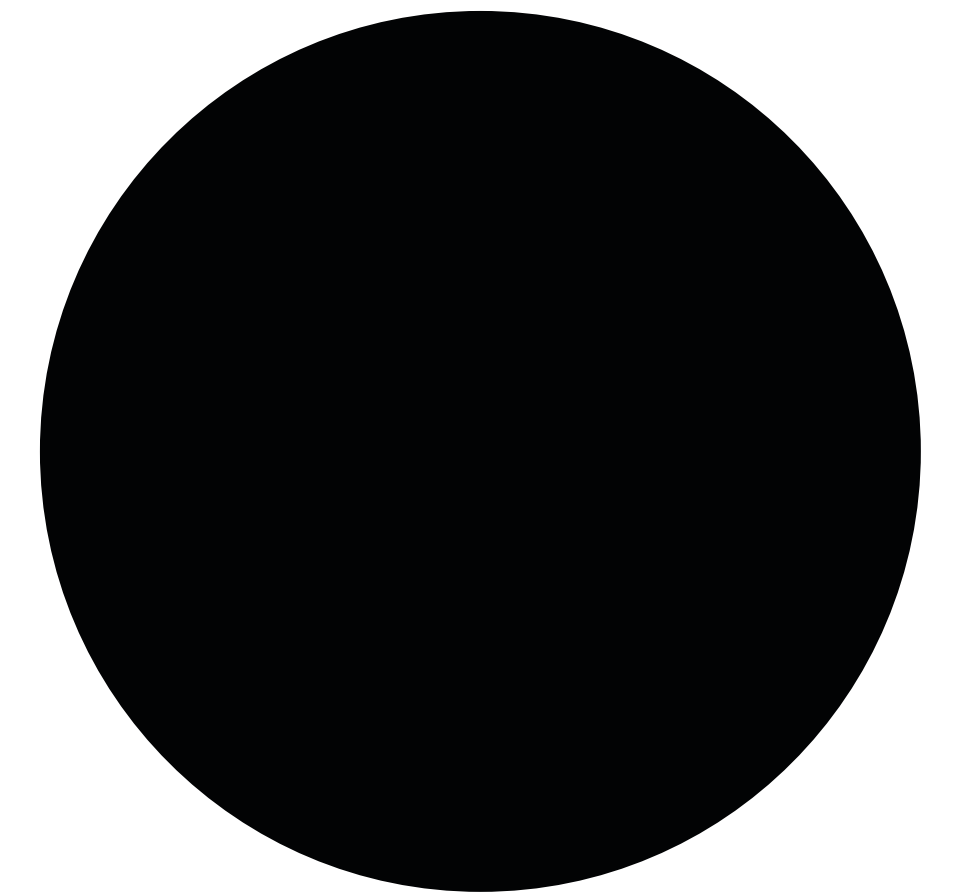
Color

Color is the bridge connecting IUPAT's Social Media Style to the larger brand.

