

CSEA
One voice for many.

BRAND GUIDE

Brand Foundation

Mission

To empower, protect, and advocate for public employees and a growing private sector membership, across New York State through collective strength and solidarity.

Key Needs:

- Reliable communication and reach
- Advocacy and support
- Access to benefits and updates on policy and government
- Public support and support from community partners

Vision

A unified voice for CSEA members, ensuring dignity, respect, fair representation for all, and the collective power to make change with a committed, active membership.

Values

- Accountability and Transparency
- Public Service and Integrity
- Equity and Inclusion
- Community and Solidarity
- Member Empowerment
- Collective Power

Audiences

Members:

Public employees including state and local government workers, school staff, healthcare professionals, admin, roadworkers, direct care and private sector workers that do similar work. (not all inclusive)

Prospective Members:

Non-unionized workers in the private sector who do similar work.

Nonmember Stakeholders:

Elected officials, policy makers, media, and the general public.

Voice and Tone Guidelines

Voice	Tone Variations:	Examples
Clear, direct, inclusive, and empowering. Personal connection and storytelling.	<p>Informational: Neutral and straightforward</p> <p>Inspirational: Motivating and assertive</p> <p>Urgent: Clear and direct with a strong call to action (CTA) (e.g., for rallies or petitions)</p>	<ul style="list-style-type: none">▪ 'We are trained to react:' CSEA members stop assault cseany.org/workforce/?p=14520▪ Roth honored for advocacy for working women, families cseany.org/workforce/?p=14573▪ Hands Off! CSEA members join protest cseany.org/workforce/?p=14425

Visual Imagery Guidelines

Photography

- Use real CSEA members whenever possible
- Candid, high-resolution, well-lit shots
- Images that reflect diversity and unity
- Member empowerment
- Collective power



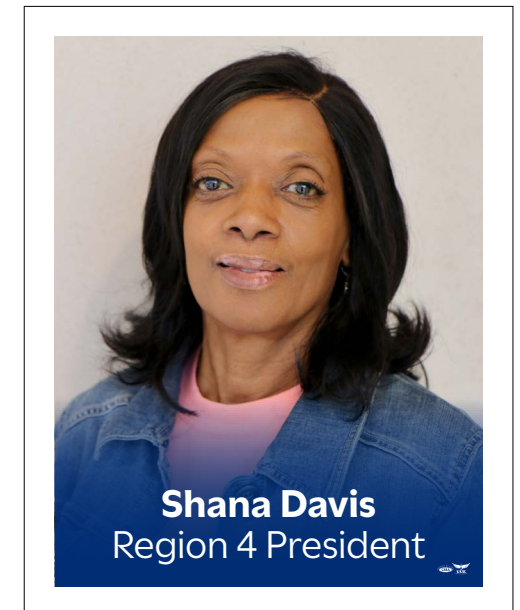
Illustration & Iconography:

- Consistent line weight
- Friendly, bold icons that match DIN 2014 or Helvetica Neue style
- Please see full CSEA Style Guide



Image Treatment

- Minimal filters
- Maintain natural tones
- Use ADA-compliant contrast when overlaying text



Social Media Branding

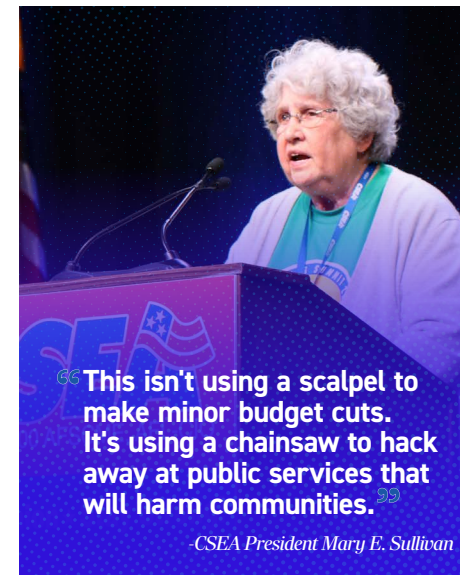
Profile & Banner Guidelines

- CSEA logo incorporated in profile or use the profile pic frame provided in branding kit
- Tagline, active campaign banners, new logo, Mary E. Sullivan President
- Use of current statewide campaign branding for CTA



