

Friday, January 12, 2018

To the attention of members of the Canadian Freelance Union

Greetings,

Many CFU members make use of the Unifor logo to identify the work that you produce, especially when you are providing work for unions or progressive organizations. While we support your ability to identify your work as a member of the CFU, there have been questions in the past about how this should happen.

We've outlined, below, some information about the process to identify CFU-produced work that you can implement when identifying your work. It is important that the process not be confused with Unifor's Union Label Policy which is strictly for members in the graphical and printing sector.

1. Overview

In an effort to recognize the work of unionized labour including members of the Canadian Freelance Union (CFU), Unifor is clarifying the process for using the Unifor logo to identify union work. The CFU, founded in 2006, is a community chapter of Unifor and its members are recognized as such in Unifor's Constitution. The CFU represents independent contractors in the media and communications sector, namely members who do creative work in the form of photography, videography, writing, website and graphic design, and many others.

2. Process for identifying CFU work

While CFU members cannot identify their work by using the Unifor union bug/label, members can and should identify as a CFU member when producing work for a variety of clients.

CFU members should strive to respect the following guidelines in order to identify your work.

CFU members are encouraged to identify work as CFU work in the following manners:

- On materials that you designed, please add the CFU designated logo. This logo consists of the following:

Designed by: (in a font no larger than 10pt)

a small Unifor shield, your initials and CFU

Here is a sample of how the CFU logo should be applied



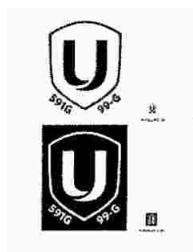
- On your website, in your email signature, or on invoices, add: *Proud members of the Canadian Freelance Union*
- On a video produced entirely by CFU members: *Proudly made by members of the Canadian Freelance Union*
- In no case can you use the CFU logo or a Unifor bug on any printing, as outlined in the Unifor policy, to identify your work.
- In no case should you refer to the number 2040 or "Local 2040".
- In no case should you refer to any Unifor local unless the work done was through the Unifor local as a Unifor member to identify your work.

3. Unifor identification ("bug" or "label") policy

Unifor has a Union Label Policy that historically sets the terms for the purpose of designating the products of its members in the Graphical sector. The policy outlines that the use of the Unifor Union Label shall be granted under the following conditions:

- The employer has signed a valid, current, collective agreement which includes the approved Union Collective Agreement language; and
- The employer has entered into a Union License Agreement with the national union; and
- The employer employs at least four production employees.

The full language of the policy can be requested from Howard Law, Unifor's Media Director. The official Unifor union label looks like this:



Members of the CFU are not covered by this policy and cannot use the designated union label (or bug). If you are a CFU member who wants to use the union label for any work projects, including printing, please refrain from using the Unifor bug and communicate with the individuals listed at the bottom of this letter to discuss further.

It is our hope that the above procedure will help to clarify the process for the use of the CFU logo on CFU-produced work. If you have questions, please contact the following individuals.

- Howard Law, Media Director, howard.law@unifor.org
- Roxanne Dubois, National Representative, Roxanne.dubois@unifor.org

For any questions regarding Unifor's identity and branding guidelines, including fonts, colours and logos, please contact:

- Denise Hammond, Unifor Communications Director, denise.hammond@unifor.org

In solidarity,

A handwritten signature in blue ink, appearing to read 'CM', is positioned above the name Chris MacDonald.

Chris MacDonald
Assistant to the National President.

CM/RD:lmc-cope343

cc: Katha Fortier, Denise Hammond, Howard Law, Roxanne Dubois