

GLOBAL IDENTITY TOOLKIT

Version 1.0

- 02 THE AIM
- 03 THE POSITIONING
- 04 THE VALUES
- 05 TONE OF VOICE
- 06 OUR LOGO
- 10 THE ACTION PANEL
- 11 THE CANDLE
- 12 COLOUR
- 19 TYPEFACE
- 20 PHOTOGRAPHY
- 21 ILLUSTRATION
- 23 EXAMPLES

AMNESTY
INTERNATIONAL



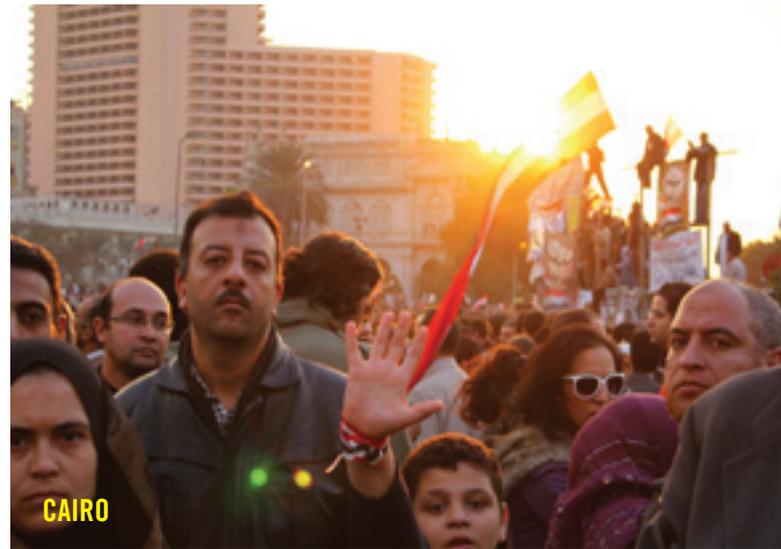
THE AIM

SHARE, INVOLVE, INSPIRE...

We are a movement of millions of people that supports, celebrates and stands up for those that are willing to speak out for justice.

Amnesty's ability to communicate, persuade and rouse people to action is critical to achieve greater human rights impact.

The more clearly we articulate who we are and what we stand for, the more people will stand alongside us to challenge injustice.



OUR VALUES

Our values are our core characteristics. They should be reflected in everything we say or do, whether written, spoken or visual.

OPEN

Down to earth, honest, inviting, diverse

We invite people in, we are all in this together, and we are equal partners. It is not about “us” and “them”. It’s not about us “telling people what to do”: we want people to participate and bring their own imagination, innovation and energy to bear. We include, we celebrate, we encourage, stimulate, tantalize, provoke and engage. We “connect” with people through our communications.

INTELLIGENT

Well informed, intuitive, considered, influential

We use knowledge and insight to add value to the debate. Our distinctive contribution helps those who engage with us make sense of complex issues. With knowledge and insight we enable others to create change in the world. We communicate clearly and effectively.

INVENTIVE

Fresh thinking, groundbreaking, ingenious, resourceful

The world is constantly changing. We are nimble, flexible and innovative. We use new techniques to stay relevant and put human rights firmly at the forefront of the global agenda. We challenge our conventional ways, encourage new ideas and are not afraid to give them a go.

DETERMINED

Positively persistent, courageous, inspiring, fire in your belly

We are here to stay. We are here for the long haul. People can count on us because we remain engaged for as long as it takes. We do not forget. And because we inspire people into effective action we show what determination can achieve.

THE POSITIONING

Unity is key to real, tangible change.

It gives people the courage to stand up for what they know is right, in the knowledge that they're not alone. It gives us the power to exert real pressure on governments, corporations, individuals or regimes. It gives us eyes and ears all over the world, so no injustice goes unchallenged.

At the heart of Amnesty is a single idea: that we are at our most powerful when we are united.



tone of voice

Tone of voice is the way that we express ourselves and communicate our messages to our audiences.

Tone of voice is not just about “right” and “wrong” wording. It’s about adapting the way we communicate to different audiences, in different media, while being consistent in the way we present who we are.

GETTING IT RIGHT

Know your audience

Who are they? What do you want them to do? How familiar are they with the issue you’re presenting? What type of language would appeal to them? Which of these statements, for example, would suit them best?

Motivate, don’t alienate

Share information in a way that inspires people to take action or to find out more. Don’t assume your audience has prior knowledge and avoid making assumptions about their values or convictions. For example:

Offer solutions

Demonstrate how your solution/ action can have a positive influence on people’s lives. Explain why it is the right solution. Show that it is achievable. For example:

Make your audience part of the solution

Be clear about what your audience can do and why their action is needed. People often doubt their power to affect change – convince them otherwise. For example:

Talk about people, not just about rights

Explain clearly and persuasively how people’s lives are affected by the human rights issues you are discussing. Highlight the positive, not just the negative in their stories. For example:

“There must be an immediate moratorium on the use of the death penalty.”
or
“All executions must be suspended immediately.”

