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A new visual identity for the European Trade Union Movement

To celebrate its 40th anniversary, the European Trade Union Confederation (ETUC) is adopting a new logo.

The new logo will be unveiled officially to mark the anniversary of the ETUC , celebrated today at the High Level Conference in Madrid.

The Confederation's mission is made explicitly clear by the highlighting of two words: Trade Union and Europe. The A and the E evoke ancient Greece, a reference to the origin of the word "Europe" and the dynamic image of trade unionism is also maintained.

This logo will be easy to use and will immediately identify the nature of our organisation.

Link to a video tracing the history of the logo: <http://www.youtube.com/watch?v=n3sR...>

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