CONFEDERATION

SYNDICAT
EUROPEÆN
TRADE UNION

GRAPHIC CHARTER
28 JANUARY 2013

The European Trade Union Confederation presents
its new visual identity.

SYNDICAT
CONFEDERATION
EUROPEÆN
TRADE UNION

The graphic charter sets out the basic
principles governing the European Trade Union
Confederation's new visual identity and ensures
its long-term consistency.

It explains the rules to be followed in all graphic
communication projects for the European Trade
Union Confederation.

Entry into force: 28 January 2013.

CONTENTS

LOGO

LOGO NAME

The term **"European trade union"** featured in the logo does not alter the name of the organisation which remains **"European trade union Confederation"** (as set out in its Constitution).

A distinction is created between the horizontal information (European trade union) and the vertical information (Confederation), thereby highlighting the function of the organisation in relation to its Constitution.

The term **"European trade union"** makes it clearer to the general public what the organisation's function is and what it does. It is an important visibility component which gives a direct indication of the nature of the organisation.

This logo is unilingual. It features a combined version of the words **"européen"** and **"European"** to enable a unilingual reading.

The A in the E evokes Ancient Greece, a reference to the origin of the word "Europe".

FR/EN

FR/EN

4

LOGO EMBLEM

The raised fist salute is a symbol of fraternity in political combat.

The iconography of social struggles – strikes, demonstrations and rallies – shows that the raised fist has become a symbol of mutual recognition combined with a display of personal conviction.

In its widespread use, it embodies the decisive and essentially peaceful power of the people at large.
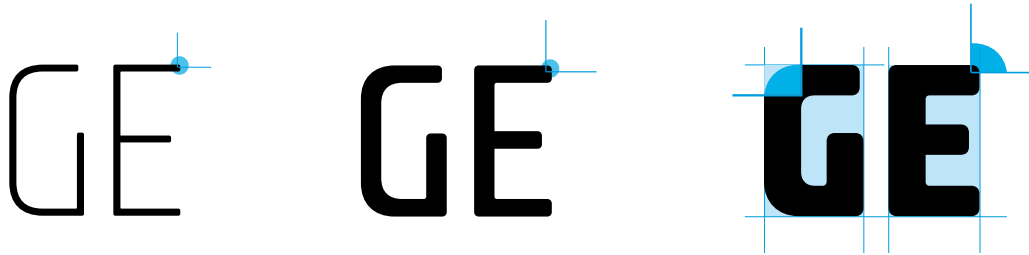

© John Heartfield

Fishmonger © Tomáš Brousil (Czech Republic)

The typography of the logo uses the upper-case versions of Fishmonger Thin and Fishmonger Bold. This font was chosen for its square-bodied, round-edged look, which strikes the right balance between strength and flexibility. This typography is serious, reassuring and solid yet at the same time contemporary and dynamic.

GE GE **GE**

FISHMONGER THIN
FISHMONGER LIGHT
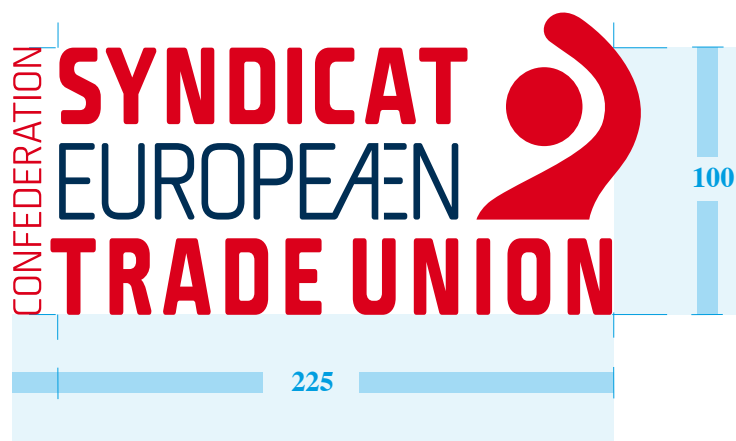FISHMONGER REGULAR
FISHMONGER SEMIBOLD
FISHMONGER BOLD

LOGO COMPOSITION

The letter height and line spacing follow the proportions of an invisible grid. The gap between the lines is a quarter of the letter height.