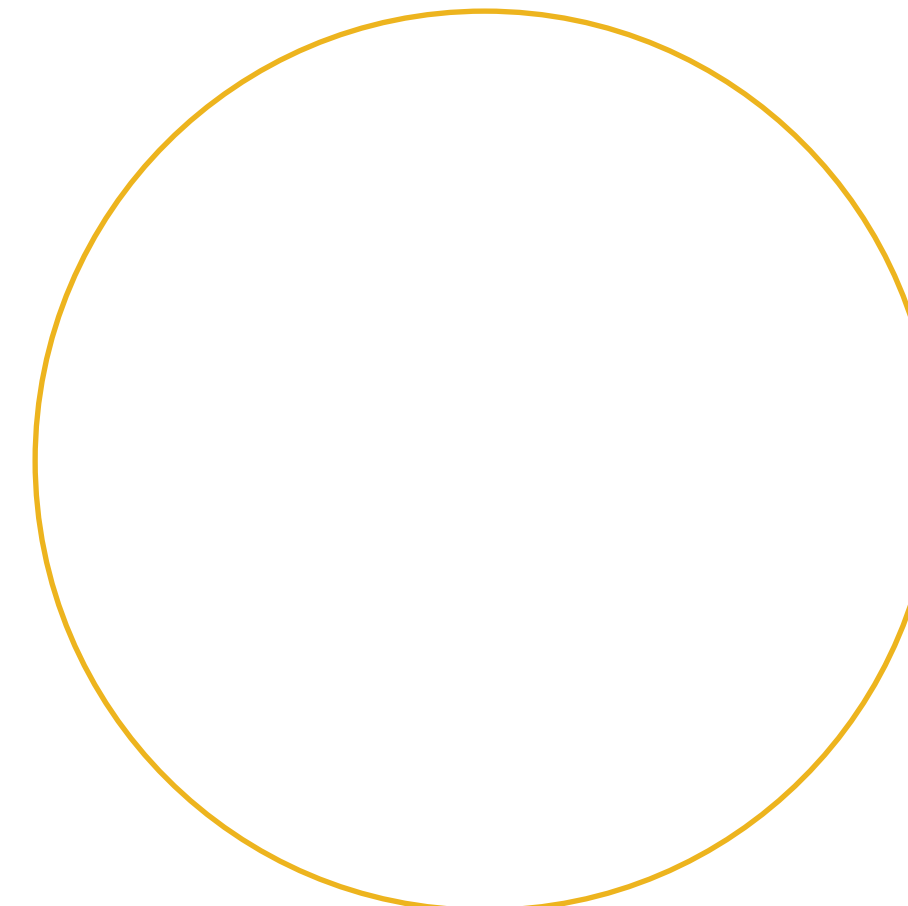
The hue must remain the same for this reason. However, opacities, tints, and shades may be used to create interest & differentiate a post from other IUPAT material.



