AMNESTY INTERNATIONAL CANADA
(ENGLISH SPEAKING)

BRANDING GUIDELINES

AMNESTY.CA

INTRODUCTION

This visual identity guide is a practical tool for maintaining a strong and consistent brand identity, helping people recognize and connect with us. The guide shows how to use key elements of our visual brand — colours, typefaces, logo — correctly.

01

Black on Yellow is our preferred logo and should be used wherever possible. The logo consists of three elements; wordmark, the candle symbol itself, and the box.

The box around the logo is a crucial design element, containing the word mark and candle. This enclosure ensures a unified presentation, visually locking these elements together in a cohesive, memorable and impactful logo.

LOGO & ICON

The consistent and intentional use of our logo means it can go beyond being a recognizable symbol and become an emblem of inspiration for people who share our vision of creating a better world. Rooted in our legacy of quality research and bold campaigning, it symbolizes the collective strength of our organization to challenge the status quo and propel us toward a more just and compassionate world. By incorporating our logo consistently, we reinforce not only the trust we have earned but also the belief that, united, we can make a tangible impact.

CLEARSPACE

The logo clear space is the area around the logo that must be kept free of other graphic elements such as typography or busy elements of the image. The height of the 'flame' in the candle symbol is used to define the logo clear space area.
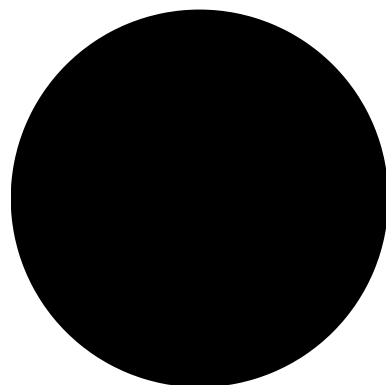
SIZING

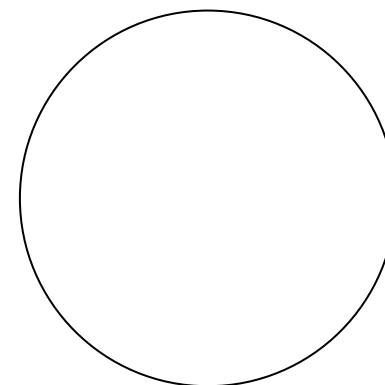The logo should be at least 1.5 inches wide for clear readability.

1.5 inch

02

COLOUR PALETTE

Here are the colours to use with AICES brand collaterals.
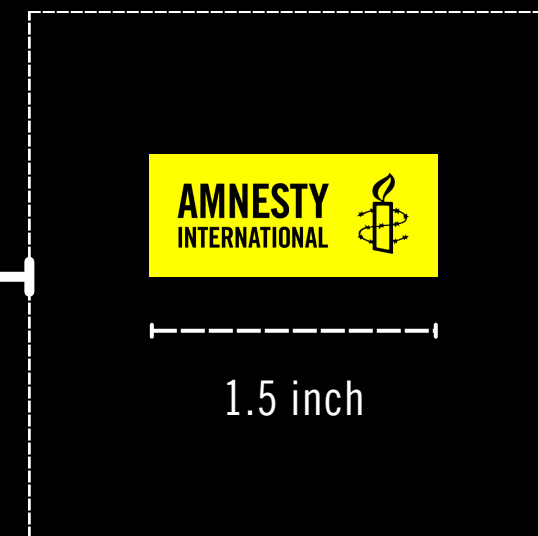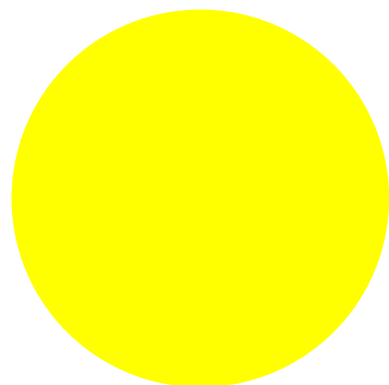
AMNESTY YELLOW
CMYK 0,0,100,0
RGB 255,255,0
HEX #FFFF00

BLACK
CMYK 0,0,0,100
RGB 0,0,0
HEX #000000

WHITE
CMYK 0,0,0,0
RGB 255,255,255
HEX #FFFFFF
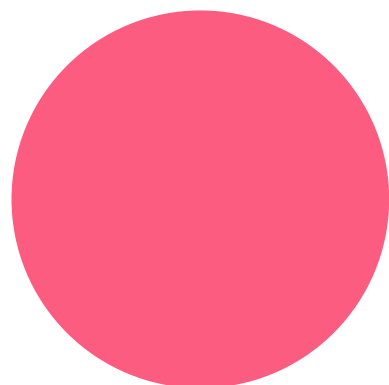
BUBBLEGUM PINK
CMYK 0,63,49,1
RGB 252,92,128
HEX #FC5C80