Simply saying that the death penalty violates the right to life is unlikely to convince people who think the death penalty is sometimes justified.

“Where consultations happen before an eviction, communities can suggest solutions which meet both their and the authorities’ needs. Consultation can ensure that communities are resettled in a way that suits them best.”

“The number of countries carrying out executions has declined. The impact of regular people, standing up and calling for an end to the death penalty has been immense. Every voice counts, every action counts.”

Try to show how slums can be home to thriving tight-knit communities, despite the hardship.

OUR LOGO

This is the new logo lock-up. The proportions of the wordmark and the candle are the same as before but we have amended the distance inbetween them.

The Amnesty Logo is made up of two elements – the ‘Wordmark’ and the ‘Candle’, as shown on this page and sits in a yellow box.

The candle symbol combines the barbed wire of oppression with the light of hope. This, of course, is a hugely powerful icon for Amnesty International, recognized by millions around the world.

These elements always appear together in a fixed size/position relationship, and must not be separated or distorted in any way.



OUR LOGO

COLOUR VERSIONS

Colour



Black negative



Black



Our logo has to appear always on a yellow background unless it is a black and white application.

OUR LOGO

LANGUAGE VERSIONS

The Amnesty International wordmark has been designed to put emphasis on the word “Amnesty” with “International” as an identifier for the organization.

The Wordmark must never be redrawn or changed in any way, always use the master artworks supplied with this toolkit.

The logo exists in 4 language versions: English, Spanish, French and Arabic.

English

**AMNESTY
INTERNATIONAL**



Spanish

**AMNISTÍA
INTERNACIONAL**



French

**AMNISTIE
INTERNATIONALE**



Arabic



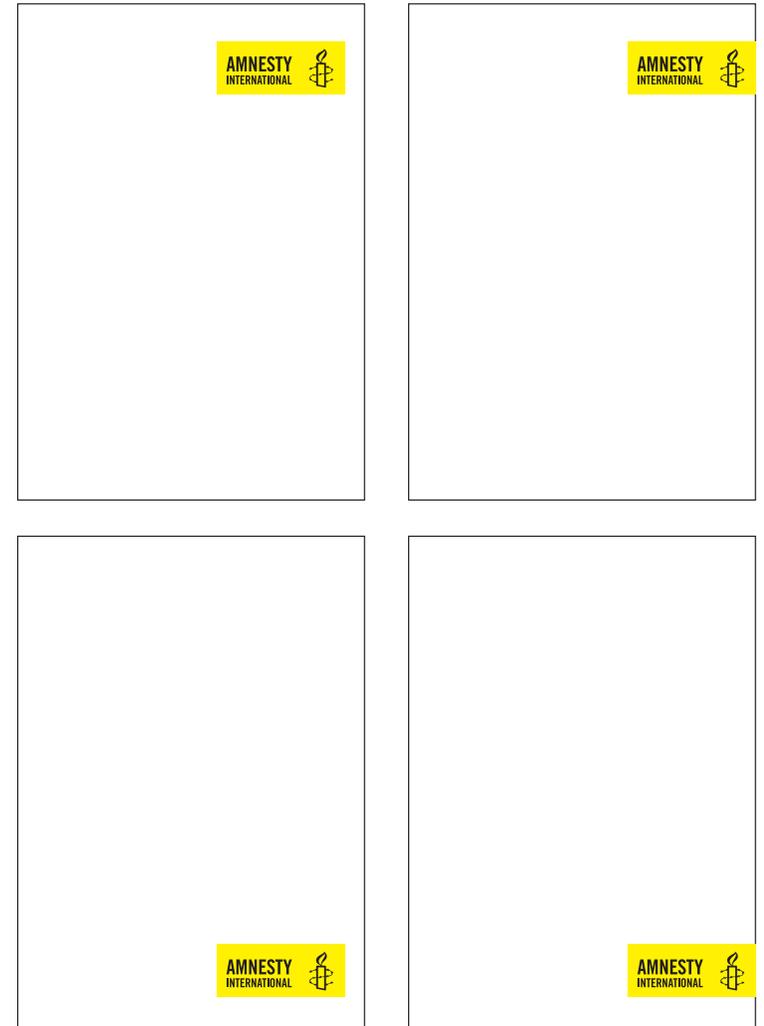
**منظمة العفو
الدولية**

OUR LOGO

POSITIONING THE LOGO

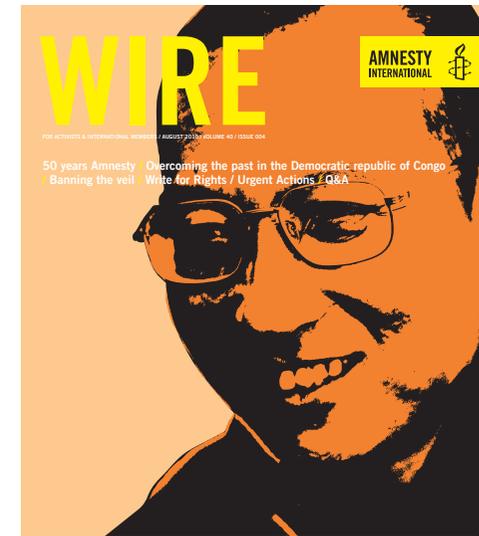
This is the new logo lock-up. The proportions of the wordmark and the candle are the same as before but we have amended the distance inbetween them. This allows us to use the logo bleeding to the right hand side page without the candle falling off the page.

