

# CAMPAIGN GRAPHICAL GUIDELINES



## LOGO

The logo is the core element in the campaign's visual identity. Its relative size, positioning and colour treatment are governed by the rules outlined in this guide.



FOR INTERNATIONAL TRADE UNION CONFEDERATION  
DEMOCRACY

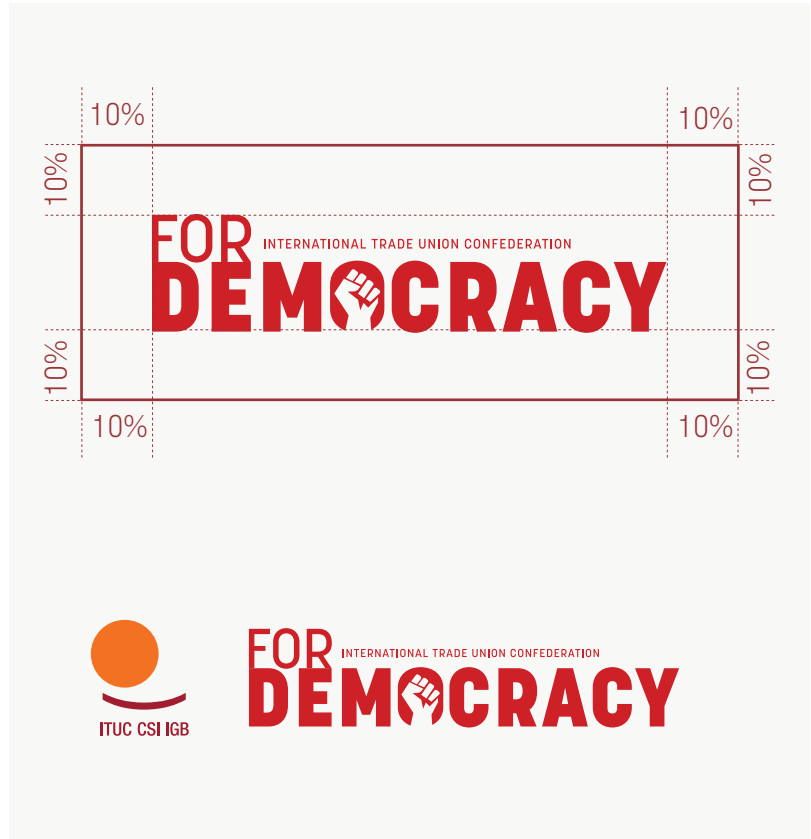
The logo consists of the words "FOR" and "DEMOCRACY" stacked vertically in a bold, red, sans-serif font. The word "INTERNATIONAL TRADE UNION CONFEDERATION" is written in a smaller, red, sans-serif font between the two main words. A white raised fist icon is positioned within the letter "O" of "DEMOCRACY".

## SPACE

The logo must have a 'buffer' space around it to maintain its legibility and visual impact.

No other graphic elements, such as typography, rules, pictures (except when the logo is placed on a visual), should infringe upon this space.

The minimum free space needed is given relative to the height and width of the logo. The required buffer space for the logo is 10% of its height and 10% of its width.

