



AMNESTY INTERNATIONAL VISUAL IDENTITY TOOLKIT

INSPIRING PEOPLE TO TAKE INJUSTICE PERSONALLY

AMNESTY
INTERNATIONAL



INTRO

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INTRO

MAKE MORE IMPACT

With a history that spans more than 50 years, presence in over 70 countries and the support of 7 million people, we continue to defend the human rights of people all over the world.

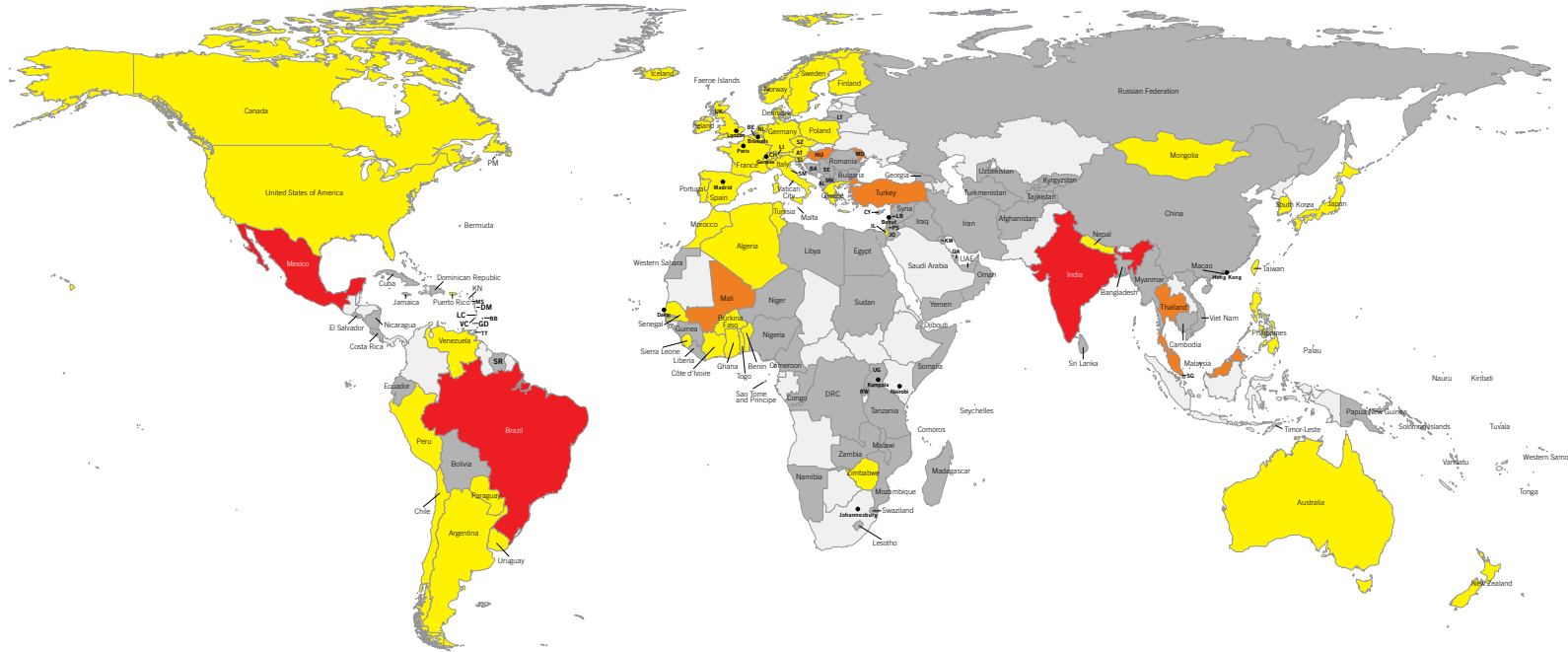
And with this history comes a massive responsibility. A duty to make the biggest possible impact on injustice, in everything we say or do. And in today's connected world that means having a unified global identity. Making sure that what we say in one country, backs up what we say in another.

That's why we've written this toolkit. It will help us all to create communication that's focused and unified. Communication that challenges people's prejudices and preconceptions, alters how they feel, brings in new supporters and broadens our influence. It's not just graphics: it's a way of talking and acting that can change the world.

