

LiUNA! LOCAL 183

Feel the Power

MEDIA KIT



SEPT 2025
LIUNALocal183.ca/MEDIA-KIT

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For questions relating to our brand guidelines, or other artwork/media related inquiries, contact LIUNA Local 183 Creative Director, Eddie Cardoso at ecardoso@liuna183.ca

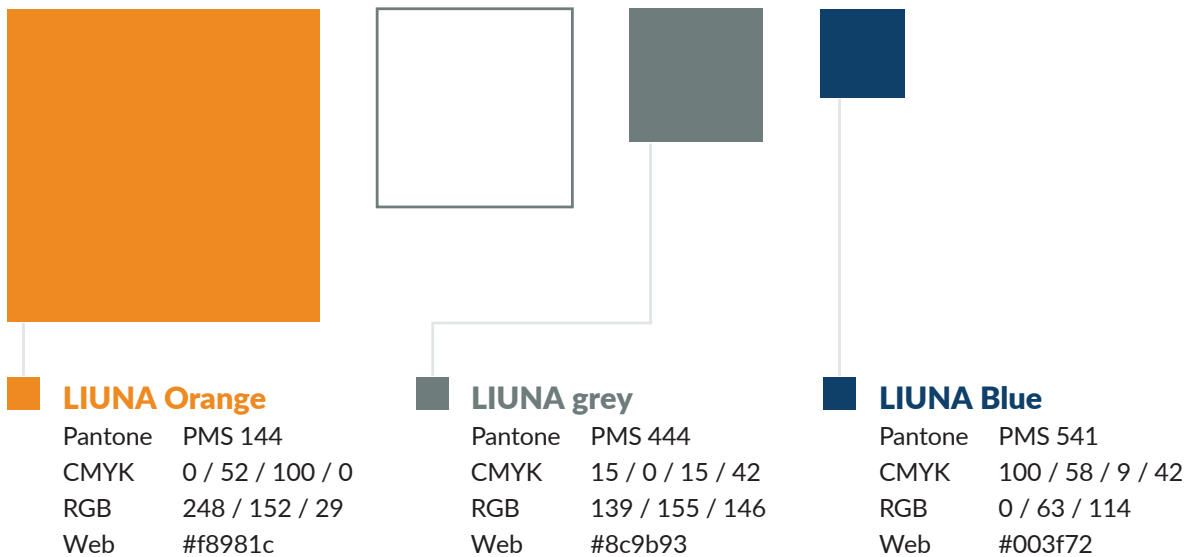
For political matters and press releases, contact LIUNA Local 183 Director of Government Relations and Communications, Jason Ottey, at jottey@liuna183.ca

OUR COLOURS

LIUNA's orange is as important to our distinctive identity as our logo. This orange and only this orange, as defined in this guide, should be the most dominant color in any design. However, this does not mean that everything should use this one color.

Grey is an important supporting colour, but looks best when it is separated from orange with some white. When a colour overlaps or touches orange, the blue works better. but blue should only be used in an accent role.

The diagram below shows the relative weight that should be given to our primary colours. Note that white is considered a colour! The use of white helps keep designs bright and airy, modern and clean. It also allows for the preferred presentation of our logo, which is orange and grey on a white background.



Colours represented here will appear differently on screen and process printers. Pantone Matching System (PMS) numbers will ensure colour accuracy in offset printing. CMYK, Web, and RGB values are included for colour matching across media.



OUR LOGO

The LIUNA logotype is a legally-protected representation of our brand.

Our logo is at its boldest and most clearly visible in this orange and grey configuration on a white background, but may be reversed to white with the local name in grey, and preferably on an orange background.

The logo and the colour orange go hand-in-hand in creating our unique identity. The logo should be handled with care, and while the size may vary, it should always be kept in the proportions seen below. When on an orange background, grey is best for the local portion of the logo.

The tagline "Feel the Power" should always be included. This tagline, with its message of collective strength and energy, is essential to LIUNA's brand. Therefore, it should be virtually inseparable from the LIUNA name.

All variations of the logo may be used in solid black and white when full color is not possible.



ABOUT US

The Labourers' International Union of North America ("LIUNA!") is an international union which represents more than 600,000 workers across the United States and Canada. In Ontario workers are represented through 10 local unions which have different geographic jurisdictions. LIUNA Local 183 is the largest LIUNA local union. Local 183 represents more than 70,000 workers in an area stretching from Kitchener to Kingston and north through Muskoka.

LIUNA Local 183 strives to be the most progressive, aggressive and fastest growing union of construction workers, waste management workers, building service and maintenance, and healthcare workers in Canada. We are the dominant trade union in civil and residential construction – but we are much more than that! More than 8,000 hardworking men and women are represented by Local 183 in non-construction trades.

LIUNA Local 183 supports and sponsors many charities, fund raising initiatives and social events throughout the year. Many are representative of an ethnic group who comprise a strong base within LIUNA Local 183. Our goal is to maintain a constant view on, and participation in each community so that LIUNA Local 183 is better able to serve the specific needs of each group.

Toronto and by extension LIUNA Local 183 is more ethnically diverse now than ever before and we are much stronger for it. Like the Cultural Mosaic that Toronto has become internationally known for, LIUNA Local 183 gains strength from each new member from any ethnic community which allows us to grow in industries that are sometimes specific to one ethnic community. Specifically, the construction industry has traditionally relied heavily on immigrants for labour and LIUNA Local 183 has a long history of welcoming and protecting immigrant workers. With each new wave of immigration, the make up of our membership has changed.

Safety for all workers is a prime concern of LIUNA Local 183. We are very active in the promotion of safe work practices in the construction industry, and provide the most up to date and comprehensive training with a focus on the skills that are in the most demand.

Strength in numbers always prevails, and we recognize the need to grow. We employ substantial resources to expand both our membership and our jurisdiction with the intent of continuing our growth trend that has seen LIUNA! Local 183 attain our significant status. Feel the power!

@liuna183
www.liuna183.ca



Connect with us online!

Visit our website and follow our social media pages on Facebook, Instagram, and Twitter, for up to date information on events, union news, and to see what we're doing to support workers!

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Jack Oliveira
Business Manager

Luis Camara
Secretary Treasurer

Nelson Melo
President

Marcello DiGiovanni
Vice President

Ricardo Teixeira
Recording Secretary

Jaime Cortez
E-Board Member

Pat Sheridan
E-Board Member

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