On the majority of comms, the logo usage consists of a yellow square. Depending on where it's positioned, you have to add bleed to the sides.

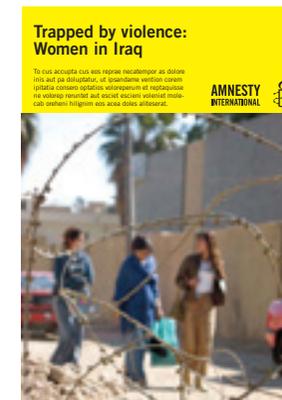
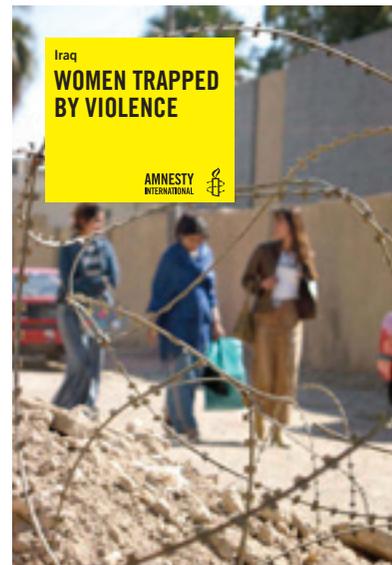


ACTION PANEL

Regular use

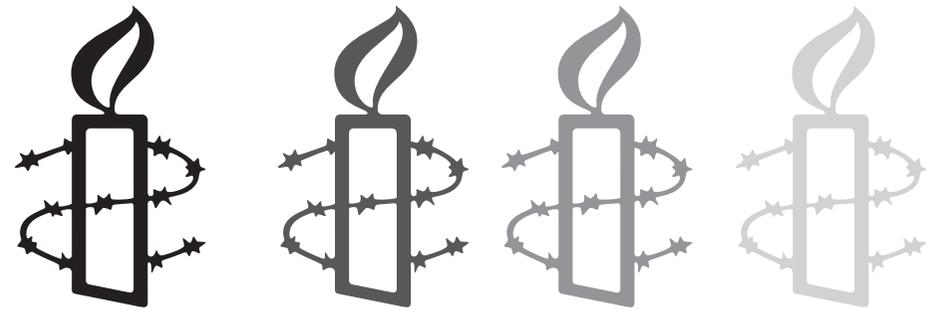
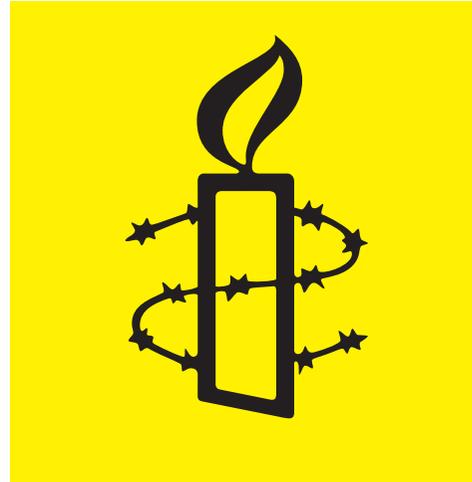


Action panel and increased use of yellow



There might be occasions when we want to use more yellow to grab people's attention and create impact. When this is the case we can extend the dimension of the yellow logo box while keeping the logo type and candle marque in the right hand corner.

