

2025 



# BRAND GUIDE

Your source for proper logo usage, typography  
and colour recommendations to maintain  
MNU's brand integrity

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# HELLO!

## Welcome to the Manitoba Nurses Union Brand Guide.

This is your roadmap  
to everything related  
to our brand, where  
you'll find plenty of  
info to help bring our  
brand to life.



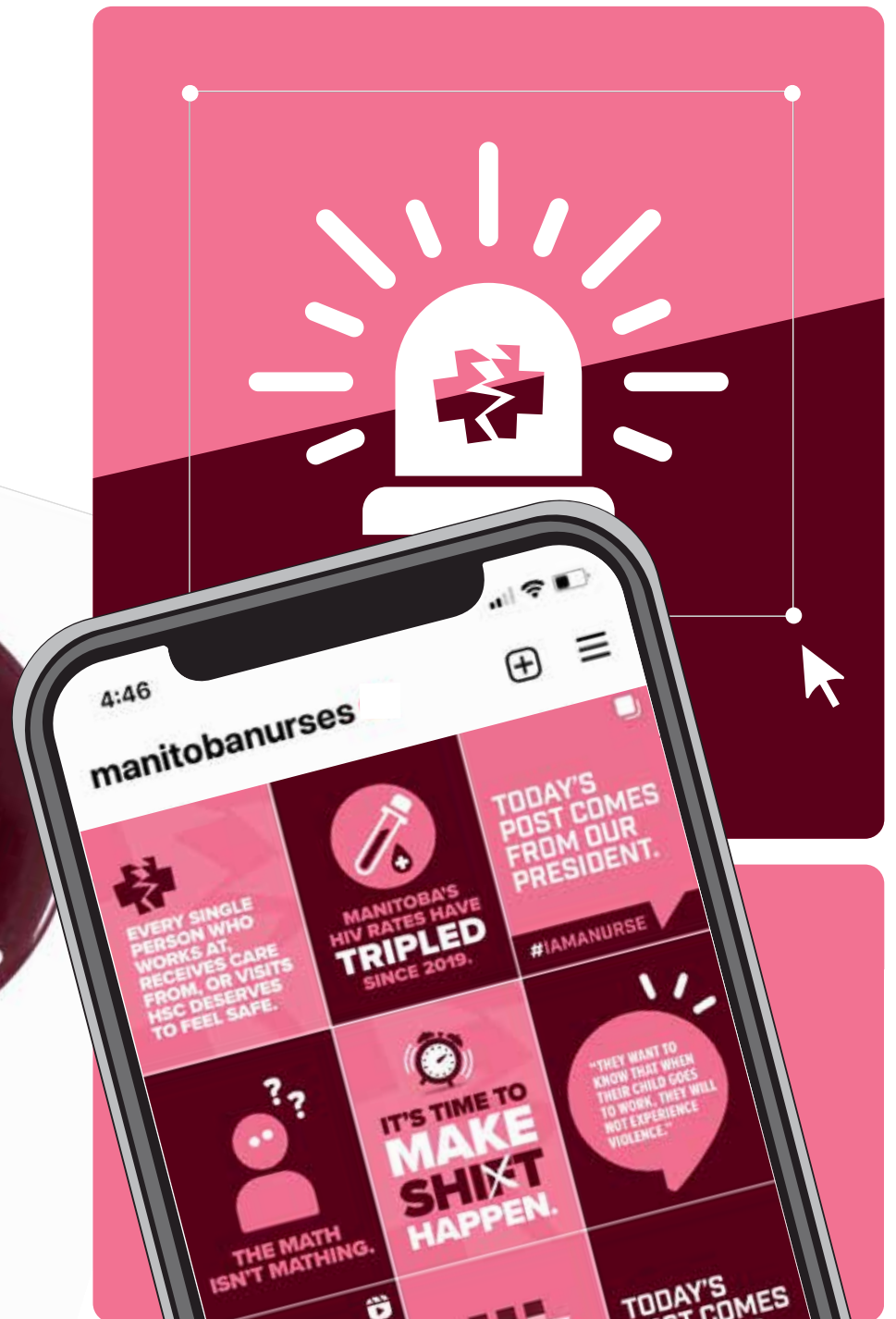


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**FIGHT THE GOOD FIGHT.**

# A GLIMPSE OF OUR BRAND IN ACTION...



Typography

PROXIMA NOVA

Color Palette



AT MNU,  
**CREATIVITY**  
**IS THE FUEL**  
PROPELLING OUR  
ADVOCACY CAMPAIGNS.



