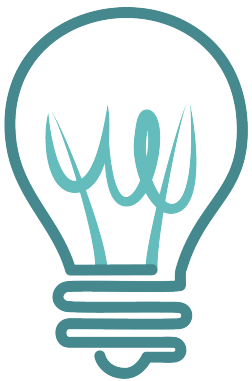
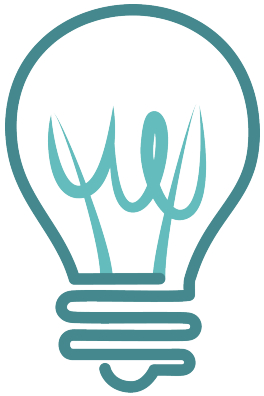
UNITED WORKERS: LOCAL 407
BRANDING GUIDELINES

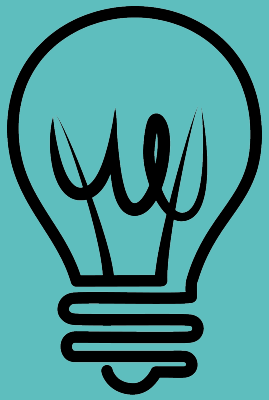
UPDATED 6.2.21

LOGO AND BRANDMARK



UNITED WORKERS
LOCAL 407





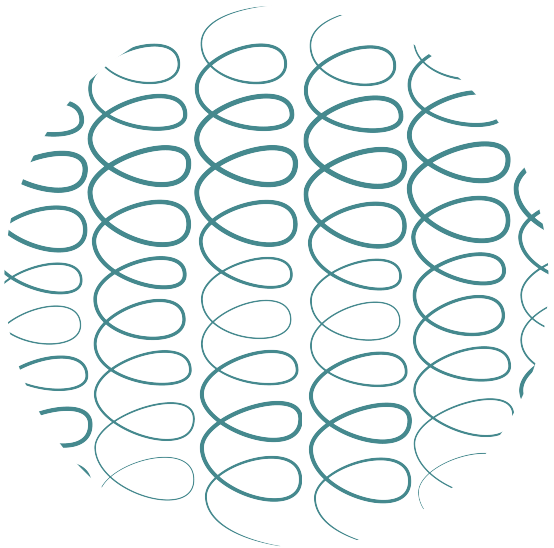
COLOR

Color is an integral part of brand identity. Through the use of the color palette throughout all branding designs and initiatives, the colors will depict the brand personality and what individuals will feel when utilizing United Worker's services.

The shades of blue represent **trust**, **confidence**, and the **technology** that UW utilizes to build its ever-growing brand.

SERENITY SEAFOAM	SKY'S THE LIMIT BLUE	COMMUNITY CHARCOAL	BLACK
RGB (66, 137, 142) CMYK (75, 31, 41, 4) HEX #42898e	RGB (94, 187, 190) CMYK (60, 5, 28, 0) HEX #60bcbd	RGB (101, 101, 101) CMYK (60, 51, 51, 21) HEX #656565	RGB (0, 0, 0) CMYK (0, 0, 0, 100) HEX #000000

PATTERNS



THEMES AND TYPEFACES

SECTION/PAGE TITLES	60 pt
SUB-SECTION TITLES	45 pt
Body Copy	30 pt
Footer Section Headers	24 pt
Footer Coopy/Links	18 pt

ACUMIN PRO EXTRA LIGHT

a b c d e f g h i j k l m n o
p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

ACUMIN PRO LIGHT

a b c d e f g h i j k l m n o
p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