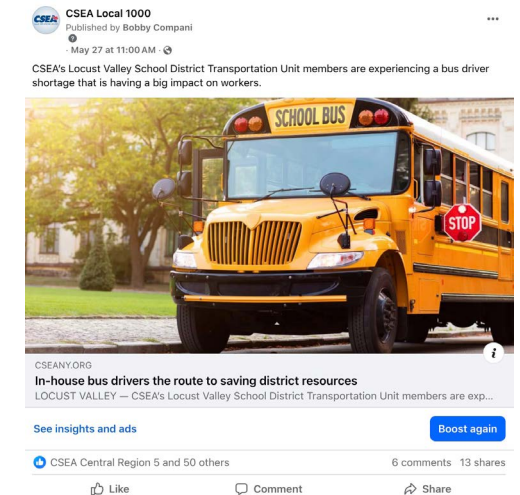
Post Guidelines

- Use RGB Neon Blue and Navy for overlays
- Headlines in DIN 2014 Bold, Richmond Display or Garamond.
- Hashtags: #OneVoiceforMany #CSEAUnites #UnionStrong #UnionProud or #CSEA[Event][Year]



Post Frequency

- No more than 3 native posts and a few shares a day
- Mix of updates, education on current labor and political issues that affect the CSEA membership at every level of reporting, member highlights, reporting on events, calls to action



Email and Newsletter Templates

Email Signatures

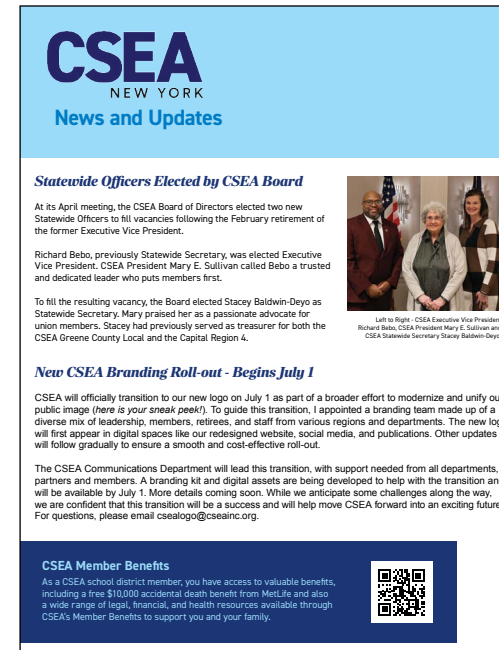
Template provided in digital kit.



Name
 Title
 518-257-XXXX
first.last@cseainc.org

Newsletter Structure

- Header with logo + tagline
- Use Richmond or Garamond for article headlines, DIN 2014 for body
- Clear CTA buttons in Middle Blue or Chartreuse



Best Practices

- Keep paragraphs short
- Include a featured image and breakout quotes
- Use pops of member benefits ads if lacking a photo
- Footer includes contact info and social links

Merchandise & Signage

Branded giveaways/items to flow through Communications Department

Layout Principles

Accessibility Standards

Please use the logo featuring our new tagline, 'One voice for many.' as our primary CSEA logo at least through July 2026.

Shirts:

Use the CSEA New York lock up with tagline

Banners:

- Use CSEA New York lockup with AFSCME/AFL-CIO for conference materials and local banners
- Use the solo CSEA logo for internal department banners

Tote Bags:

Use the CSEA New York lock up with tagline



- Maintain 1" padding around all logo elements
- Include tagline when space allows
- Use high contrast for readability
- Follow the headline treatment on page 5 of the brand guide
- **Do not edit the CSEA logo.** This includes recoloring, stretching, compressing, or extruding
- Do not stretch or compress type.
- Do not stretch or compress photos or graphics
- Do not use AI photos or graphics
- Use the exact brand colors outlined in the color palette on page 6 of the brand guide, not similar colors
- Photos must be a minimum of 300 DPI for print and 72-144 DPI for web (72 DPI is standard, 144 DPI is for Macs)

- Use all caps minimally
- Set type flush left ragged right (left aligned) as much as possible for best reading experience
- Do not set headings in all caps
- Do not center justify large paragraphs of text

- Minimum 12pt font for printed materials
- All images must have alt-text
- Use ADA-compliant color combinations
- Ensure text overlays on images pass WCAG AA standards
- Closed caption video content for Deaf/HoH members



Final Notes

President Mary E. Sullivan appointed a branding team tasked with making recommendations for the transition to the new branding. The team's plan was submitted to and approved by Mary. The implementation will take place in three phases.

Three Phases of Implementation

This plan introduces the new branding/logo in stages to avoid overwhelming the Communications Department and the Print Shop.

- **Phase 1:** Digital platforms switch over by July 1, 2025
- **Phase 2:** Most printed materials phased in over time, July 1, 2025, through July 1, 2026
- **Phase 3:** Permanent structures updated with new branding following further planning and budgeting

This guide expands the CSEA Style Guide into a comprehensive branding resource. For any use not specified here, consult the Communications team or the original style guide document

For Questions or more information email us csealogo@cseainc.org or call 518-257-1273

Downloadable materials such as the logos seen in this kit, email signatures, sample social media banners, are available via this QR code.

