

HUMANITY WINS

BRAND

PLAYBOOK

AMNESTY
INTERNATIONAL



SUMMARY

1. THE JOURNEY TO THE NEW BRAND STRATEGY

2. THE NEW BRAND STRATEGY

3. OUR NEW COMMS PLATFORM

4. COMMUNICATIONS PRINCIPLES

1. THE JOURNEY TO THE NEW BRAND STRATEGY

MORE PEOPLE MEANS MORE POWER

We set out to inspire 2% of the UK population to engage with Amnesty International by 2020.

TO STRENGTHEN OUR MOVEMENT, WE NEED TO ENGAGE NEW AUDIENCES

A GROWING
COUNTER-NARRATIVE

AN AGEING
BRAND

LITTLE ROOM
FOR GROWTH

Fewer people support human rights due to negative rhetoric from media and politics



Our supporters are amongst the oldest compared to other leading NGOs

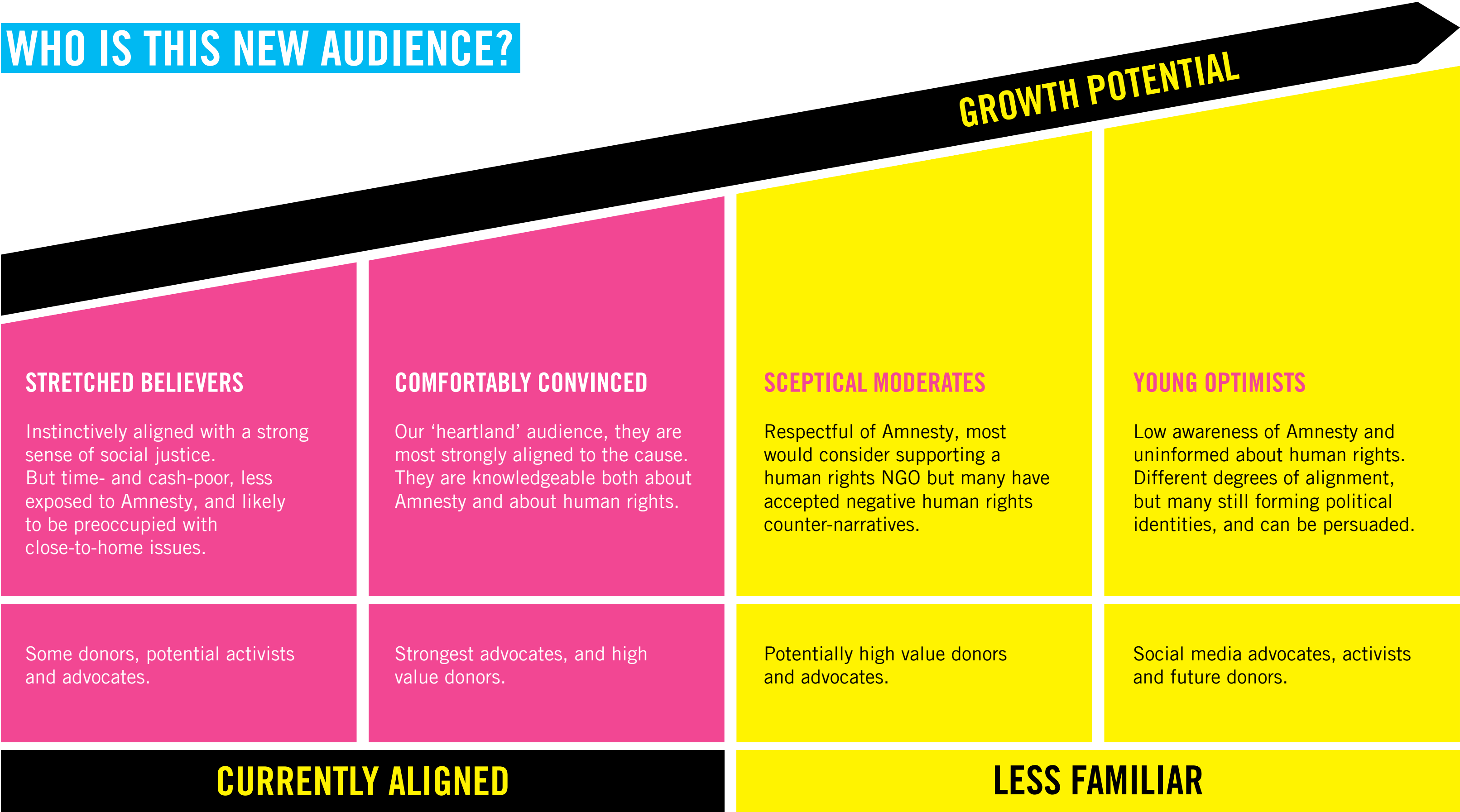
Median age of those that know something about each organisation			
VSO	50	ActionAid	42
Christian Aid	49	World Animal Protection	41
Amnesty	48	Brooke	39
Oxfam	47	Care	37
British Red Cross	47	Action Against Hunger	37
Save the Children	47	Concern Worldwide	38
WWF	47	Human Rights Watch	37
Sightsavers	46	Farm Africa	34
WaterAid	46	Plan International	34
UNICEF	45	Muslim Aid	33
DEC	44	Islamic Relief	32
World Vision	43	ONE Campaign	31
CAFOD	42	AVERAGE	42