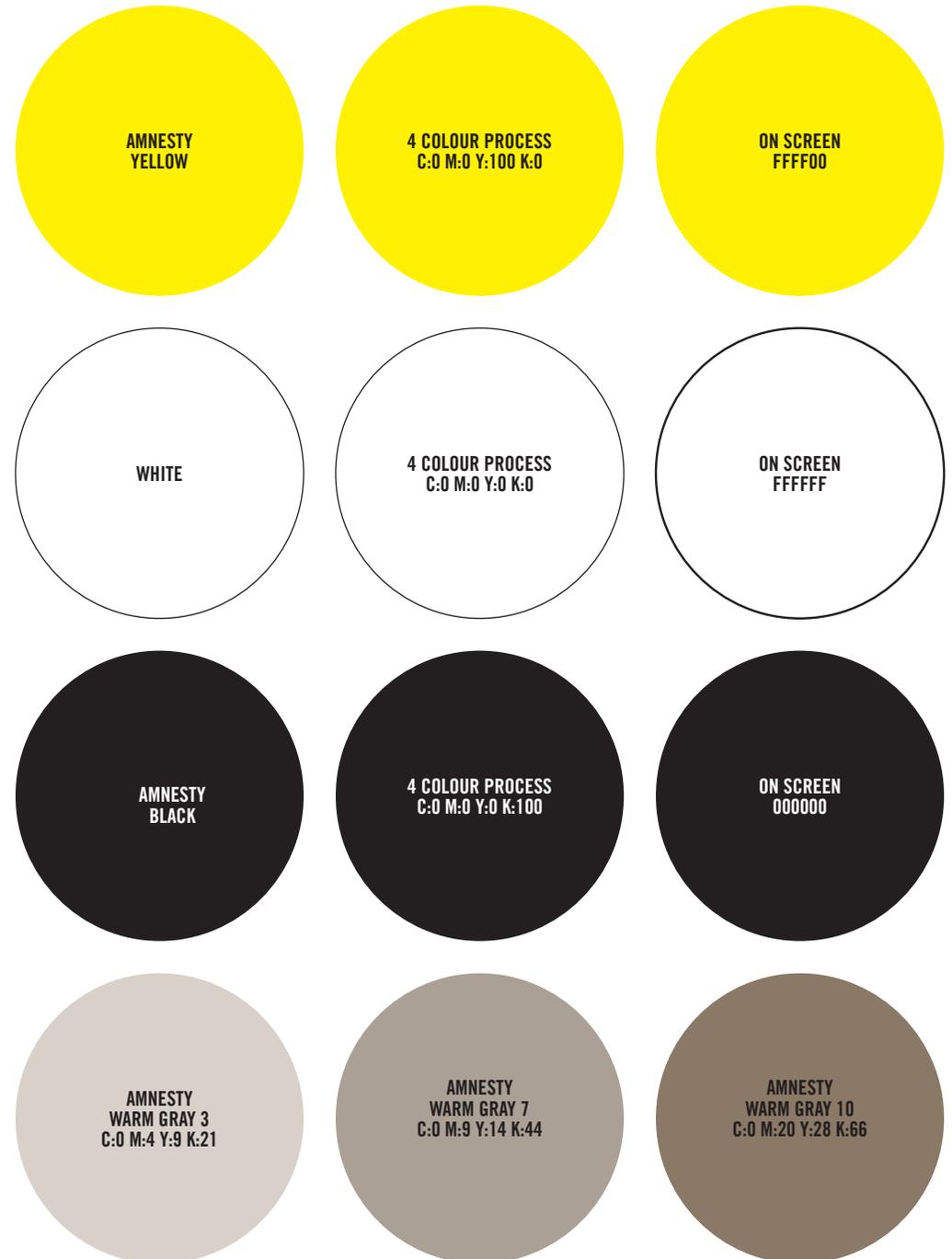
THE CANDLE



Beside the logo lock-up we encourage the use of the candle on its own whenever it is appropriate. The candle should never be used in a decorative way, it's a powerful symbol and should only be used in that way.



PRIMARY COLOURS

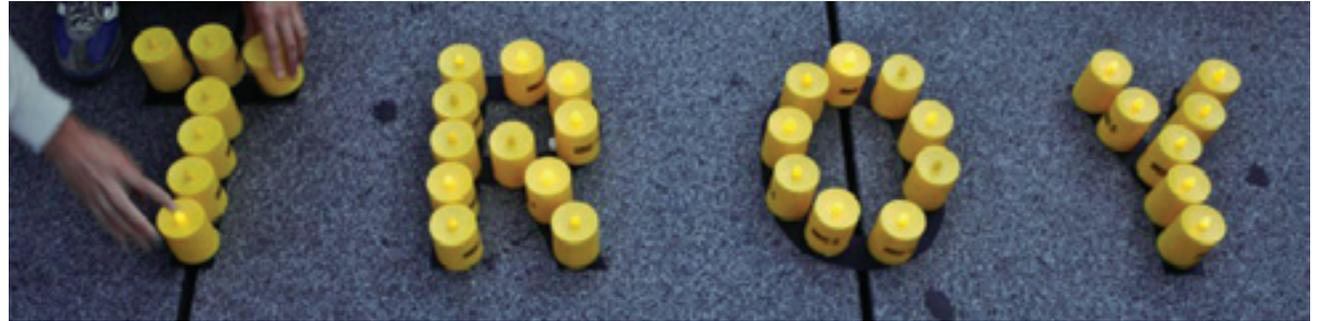


Our colour palette has two levels, a primary and secondary palette. The secondary palette aims to complement the primary yellow and gives more flexibility to our comms.

The main colour in the primary palette is yellow. All our comms should include the colour yellow – it stands out and is easily recognisable as Amnesty.

