Laborers' International Union of North America (LIUNA)

Identity Specifications

Proportions/Scale Black/White

Laborers' International Union of North America



Feel the Power

The Laborers' International Union of North America (LIUNA) logotype is a representation of the brand. When necessary, the tagline "Feel the Power" and the full spelling "Laborers' International Union of North America" should be used as supporting elements in the logo structure.

The LIUNA logo is part of a corporate signature and as such is subject to legal protection. To maintain that protection, the design should never be altered or reproportioned.

The logo should be rendered in "LIUNA Orange" (as specified in this guide). When used on a dark background, the logo may be reversed to white. When applications require, the logo may be rendered in all black or grayscale.

Laborers' International Union of North America (LIUNA)

Identity Specifications

Proportions/Scale Black/White

Laborers' International Union of North America



Feel the Power

Logo should be reproduced in this proportion of mark to type (scale as a whole). When the logo is dramatically reduced, supporting tagline may be left off. Use good judgement when reducing to smaller sizes.

Mark may be reproduced and scaled without type, when applications permit.

Laborers' International Union of North America LiUNA!

Feel the Power

LiUNA!
Feel the Power

Laborers' International Union of North America LiUNA!
Feel the Power

LiUNA!
Feel the Power

LiUNA!

Feel the Power

LiUNA!

LiUNA!

LiUNA!
Feel the Power

LiUNA!

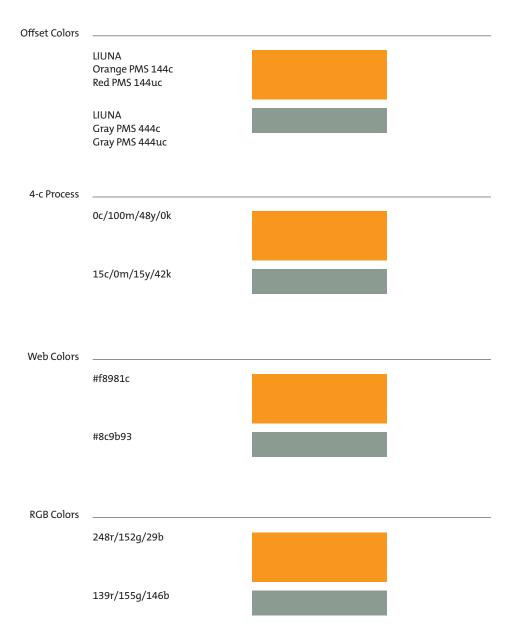
LiUNA!

Identity Specifications

Print Reproduction

Laborers' International Union of North America





Colors represented here will appear differently on screen and process printers. Pantone Matching System (PMS) numbers will ensure color accuracy in offset printing. CMYK, Web, and RGB values are included for color matching across media.

Laborers' International Union of North America (LIUNA)

Identity Specifications

Typefaces

North America



Primary typeface

The Mix, Plain

ABCDEFGHIJKLMNOPORSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 (.,:;!?#"")

Support type/ text typeface

The Serif. Plain

ABCDEFGHIJKLMNOPORSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 (.,:;!?#"")

Capitalized type in the LIUNA logotype is set in a modified version the typeface "Thesis TheSerif." The supporting "Laborers' International Union of North America" is set in TheMix Semibold. The "Feel the Power" tagline are set in TheMix bold italic.

Support type and text can be set in either weight of TheSans and Verdana.