Fieldwork: Jan-May 2016 N=5,032

Only 7% of the UK population are strongly aligned with our values



WHO IS THIS NEW AUDIENCE?



THERE IS A GAP BETWEEN US AND THIS NEW AUDIENCE

They care about issues that feel personally relevant to them...

They love a cause where they can make a tangible impact...

They want to be part of movements that make them feel empowered...

... human rights feel distant & complex.

... Amnesty fights a long-term abstract fight.

... Amnesty feels technocratic.

WE NEED TO CLOSE THE GAP BY REFRAMING HUMAN RIGHTS AND AMNESTY

FROM:

**DISTANT
ABSTRACT
TECHNOCRATIC**



TO:

**PERSONAL
TANGIBLE
EMPOWERING**

2. THE NEW BRAND STRATEGY

- BRAND STRATEGY
- BRAND PERSONALITY
- BRAND SOLUTIONS
- PEOPLE SOLUTIONS
- COMMS PLATFORM
- MANIFESTO
- TONE OF VOICE
- BRAND ARCHITECTURE

WHAT IS A BRAND STRATEGY?

A brand strategy articulates why your organisation exists, who it's for and what makes it different and meaningful. It's our internal language but it should act as a guiding principle for all your communications, from your website to press releases, emails, Facebook posts or event posters.