PRIMARY COLOURS

YELLOW



Yellow is a very strong and successful tool. It is simple to use, it unites us and strengthens us around the globe. We use it when we want to

- Call to action
- Highlight abuses
- Point out where we want action to happen
- Show that something is urgent and important
- Just simply stand out



PRIMARY COLOURS

BLACK, WHITE AND GREYS

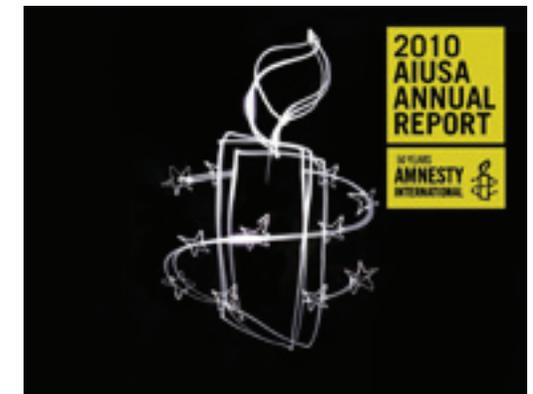
Black, white and greys are the colours that give the yellow and the secondary colours their breathing space. This is how they should be used:

For typography

- Black type should be used on top of yellow
- Grey type works very well on white background
- White type can be used on dark backgrounds

For backgrounds

- Besides yellow you can also use black, white and greys for background colour
- Don't use the secondary colours as background colours.



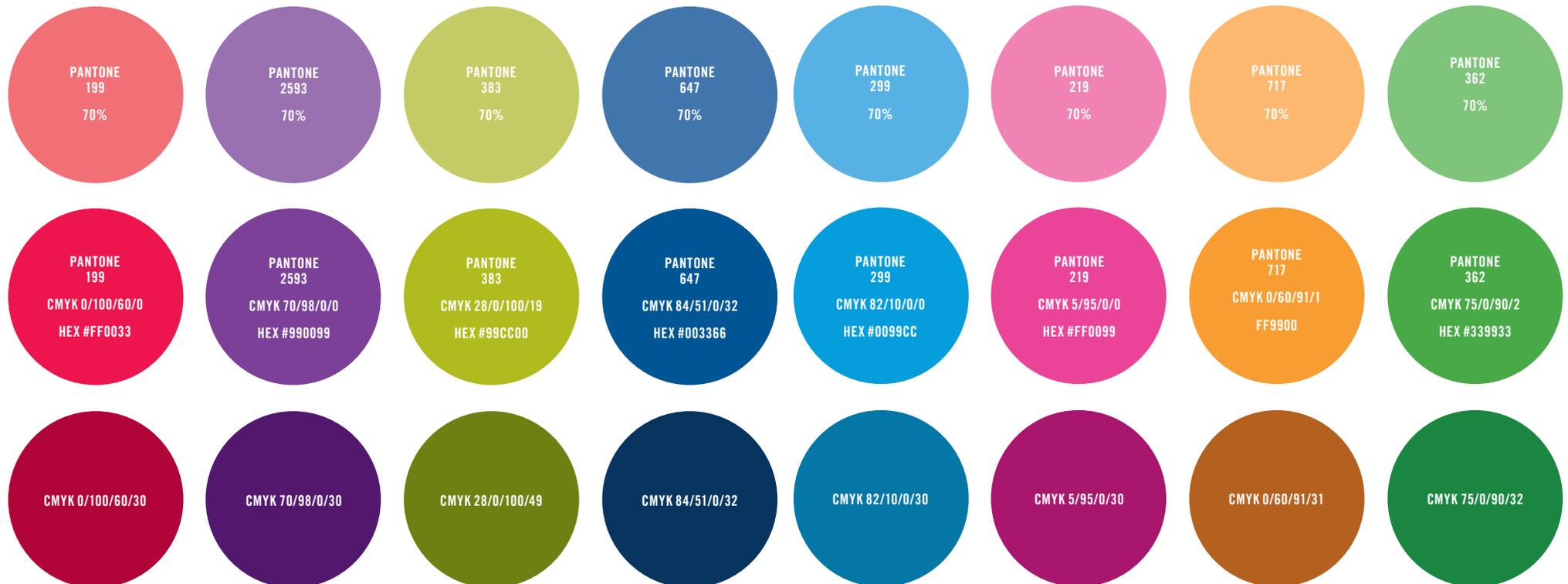
**USE BLACK
AND WARM
GRAYS IN
TYPE**



SECONDARY COLOURS

Colours in the secondary palette are multi coloured, warm and bright. They complement and work alongside the yellow and should be used sparingly and only if there is a function or reason to use a secondary colour.

To create more depth you could also use tints of the secondary colours to soften them or add black to get some deeper tones as shown below.