**FIGHT THE  
GOOD FIGHT.**



**mnu50**  
50 YEARS STRONG



**mnu** manitobanurses



From  
concept  
to creation,

MNU fights for a healthy Manitoba  
where all patients and nurses are  
respected, safe and valued.

# MNU'S METHOD

MNU's brand strategy is heavily reliant on bold use of colour, strong typography, and graphic elements to help tell our story.

As a labour organization advocating for nurses, patients and healthcare province-wide, we regularly touch on heavy topics, but we try to approach the challenges with impactful, memorable communication.

**WHAT CAN WE SAY?  
WE'RE A BIT SASSY AS  
WE CONTINUE TO FIGHT  
THE GOOD FIGHT...**

Our brand personality is important to use. We want our messaging to resonate - not only with our nurses, but with the public and various healthcare stakeholders. Because this fight is for ALL of us.



**IT'S TIME TO  
MAKE  
SHIFT  
HAPPEN.**

**SOLIDARITY  
SCHOOL**

**HOW DO YOU  
LIKE TO STAY  
INFORMED?**

**TODAY'S  
POST COMES  
FROM OUR  
PRESIDENT.**

**#IAMANURSE**



**OVERTIME IS NOT  
A STAFFING PLAN.**





**MAKE  
IT MAKE  
SENSE...**



**BRAVERY IS  
CONTAGIOUS**



**HELLO**  
MY NAME IS

**ASSAULT**

**NAME IT. OWN IT.  
TAKE IT SERIOUSLY.**



**UNSUSTAINABLE  
WORKLOAD ALERT**

**44%**

**SAY WORKPLACE  
CULTURE HAS WORSENERD  
IN THE LAST YEAR**



**ATTENTION  
MEMBERS!**

This is a friendly reminder to please ensure your email address on file is current. We want to ensure you receive all our communications.

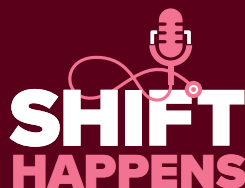


# MNU'S BRAND UMBRELLA IS VAST!

Not only does it include our Local/Worksite specific logos, it also encompasses initiatives such as our Solidarity School education, our online MNU Store and the products we sell, our Shift Happens podcast, our ongoing public awareness campaigns, our social media presence, our event displays and much, much more...



# mnu



— THE **PULSE**

**mnu142**

**mnu83**

**mnu5**

We've been busy! All MNU's communications - whether speaking to our member base, the public, or the powers that be - incorporate our branding, and we continually strive to expand our reach.

# manu

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## THE MANITOBA NURSES UNION LOGO SERIES

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MNU has been rolling out a rebrand over the past few years, and this year we've launched our new logo set. While celebrating our 50th anniversary we were inspired by the 70's, when it all started.

Like they say: everything old is new again, and that certainly rings true. We're bringing a 'retro vibe' into a modern brand aesthetic, and that complimentary combination enhances our current MNU brand identity, while giving a subtle nod to the past. Furthermore, the curvature and connected letters of the logo reflect unity and solidarity, and symbolize the comfort and care nurses provide.

A soft, friendly logo and colour palette - in juxtaposition with a sassy, bold brand personality aims to represent the ability for both things to be true about nurses: They are nurturers with big hearts, big compassion and big love for patients, but they are also highly-skilled, tough as nails, badass professionals.

# LOGOS.

ACRONYM VERSION:



CREST VERSION:



See next page for other colour versions

FULL NAME STACKED VARIATIONS:



FULL NAME HORIZONTAL VARIATIONS:



# THE MNU LOGO IN ACTION.

**This section covers the use of MNU's logo variations, including best practices, and samples of how to use them in various situations.**

At right, the logo variations are shown on different colour backgrounds. All instances shown are acceptable uses, allowing for a vast array of design capabilities.

