

2023 | THE MICHIGAN AFL-CIO BRAND STYLE GUIDE



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INTRODUCTION TO THE BRAND STYLE GUIDE

To struggling families, the Michigan AFL-CIO is a diverse, compassionate, and powerful movement that improves the lives of working people by bringing economic justice to the workplace and social justice to our state.

The Michigan AFL-CIO is a growing federation of more than forty unions representing one million working people. We know that it's never just a job. It's a livelihood, a high standard of living, and a ticket into America's middle class. Because of this, we're committed to building coalitions with those who share our values, and working together to put power firmly in the hands of working people.



LOGO SPACING AND SIZES

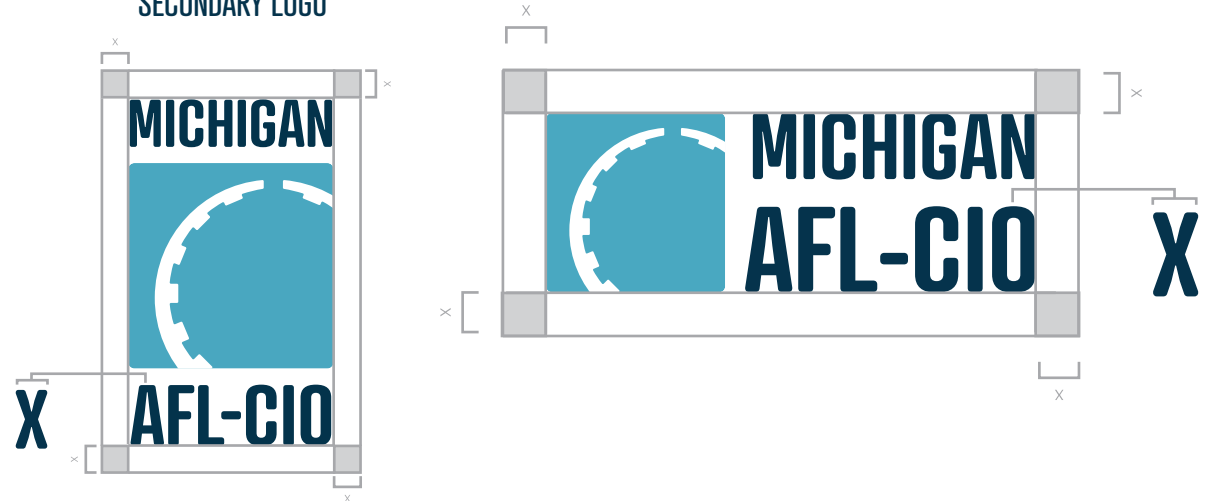
Maintaining a consistent area of isolation around the Michigan AFL-CIO logo preserves maximum legibility and impact. These margins should surround the logo, separating it from headlines and text. The area of isolation should be at least the width of a single capitalized “X” in the Atrament Semi-Bold font. These are minimum requirements. Whenever possible, leave even more space around the logo.

The logos must also never be reproduced at sizes that are too small. The minimum width of the horizontal logo and preferred lockup is 1.75"; the minimum of the secondary lockup is 1".

PRIMARY LOGO



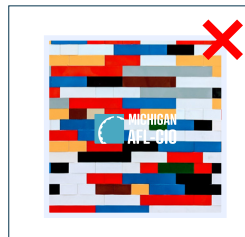
SECONDARY LOGO



LOGO MISUSE

1. Do not place logo over busy image.
2. Do not place logo over busy pattern.
3. Do not change color of logo.
4. Do not place logo at an angle.
5. Do not use discontinued logos.
6. Do not put the logo too close to other logos.
7. Keep logo same size and first in line with others.

LOGO MISUSE EXAMPLES



LOGO COLORS

The logo should be used on flat or solid color backgrounds. Preferred usage is the MI AFL-CIO logo and the tagline MICHIGAN AFL-CIO (which must be legible). When pairing the logo with the tagline, please use the exact examples shown here.

The only exception is when the size and placement are so small that the tagline isn't legible (for example in a small-sized digital banner advertisement). In that instance it is acceptable to use the MI AFL-CIO logo alone.

Gray-scale and one-color (flat) versions exist for specific applications, including screen printing and embroidery, but in general, the preferred logo should be favored.

Recoloring of logo is not allowed unless given explicit access to do so.

MI AFL-CIO is an organization made up of numerous entities, each often having its own unique identity. No matter what affiliate or organization one belongs to, we are all interconnected as a Michigan's Unions.