SECONDARY COLOUR

DO'S

Navigation



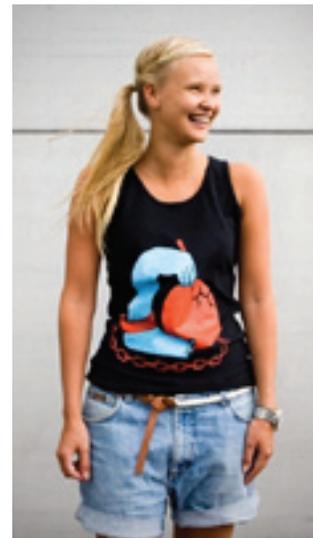
Data graphics



Members magazine



Merchandise

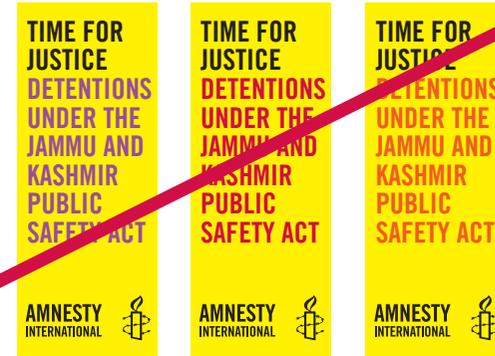


Illustration

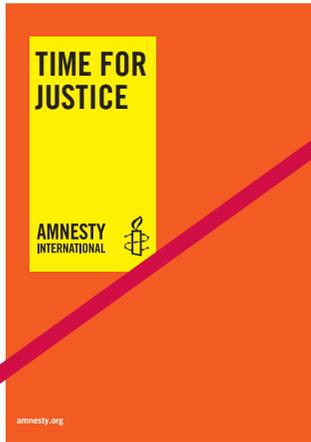


SECONDARY COLOURS

DONT'S



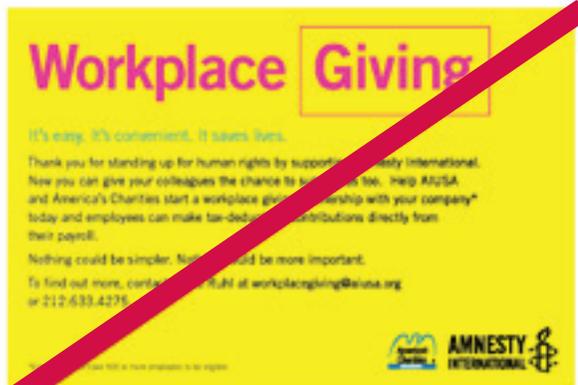
Don't use secondary colours on top of yellow!



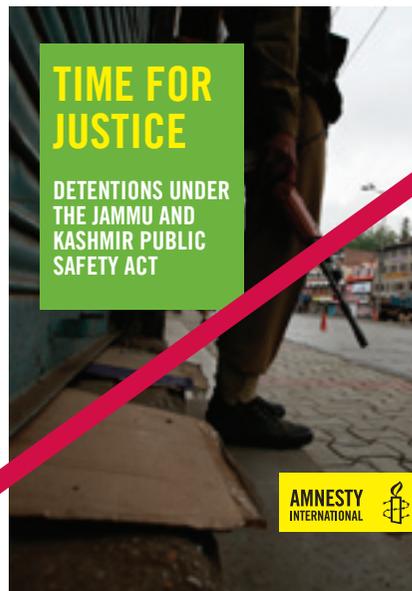
Don't use secondary colours as a background colour for covers.



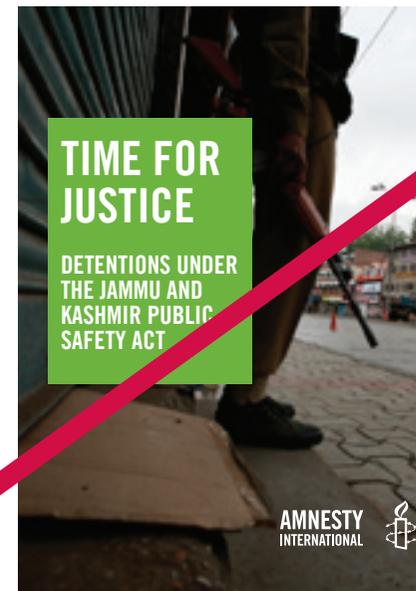
Don't try to use them all at the same time, start with one...



Don't use secondary colours for headlines or on top of yellow!



Don't use colour for the action panel!



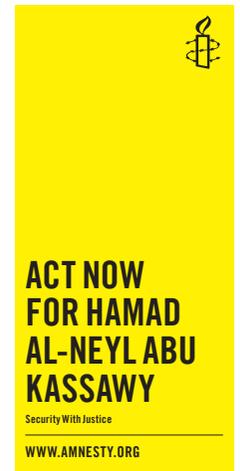
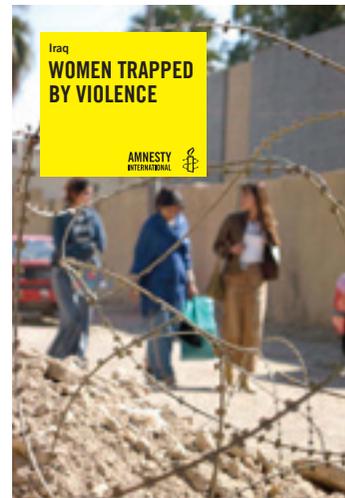
Don't use secondary colours without yellow.

Don't use the logo without a yellow background!