BRAND STRATEGY

HUMAN TRUTH

I don't like where the world is going but I feel powerless to change its course

MARKET TRUTH

The human rights brand is increasingly misunderstood and damaged



BRAND TRUTH

Amnesty turns individual acts of humanity into collective power

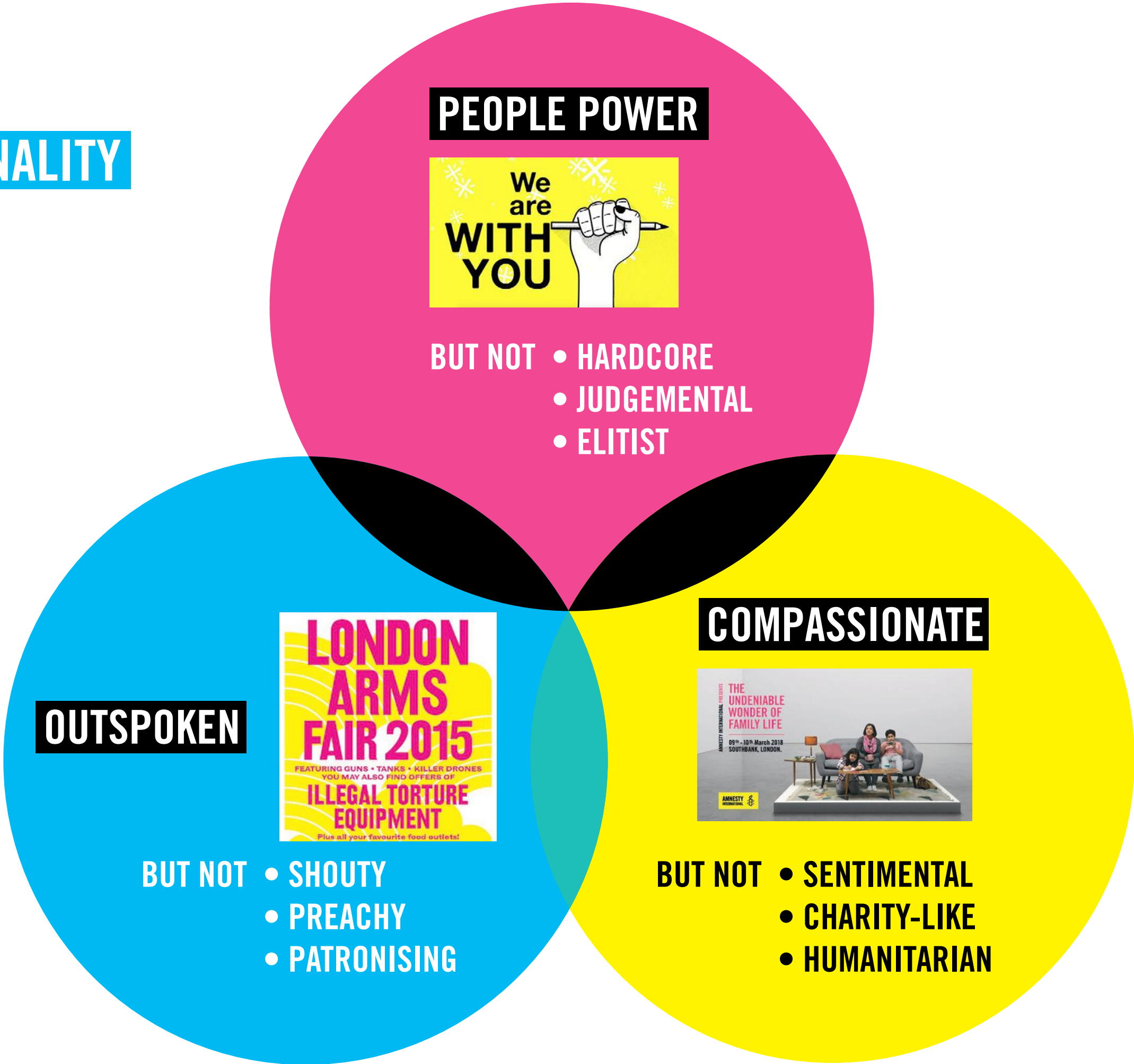
EVERY SINGLE ACT OF HUMANITY COUNTS

At Amnesty, we welcome every action, small or large, without discriminating.

Human rights are not abstract principles. They are everyday, personal and tangible.

There is hope. If we all come together, we can make a real impact.

BRAND PERSONALITY



BRAND SOLUTIONS

EVERY SINGLE ACT OF HUMANITY COUNTS



HUMAN RIGHTS INVESTIGATION

We start by spotting every act of inhumanity happening in the world, from torture to unfair detention.



HUMAN RIGHTS CAMPAIGNING

Our people all around the world expose these acts of inhumanity and protest until they are impossible to ignore.



HUMAN RIGHTS ADVOCACY

We work behind the scenes to influence people in power to change the situation from the inside, and for the long-term.



