

# Brand Guidelines



**Our visual elements  
express our identity**

These guidelines introduce how UNDE’s visual identity creates a more connected, recognizable, and consistent presence across all communications and member-facing materials.

They are designed to help unify our creative work through a shared system of colors, typography, graphic elements, image treatments, and supporting visual assets.

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## English-First Logo

The English-first logo is approved for communications where English-language visibility is the primary consideration. It may be used across both light and dark backgrounds using the official artwork provided.

Always use the approved logo files. Do not recreate, redraw, modify, distort, or alter our logo in any way.

### Usage Tip

While the bilingual logo remains the preferred primary signature, the English-first logo may be used when communicating with primarily English-speaking audiences or when additional name recognition is needed.

## English-First Logo Variations



## Logomark



### Extended English Logos

The extended English logo variations provide greater flexibility for applications requiring the full organization name or additional visual clarity.

These versions are ideal for formal communications, signage, digital applications, and situations where space allows for the complete organization name to be displayed.

Always use the approved logo files. Do not recreate, redraw, modify, distort, or alter the logo in any way.

 **Usage Tip**

Use the full English signature whenever audience familiarity with the UNDE acronym may be limited.

### Extended English Variations



### English-First Horizontal Variations



## Extended French Logos

The French-first logo is approved for communications where French-language visibility is the primary consideration. These versions may be used across both light and dark backgrounds using the official artwork provided.

The extended French signatures are intended for applications requiring the full French organization name or stronger French-language prominence.

Always use the approved logo files. Do not recreate, redraw, modify, distort, or alter the logo in any way.



### Usage Tip

Use the full French signature when communicating with primarily French-speaking audiences or when increased French-language visibility is appropriate.

## Extended French Variations



## French-First Horizontal Variations



Colour palette

UNDE's colour palette is built around its signature blue, reinforcing the trust, professionalism, and stability at the heart of the organization.

Supporting colours add flexibility, warmth, and visual impact while maintaining a cohesive and recognizable brand across all communications.



Colour Tip

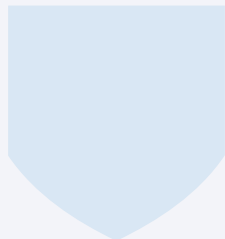
Use HEX values for digital applications, CMYK values for professionally printed materials, and Pantone references when colour accuracy is critical.

Primary Colours



HEX: #1C3F94  
RGB: 28 / 63 / 148  
CMYK: 81 / 57 / 0 / 42  
Pantone: 7687 C

Secondary Colours



**Sky Blue**  
(Support/Background)  
#d8e6f3



**Orange**  
(Energy/Callouts)  
#f18c18



**Burgundy**  
(Announcements)  
#a71a3c



**Teal**  
(Community)  
#1e8a8a



**Slate**  
(Neutral/Structure)  
#6c7280



**Light Gray**  
(Background)  
#e7e8ea

The **Secondary Palette** provides flexibility across digital, print, presentations, infographics, and campaign materials. These colours are intended to complement the Primary Blue, not compete with it.

Tints & Shades



#4c5fbd



#7584e3



#9da9ff



#c7cfff

Approved **tints and shades** may be used to create hierarchy, improve readability, and add visual depth while maintaining consistency across the brand.

## Typography

UNDE's typography system is designed to create a clear, consistent, and professional visual identity across all communications.

Museo Sans is the primary brand typeface and should be used across most digital and print applications.

Additional typefaces are reserved for approved logo artwork and legacy applications.

### Primary Typeface

## Museo Sans

Museo Sans is the primary typeface for all UNDE communications and should be used whenever possible.

### Recommended for:

- Headlines
- Body copy
- Marketing materials
- Presentations
- Digital communications



### Usage Tip:

Use Museo Sans whenever possible.

### Supporting Typefaces

## Rival Sans

Used within approved logo artwork and signature lockups.

## Arial Black

Used within legacy logo artwork. Existing logo files should always be used and never recreated or modified.

## Graphic Elements

UNDE's graphic system can be adapted using approved secondary colours to help organize content, improve recognition, and create visual variety across communications.

Each colour supports a specific communication theme while maintaining a consistent UNDE visual identity through the use of the shield, typography, and supporting graphic elements.



### Colour Tip

Use HEX values for digital applications, CMYK values for professionally printed materials, and Pantone references when colour accuracy is critical.

## UNDE's Official Wallpaper



## Colour Themes

### Orange: Events & Engagement

Used for conferences, meetings, training sessions, member gatherings, community-building initiatives.

### Burgundy: Important Announcements

Used for major updates, bargaining information, deadlines and leadership communications.

### Teal: Member Resources and Support

Used for benefits information, educational content, professional development, wellness initiatives, and member services.

### Slate: Corporate and Administrative

Used for governance documents, reports, operational updates, procedures, reference materials, and formal communications.



Social Media

Social media is often the first point of contact between UNDE and its members.

Consistent use of approved colours, typography, photography, and graphic elements helps strengthen recognition, build trust, and create a cohesive brand experience across all digital channels.



Social Media Tip

Consistency builds recognition. Every post should feel connected to the broader UNDE brand, regardless of topic, audience, or platform.

Suggested Layouts



Si enim ad minim veniam,  
quis nostrud exerci tation  
sullamcorper suscipit lobortis  
nisl ut aliquip. Lorem ipsum  
dolor sit amet, consectetur.

**Jane Smith**  
President of Lorem Ipsum



**Different  
paths.**

**One shared  
purpose.**



## Putting It All Together

UNDE's visual identity is more than a logo. When colours, typography, graphic elements, photography, and messaging are used consistently, they create a stronger and more recognizable brand experience.

From social media and digital communications to merchandise, events, presentations, and member resources, every touchpoint is an opportunity to reinforce the UNDE brand and strengthen its connection with members.



### Usage Tip

Consistency across all applications helps build familiarity, trust, and long-term recognition.



Any questions, or requests should be  
directed to: **communication@unde.org**



**The Union of National Defence Employees**

Suite 1505 – 222 Queen Street

Ottawa, ON K1P 5V9

1-866-594-4505