USE OF YELLOW IN COMMUNICATIONS

REGULAR COMMUNICATIONS

HIGH IMPACT



TYPEFACE

Amnesty Trade Gothic
Bold Condensed No 18
CAPS
Maximum word count: 10
Colour: 

No secondary colours

The brand typeface is Amnesty Trade Gothic. It can be used in 2 different ways: Amnesty Trade Gothic bold condensed is bold, sharp, clear to read and when used in headlines in uppercase gives urgency, power and directness to our written voice. When used in a confident way with the right messages, it demands attention.

Amnesty Trace Gothic regular and bold is much calmer but still very confident and positive. Each one has a specific role to play.

Do not use Amnesty Trade Gothic condensed unless it is used in bold and uppercase. It starts to look very institutional and becomes more difficult to read.

However, there may be instances when Trade Gothic is not available. In these circumstances Helvetica Bold and Regular may be used.

Georgia is our secondary typefaces. It should only be used for documents with large amounts of text.

Amnesty Trade Gothic
Bold No 20
Sentence Case
Maximum word count: 20
Colour: 

Plus secondary colours

Amnesty Trade Gothic
Regular
Sentence Case
Body Copy
Colour: 

Georgia
Regular
Sentence Case
Body copy
Colour: 

Helvetica
Regular and Bold

Helvetica should only be used when Amnesty Trade Gothic is not available.

BIG HEADLINE

SMALL HEADLINE / KEYWORD

SMALL HEADLINES IN RUNNING TEXT

Smaller headline or subheadline

Small headlines in running text

Eleneca boremqum acea doluptu scipsum fuga. Simusan dantiur rem incto bla non et facesto ommos delitio. Solorenis re doluptatinis inus duciene non repudante porerrum valoribus. Occum rersped igendenitam, untios rerovitatem alignat entibus dandaec tiunt. Ibus a nos nobit magnatur aut ullectur? Haribus sinveni musdande planis aspel in pos mo dolorum eosandi dolor alit quam et et, corit voluptae eum que num corro ex et et volorio tor sunt volorio reptat.

Eleneca boremqum acea doluptu scipsum fuga. Simusan dantiur rem incto bla non et facesto ommos delitio. Solorenis re doluptatinis inus duciene non repudante porerrum valoribus. Occum rersped igendenitam, untios rerovitatem alignat entibus dandaec tiunt. Ibus a nos nobit magnatur aut ullectur? Haribus sinveni musdande planis aspel in pos mo dolorum eosandi dolor alit quam et et, corit voluptae eum que num corro ex et et volorio tor sunt volorio reptat.

Headline

Small Headline / Keyword

Eleneca boremqum acea doluptu scipsum fuga. Simusan dantiur rem incto bla non et facesto ommos delitio.

PHOTOGRAPHY

Photography has an important role to play in the Amnesty visual identity. Careful consideration needs to be given to ensure the correct type of images are used.

Whilst it is clear that we need to show injustice in the imagery, this doesn't have to be the case for every image. We should try to use more positive images where appropriate, and show that even in the worst situations there is hope.

Our image style should deliver clarity and impact to our communications. Besides outrage we also need to use positive hopeful images. Show the issues as well as activists, people on the ground and successes.



ILLUSTRATION AND INFOGRAPHICS

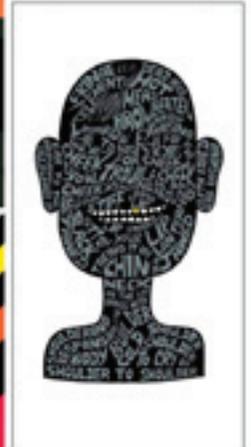
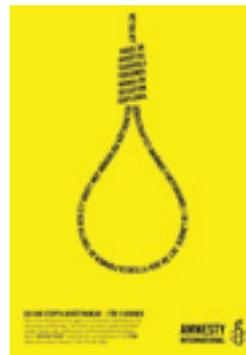
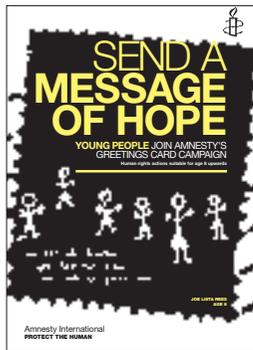
Illustration and infographics are a great way to help explain complex issues. They can feel warm, human and more engaging, while retaining impact and immediacy of photography. Amnesty has no graphic style as such. However any illustration we use needs to be clear, simple and engaging while also retaining a sense of intelligence.