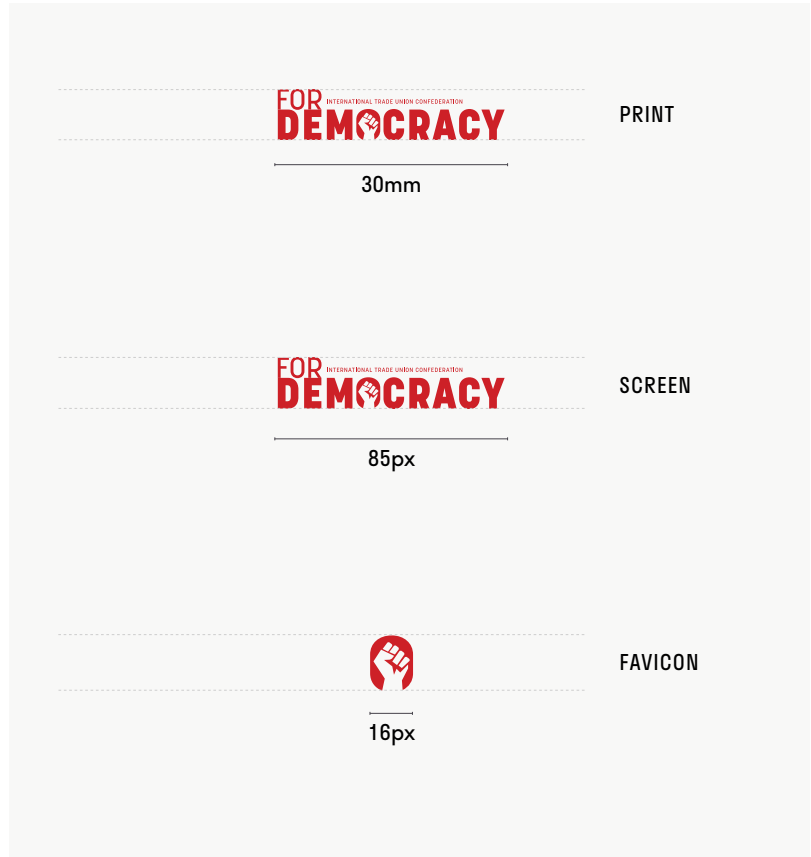


## MINIMUM SIZE

There is no maximum size restriction for the logo. However, for optimal reproduction quality, it is recommended that the minimum size for print be 30mm wide.

For digital reproduction, the minimum size should be 85 pixels wide.

If the logo needs to be used in very small sizes, such as for the website's favicon, only the fist will be used.



## COLOUR

The logo does not have a specified colour. It is conceived to adapt to its visual environment. However, a single, solid colour must always be used.

Here are some examples of how it could be used by ITUC affiliates taking part in the campaign.

*Please note that the affiliate logos depicted here are for illustration purposes only and do not reflect any preference from the ITUC or commitment from these affiliates. It is up to each affiliate to decide if, how and when they want to use the logo. The ITUC can provide the campaign logo, together with the affiliate's logo, in their colours and national languages, including non-Latin/Cyrillic scripts, upon request.*

## FULL-COLOUR VERSION

The CMYK version of the logo should always be used in print.

On dark backgrounds, the use of light colours is recommended.



## MISUSE

The logo must always be reproduced in accordance with the standards outlined in these guidelines.

The use of a single, solid colour and the proportions must never be altered. This page displays some examples that would be considered to be in contravention of these guidelines and, therefore, unacceptable.



Do not distort the proportions



Do not tilt



Do not use effects



Do not use gradients



Do not use prints



Do not outline



Do not alter the order of the elements



Do not use a border

## TYPOGRAPHY

The main font is the *Korolev* family. It will always be used in capitals.

The *heavy* variant is used for the body “Democracy” and the *medium* for the “for” and “International Trade Union Confederation”, the latter including a 75% kerning.

### KOROLEV HEAVY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

### KOROLEV MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

FOR INTERNATIONAL TRADE UNION CONFEDERATION  
DEMOCRACY



*Canvas Script heavy* in lower case should be used as a secondary font when the logo is accompanied by a theme.

This should always be placed below the logo to the right, so that it protrudes minimally.

Regarding the colour, the same principle of a single, solid colour should be followed, ideally in the same colour range as the main logo.

*Canvas Script Heavy*

*abcdefghijklmnopqrstuvwxyz*

FOR INTERNATIONAL TRADE UNION CONFEDERATION  
**DEMOCRACY**  
*at work*

POR LA CONFEDERACIÓN SINDICAL INTERNACIONAL  
**DEMOCRACIA**  
*en el trabajo*

POUR LA CONFÉDÉRATION SYNDICALE INTERNATIONALE  
**DÉMOCRATIE**  
*au travail*