

1



Using modern colors to represent a fresh look - the visual logo represents CUPE members coming together to support one another through basic shapes.

Advocating safety and support for workers



Adding 3 colors, the visual logo represents members being a priority through positivity and importance (the star)

Advocating safety and support for workers

3



This logo has an italic type for CUPE and the 3 colors blend into the word mark and visual logo. The visual logo represents support to members with the line art representing our region (the valley) and the sun rising forming a hand shake for trust and support.

Advocating safety and support for workers

4



**CUPE**

LOCAL **3523**



**CUPE**

LOCAL  
**3523**

A brighter and peaceful design in the word and visual logo. The visual logo is an abstract and dynamic representation of CUPE members showing freedom, support and success

Advocating safety and support for workers



The CUPE type is bold and modern with rounded edges. The organic shapes show helping hands to CUPE members; with the sun to represent support, care and safety.

Advocating safety and support for workers



***CUPE*** LOCAL  
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The organic shapes show helping hands to CUPE members; with the sun to represent support, care and safety.

Advocating safety and support for workers