When using the standard logo on a photograph, it is recommended to use a fully white reverse version on an area of the image that has enough contrast to provide adequate readability. The crest logos with the white outline would also be suitable.





# LOGO CLEAR SPACE

## Ensure there is adequate space between the logo and surrounding elements.

Each design scenario is going to be different - we get it. Which is why there are two acceptable safe zone options for the MNU logos.

**Option 1:** The logo's safe zone is equivalent to the height of the "m" on all sides.

**Option 2:** The logo's safe zone is equivalent to half the height of the "m" on all sides.

A good rule of thumb is to assess how busy the design is. If there is a lot going on in the layout, it is best to give the logo more breathing room to ensure it stands out.



### Option 1

The logo's safe zone is equivalent to the height of the "m" on all sides.

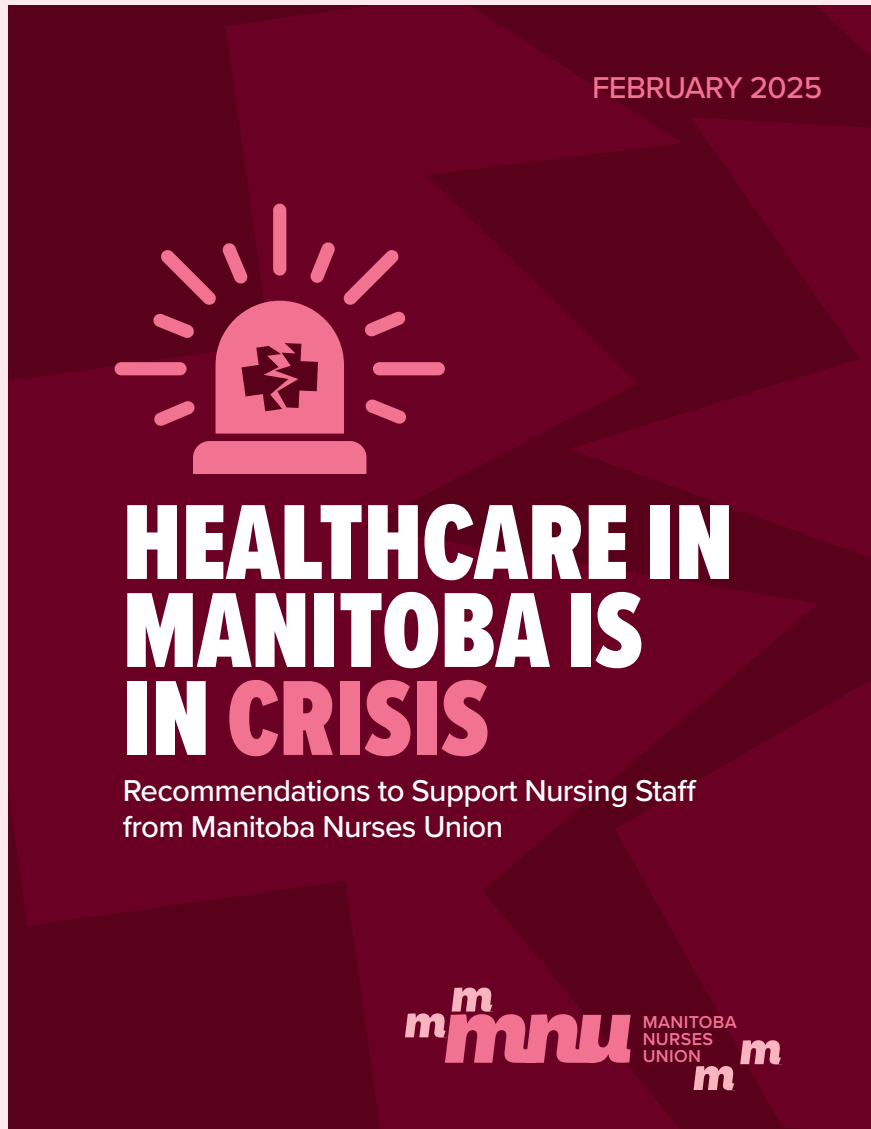


### Option 2

The logo's safe zone is equivalent to half the height of the "m" on all sides.