HUMAN RIGHTS EDUCATION

We educate children all the way through to adulthood on what human rights are, so they too can spot and fight against acts of inhumanity.

PEOPLE SOLUTIONS

EVERY SINGLE ACT OF HUMANITY COUNTS



ACT

Small actions with a big difference. Send an email or sign a petition now and defend human rights.



GIVE

Donate and support our work to protect human rights, demand justice and end impunity wherever human rights violations occur.



VOLUNTEER

Learn skills and meet new people. Volunteer today and support our work across the world.



JOIN

Have your say in our work and help us be there for people at risk. Become a member today.

3. OUR NEW COMMS PLATFORM

WHAT IS A COMMS PLATFORM?

The comms platform takes our internal brand strategy and turns it into effective and inspiring communications that the world sees.

So how do you communicate our brand to people in a way that makes them excited and want to get involved?

OUR NEW COMMS PLATFORM:

**HUMANITY
WINS**

MANIFESTO

It's easy to feel a bit disillusioned with the world.
All the news seems to show is conflict, corruption and chaos.
Apparently the world is totally screwed and there's nothing we can do, right?
Wrong.
Amnesty International exists because we believe the opposite.
We believe that even in the darkest times

HUMANITY WINS.

We know that 99% of people don't think that things like murder, torture, arms trading and imprisoning innocent people is ok.
So when we, the 99% act, there's no stopping us.
We're speaking from experience.
At Amnesty we've been doing this for over 50 years and we've seen humanity win over injustice, oppression, false imprisonment, torture...
and other really, really bad stuff.
It's an ongoing battle, but if we act we win.
Every time you take action you are chalking up another win for humanity.
Every time you sign a petition, share a video, write a letter, buy a raffle ticket, limp a fun run or donate a pound - you are on the winning side.
Together we're going to tumble corrupt governments, change laws and free the innocent.
Let's turn the tide and celebrate a world where every day

HUMANITY WINS.

A NEW WAY OF BEHAVING AND SPEAKING



BRAVE & BOLD

This isn't about being shouty or accusatory. When you're on the winning side you have a right to be confident. Humour is a great weapon.

OPTIMISTIC

There is humanity everywhere, even in the darkest places, even at the darkest times. We need to find it and shine a light on it. Let's reframe problems as challenges. 'This is what we're going to do and how we're going to do it. Want to help?'

INCLUSIVE

Every single act of humanity counts, be it your first or your thousandth. It all makes a difference. We need to talk in a way that makes everyone feel like they can be a part of it all. Let's keep the energy up.

