

# Council 28 AFSCME®

Washington Federation of State Employees

## WFSE Local Branding and Logo Creation



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The goal of this guide and the others in our Comms Building Blocks series is to make it easier for members and the public to learn about and get involved with your local.

**This is the first guide in the series. We ask that you work through them in order:**

- Local Branding and Logo Creation
- Website Creation
- Social Media Launch

What your local accomplishes by working through this guide will make setting up a website and launching social media much easier.

Ready to introduce your local to the world? Let's get started!

## **Before Proceeding, Get Buy-in from Your Local**

Choosing your local's branding and logo is a big decision.

Work with your local members to create the different items needed to fill out the form at the bottom of the guide. You'll get a better result, and your members will have ownership over this key part of your local's identity.

Having buy-in from the get-go will also help avoid a time-consuming and costly rebrand down the line.

On average, logos are used for 10 years. In many cases, they are used for much longer. A brand's strength and cohesion increase over time.

## From Guide to Finished Product

Once you have all the items in this guide completed, you will submit them in the form on the last page of the guide. If you already have a logo, please still fill out the entire form.

If you don't have a logo, you'll have the following options within the form:

- **Official AFSCME Local Logo.** WFSE Communications will create an official AFSCME local logo with a tool from AFSCME International. Your logo will be in line with AFSCME branding standards. (quickest option)
- **Custom Logo through WFSE.** WFSE Communications will work with you to create a custom logo based on your responses in the form.
- **Custom Logo by Member or Third-Party Graphic Designer.** You can have a member or graphic designer design a logo. We'll send you a copy of everything you submitted in the form, an AFSCME style guide and several graphics which will simplify work for your designer.

## What is Branding?

Your local's "brand" is what makes your local *your local*. It's your logo, the colors you use, and other distinctive elements that make your local recognizable.

It's also your story: who your members are, the kinds of work they do, and what they believe in.



## 1. Write Your Mission Statement

Your first step is to write your mission statement. Your mission statement tells people who you represent, both literally and figuratively. It will cover not only who you are and who you represent, but also your values and your purpose as a local.

People remember stories. This is your chance to tell yours.

### Tips for a good mission statement:

- Keep it short. Aim for 100 words, no more than 250 words.
- Include the basics of who you represent, what kinds of jobs your members do, where you are located if it's geographically based, how your members' work helps Washingtonians, etc.
- State your mission as a local, what you are here to accomplish. Why do you exist, is a blunt way to say this. This should be tied to timeless values, like equality, fair working conditions, economic justice and not tied to a current campaign.
- How the reader can help you accomplish your mission. What do you want them to do. (Join your union, come to a local meeting, etc.)

### Use the Three Vs

People tend to remember stories when told with these ingredients: Values, Villian, and Vision. Basically, people remember stories. This is your chance to tell your story.

To be memorable and shareable, you



need a bit of narrative. Check and see if your statement includes:

- **Values:** Begin with who you are and your mission (shared values that anyone can get behind).
- **Villain:** Next, identify the villain that is preventing you from accomplishing your mission (the villain is often not a person, but an idea: poor working conditions, unfair pay, billionaires who seek to cut the services Washingtonians depend on, etc.)
- **Vision:** End with your vision: How is your local working to accomplish your mission, and what do you want the reader to do to help you accomplish it.? This is a general ask or vision, such as “If we join together we can...” and not tied to a specific campaign.



Want more on messaging ? [Click here or scan the code.](#)

## 2. Create a Tagline

**A tagline is a simple, short phrase that encompasses your local’s mission statement. It should be timeless, so not tied to a specific campaign.**

To create a good tagline, think about your target audience and what you want to accomplish.

- What’s the one thing you want your audience to know?
- Do you want folks at your worksite to know you’re their local?
- Do you want local community and allied organizations to know who you are and the value of the jobs you do?
- Does your local have a particular mission given the kind of work your members do?
- Who does your local represent? Is it geographic, employer-specific?

- Who does your local help? What Washingtonians benefit from the services you provide?

A tagline can answer these questions faster than your mission statement can.

