



# BRAND GUIDELINES

Updated May 2025

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# INTRODUCTION

# INTRODUCTION

## BRAND MISSION

At IAM Union, our brand is more than just a logo—it's a powerful image of solidarity, strength, and trust. By presenting a unified visual identity across all platforms and communications, we reinforce who we are and what we stand for: **a union for all**.

Consistency in our messaging, design, and tone builds recognition, strengthens credibility, and ensures our members and the public experience IAM Union as a cohesive, professional, and dependable organization.

When we all use the brand the same way, we amplify our voice and values—together.

This document will show you how to properly use the IAM brand. If you have any questions, please reach out to the IAM Communications Department for support at **(301) 967-4520** or **[commdept@iamaw.org](mailto:commdept@iamaw.org)**.



## BRAND VALUES

- Solidarity
- Service
- Strength
- Drive
- Diversity
- Empowerment
- Justice
- Compassion
- Innovation
- Success
- Pride
- Optimism



## BRAND VOICE

- Bold, confident, inspiring
- Modern but respectful of tradition
- Clear, relatable, and direct
- Focused on action, empowerment, and community

# TERMINOLOGY

# TERMINOLOGY

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We have updated terminology in our union to be more welcoming to all members.

While retaining our formal name, the International Association of Machinists and Aerospace Workers, we will now primarily go by **IAM Union**, or simply, **IAM**.

We now refer to the three levels of our union as:

- International
- Districts
- Locals

Our representatives are now known as International Representatives.

# LOGOS

# IAM LOGO

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This is the preferred IAM Logo. It is intended for use on all digital and printed materials, both internal and external.





## IAM LOGO

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This is the vertical IAM Logo. It is intended for use on all digital and printed materials, both internal and external.  
This should be used when space does not permit the use of the preferred logo.



## IAM LOGO

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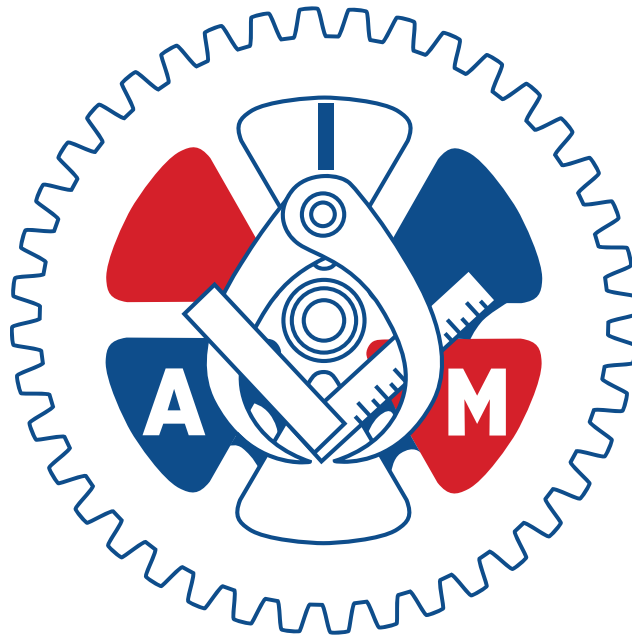
The IAM Wordmark may used in certain instances when a simplified logo is needed.

**IAM**  
**U N I O N**

# IAM LOGO

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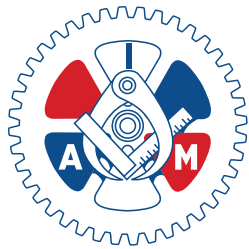
The IAM Gear may be used in certain instances as a stand-alone graphic. When used in this manner, the IAM Wordmark should be present within the same marketing materials. May be used for social media avatars or merchandise.



## IAM LOGO

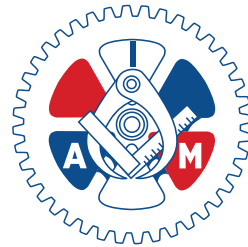
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There are also variations of the IAM Logo without the “Union” tagline.



**IAM**

**IAM**



**IAM**

# IAM LOGO COLOR VARIATIONS

The IAM Logo should always appear in one of the color configurations shown below. Altering colors is prohibited.