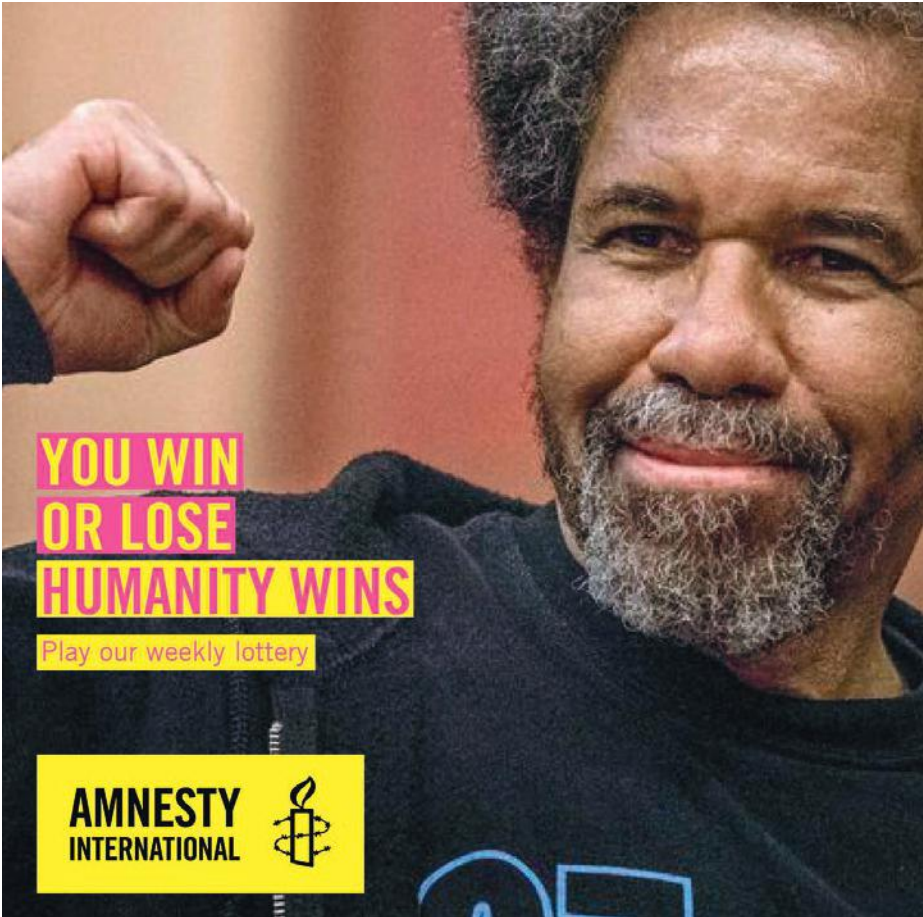
HUMAN

A lot of people don't think of themselves as activists... but there are causes they deeply care about. Let's engage people with a specific subject or story that we know will interest them, before we start talking about us and what we want from them.

CELEBRATORY


We're not good at celebrating human rights victories and we need to change that. Small victories, big successes. When we make good things happen let's talk about it. Say 'Thank you, we did it!' 'What next?'

When you see
these things
together they
begin to tell
a new story
for Amnesty.



**YOU WIN
OR LOSE
HUMANITY WINS**


Play our weekly lottery

**AMNESTY
INTERNATIONAL** 



**EVERY TIME
YOU WRITE
A LETTER
HUMANITY WINS**

Find an event near you

**AMNESTY
INTERNATIONAL** 



**EVEN IF YOU
COME LAST
HUMANITY WINS**

Find a race to run with Amnesty

**AMNESTY
INTERNATIONAL** 



**IT'S NOT JUST
A SPARE POUND
IT'S A WIN
FOR HUMANITY**

Give what you can today

**AMNESTY
INTERNATIONAL** 

BRAND ARCHITECTURE

BRAND STRATEGY	EVERY SINGLE ACT OF HUMANITY COUNTS			
BRAND PERSONALITY	OUTSPOKEN - COMPASSIONATE - PEOPLE POWER			
BRAND SOLUTIONS	INVESTIGATION	CAMPAIGNING	ADVOCACY	EDUCATION
PEOPLE SOLUTIONS	ACT	GIVE	VOLUNTEER	JOIN
COMMS PLATFORM	HUMANITY WINS			
TONE OF VOICE	BRAVE & BOLD, OPTIMISTIC, INCLUSIVE, HUMAN, CELEBRATORY			

4. COMMUNICATIONS PRINCIPLES

• FLEXING THE BRAND FOR DIFFERENT TYPES OF ISSUES

- Priority campaigns
- Crisis
- Evergreen

• FLEXING THE BRAND FOR DIFFERENT AUDIENCES

- Newbies
- Engaged supporters
- Donors

• CHANNEL PRINCIPLES

- Social channels
- Online
- Email comms
- Text messages
- Press and media
- Advertising
- Out in the world

• LOOK & FEEL

FLEXING THE BRAND FOR DIFFERENT TYPES OF ISSUES

HOW DO WE KEEP PEOPLE ENGAGED WITH LONG TERM ISSUES?