Each MI AFL-CIO affiliate may use the horizontal or vertical affiliate logos provided to them, demonstrated below. All other organizations under common controls should use the fonts, colors, and design standards provided in this document.



*Restricted access, please contact design team before using all black or all white variations of the logo.



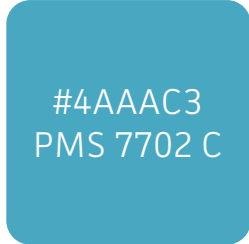
BRAND COLORS

Color is a powerful means of identification. Consistent use of the MI AFL-CIO color palette will help build visibility and recognition for the brand. These colors help create a striking identity for the MI AFL-CIO and should be utilized according to the chart on the right. The primary colors should be used as the majority color throughout MI AFL-CIO branding. The secondary colors should be used to accent. 50% of overall color should be one of the primary colors, accented with 25% of the other primary color, and then the last 25% of color should be a secondary to help accent the piece.


Across applications, every effort should be made to use display the MI AFL-CIO brand in full-color rather than grayscale or black and white. Different brands inside the MI AFL-CIO abide by the same color rules, just swapping out the #4AAAC3 primary for the main logo symbol's color of the sub-brand.

BRAND COLORS - MICHIGAN AFL-CIO BRAND STYLE GUIDE

PRIMARY COLORS



#4AAAC3
PMS 7702 C



#06334C
PMS 540 C

SECONDARY COLORS



#5B2365
PMS 2623 C



#651816
PMS 7421 C



#DE6426
PMS 7578 C



#036032
PMS 3425 C



#B57DB6
PMS 7439 C



#E13D30
PMS 179 C



#FBB03A
PMS 143 C



#8DC640
PMS 7488 C

TYPOGRAPHY

Like tools of different sizes, the weight of Facit and Atrament will vary with the task.

Atrament is a bold style with an industrial feeling that conveys a sense of strength – just like the Michigan AFL-CIO brand. Facit is to be used as body copy and paired with headlines set in Atrament. Facit Bold can also be used in headlines when paired with a lighter weight throughout the body and subtitles.

Atrament is for headlines and subheads ONLY. Paragraph use is only for Facit unless granted access otherwise. Semi Bold is the best use for Atrament and will match the text used on the logo exactly.

Justify all text when writing paragraphs or bodies of type to left align, center align and right align.

Aa

Aa

ATRAMENT

Headline Font

Tracking: Auto

Kerning: Auto

Leading: 0

Facit

Heading and Body Copy Font

Tracking: Auto

Kerning: Auto

Leading: 0

Examples:



The Michigan AFL-CIO's Response to...

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Vivamus ornare sem velit, sit amet maximus tellus...

The Michigan AFL-CIO's...

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Vivamus ornare sem velit, sit amet maximus tellus...



The Michigan AFL-CIO's Response to...

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Vivamus ornare sem velit, sit amet maximus tellus...

The Michigan AFL-CIO's Response to...

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Vivamus ornare sem velit, sit amet maximus tellus...

SOCIAL MEDIA POSTS

The Michigan AFL-CIO is has been growing on social media and has to keep a certain tone and shapeology when speaking to it's audience.

The specs for each post shall go as follows:

Instagram - 1080px x 1080px (FEED POST), 1080px x 1920px (STORY/REEL POST)

Facebook - 1080px x 1080px (FEED POST), 1080px x 1920px (STORY/REEL POST)