The Amnesty International name and logo are registered as trade marks in over 90 countries. It's important the name and logo are used consistently with these guidelines or we could lose the legal rights to use them. Trademarks lose their legal protection if they are used inconsistently with the form registered and can lose public recognition or distinctiveness

INTRO

A GLOBAL MOVEMENT



● INTERNATIONAL SECRETARIAT

Beirut
Brussels
Dakar
Geneva
Hong Kong
Johannesburg

Kampala
London
Madrid
Nairobi
Paris

■ STRUCTURES

Hungary (HU)
Malaysia
Mali
Moldova (MD)
Thailand
Turkey

■ NATIONAL OFFICES

Brazil
India
Mexico

■ SECTIONS

Algeria
Argentina
Australia
Austria (AT)
Belgium (BE)
Benin
Bermuda
Burkina Faso
Canada
Chile
Côte d'Ivoire
Czech Republic (CZ)
Denmark
Faeroe Islands
Finland
France

Germany
Ghana
Greece/Hong Kong
Iceland
Ireland
Israel and the Occupied Palestinian Territories (IL)
Italy
Japan
Mexico
Mongolia
Morocco
Nepal
Netherlands (NL)
New Zealand

Norway
Paraguay
Peru
Philippines
Poland
Portugal
Puerto Rico
Senegal
Sierra Leone
Slovenia (SI)
South Korea (Republic of Korea)
Spain
Sweden
Switzerland (CH)
Taiwan

■ INTERNATIONAL MEMBERSHIP

Togo
Tunisia
United Kingdom (UK)
United States of America
Uruguay
Venezuela
Zimbabwe

Afghanistan
Albania (AL)
Bangladesh
Barbados (BB)
Bolivia
Bosnia and Herzegovina (BK)
Bulgaria
Cambodia
Cameroon
China
Comoros
Congo (Republic of)
Costa Rica
Cuba
Cyprus (CY)
Djibouti
Dominica (DM)

Dominican Republic
DRC (Democratic Republic of the Congo)
Ecuador
Egypt
El Salvador
Georgia
Grenada (GD)
Guatemala
Guinea
Iran
Iraq
Jamaica
Jordan (JO)
Kiribati
Kuwait (KW)
Kyrgyzstan
Lebanon (LB)

Lesotho
Liberia
Libya
Liechtenstein (LI)
Lithuania (LT)
Macao
Macedonia (MK)
Madagascar
Malawi
Malta
Montenegro
Montserrat (MS)
Mozambique
Myanmar
Namibia
Nauru
Nicaragua

Niger
Nigeria
Oman
Palau
Palestine (State of) (PS)
Papua New Guinea
Qatar
Romania
Russian Federation
Rwanda (RW)
Saint Kitts and Nevis (KN)
Saint Lucia (LC)
St Vincent & The Grenadines (VC)
San Marino (SM)
Sao Tome and Principe

Saudi Arabia
Serbia (SE)
Seychelles
Singapore (SG)
Solomon Islands
Somalia
Sri Lanka
Sudan
Suriname (SR)
Swaziland
Syria
Tajikistan
Tanzania
Timor-Leste
Tonga
Trinidad and Tabago (TT)
Turkmenistan

Tuvalu
Uganda
United Arab Emirates
Uzbekistan
Vanuatu
Vatican City
Viet Nam
Western Sahara
Western Samoa
Yemen
Zambia

INTRO

A MANIFESTO FOR WORLD CHANGE

This is our manifesto. Our statement of intent, and a yardstick against which we measure everything we say and do.

Use it to bring a consistent creative direction to all our communications and we'll inspire, move and motivate people to take injustice personally.

**By inspiring people to take
injustice personally and by mobilizing
the humanity in everyone, together
we bring the world closer to human
rights enjoyed by us all.**

TONE OF VOICE

ONE VOICE, WORLDWIDE

Our values underpin everything we do and are reflected in everything we say. Whether it's written, spoken or visual, if it doesn't express these values, it's just not us.

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

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.

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.

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 AMNESTY CANDLE

LIGHTING UP A MOVEMENT

The candle is more than a logo. It symbolises a global movement of people determined to create a world where everyone enjoys all the human rights enshrined in the Universal Declaration of Human Rights. It has a life of its own and will never go out.

“The candle burns not for us, but for all those whom we failed to rescue from prison, who were shot on the way to prison, who were tortured, who were kidnapped, who ‘disappeared’. That’s what the candle is for.”