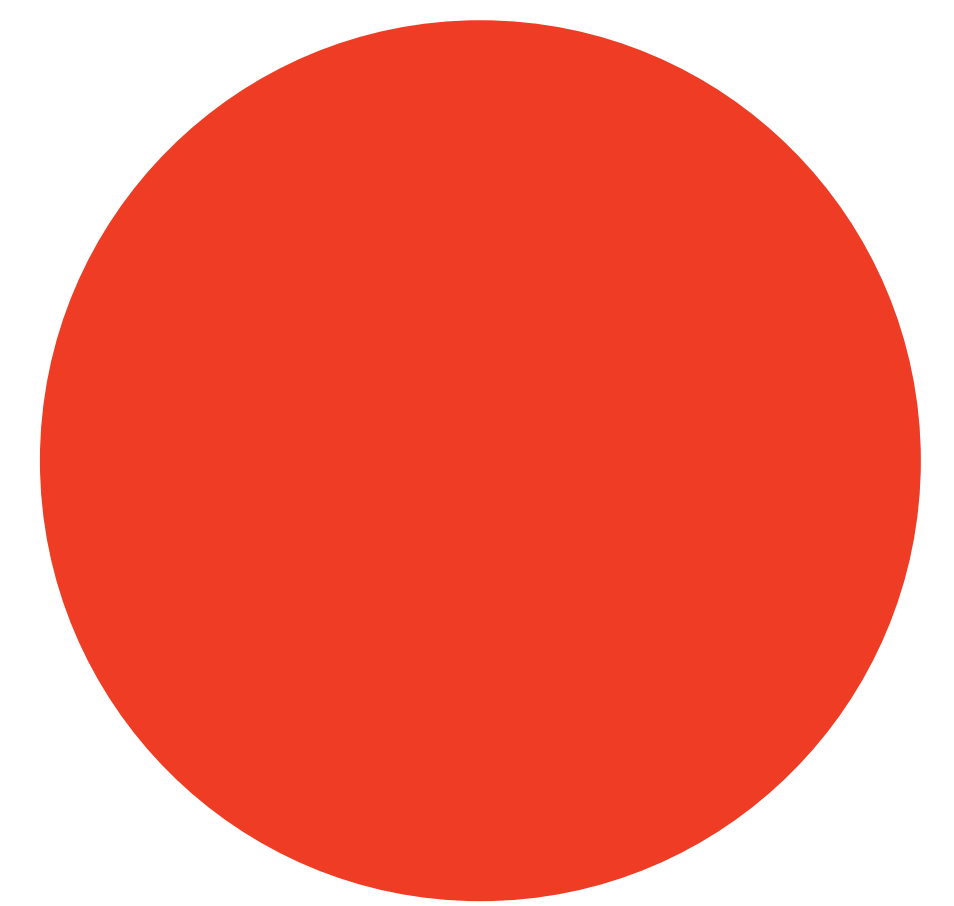
#EEB310



#000000



#ffffff



#ef3824

Color Notes

A note on breaking color rules:

Occasionally, the need may arise to break rules & add nonstandard colors. This is most applicable for holidays or major occasions.

Examples:

- Juneteenth
- Fourth of July
- Seasonal Holidays

When breaking these rules make efforts to include IUPAT yellow above the other colors

A note on red:

Red is an incredibly power color IUPAT creatives should not be afraid to make use of. However, always be conscientious of making it the main color in a piece as it can quickly overwhelm and confuse the message trying to be conveyed.

Fonts

Font use is what differentiates IUPAT's Social Media Style from the rest of the main brand.

Halyard Display & Questa Slab are the primary typefaces that should be used on graphics or in videos. These fonts can be used in any weight or hierarchy based on an individual piece.

What really makes social font use unique is the ability to use a variety of accent fonts to make a piece look as trendy as possible. There are no rules for picking an accent font out as such. Some of the fonts that have been used like this: Knewave, Hatch, Antique, Olive & Herb.

Font Uses

Font use is what differentiates IUPAT's Social Media Style from the rest of the main brand.

Questa Slab Regular

Questa Slab Bold

Questa Slab Black

Questa Slab is best used as the primary font for union history, quote graphics, or emphasizing a name or place.

Halyard Display Regular

Halyard Display Bold

Halyard Display Black

Halyard Display is best used as the primary font for titles, conveying strength, and in templates.

Template Graphics

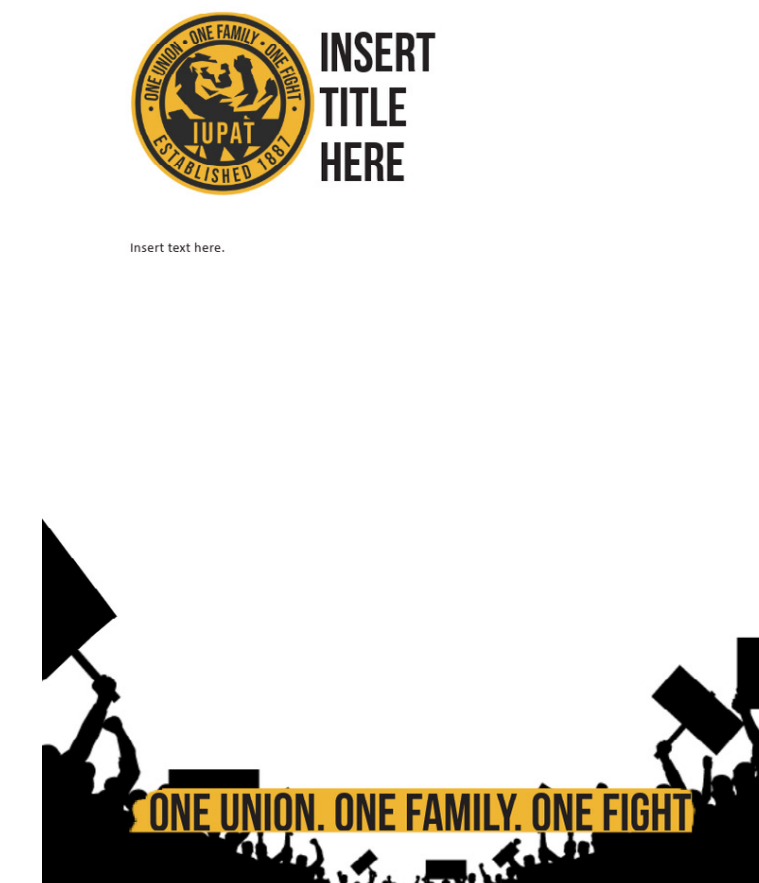
Template graphics will be accessible in Adobe Express, allowing for easy editing of posts and resources. A variety of templates will be available, including but not limited to:



