

AMNESTY INTERNATIONAL TYPEFACES

You may have noticed as you use Microsoft applications like Excel, PowerPoint or Word, that you now have new typefaces listed in the Font Window. They are the new Global Typefaces, which are being introduced as part of the new Global Identity. Our new Global typeface is Amnesty Trade Gothic and is a customised version of the original Trade Gothic font. The new typeface is available in ten different weights.

| | | |
|--|---|--------------------|
| Amnesty Trade Gothic Light | } | Latin Fonts |
| Amnesty Trade Gothic Light Italic | | |
| Amnesty Trade Gothic Regular | | |
| Amnesty Trade Gothic Italic | | |
| Amnesty Trade Gothic Bold No 2 | | |
| Amnesty Trade Gothic Bold Italic No 2 | | |
| Amnesty Trade Gothic Condensed No18 | | |
| Amnesty Trade Gothic Condensed Italic No 18 | | |
| Amnesty Trade Gothic Bold Condensed No 20 | | |
| Amnesty Trade Gothic Bold Condensed Italic No 20 | | |

To help identify which type family to use our name has been included in the typeface name.

These new Global Typefaces are to be used in the new Amnesty International templates, which are currently being developed.

In addition to the Amnesty Trade Gothic fonts listed above, we also have the following specialist fonts:

| | | |
|-------------------------------------|---|------------------------------------|
| Amnesty Insan Thin | } | Arabic Fonts |
| Amnesty Insan Regular | | |
| Amnesty Insan Bold | | |
| Amnesty Yakout Regular | | |
| Amnesty Yakout Bold | | |
| Amnesty Helvetica World Regular | } | Cyrillic & Hebrew Fonts |
| Amnesty Helvetica World Italic | | |
| Amnesty Helvetica World Bold | | |
| Amnesty Helvetica World Bold Italic | | |

FAQ's

WHY A GLOBAL TYPEFACE?

As part of the Global Identity, Amnesty International has developed new standards for typography to ensure consistency across all printed materials, wherever they are printed. This helps to reinforce the 'One Amnesty' global messaging we are promoting, which helps raise awareness of our aims and the work we do with governments, other NGO's and both existing and potential donors and members.

Typography is one of the most important design elements. It is used to differentiate sections of information as headlines, text, or captions.

WHY WAS AMNESTY TRADE GOTHIC CHOSEN AS THE GLOBAL TYPEFACE?

Amnesty Trade Gothic was selected because it is bold, sharp, and easy 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.

ARE THESE THE ONLY TYPEFACES WE CAN USE?

Yes – Amnesty Trade Gothic must be used when producing any material that will be printed or made into a pdf for distribution. However, if you are creating a web site or emailing a letter to a non-Amnesty location then you must use Arial as not every PC or Apple Mac will have Amnesty Trade Gothic installed. The PC will automatically use a substitute

font (usually **Arial**, **Courier** or **Times New Roman**) if it fails to recognise the font, at the same time reformatting your document, often making it more difficult to read.

Amnesty Insan must be used for all headings when producing Arabic printed materials and the body text must be in either Amnesty Insan or Amnesty Yakout.

CAN I USE THESE TYPEFACES ON THE EXISTING AMNESTY INTERNATIONAL MICROSOFT TEMPLATES?

No - The existing templates are designed for use with the old fonts. New templates are currently being developed with ITP and will be issued after testing later in January 2008.

CAN I GIVE THESE TYPEFACES TO OTHER ORGANISATIONS OR INDIVIDUALS?

No – The typeface copyright is owned by Linotype GmbH, we have bought a number of licences and our agreement with Linotype prevents us from issuing an unlimited number of fonts, reselling it or under normal conditions giving it to people or non-Amnesty International organisations. If you feel that, you have to give, the typeface to an external organisation (to a printer, or other external supplier) then you must check beforehand with ITP Help that you can.

WILL THE SECTIONS BE USING THE SAME TYPEFACE?

Yes – The IS have purchased enough licences for the sections to use the same typefaces as the IS. These will be distributed to the sections during January 2008.

CAN I USE THESE FONTS ON BOTH A PC AND AN APPLE MAC?

Yes – We purchased a type technology called “Open Type”. This means that the typefaces work on both PC’s and Mac’s, and on the latest versions of most software used by Amnesty.

CAN I ONLY WRITE TEXT IN ENGLISH?