Peter Benenson



OUR LOGO

THE ESSENTIALS

The Amnesty logo is always made up of two elements – the wordmark and the candle. The construction and clear space around the logo are determined as shown.

To create maximum impact our logo works best when placed on a yellow background. When this isn't appropriate a black or white alternative may be used.

The height of our wordmark should never be less than 6mm.



OUR LOGO

LANGUAGE VARIATIONS

When creating language versions of Amnesty's logo consistent construction, clear space, colour and minimum size principles should be used as shown.

AMNISTÍA
INTERNACIONAL



AMNISTIE
INTERNATIONALE



**منظمة العفو
الدولية**

OUR LOGO

COUNTRY IDENTIFIER

In exceptional circumstances (ie. when there is a need to differentiate between our sections) a country descriptor may be added to the logo. The construction and clear space around the logo and candle are determined as shown.



OUR LOGO

POSITIONING

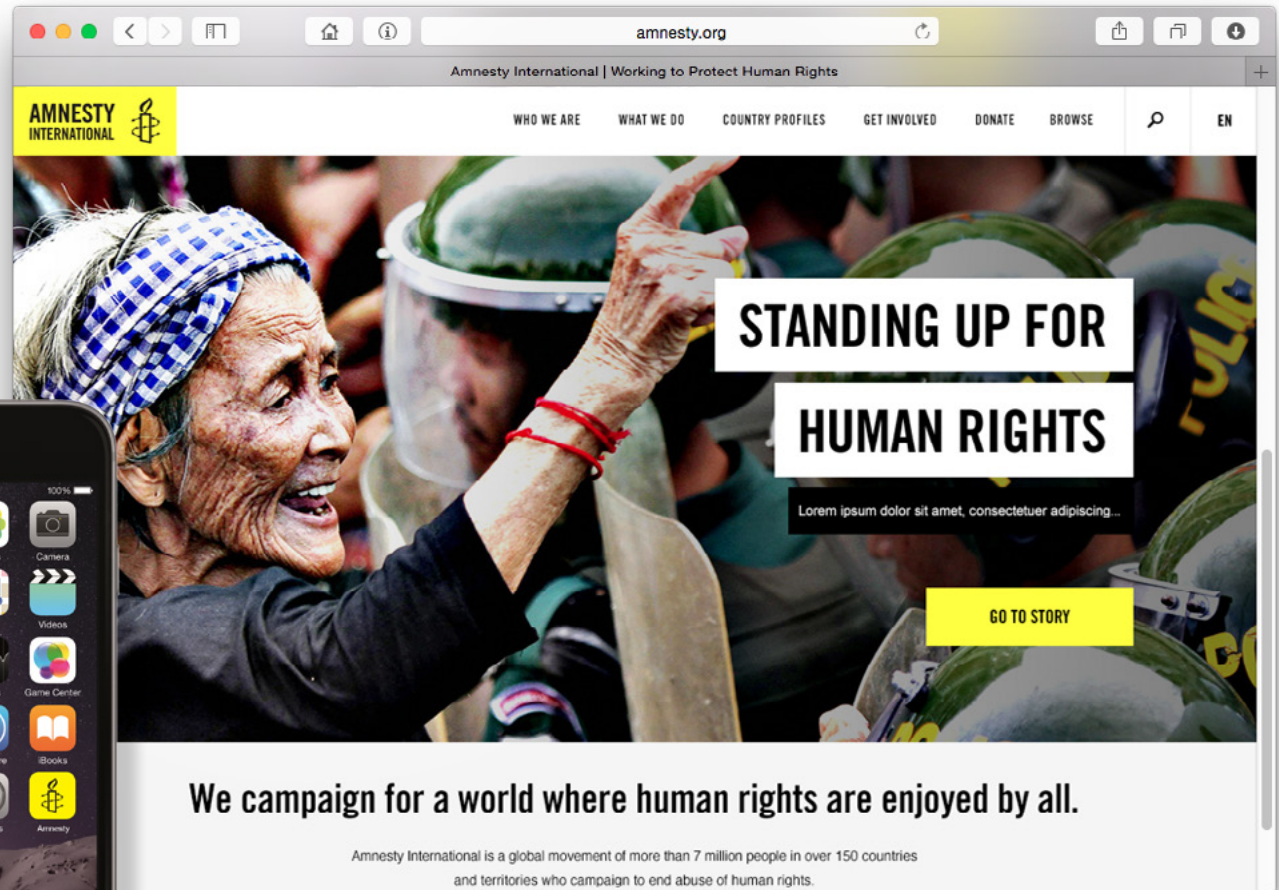
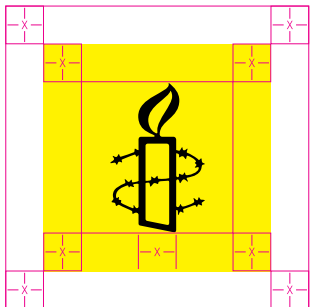
Our logo signs off all our communications. Whenever possible it should be positioned in the bottom-right corner.



