

RESOLUTION OF THE INTERNATIONAL EXECUTIVE BOARD REGARDING IMAGE AND IDENTIFICATION

WHEREAS, after extensive consideration, the International Executive Board has reached certain determinations on the use of a logo, color and slogan in creating an image by which the Union can be viewed by its members and potential members as well as by the public at large,

THEREFORE BE IT RESOLVED that:

1. The logo of the Union will be the letters "USW" with the letter "S" depicted in such a way that it portrays hands joining together. The logo will contain the words "United Steelworkers" immediately above the letters and the slogan "Unity and Strength for Workers" immediately below the letters. In adopting the slogan, the Executive Board specifically notes that it contains the letters "USW" at the beginning of each of the key words in the slogan. In the use of the logo, identification of local union affiliates and designations of industry and other descriptive subgroups will be permitted under but not on or above the logo.
2. The International President will direct the Legal Department of the Union to take steps to see that the logo is legally protected through all appropriate means such as registration and copyright.
3. As indicated above, the slogan of the Union shall be "Unity and Strength for Workers." In adopting this slogan, the Executive Board is aware that three other slogans also resonated strongly in identifying the Union. They are:
 - a. "Power of Unity"
 - b. "Standing Strong for Workers"
 - c. "A Powerful Voice for Workers"

Because of their strong resonance, these three phrases will be used in speeches and other appropriate ways to provide support for the development of the identity of the Union.

4. Navy blue has been selected as the primary color to be used exclusively in depicting the Union on t-shirts, jackets and through other appropriate medium. The secondary color will be gold.