Full Color



Full Color with  
White Text



Black and White



Black and White  
with White Text



1-color Black



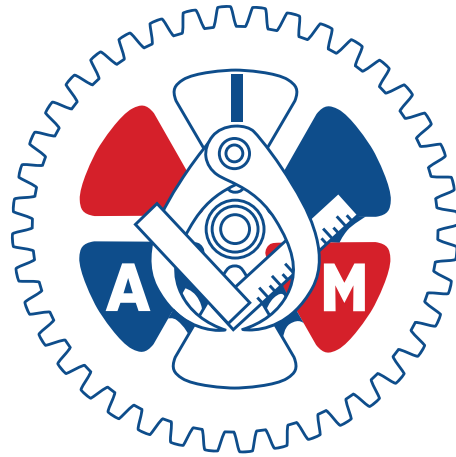
1-color White



## **IAM LOGO - SPANISH**

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This IAM Logo may be used in materials written in Spanish.



**IAM**  
**LA UNIÓN**

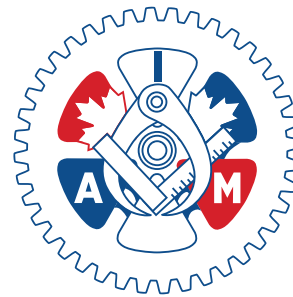
## **IAM LOGO - CANADA**

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This IAM Logo may be used on Canadian communications and marketing materials.  
Available in English and French.



**IAM**  
**U N I O N**



**IAM**  
**LE SYNDICAT**

# IAM SUB-BRAND LOGOS

Using varying brand identities for IAM International Departments, Territories, Districts and Locals works against our goal of speaking with one unified voice. It creates inconsistency that can confuse both members and the public, weakening the strength and recognition of the IAM brand. A single, cohesive identity reinforces who we are and ensures our message is clear, credible, and trusted across every interaction.

Departments, Territories, Districts, and Locals should use their logos in lieu of, not in addition to the IAM Logo on any marketing materials.

Contact the IAM Communications Department at [commdept@iamaw.org](mailto:commdept@iamaw.org) to request a logo.

## Territories and Departments



Territory and Department names can be represented either below or to the right of the IAM Logo.

## Districts and Locals



District and Local names can be represented below the IAM Logo.



## W3 LOGO

The W3 Logo may be used on communications and marketing materials for the William W. Winpisinger Education and Technology Center (W3).

### Primary Logo



### Secondary Logos



# PROHIBITED REPRODUCTION

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## SPACING

- Maintain at least half the height of the logo in clear space around the IAM Logo
- Use a minimum reproduction width of 0.75 inches for the logo

## INCORRECT LOGO USAGE

- Do not recreate your own logo or add elements to the official logo
- Do not distort, recolor, or add effects
- Do not place on backgrounds with poor contrast

# STATIONERY

# BUSINESS CARD

Official business card for use by IAM International Departments, Territories, Districts and Locals.

All first-time business card orders must be submitted to the IAM Communications Department. Our team will prepare a print-ready file for submission to the Duplicating Department. Subsequent requests can be submitted directly to the Duplicating Department.

Contact [commdept@iamaw.org](mailto:commdept@iamaw.org) for instructions.

## Inches

3.5 in x 2 in

## Millimeters

89 mm x 51 mm

## Print

CMYK, 300 dpi



Front



Back

# LETTERHEAD

Official letterhead for use by IAM International Departments, Territories, Districts and Locals.

Digital letterhead is available in Word format. All first-time letterhead print orders must be submitted to the IAM Communications Department. Our team will prepare a print-ready file for submission to the Duplicating Department. Subsequent requests can be submitted directly to the Duplicating Department.

Contact [commdept@iamaw.org](mailto:commdept@iamaw.org) for instructions.