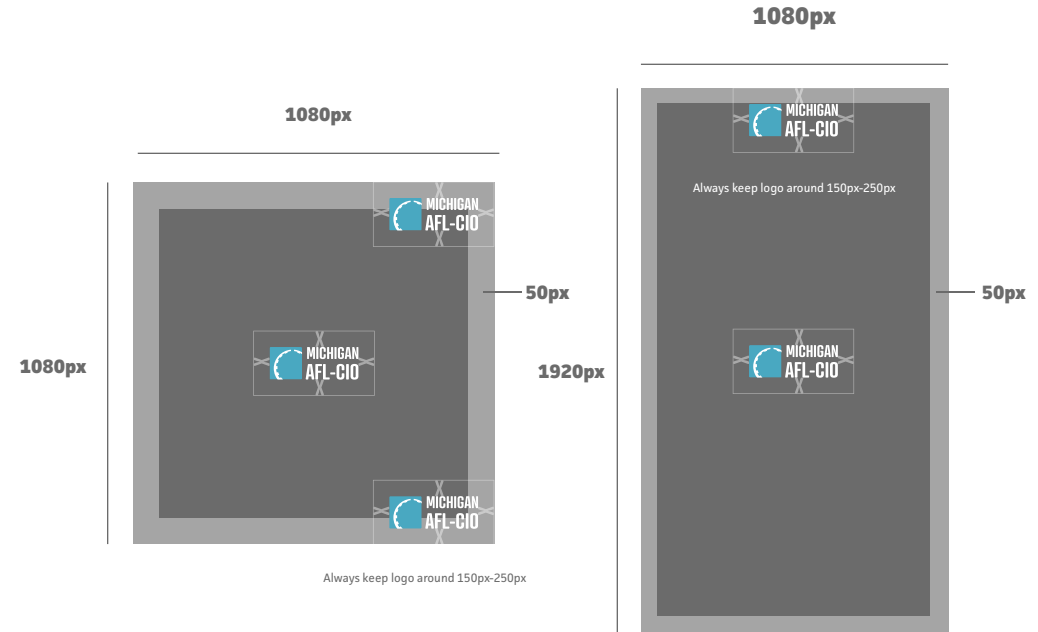
Twitter - 1024px x 524px (FEED POST) and 1080px x 1080px/1920px works well for video

TikTok - 1080px x 1920px (VIDEO)

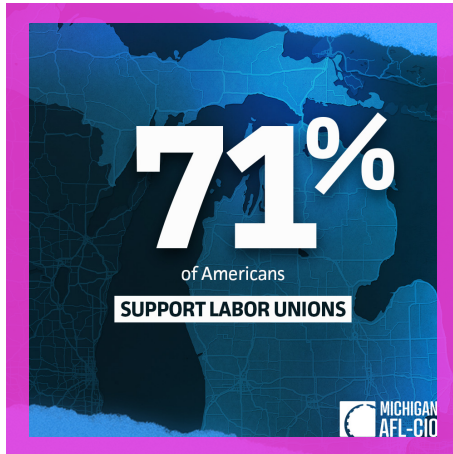
Always keep logo at least 150px wide, any smaller can make the logo hard to read.

Use the clear space of the "X" in Atrament Semi Bold that matches with the type on the logo to create clear space for proper margins and room for the logo.

Stylistic paper rips and other "grunge" elements may be used to help communicate a tough, rugged and determined look / feel.



MEDIA EXAMPLES



Logo is around 150px - 250px, proper clear space, correct positioning.



Logo is too small, logo is black and not full color and not enough clear space



Clean photo manipulation, provoking, good margins around logo and entire image for clear space.



Bad use of secondary colors, not enough clear space for the logo, too many changes in type weight and sizes.

ACTION NETWORK EMAIL CAMPAIGNS

Utilizing Action Network is one of the most vital assets that we have here at the Michigan AFL-CIO. We have a specific tonality when speaking to our audience, and in doing so we have to be consistent with our visuals.

Action Network Email Campaigns should always lead with our logo at the top with a 80px - 180px wide Michigan AFL-CIO logo like seen in the example to the right.

Width of a email campaign should always be between 600px - 1200px wide but preferably 600px x Y height. If making a large formatted email that you must scroll, keep action button on the top third of the email so it is easiest for our reader to see the purpose.

When making full image emails, please aim for the file to be between 1MB max of size so it is easiest for people to load the message even with poor connection to wifi or cellular.

ACTION NETWORK - MICHIGAN AFL-CIO BRAND STYLE GUIDE

600px

600px

400px

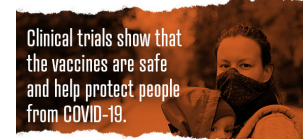


Hero Banner

Any height as long
as action button is
top third of email.



Get Your Sticker



PHOTOGRAPHY

Our imagery should always have a dynamic sense – whether that means we’re literally in motion or narratively so. It should never feel static. Distinctive balance in every shot. Similarly, we are neither at the beginning nor the end of the story. For the MI AFL-CIO, there’s always another hill to take, and that’s the moment during which our stories should take place – this is our unique source of energy.

It’s what the MI AFL-CIO represents and where our protagonist’s eye is always focused. It says undefeated but still ongoing. It conveys status but also a mindset. And it comes to life in the depiction of real human moments – A SUCCESS STORY IN PROGRESS.

Our photos should utilize the golden ratio / the rule of thirds in as many cases as possible. Halving and thirding compositions will give the balance we need for other assets that require text elements. They also should include a diverse range of people, always in a candid sense.