CORNFLOWER BLUE
CMYK 68,39,0,4
RGB 79,151,246
HEX #4F97F6
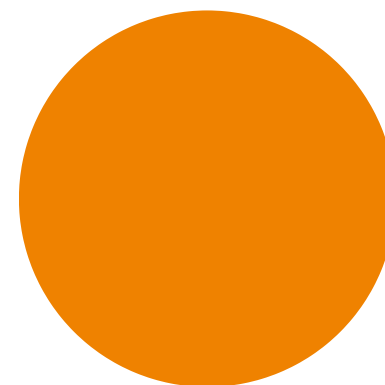
BURNT ORANGE
CMYK 0,46,100,6
RGB 239,130,0
HEX #EF8200
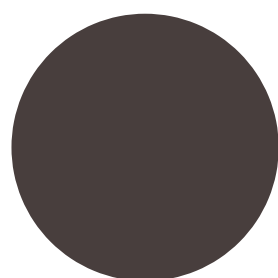
DARK WARM GREY
CMYK 0,14,15,72
RGB 72,62,61
HEX #483E3D
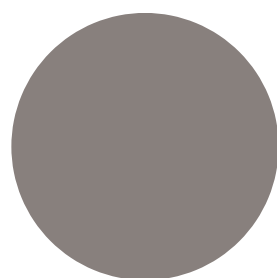
MID WARM GREY
CMYK 0,6,8,47
RGB 136,128,125
HEX #88807D
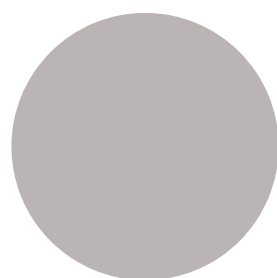
LIGHT WARM GREY
CMYK 0,3,3,27
RGB 186,180,180
HEX #BAB4B4
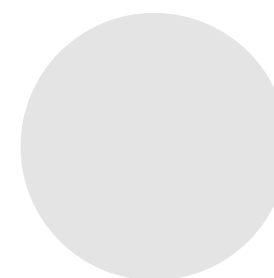
MINIMAL GREY
CMYK 0,0,0,11
RGB 228,228,228
HEX #E4E4E4

03

TYPOGRAPHY

Our typographic styles convey distinct voices therefore maintaining consistency is crucial. Wherever possible they should be used in all our communications, video, web, or print, to build our brand and help unify the movement.

The condensed fonts are used for headings and accent text, and the regular, light, and bold fonts are used for body or other accent text.

04

Amnesty Trade Gothic Bold Condensed No.20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#$%^&*()_+

Amnesty Trade Gothic Condensed No.18

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#$%^&*()_+

Amnesty Trade Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#$%^&*()_+

Amnesty Trade Gothic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#$%^&*()_+

Amnesty Trade Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#$%^&*()_+

Join our movement

LINE HEIGHT: 1

FIGHT INJUSTICE

LINE HEIGHT: 1

LETTER SPACING: 0

LETTER SPACING: 0

05

HEADING SPACING

All headings should be in uppercase, with the exception of the H1 in news posts, which should be in paragraph case.

Stand up for human rights

LINE HEIGHT: 1.33

LETTER SPACING: 0

BODY SPACING

06

When using the font for AICES, always follow these guidelines for body text.

DONATE NOW

LARGE SIZED BUTTON
AMNESTY YELLOW WITH BLACK TEXT
Hover should have a black background
with yellow text.
FONT SIZE 28PX
PADDING 20PX 40PX

DONATE NOW

LARGE SIZED BUTTON
BLACK WITH WHITE TEXT
Hover should have a black 5px border and
text with a white background.
FONT SIZE 28PX
PADDING 20PX 40PX

DONATE NOW

LARGE SIZED BUTTON
CORNFLOWER BLUE WITH WHITE TEXT
Hover should have a black background
with white text.
FONT SIZE 28PX
PADDING 20PX 40PX

STAND OUT!

EXTRA EMPHASIS BUTTON
GRADIENT FROM BRAND PINK TO BLUE
Gradient moves from right to left on hover
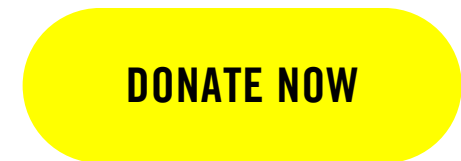for extra emphasis.
FONT SIZE 28PX
PADDING 20PX 40PX

DONATE NOW

MEDIUM SIZED BUTTON
FOR SMALLER ACTION SECTIONS
Can be used in any colour combination
outlined on this page.
FONT SIZE 22PX
PADDING 15PX 30PX

DONATE NOW

SMALL SIZED BUTTON
FOR MULTI-COLUMN SECTIONS
Can be used in any colour combination
outlined on this page.
FONT SIZE 18PX
PADDING 15PX 30PX

07 BUTTONS

Primary buttons can be used everywhere, the emphasis
button can be used where you want your CTA to really stand
out, and the smaller buttons are for smaller sections.

QUOTES & TESTIMONIALS

"Quotation style: Amnesty Trade Gothic Condensed Bold No. 20 Oblique paragraph case with inline quotations."

SPEAKER NAME
Title, date or place

All quotes should use the Amnesty condensed font in bold and oblique. Pull quotes should be larger with a 8px bottom border below the speaker information. Testimonials should be smaller without the bottom border.

Quotation style: Amnesty Trade Gothic Condensed Bold No. 20 Oblique paragraph case without inline quotations.

SPEAKER NAME
TITLE, DATE OR PLACE

08

BRAND SUMMARY

Inclusive visual communication helps us fight injustice and inequality. Amnesty's diverse network regularly engages millions of people, requiring us to responsibly promote equity, celebrate diversity, and amplify voices which have historically been excluded. This may require using minimal or no branding and taking extra care when creating content, especially for fundraising. We must have awareness of the limits of our experiences and perspectives in relation to what an image can mean/represent to others, show diversity without propagating racial or cultural stereotypes and actively challenge and interrogate our decision making. Be open to other people's opinions, and to discussing sensitivities around the content being created.

The "Amnesty International" words and the Amnesty candle and barbed wire logo (the "Amnesty Marks") are internationally recognized trademarks belonging to Amnesty International Limited, based in the UK.

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