ACUMIN PRO REGULAR

a b c d e f g h i j k l m n o
p q r s t u v w x y z
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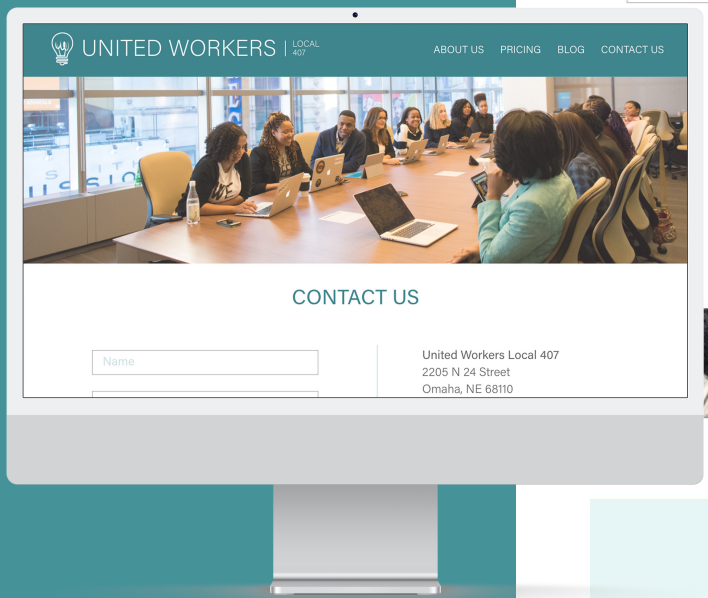
WEBSITE


UNITED WORKERS | LOCAL 407
ABOUT US
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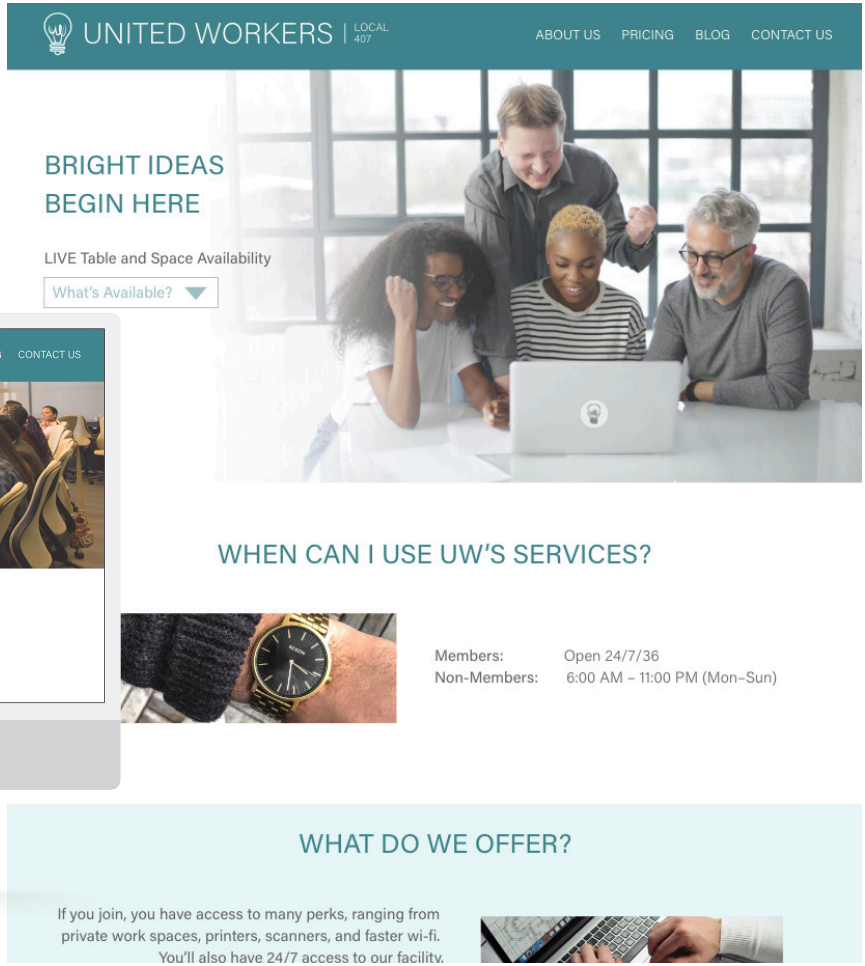
CONTACT US
Name
United Workers Local 407
2205 N 24 Street
Omaha, NE 68110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BRIGHT IDEAS
BEGIN HERE
LIVE Table and Space Availability
What's Available?
WHEN CAN I USE UW'S SERVICES?
Members: Open 24/7/36
Non-Members: 6:00 AM – 11:00 PM (Mon–Sun)
WHAT DO WE OFFER?
If you join, you have access to many perks, ranging from private work spaces, printers, scanners, and faster wi-fi. You'll also have 24/7 access to our facility.

NOTEBOOK MOCKUP

FLYER AND MEMBERSHIP CARD MOCKUP