



BRAND GUIDELINES

Logo

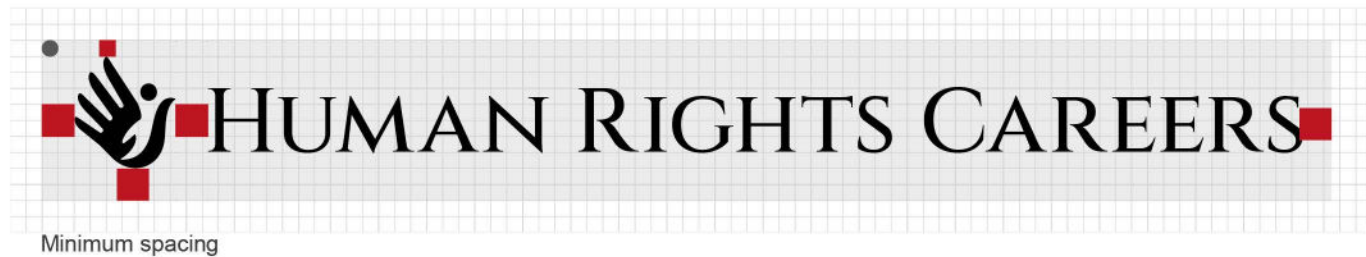


Logo black



Logo inverted

Logo



Emblem

only used for Social Media Profile Pictures, Favicons, Watermarks, App Icons, Stickers & Merchandise,
Specific Visual Campaigns



black



inverted



rainbow



An abstract C is embedded in the Design and represents the mission of human rights careers.



The negative space in the design resembles an outstretched hand, signifying an offer of assistance and support. The open and helping hand represents the brand's values.



The friendly hand is waving in a welcoming manner, conveying a positive and inviting vibe. Its abstract shape, reminiscent of a peace dove, is a visual connection to the old logo, offering a sense of continuity in the logo re-branding.

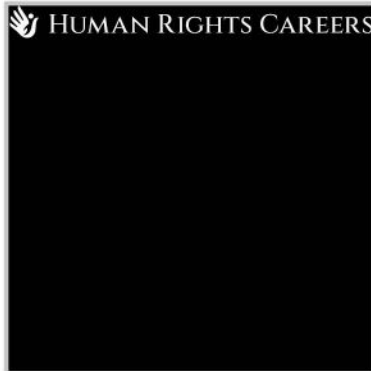


The circle shape brings an additional human element to the design. In combination with the negative space, it reminds us of a jumping person and represents joy, movement or success.

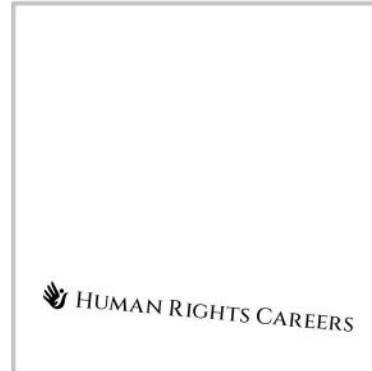


The organic shape of the thumb symbolizes climbing the career ladder and rise. It represents the mission of the brand.

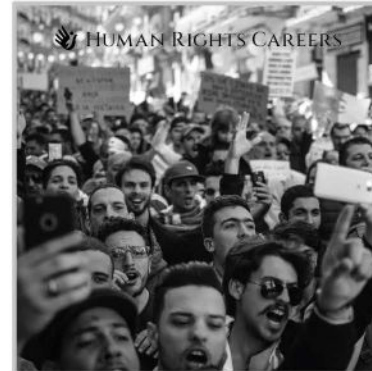
incorrect logo usage



not enough spacing



using angles

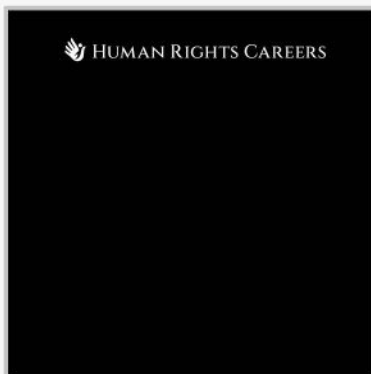


not enough contrast



incorrect subject matter

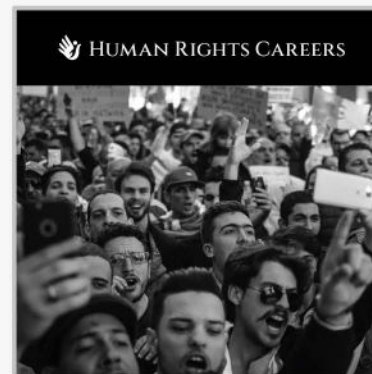
correct logo usage



enough spacing



no angles



high contrast



correct subject matter

Colours

The colour palette is limited to black and white, focusing on contrast. The use of this palette is particularly beneficial for individuals with visual impairments and underscores the brand's dedication to inclusivity and accessibility.

Black

RGB: 0, 0, 0
CMYK: 0,0,0,100
Web #000000

White

RGB: 255, 255, 255
CMYK: 0,0,0,0
Web #FFFFFF

Typography

Oswald

HEADLINES

Oswald Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 @#*<>()\$%&!

Arial

BODY

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 @#*<>()\$%&!

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 @#*<>()\$%&!

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910 @#*<>()\$%&!

Oswald Regular

Size - 45 pt
Leading - 50 pt
Tracking - 0 pt

This is the
headline (Header 1)

Oswald Regular

Size - 33 pt
Leading - 38 pt
Tracking - 0 pt

Subheadings are slightly
smaller (Header 2)

Oswald Regular

Size - 25 pt
Leading - 30 pt
Tracking - 0 pt

Smaller headings are medium weight
still but continue to get smaller in size

Arial Bold

Size - 19 pt
Leading - 23 pt
Tracking - 0 pt

**Bold for highlighting text or words in
standard paragraphs**

Arial Regular

Size - 19 pt
Leading - 23 pt
Tracking - 0 pt

Standard body. Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do eiusmod
tempor incididunt ut labore