OUR LOGO

DIGITAL USE

The height of our wordmark should never be less than 60px. Where this isn't possible (eg. Twitter avatar, mobile app icon) the candle maybe used on it's own – but never smaller than 44 pixels. The clear space around the candle is determined as shown.

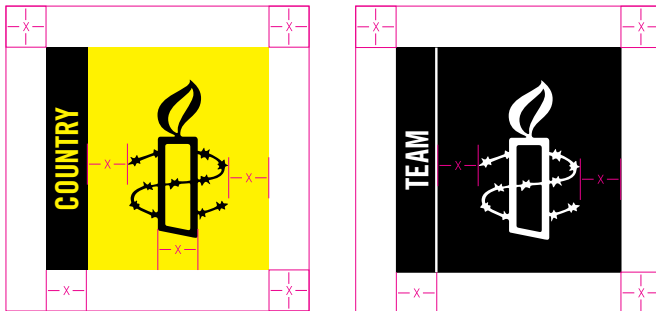


OUR LOGO

SOCIAL MEDIA

In profile pictures on social media channels a descriptor may be added to the candle to differentiate between our sections or teams. Countries should use yellow as a background colour and teams should use black. The construction and clear space around the candle is determined as shown.

The use of our logo in backgrounds or cover photos should be avoided, photography or campaign graphics should be used in its place.

