

**BRANDING &
DESIGN AT CWU**

WHAT IS A BRAND?

A brand is the visual representation of an organisation.

On the surface this representation is made up of a logo, colour palette, font and usually a style of imagery such as photography or illustration.

These visual devices are then used to quickly conjure up what an organisation does and stands for.

In an organisation such as the CWU, much like a football team, the brand gives a sense of identity and shared values.



WHAT IS THE CWU VISUAL BRAND?

Almost all organisations will have a Brand Style Guide.

These documents show the components of a brand and how they should be applied.

This ensures consistency across a brand's comms and means that other designers, web designers, merchandise makers, etc, know how to use the brand.

Just ask the Communications Department if you would like to see ours in full.



WHY IS CWU BRANDING IMPORTANT?

Standing out

Feeling like a team

Showing strength

Making members proud



CWU LOGO

The CWU logo is the central part of the brand and most recognisable element.

We should use this on everything we produce and ensure that it is used consistently across all of our comms.

Every good and correct application of the CWU logo helps to build a stronger brand

Please check that you are using the current CWU logo on your branch/region websites and social media channels.



CWU COLOUR PALETTE

The CWU is easily recognisable from its distinctive pink.

Using the pink along with white and black will very quickly represent our brand.

We also have a secondary palette.

You can make these colours in Word and PowerPoint using the RGB values.



CWU FONT

Fonts are a great way to represent a brand in documents and on social media graphics.

We use a font called Open Sans, which is available for free in a variety of weights.

You can download the font from:

<https://fonts.google.com/specimen/Open+Sans>

Open Sans Light
Open Sans Light Italic
Open Sans Regular
Open Sans Regular Italic
Open Sans Semibold
Open Sans Semibold Italic
Open Sans Bold
Open Sans Bold Italic
Open Sans Extrabold
Open Sans Extrabold Italic

USE OF IMAGERY & VIDEO

Within the CWU brand we encourage people-focussed photography and video.

This is so we can consistently show what we do for our members.

Keep photos and footage: you never know when you'll need it.

Try to take well lit photos with the best phone/camera available.



HOW CAN BRANCHES & REGIONS USE THE CWU BRAND?

- Logo
- Merchandise
- Website
- Social Media
- Posters
- Banners
- Letters
- Video
- Presentations

The image shows a screenshot of a Twitter profile for 'CWU Bootle' (@CWUBootleFS) and a grid of images illustrating union activities. The profile page includes a header image of a group of people holding 'DON'T SELL HERE' signs, a circular profile picture with the CWU logo, and bio information: 'Bootle Financial Services CWU Branch at Santander bank on the site of the once Girobank, official account. E: 4north@cwubootlefs.com T: 0151 966 2420'. It also shows location (Bootle, Liverpool), website (cwubootlefs.com), and join date (March 2012). The 'You might like' section lists other CWU branches: CWU CheshireNo1, CWU LPEB, and CWU SW Middx Amal. The grid of images shows a donation van, a person in a high-visibility vest, and various group photos.

APPLICATIONS AND SOFTWARE

Word

PowerPoint

WhatsApp

Phonto (app)

Professional (but easy to learn)

Adobe InDesign

Adobe Photoshop

USEFUL LINKS

Funny & classic meme templates

<https://imgflip.com/memetemplates>

Royalty free stock photos

<https://pixabay.com/>

DESIGN SUPPORT FROM CWU HQ

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