



*NTUC Logo*



*U Hallmark*

## **The Labour Movement Unveiled a New Logo and Hallmark at the U Launch Event**

1. On 27 April 2008, about 1,500 union leaders, tripartite partners and guests at The Downtown East witnessed a momentous milestone in the history of the Labour Movement as Prime Minister Lee Hsien Loong unveiled a refreshed look for the Labour Movement and National Trades Union Congress (NTUC) with an updated NTUC logo and U hallmark at the U Launch event.
2. The refreshed logo encapsulates the spirit of the Labour Movement – dynamic, progressive and keeping ahead of times. At the heart of the logo is the U hallmark which comprises three ‘U’s to represent:
  - a. **every working people and their families (small ‘U’) in an inclusive Labour Movement**
  - b. **a united Labour Movement (big ‘U’) made up of our affiliated unions and associations, social enterprises, staff, members and partners; and**
  - c. **a Labour Movement that stands besides working people and their families at work, live and play**
3. The essence of the refreshed branding is communicated through the tagline of “NTUC for U” as everything the Labour Movement does stems from, is developed for and will be delivered to every working people (everyone of “U”). The tagline is supported by three supporting messages to clearly convey how we make a difference to their lives by:
  - a. “Working for U” by ensuring good working conditions and a fair return for labour, and providing ways to train and upgrade the skills of working people
  - b. “Caring for U” by providing good quality products and services at affordable prices that help to stretch the dollar for working people, and
  - c. “Fun for U” by offering high-quality recreational facilities and services that are affordable and conveniently located for working people of all collars, all ages and all nationalities.