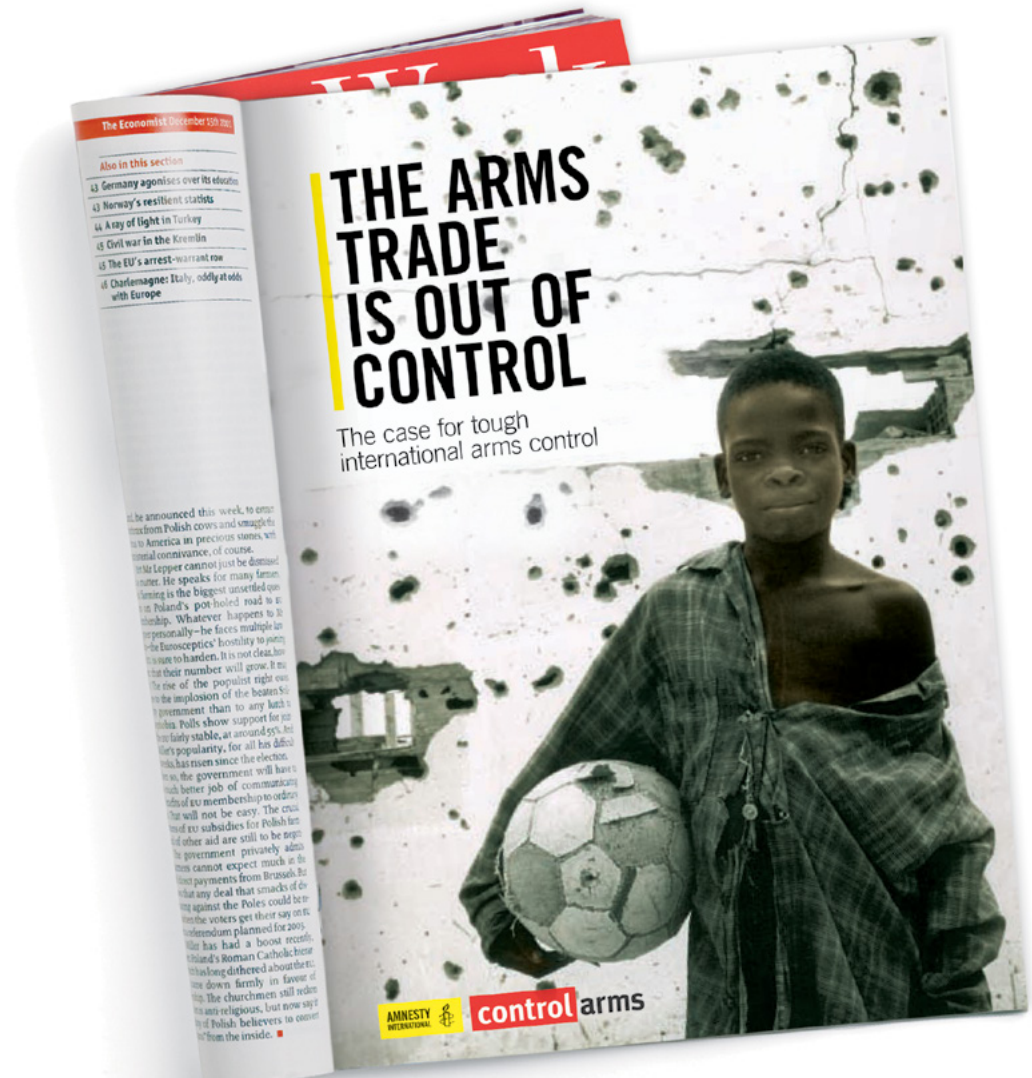


OUR LOGO

PARTNERSHIPS

When our logo appears next to a partner's logo, our clear space principles should always be applied (see page 8).

Logos should be equal sizes and, where possible, our logo should be placed on a yellow background.



OUR LOGO

CAMPAIGNS

When using the logo in our campaigns, lead with the campaign word mark and sign-off with the Amnesty logo. We need to build a strong relationship between Amnesty International as an organisation and our campaigns and this relationship should be reflected in our campaign identities. Building an identity that makes a campaign like part of a family will let it benefit from the trust the Amnesty logo holds and ensures the organisation gets the credit for the amazing work we do.

Campaign word marks should complement our logo but not overpower it. The Amnesty logo should never be modified as part of a campaign wordmark.



COLOUR

GETTING NOTICED

Yellow grabs attention. It's bright.
It's vibrant. It's impossible to ignore.

We use yellow to highlight injustice.
We use it to add impact and to draw
attention to the key messages in our
communications. We use it to ensure
our voice is always heard.

Yellow is our brand colour. It creates
consistency across our communications
and makes them instantly recognisable
as ours. The use of yellow should be
sparing and not decorative.

COLOUR

AMNESTY SWATCHES

Although yellow is the primary colour to identify the brand and to symbolise intervention, there is also a set of secondary colours. They should be used sparingly so not to compete with Amnesty Yellow – for example in information graphics and references in reports.

The Cool Greys can also be used online to aid legibility.