### Tagline Examples:

- WFSE – The Union for Washington’s Public Workers or Speaking up for our Jobs, Families and Communities
- WFSE Local 889: We Are the Union!
- AFSCME – We Make America Happen
- EarthJustice - Because the Earth Needs a Good Lawyer

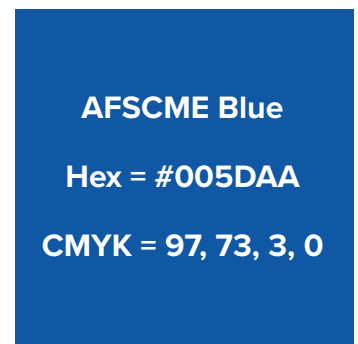


## 3. Use AFSCME Colors and “Swoosh”

We recommend you use AFSCME colors when ordering shirts, swag, banners, flyers, etc.

**Aligning your branding with AFSCME has enormous advantages.**

AFSCME Green quickly answers some of the questions that your mission statement and tagline are trying to answer: Who are you and what jobs do your members do? What union are you a part of? When you’re at a rally, you can look out over the crowd and instantly see where your AFSCME union siblings are. That’s good branding.



It’s a question of how easy you want to make it for members and the public to draw the connections between your local, WFSE, and AFSCME.

## 4. Create or Update Your Logo

**Your logo is a symbol that represents your local.**

It can be a shape, a symbol, words or a combination of the three. The purpose of a logo is to make your local recognizable. The more we see something, the more we trust it.

By putting the same image on your documents, mailers, shirts, banners, social media posts, bulletin board items, and more, you make it easier for people to recognize and remember you.

**Tips for your logo:**

- **Use your mission statement**

Lean on your mission statement and tagline when thinking about logo concepts. A logo should capture the essence or spirit of your local and what matters to you. You've already done the deep thinking about what matters to you and your members. Put it to use!

- **Keep it simple**

There's nothing wrong with keeping it simple. Think of the Nike "swoop." It's simplistic, but evokes an image of speed and movement. Resist the temptation to have your logo communicate too much or be too busy. Remember, you have a tagline that you can use in conjunction with your logo to add depth.

Simple is also practical. Good branding doesn't demand that your logo be the only thing you put on shirts, hats, posters, and flyers. But your logo will likely be on all of those items. Simple logos are legible when stuck in the margins of other designs and can be embroidered without requiring a redesign.

- **Strike a balance**

Many locals don't have the luxury of being part of a nationally recognized organization. We're part of AFSCME, the Green Machine. Strike a balance between alignment with AFSCME branding (using AFSCME Green and the AFSCME swoop) and communicating what makes your local unique.

## Option 1: Already have a logo?

If your local already has a logo and you want to continue using it, you can submit it in the form in this guide along with your tagline and mission statement. Then you can move onto the next building block, if you wish: Website Creation.



## Option 2: Create Simple Logo with AFSCME's Local Union Logo Creator

The simplest option for creating a local union logo is to use a template from AFSCME.

It matches AFSCME and WFSE branding in terms of font and colors and includes your local number.

Pair it with your tagline, and you're off and running..



## Option 3: Create a New Custom Logo

If you are creating a new logo, we highly recommended that you utilize these key elements from the AFSCME style guide.

The rest of the design is up to you! Do you want to utilize a graphic with a geographic landmark from where your local is located? Something that speaks to the kind of work your members do?



**AFSCME Green**

**Hex = #10AC4E**

**CMYK = 81, 3, 97, 0**

**AFSCME Blue**

**Hex = #005DAA**

**CMYK = 97, 73, 3, 0**



## 5. Options for Creating a Custom Logo

### Option 3A: Custom Logo Through WFSE Communications Department

- Use the tips in #4 in this guide to and the form at the bottom of the page to send us your inspiration for a new logo. There's a place to provide any images that you think will help us hit the mark.
- WFSE will create a draft of the logo within roughly 3 weeks.
- You will have 3 rounds of revisions before it is finalized.

### Option 3B: Create a Custom Logo Yourself or with Third-Party Designer

- If you, a member of your local, or a third-party graphic designer would like to create the logo, fill out all fields in the form below.
- We will send you a PDF of your answers to this form, a copy of the AFSCME style guide, and some graphics which will help you or the designer get your logo going.
- When your logo is completed, we ask that you send it to [Comms@wfse.org](mailto:Comms@wfse.org) so we can have a copy on file.



We look forward to working with you!



Ready to get started? [Click here](#) or [scan the QR code](#).

Find all guides on [wfse.org/locals](http://wfse.org/locals).