## Inches

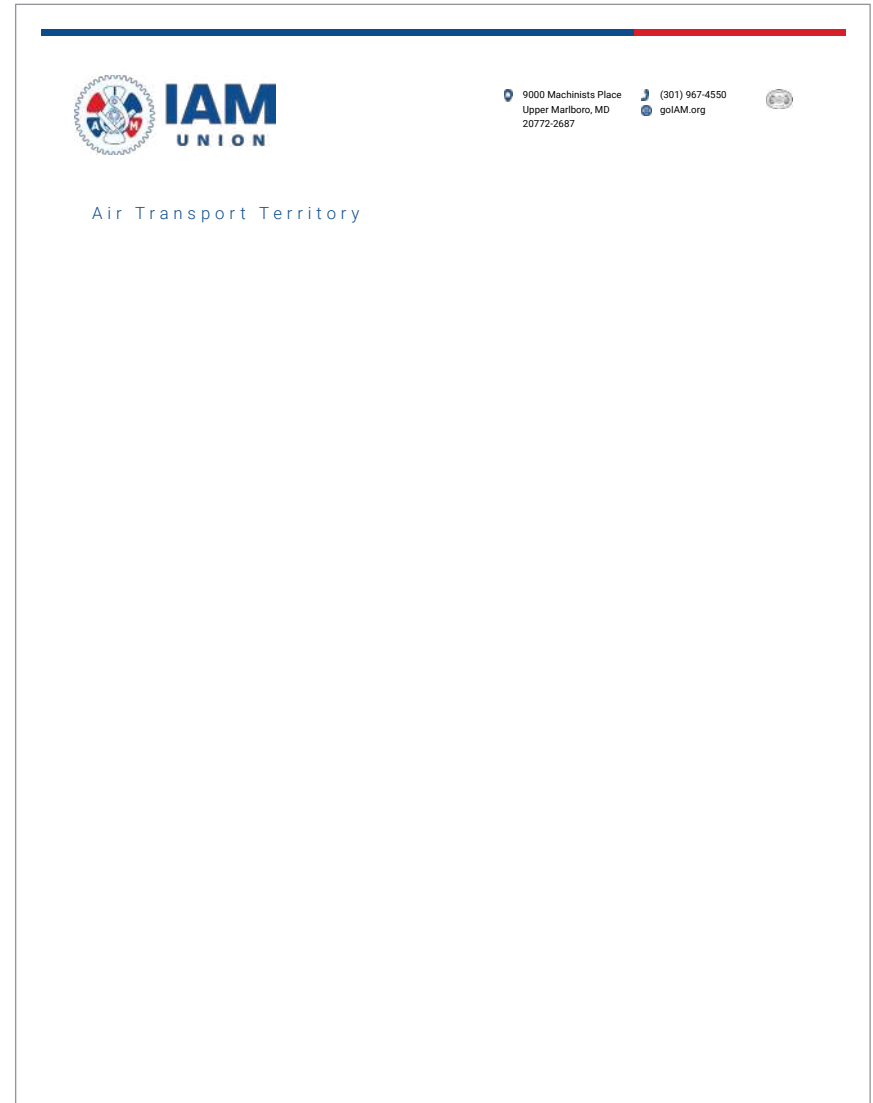
8.5 in x 11 in

## Millimeters

152 mm & 197 mm

## Print

CMYK, 300 dpi



# ENVELOPE

Official #10 envelope for use by IAM International Departments, Territories, Districts and Locals.

All first-time envelope orders must be submitted to the IAM Communications Department. Our team will prepare a print-ready file for submission to the Duplicating Department. Subsequent requests can be submitted directly to the Duplicating Department.

Contact [commdept@iamaw.org](mailto:commdept@iamaw.org) for instructions.

## Inches

4.125 in x 9.5 in

## Millimeters

104.775 mm x 241.3 mm

## Print

CMYK, 300 dpi



# COLORS

# BRAND COLORS

Our primary colors—blue and red—are more than a palette. They represent IAM’s values: strength, unity, and pride in our roots. Using our brand colors consistently reinforces our identity, builds recognition, and creates a unified look across all materials. When we stick to our color standards, we help every message feel unmistakably IAM.

## Primary Colors



**Union Blue**

CMYK C=100, M=78, Y=17, K=4  
RGB R=15, G=76, B=139  
WEB #0F4C8B



**Union Red**

CMYK C=10, M=100, Y=97, K=2  
RGB R=213, G=32, B=41  
WEB #D52029



# BRAND COLORS

## Secondary Colors

While our core colors, blue and red, remain central to IAM's identity, we've introduced a set of secondary colors to provide flexibility and depth. These complementary tones help modernize our look and add visual variety across materials without compromising brand recognition. When used thoughtfully, secondary colors support our message while keeping the IAM brand strong and consistent.



