

Laborers' International Union of North America (LIUNA)

Identity Specifications

Proportions/Scale

Black/White

Laborers'
International
Union of
North America

LIUNA!

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 repropportioned.

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.

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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.

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Print Reproduction

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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.

Offset Colors

LIUNA
Orange PMS 144c
Red PMS 144uc



LIUNA
Gray PMS 444c
Gray PMS 444uc



4-c Process

0c/100m/48y/0k



15c/0m/15y/42k



Web Colors

#f8981c



#8c9b93



RGB Colors

248r/152g/29b



139r/155g/146b



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Typefaces

Laborers'
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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.

Primary typeface

The Mix, Plain

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;!?"'")

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

Support type/
text typeface

The Serif, Plain

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;!?"'")