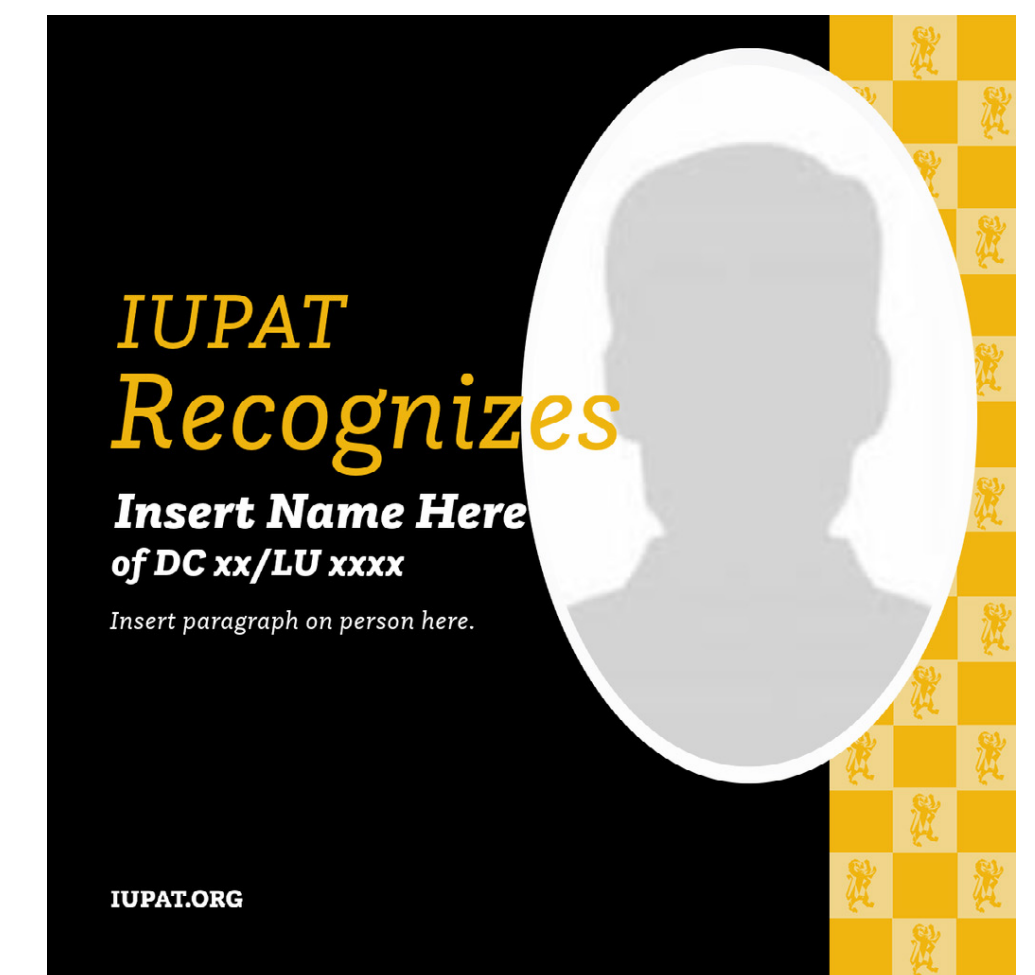
Project Spotlights



Apprentice Highlight



Flyer Templates

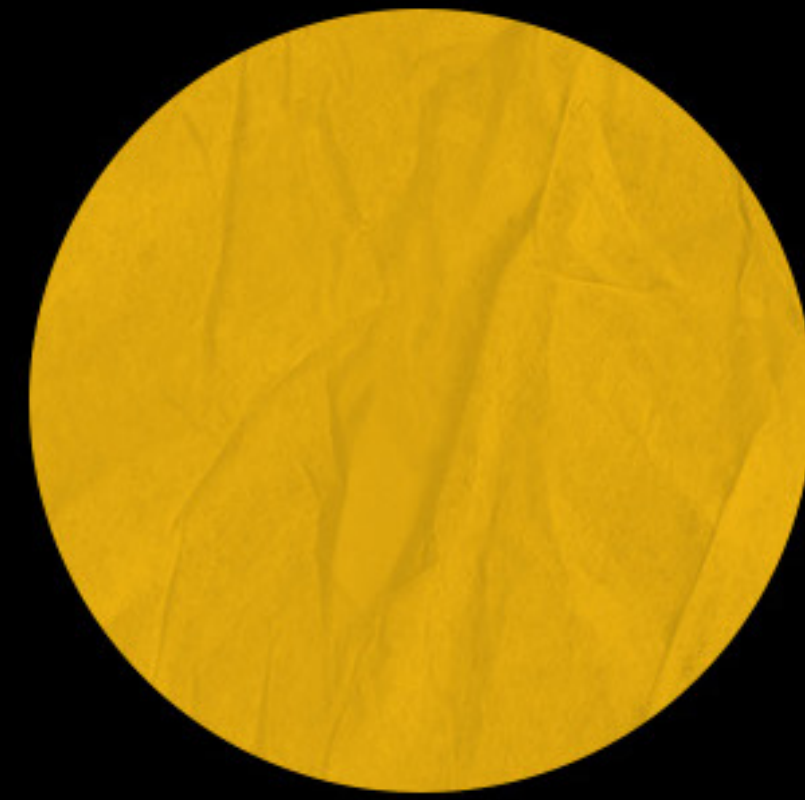


Member Recognition

Textures

Available in the Branding Kit are a variety of paper, photocopy, and grainy textures for overlays.

All the textures should be set to 60% or less opacity. The layer can be placed under text or above as long as legibility is preserved.



Photography

Tips on ideal pictures for social media:

- Clear photos, good lighting and composition that portrays what you are going for
- Member-driven or project-based pictures that are relevant to the graphic
- Avoid using pictures of empty rooms or members not using proper PPE
- When choosing the right photo, be mindful of how you portray our union to the general public
- Use relevant stock photos if necessary



Tone

Some questions to ask yourself when writing social media copy include:

Who is your target audience? Which platforms do you think are best for your target audience and how might you write copy differently for each audience - example: Facebook copy more geared towards current membership, and X copy is more geared towards broader public and potential membership. Write social copy that is written in the lens of ours, not the union.

We, not me.

Use words like together and us. Statements that bring people in rather than no call to action that leaves them out. Recognize and spotlight crafts, projects, and accomplishments that can connect each individual to our shared broader mission.

Copy Examples:

For organizing posts:

“Atlanta’s construction is booming, yet companies like Specialty Finishes are keeping the city’s construction workers down rather than lifting them up. Our union is drawing a line in the sand to raise standards in construction and transform the South for working people.”

For a new member post:

“Our skilled trades provide opportunities that can transform lives, and we’d like to expand the benefits of our union to as many people as possible. Please join us in welcoming two of our newest union siblings, IUPAT District Council ## LU ## glaziers JANE and JOHN!”

Copy Examples:

For a project spotlight:

“Our union’s trades build vital infrastructure that profoundly impacts how we live, like Hospitals. District Council ## Painters LU ## have been hard at work in the new [insert project name] + [insert short blurb about the project. Ex: Featuring multiple buildings, including a 16th-story clinic and expected to open Fall of 2024.]”

For video copy on member’s interviews:

Insert a direct or indirect quote from the video. Like “Before joining our union, Manual was a non-union glazier for more than a decade. Being a part of our union for him has meant higher pay, new benefits like dental and vision, and a pension for a secure retirement.”

Contact for more information:

Ryan Kekeris

Communications Director **rkekeris@iupat.org**

Alejandra Buonovino

Deputy Communications Director **abuonovino@iupat.org**