The unit of measurement is the side of a square separating letters, lines and the point of support of the emblem.

The logo forms an invisible rectangle, with the curve of the arm touching its edge. The rectangle's width is roughly twice its height.

LOGO COLOURS

Red is the historic colour of social and popular movements.
In Europe, red is the colour most often used by trade unions, although some have opted for other colours.

In the logo, this red is combined with a very dark blue, representing the blue of Europe. This 'European' blue is symbolically framed by the red of the Confederation.

Print CMYK		
Cyan	2
Magenta	98
Yellow	85
Black	7

Screen RVB		
Red	196
Green	38
Blue	46

PMS **1797**
HTML **C4262E**

Print CMYK		
Cyan	100
Magenta	73
Yellow	30
Black	85

Screen RVB		
Red	3
Green	30
Blue	47

PMS **296**
HTML **031E2F**

LOGO COLOUR OPTIONS

It is not always possible or desirable to reproduce the logo in its original colours. In a black & white or monochrome document, or where the background renders the logo illegible, it may be printed in monochrome, black or white (knockout).

Monochrome version
PMS 1797C / black / white

LOGO KNOCKOUT

When shown against a coloured background, the logo should preferably be knocked out (i.e. left in paper white) rather than placed inside a flag. However, a flag should be used where the background would make the logo difficult to read.

White version
knocked out against a monochrome background

Colour version
with a flag on a multi-coloured background

LOGO FLAG

When the logo is placed in a flag, the empty space around the logo is slightly uneven in order to preserve visual balance, with the right-hand and upper margins being larger by a proportion of 5 to 4. The corners of the box are slightly rounded to echo the typography of the logo.
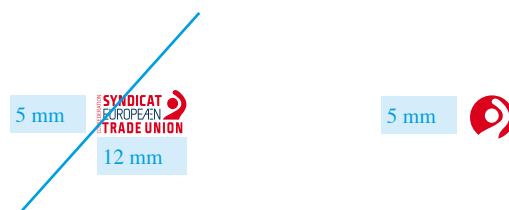
Monochrome flag version
PMS 1797C and black

5

5

4

4

rounded corner = 1

LOGO MINIMUM SIZE

The ideal size for reproduction of the logo is 30 mm wide on an A4 page. The minimum permissible width is 15 mm, which is the legibility threshold of the logo.

When available space does not allow the logo to be correctly dimensioned, the pictogram below (a version of the emblem) may be used.

14 mm

+/- 30 mm

7 mm

+/- 15 mm

5 mm

12 mm

5 mm

SUITCASES

SUITCASES FORMATS

Digital formats

Office, paper and web use.

The digital format is defined in pixels and is configured for web use or printing on paper. These formats cannot be resized.

WEB

LOGO ETUC.JPEG

LOGO ETUC.PNG

PAPIER

LOGO ETUC.TIF

LOGO ETUC.PDF

Vector formats

For graphic designers and printers.

The vector format enables the logo to be resized with no loss of quality. It is essentially a version of the original matrix and is the format preferred by professionals.

LOGO ETUC.AI

LOGO ETUC.EPS

SUITCASES COLOURING

PMS

Unique code (Pantone)

The Pantone range assigns a code to each colour as a convention for graphic industry professionals. These codes are used in printing.

CMYK

Four-colour

Colorimetry based on four separation colours, generally used in offset and screen printing, etc.

RVB

Video colours

Version geared towards screen use (video, internet, etc.).

Black

Monochrome black

For black and white printing on light backgrounds.

White

Knockout (negative)

White version for coloured backgrounds.

SUITCASES VERSIONS

The different versions of the logo are available
to download at www.etuc.org

LOGO
PMS (.eps)
CMYK (.eps)
RVB (.jpg)

B&W LOGO
black (.eps)
black (.jpg)
white (.eps)
white (.png)

FLAG
CMYK (.eps)
black (.eps)
white (.eps)

PICTOGRAM
PMS (.eps)
CMYK (.eps)
RVB (.jpg)