Primary colours

PANTONE
PROCESS YELLOW

4 COLOUR PROCESS
C:0 M:0 Y:100 K:0

ON SCREEN
#FFFF00

ON SCREEN
R:255 G:255 B:0

Secondary colours

PANTONE
PROCESS BLACK

4 COLOUR PROCESS
C:0 M:0 Y:0 K:100

ON SCREEN
#000000

ON SCREEN
R:0 G:0 B:0

PANTONE
COOL GREY 3

4 COLOUR PROCESS
C:7 M:4 Y:6 K:14

ON SCREEN
#C5C5C5

ON SCREEN
R:197 G:197 B:197

PANTONE
COOL GREY 8

4 COLOUR PROCESS
C:20 M:11 Y:12 K:30

ON SCREEN
#939598

ON SCREEN
R:147 G:149 B:152

PANTONE
COOL GREY 11

4 COLOUR PROCESS
C:30 M:17 Y:8 K:51

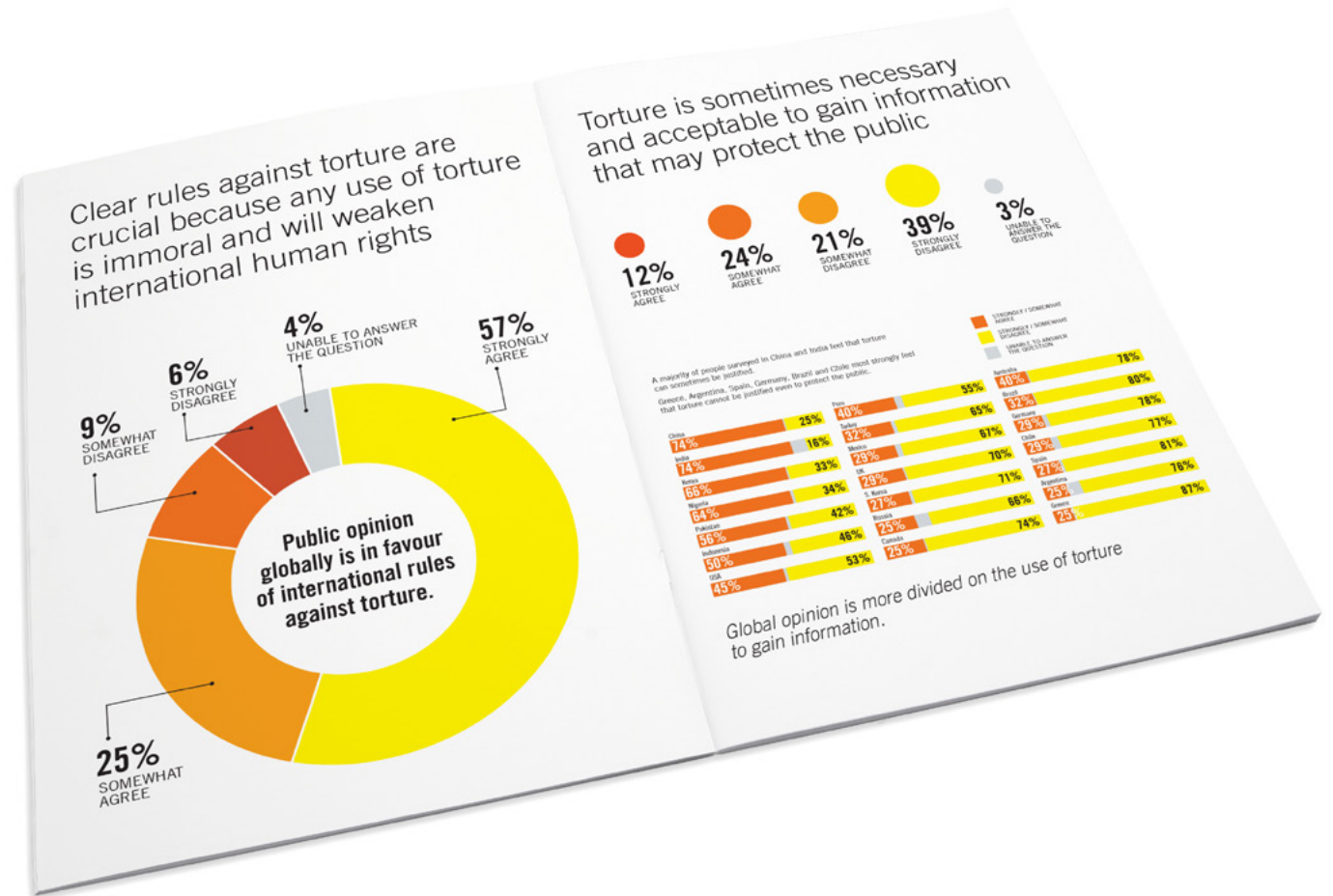
ON SCREEN
#7A7D81

ON SCREEN
R:122 G:125 B:129

COLOUR

COMPLEMENTING YELLOW

If an extended colour palette is ever required, eg. complex charts and graphs, then, drawing reference from the candle flame, oranges and reds should be used. Avoid colours, eg. bright reds, which may overwhelm our core colours.



OUR TYPEFACE

AMNESTY TRADE GOTHIC

The brand typeface is Amnesty Trade Gothic. It is bold, sharp, clear to read and when used in upper case it gives urgency, power and directness to our messages.

It should be used in all our communications to help build a unified and consistent voice across the whole movement.

Amnesty Trade Gothic Bold Condensed – headlines

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Amnesty Trade Gothic Regular Condensed – headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Amnesty Trade Gothic Bold – continuous copy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Amnesty Trade Gothic Roman – continuous copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Amnesty Trade Gothic Light – continuous copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

OUR TYPEFACE

FRUTIGER ARABIC

Amnesty's Arabic brand typeface is Frutiger Arabic. It has the same bold, sharp and clear characteristics as Amnesty Trade Gothic which gives the same urgency, power and directness to our messages.