No – The OpenType format supports Unicode - a code jointly developed by Microsoft and Adobe - which is why OpenType fonts can contain large character sets. The Unicode-support gives OpenType fonts much better language support opportunities than PostScript or TrueType fonts have available. By using an OpenType typeface, we have an extra 130 characters per font, which including common Eastern European and Turkish characters and accents, in addition to the characters and accents used in Western Europe. A font character map can be found at <https://intranet.amnesty.org/wiki/display/GIP/Home> if you wish to see the entire range of characters for each font.

Arabic text should be set in Amnesty Insan for the headlines, body text can be written in either Insan or Yayout, depending on the text size, larger text must be set in Insan.

Cyrillic and Hebrew text should be set in Amnesty Helvetica World Regular, with headings in Amnesty Helvetica World Bold.

DO I HAVE TO USE CAPITALS FOR ALL HEADINGS?

All main headings must be set in Amnesty Trade Gothic Condensed, all CAPITALS.

WHO DESIGNED AMNESTY TRADE GOTHIC?

Amnesty Trade Gothic is a renamed version of the Trade Gothic font. The original Trade Gothic was designed by Jackson Burke, an American, between 1948 and 1960 for Linotype. The design follows the principles used in the nineteenth-century’s grotesque style, like News Gothic.

WHY AMNESTY TRADE GOTHIC AND NOT ANOTHER TYPEFACE?

Trade Gothic has a large x-height. This means the percentage height of a lowercase ‘x’ is big compared to the font’s capital letter height (Xx). It can help make the font easier to read than a font with a smaller ‘x’ height when typesetting smaller type sizes. Trade Gothic, with its condensed faces, is regarded as a classic design and is frequently used in newspaper work, particularly for headlines and classified advertising. The condensed versions increase the versatility of the typeface, particularly for setting headlines and subheads.

WHOM DO I ASK IF I HAVE A QUESTION ABOUT THE CORPORATE TYPEFACES?

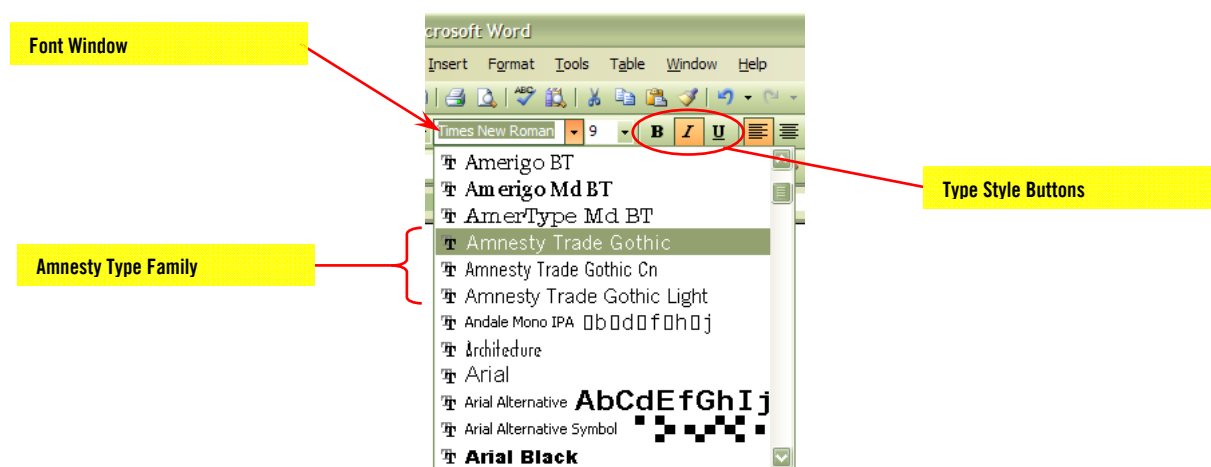
For technical questions, please contact itphelp@amnesty.org or extension 5577. For more information on which typeface to use when, email global_identity@amnesty.org

HOW DO I USE THE GLOBAL TYPEFACES?

1. Main headings should always be in uppercase and in the Condensed Bold weight of Amnesty Trade Gothic Condensed. The Amnesty Trade Condensed Regular weight should be used for sub-headlines, again in uppercase.
2. For continuous text, use Amnesty Trade Gothic Light in upper and lower case, using the Bold for emphasis. These versions are not condensed and will be easier to read over large amount of text. Use the italic versions for quotations only not for emphasis or as a stylistic device.
3. Always, align the headlines and text to the left. All text should be in black or reversed to white out of an Amnesty Black or Amnesty Dark Cool Grey Panel (Black 75%).

Linotype GmbH, the type foundry grouped the fonts for easy use, to help ensure that we all use the correct font in the correct way. The table below illustrates the different weights and how to select them using MS Word.