## LOGO CLEAR SPACE SAMPLES



merlot

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## THE MANITOBA NURSES UNION COLOUR USAGE

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When MNU rebranded in 2021, we were primarily communicating virtually while in the middle of the pandemic. We needed a bold colour choice, used consistently to create visibility and brand recognition. We also heavily relied on graphical elements, as we were unable to photograph or film due to restrictions.

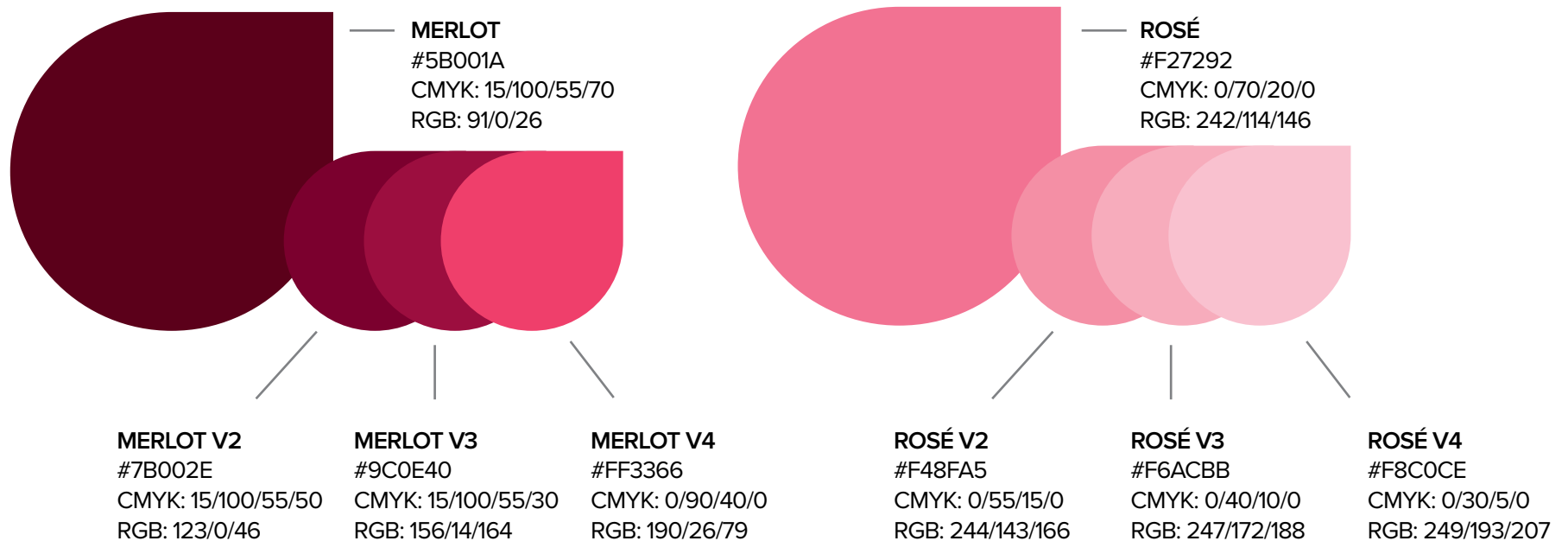
In essence, those limitations birthed the brand colours out of necessity, but we soon learned they packed a punch. The consistent flow of MNU communications in the same Merlot and Rosé shades became instantly recognizable. They're now synonymous with MNU,

# COLOURS.

# COLOUR PALETTE

MNU's primary brand colours consist of Merlot and Rosé, which are used consistently in graphics/merch/campaigns/social media, etc.

The following are the colour breakdowns for the two primary colours, Merlot and Rosé, as well as lighter colour variations that can be incorporated when appropriate.



Alternately, use of black, white and shades of grey is also acceptable for non-colour instances.



manitoba

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## THE MANITOBA NURSES UNION FONT USAGE

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Typography is a large component of our brand strategy, which is why we utilize a bold but versatile font family to convey our messaging. While we occasionally break format and use different font styles for merchandise and campaigns, we never stray far, always ensuring we incorporate our core fonts into the mix.