It should be used in all our Arabic communications to help build a unified and consistent voice across the whole movement.

Frutiger Arabic Bold Condensed – headlines

أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ
9876543210

Frutiger Arabic Condensed – headlines

أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ
9876543210

Frutiger Arabic Bold – continuous copy

أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ
9876543210

Frutiger Arabic Roman – continuous copy

أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ
9876543210

Frutiger Arabic Light – continuous copy

أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ
9876543210

OUR TYPEFACE

SECONDARY TYPEFACE

When Amnesty Trade Gothic isn't available for technical or licensing reasons then Arial should be used as a substitute.

When Frutiger Arabic isn't available Tahoma Arabic should be used in it's place.

Arial Narrow Bold – headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Regular – continuous copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ART DIRECTION

LOOK AND FEEL

The design of our communications should always be direct and impactful. Don't clutter them with too many messages. Use concise and clear language to attract attention.

We often deal with difficult issues which can present a challenge to engage people with. Use creative ways to surprise and inspire people but don't overcomplicate the message and confuse the audience.

There is a lot of flexibility in our visual toolkit, be creative but make sure the design always feels like it's come from Amnesty.

People are at the heart of everything we do and this should be reflected in the content of our stories and photography.

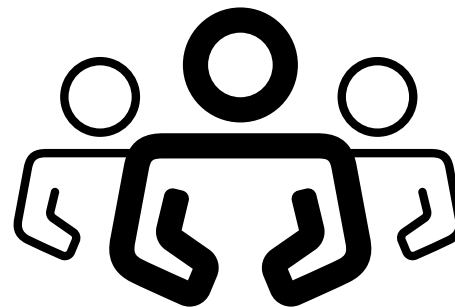
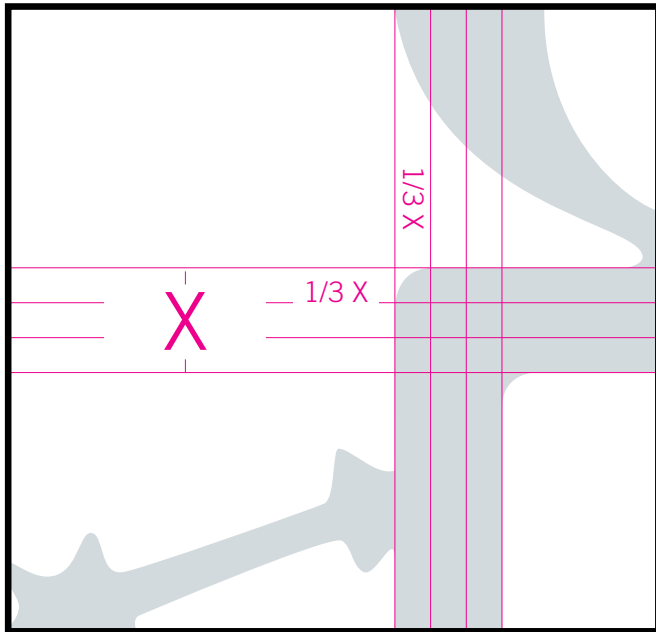


ART DIRECTION

ILLUSTRATION

Illustrations can be a useful way to convey very complex issues and information.

To create a consistent and ownable style we based on the candle in our logo we use two line weights, one a third thicker than the other. We also use rounded corners' with a radius equal to the width of the thinner line.



ART DIRECTION

PHOTOGRAPHY TO MOVE THE WORLD

Our images are all about getting an emotional reaction. We show the personal impact of human rights abuse, celebrate empowered individuals, reveal the hidden realities and inspire groups and individuals to take urgent action on injustice.



ART DIRECTION

PHOTOGRAPHY ESSENTIALS

Our photography should never be sensationalist, it should be clear and balanced. When using images of recognizable individuals Amnesty should avoid presenting people as helpless victims and instead aim to show them as individuals with their own stories to tell.

The well-being of any recognisable individuals depicted in a photograph should be our primary consideration, avoiding any negative impact on their safety.

All photographic assets should be obtained from credible sources and presented with the date, names of subjects and exact location mentioned in the caption.