THE NEW TYPEFACE ON MICROSOFT APPLICATIONS



FULL AMNESTY TYPEFACE NAME

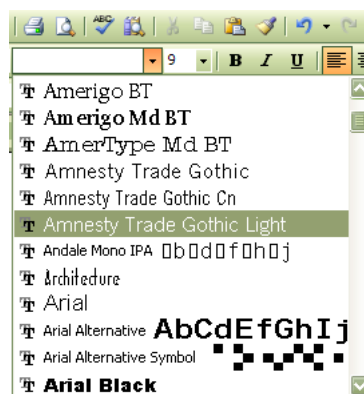
HOW TO GET THE FONT

Amnesty Trade Gothic Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.,/<>?!"£\$%^&*()_+=



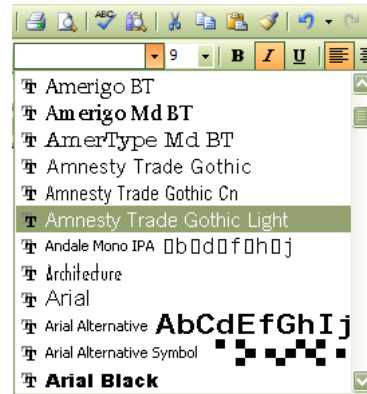
Select Amnesty Trade Gothic Light from the font window

Amnesty Trade Gothic Light Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.,/<>?!"£\$%^&()_+=*



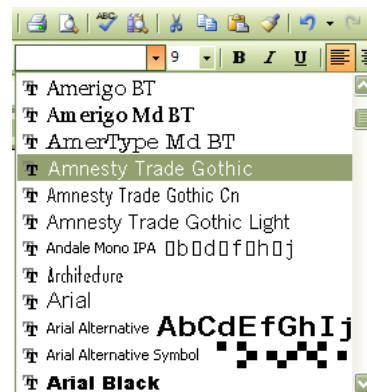
Select Amnesty Trade Gothic Light from the font window and select the italic Type Style Button

Amnesty Trade Gothic Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.,/<>?!"£\$%^&*()_+=



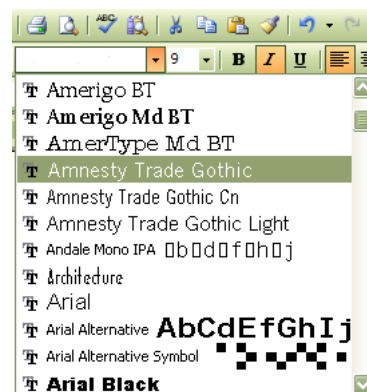
Select Amnesty Trade Gothic from the font window

Amnesty Trade Gothic Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

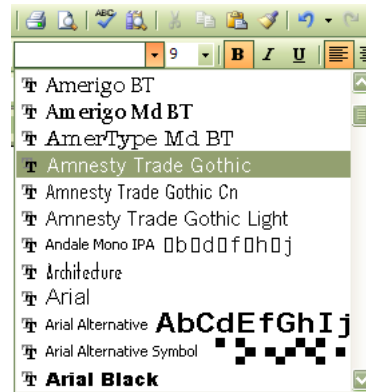
0123456789.,/<>?!"£\$%^&()_+=*



Select Amnesty Trade Gothic from the font window and select the italic Type Style Button

Amnesty Trade Gothic Bold No.2

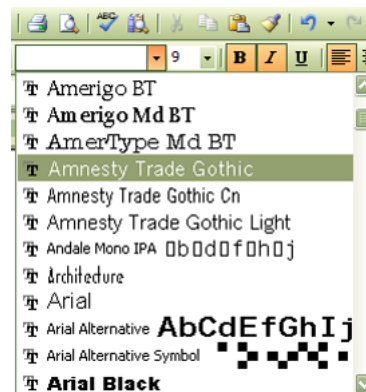
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,/<>?!"£\$%^&*()_+=



Select Amnesty Trade Gothic from the font window and select the bold Type Style Button

Amnesty Trade Gothic Bold Italic No.2

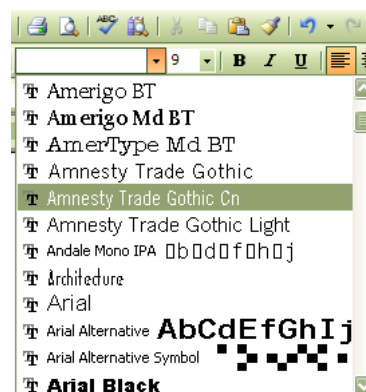
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,/<>?!"£\$%^&*()_+=