ILLUSTRATION

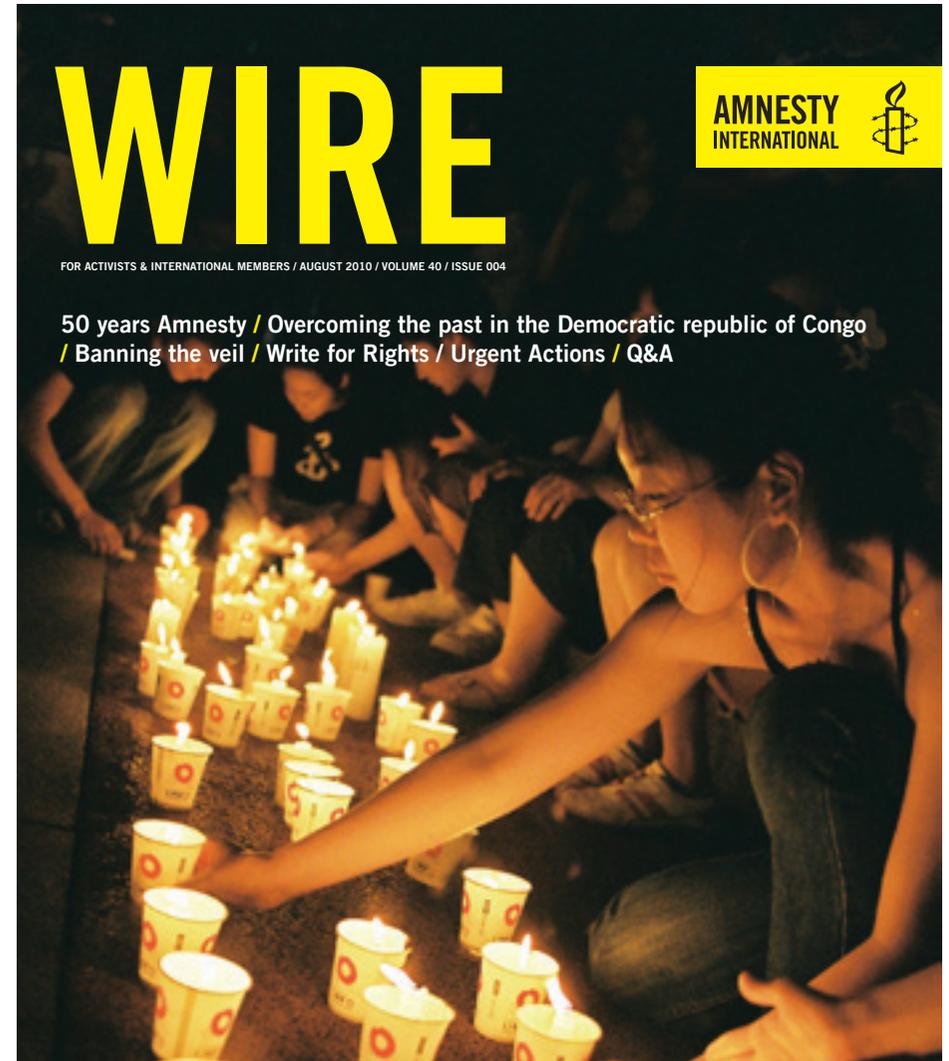
STYLE RANGE

These illustrations use different styles. What brings them together and makes each one recognisable as an Amnesty communication is the proportional use of colour. They are all very graphic and have a certain degree of abstraction which makes them very strong. Illustrations should never compete with our yellow or our logo.



EXAMPLES

EXAMPLES



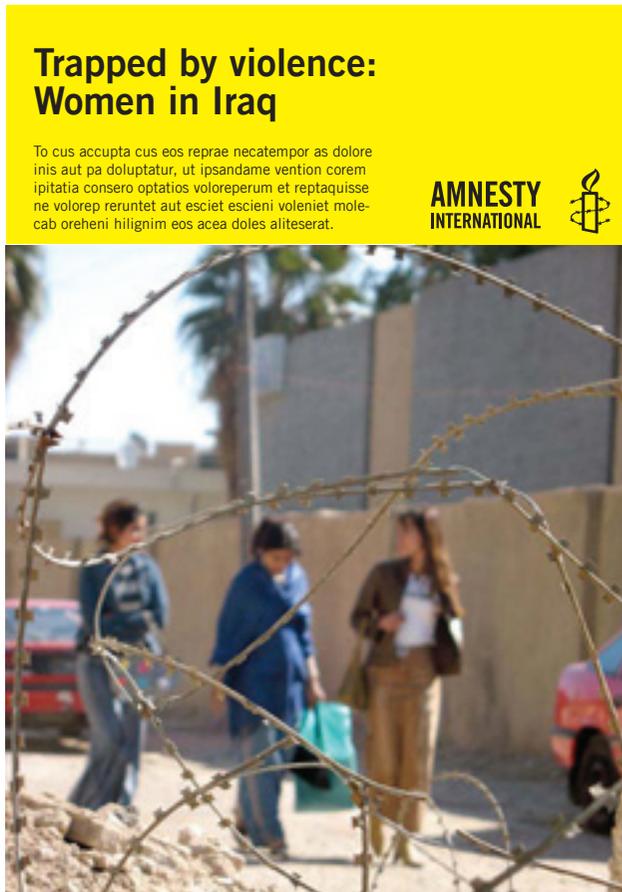
EXAMPLES



EXAMPLES

Campaign Digest

Use different formats to differentiate different levels of communication. Alongside A4 reports you could have Summaries in A5.



Report

To shorten titles, indicate the country above the title in a smaller font size. That will help to avoid lengthy titles.