### Dark Blue

CMYK C=99, M=88, Y=43, K=0  
RGB R=16, G=32, B=66  
WEB #102042



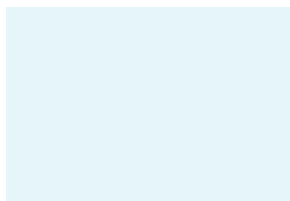
### Mid Blue

CMYK C=91, M=56, Y=4, K=0  
RGB R=0, G=108, B=175  
WEB #006CAF



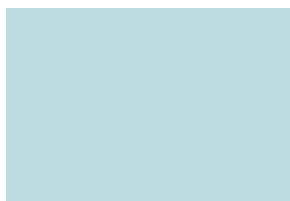
### Sky Blue

CMYK C=64, M=19, Y=0, K=0  
RGB R=79, G=169, B=223  
WEB #4FA9DF



### Light Blue

CMYK C=8, M=0, Y=0, K=0  
RGB R=229, G=244, B=251  
WEB #E5F4FB



### Light Teal

CMYK C=26, M=3, Y=10, K=0  
RGB R=185, G=220, B=225  
WEB #B9DCE1



### Dark Red

CMYK C=26, M=98, Y=99, K=23  
RGB R=153, G=31, B=31  
WEB #991F1F



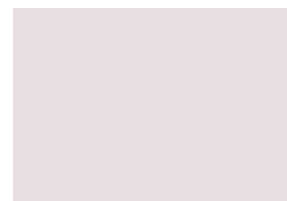
### Orange

CMYK C=0, M=85, Y=84, K=0  
RGB R=239, G=78, B=56  
WEB #EF4E38



### Yellow

CMYK C=4, M=11, Y=84, K=0  
RGB R=248, G=216, B=72  
WEB #F8D848



### Gray

CMYK C=8, M=10, Y=7, K=0  
RGB R=230, G=223, B=224  
WEB #E6DFE0



### Teal

CMYK C=79, M=20, Y=46, K=1  
RGB R=38, G=153, B=147  
WEB #269993

# COLOR GRADIENTS

Gradients are a design element that can add depth, energy, and a contemporary feel to IAM materials when used thoughtfully. They should always complement our primary and secondary colors, never overpower them.

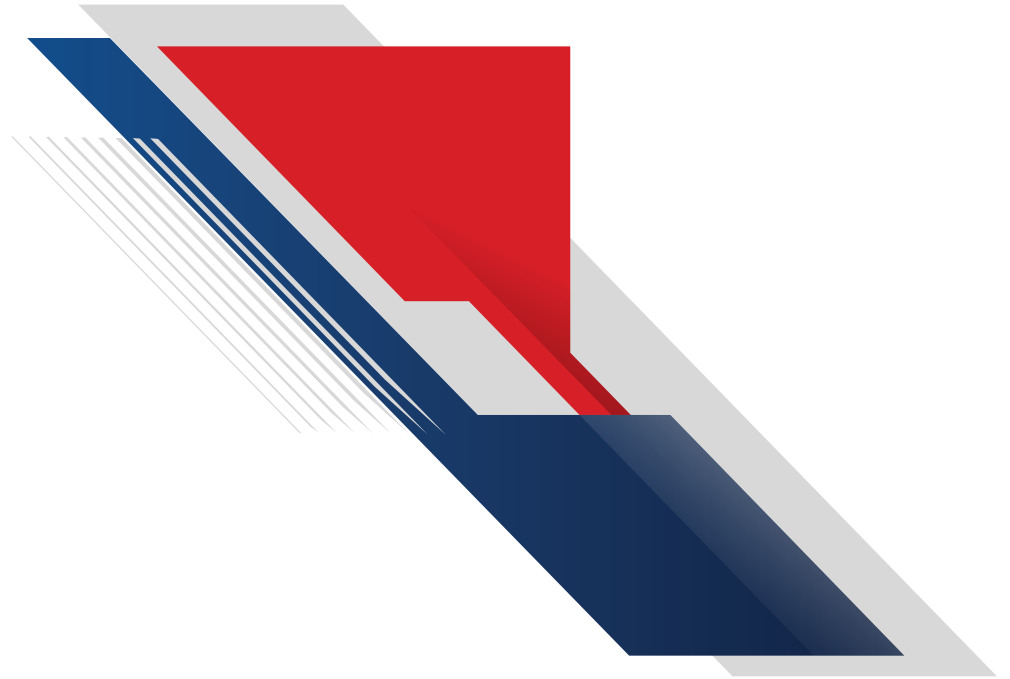
Gradients can be used in backgrounds, overlays, or highlight elements to enhance visual interest.