Select Amnesty Trade Gothic from the font window, select the bold and italic Type Style Button

Amnesty Trade Gothic Condensed No.18

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,/<>?!"£\$%^&*()_+=



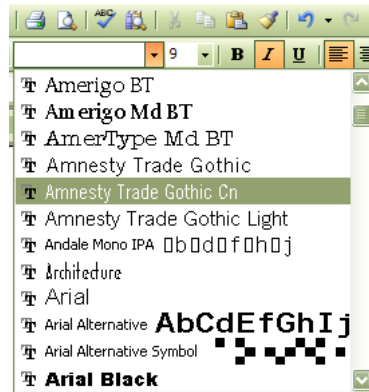
Select Amnesty Trade Gothic Cn from the font window

Amnesty Trade Gothic Condensed Italic No. 18

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.,/<>?!"£\$%^&()_+=*



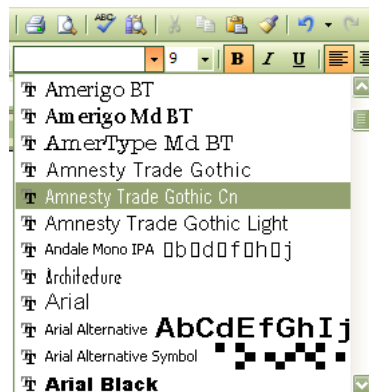
Select Amnesty Trade Gothic Cn from the font window and select the italic Type Style Button

Amnesty Trade Gothic Condensed Bold No. 20

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.,/<>?!"£\$%^&*()_+=



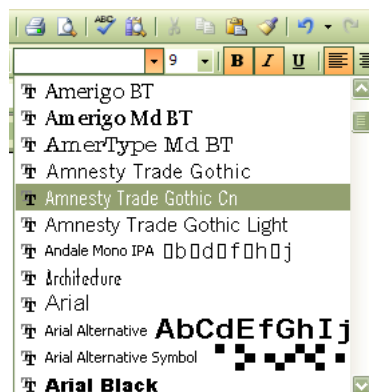
Select Amnesty Trade Gothic Cn from the font window and select the bold Type Style Button

Amnesty Trade Gothic Condensed Bold Italic No. 20

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.,/<>?!"£\$%^&*()_+=



Select Amnesty Trade Gothic Cn from the font window, select the bold and italic Type Style Button

The other Amnesty typefaces have also been grouped, so to get Amnesty Helvetica Word Bold Italic, select “Amnesty Helvetica World” in the font window and then select both the Bold and Italic type style buttons etc.

| FONT NAME | TYPE STYLE BUTTON | | | RESULT |
|---------------------------------|-------------------|--------|-----------|------------------------------------|
| | Bold | Italic | Underline | |
| Amnesty Helvetica World Regular | | ✓ | | Amnesty Helvetica World Regular |
| Amnesty Helvetica World Regular | ✓ | | | Amnesty Helvetica World Italic |
| Amnesty Helvetica World Regular | ✓ | ✓ | | Amnesty Helvetica World Bold |
| Amnesty Helvetica World Regular | | | | Amnesty Helvetica Word Bold Italic |
| Amnesty Insan Thin | | | | Amnesty Insan Thin |
| Amnesty Insan Regular | ✓ | | | Amnesty Insan Regular |
| Amnesty Insan Regular | | | | Amnesty Insan Bold |
| Amnesty Yakout Regular | ✓ | | | Amnesty Yakout Regular |
| Amnesty Yakout Regular | | | | Amnesty Yakout Bold |

TYPEFACES USED

AMNESTY INTERNATIONAL TYPEFACES

24pt Amnesty Trade Gothic
Condensed Bold No. 20

You may have noticed as you use Microsoft applications like Excel, PowerPoint or Word, that you now have new typefaces listed in the Font window. They are the new Global Typefaces, which are being introduced as part of the new Global Identity. To help identify which type family to use our name has been included in the typeface name.

9/12pt Amnesty Trade Gothic
Light

THE NEW TYPEFACE ON MICROSOFT APPLICATIONS

9/12pt Amnesty Trade Gothic
Condensed Bold No. 20

HOW TO GET THE FONT

7/12pt Amnesty Trade Gothic
Bold No.2

Amnesty Trade Gothic Bold Italic No.2

9/12pt Amnesty Trade Gothic
Condensed No. 18

ARE THESE THE ONLY TYPEFACES WE CAN USE?

9/12pt Amnesty Trade Gothic
Condensed No. 18

Light,

18/24pt Amnesty Trade Gothic
Light

Regular,

18/24pt Amnesty Trade Gothic
Regular