The following page showcases some of the different options the Proxima Nova font provides. It's a versatile font family, with regular, condensed, as well as extra condensed variations, to suit a variety of branding and design scenarios.

**TYPE.**

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**PRIMARY FONT: VARIATIONS OF PROXIMA NOVA. REGULAR, CONDENSED AND EXTRA CONDENSED ARE ACCEPTABLE, ALTHOUGH THE REGULAR VERSION IS MOST COMMONLY USED.**

# PROXIMA NOVA EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## PROXIMA NOVA BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## PROXIMA NOVA CONDENSED BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## PROXIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## PROXIMA NOVA CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

---

**ALTERNATE FONT USED OCCASIONALLY**

# INDUSTRY INC BASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

[NOTE: THERE IS NO LOWER CASE OPTION]

# rebrand

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## THE MANITOBA NURSES UNION LOCAL/WORKSITE LOGO SETS

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With a rebrand, we wanted to provide custom logos to our vast group of Local/Worksites. We know our members love the communities they provide care for, so we've created unique logos for each one. They still fall under the MNU umbrella, but give Local/Worksites the opportunity to represent themselves with pride. We hope you enjoy creating your own custom rally kits and merch!

# LOCAL/ WORKSITE LOGOS.



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# ***mnw***142

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## EXAMPLES OF SINGLE, DOUBLE AND TRIPLE DIGIT MNU LOCAL/WORKSITE LOGOS

***mnw***5

***mnw***83

***mnw***142

***mnw***5

***mnw***83

***mnw***142

***mnw***5

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***mnw***142

***mnw***5

***mnw***83

***mnw***142

# LOCAL/ WORKSITE LOGOS IN ACTION.

**This section covers the use of MNU's local/worksite logos, including best practices, and samples of how to use them in various situations.**

At right, the logo variations are shown on different colour backgrounds. All instances shown are acceptable uses, allowing for a vast array of design capabilities.

If working with vendors or designers to create branded items, we advise you to send a copy of this Brand Guide to them, so they can review and follow the guidelines we've set out. And if you have any questions, we're always available to assist. Reach out to us at [comms@manitobanurses.ca](mailto:comms@manitobanurses.ca)!

***mnu*5**

***mnu*83**

***mnu*142**

These logo variations are to be used on the MNU Rosé background to ensure readability and appropriate contrast.

***mnu*5**

***mnu*83**

***mnu*142**

These logo variations are to be used on the MNU Merlot background to ensure readability and appropriate contrast.

**LOGO  
CLEAR  
SPACE**

**Ensure there is adequate space between the logo and surrounding elements.**

Each design scenario is going to be different - we get it. Which is why there are two acceptable safe zone options for the MNU Worksite logos.

**Option 1:** The logo's safe zone is equivalent to the height of the "m" on all sides.

**Option 2:** The logo's safe zone is equivalent to half the height of the "m" on all sides.

A good rule of thumb is to assess how busy the design is. If there is a lot going on in the layout, it is best to give the logo more breathing room to ensure it stands out.



**Option 1:** The logo's safe zone is equivalent to the height of the "m" on all sides.



**Option 2:** The logo's safe zone is equivalent to half the height of the "m" on all sides.

# LOCAL/ WORKSITE BRANDED ITEMS

**Showcase your Local/Worksite with pride! At right are some samples of worksite-specific branded items.**

Whether it's clothing, stationery, rally banners, mugs or keychains, there are a variety of ways to incorporate your MNU Local/Worksite logo into merchandise while still following MNU's brand standards.

If you would like assistance with sourcing approved vendors and design advice, please don't hesitate to reach out to [comms@manitobanurses.ca](mailto:comms@manitobanurses.ca).

We'd love to help any way we can!



**mnu 83**



# Thank you for taking the time to review our MNU Brand Guide.

For any inquiries or further information  
about branding, logo usage or design,  
please don't hesitate to reach out to  
**comms@manitobanurses.ca**



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Follow us on social! @ManitobaNurses

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