# GRAPHIC ELEMENTS

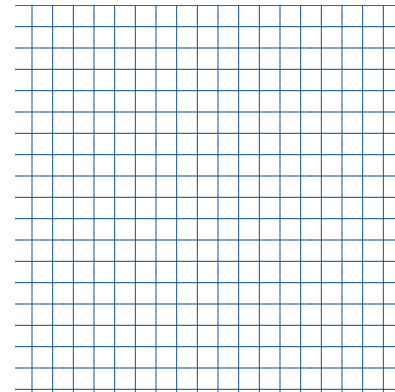
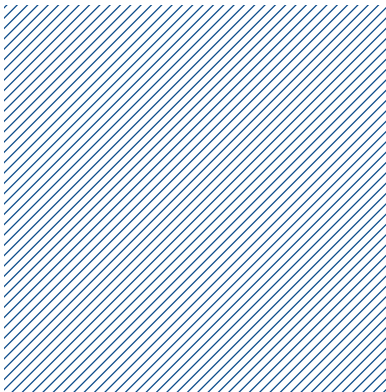
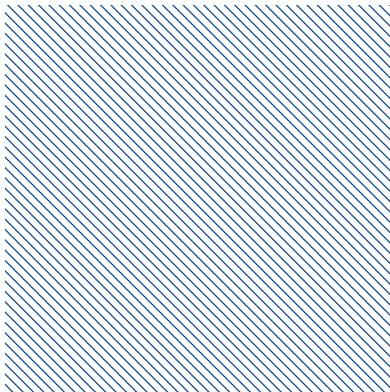
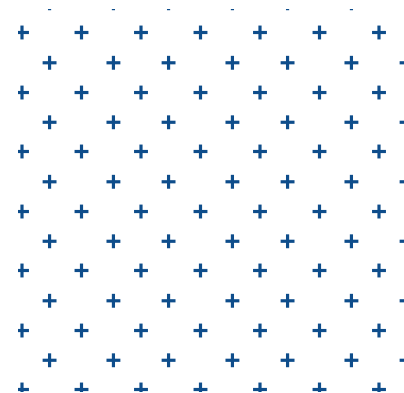
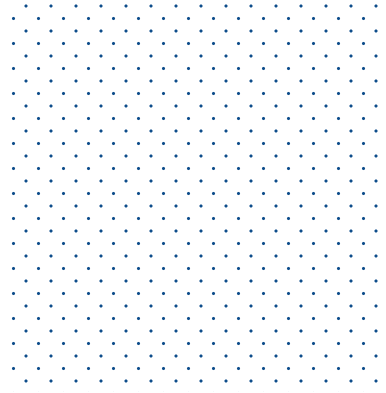
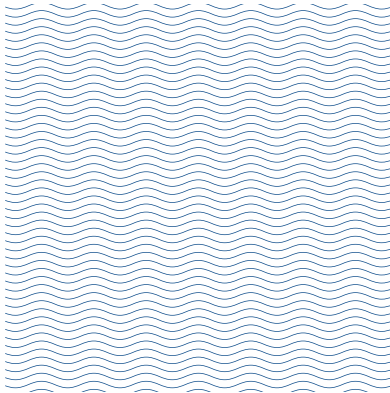
## DIAGONAL STRIPES

This graphic element has rugged, industrial character — a nod to working-class roots, while still clean and contemporary. It can be used to add visual interest to a layout or photograph that may lack strong impact on its own.



# PATTERNS

These brand-aligned patterns can be used across print and digital materials. They should be used thoughtfully—as subtle backgrounds, accents, or framing elements—without overpowering the main message. Choose patterns that suit the context and maintain strong contrast and legibility.



# TYPOGRAPHY



# TYPOGRAPHY

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Typography is a key part of the IAM brand—it shapes how our messages are seen and felt. Our selected fonts reflect strength, clarity, and approachability. Using the correct typefaces consistently helps unify our communications and reinforces IAM’s identity across all materials. Headlines, body text, and accent styles are each chosen to serve a specific purpose, and when used properly, they ensure our voice is both powerful and professional.

# TYPOGRAPHY

## ARCHIVO FAMILY

Use this typeface for main headlines, titles, and subheadings. Should be used in all capitals.

It is a free font available via Google Fonts:

[fonts.google.com/specimen/Archivo](https://fonts.google.com/specimen/Archivo)

### Style

Bold, modern, geometric sans-serif

### Purpose

Commands attention, conveys strength and clarity

# SOLIDARITY

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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® © \$ € £ ¥ : , . \* | ¶ » · μ § ¢ ¼ Æ ± ™

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## ROBOTO FAMILY

This font family has a wide variety of weights and styles, making it ideal for the majority of the brand visual language. It should be used for body copy and message text. It may also be used for subheadings.

It is a free font available via Google Fonts:

[fonts.google.com/specimen/Roboto](https://fonts.google.com/specimen/Roboto)

### Style

Clean, readable, professional

### Purpose

Provides excellent legibility across print and digital formats

# Solidarity

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  
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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1 2 3 4 5 6 7 8 9 0

## ROBOTO CONDENSED FAMILY

The condensed style from the Roboto font family provides a space-efficient option while preserving legibility and maintaining a consistent look. It should be used for small print, tight layouts, sub-labels, or dense content.

It is a free font available via Google Fonts:  
[fonts.google.com/specimen/Roboto+Condensed](https://fonts.google.com/specimen/Roboto+Condensed)

### Style

Clean, compact sans-serif

### Purpose

Maintains legibility when space is limited

# Solidarity

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  
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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1 2 3 4 5 6 7 8 9 0

## FACTORIA FAMILY

Use this typeface as an accent font for pull quotes, callouts, subheadings, and emphasis areas.

The IAM Communications Department has a license to use this font. To purchase your own license, visit: [fontfoundry.com/fonts/factoria](https://fontfoundry.com/fonts/factoria)

The font is also included with some Adobe Creative Cloud plans: [fonts.adobe.com/fonts/factoria](https://fonts.adobe.com/fonts/factoria)

## Style

Strong, condensed slab serif with character

## Purpose

Adds personality and hierarchy while supporting the core identity

# Solidarity

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  
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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1 2 3 4 5 6 7 8 9 0

# TYPOGRAPHY

## OSWALD BOLD

This typeface should be used in bold for rally signs and large-scale event signage.

It is a free font available via Google Fonts:

[fonts.google.com/specimen/Oswald](https://fonts.google.com/specimen/Oswald)

### Style

Condensed sans-serif, bold and impactful

### Purpose

Maximizes readability at a distance and energizes public-facing materials

# Solidarity

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  
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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1 2 3 4 5 6 7 8 9 0

# PHOTOGRAPHY

# PHOTOGRAPHY

Photography plays a vital role in bringing the IAM brand to life. The images we choose reflect who we are—real people, real work, real solidarity. Powerful, authentic photography helps us tell our story, connect with members, and show the dignity, diversity, and strength of our union. Consistent, high-quality visuals ensure our communications are not only professional, but deeply relatable and impactful.

## FOCUS

Authenticity and real human connection

## STYLE

Candid, natural light portraits of workers in their actual work environments, showing a range of emotions like pride, determination, and solidarity

## Print

CMYK, 300 dpi





Rev. 05/07/25

# CONTACT US

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## PHONE

(301) 967-4520

## EMAIL

[commdept@iamaw.org](mailto:commdept@iamaw.org)

## WEB

[goIAM.org](http://goIAM.org)