Let's boost support for priority campaigns

It's a huge part of our job to be engaged and aware of developments, but we can't assume that people understand and care as much as us, particularly with long-term issues. We need to keep finding ways to make them accessible and relatable, particularly at times when morale is low and no end is in sight. Then, more than ever, we need to keep followers engaged in taking action to support those in the middle of it all.

- Remind everyone that everyday people, like us, are there, still in the midst of it
- Make it personal and relatable use real people, their names, their stories
- Everyday life is full of small victories and heroes we must not forget to celebrate
- Remind people their support is vital and valued, every tiny act of humanity helps
- Keep giving people new and tangible ways to act and engage with the cause, to avoid crisis fatigue

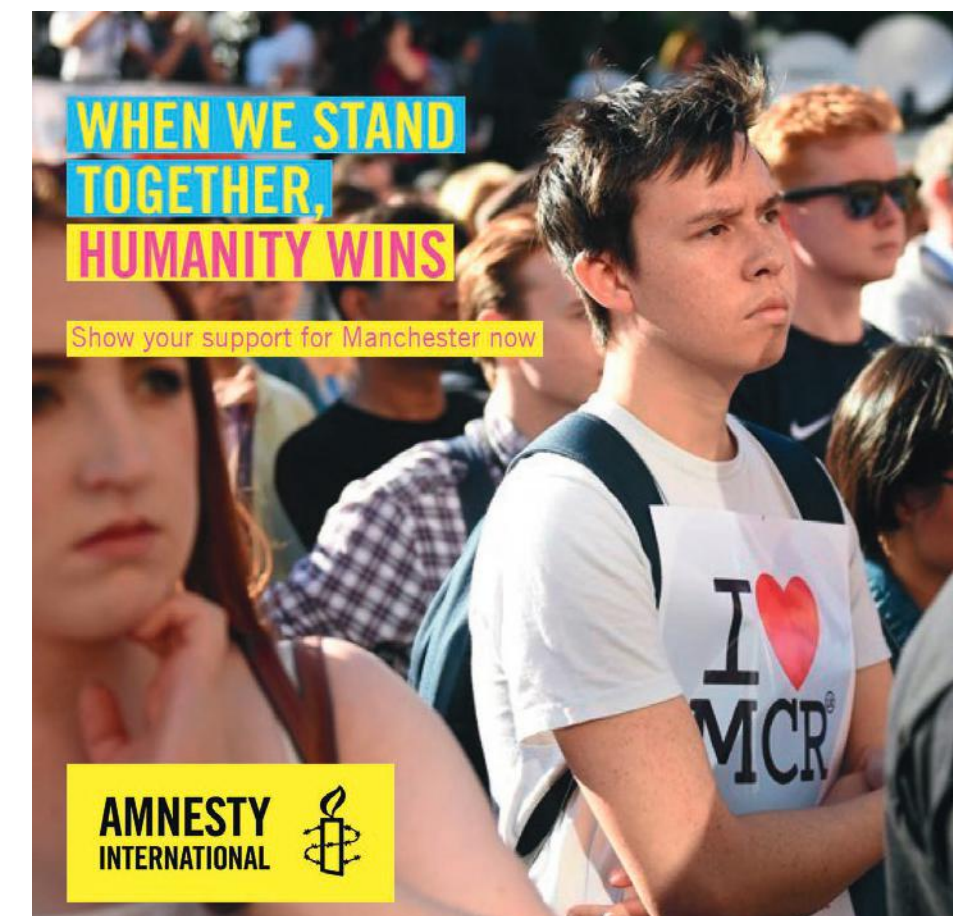


HOW DO WE SHOW THAT, EVEN IN CRISIS, HUMANITY WINS?

Let's rally support and bring people together

When disaster strikes our instinct is to just see the bad, to dwell on the harm done, those affected and the implications for the community. Even in these dark moments we need to try and find the light, the hope, telling the story through a different lens to the media. When people stand together, when we are united not divided; Humanity Wins.

- Show solidarity and unity
- Rally support for those affected and stand with the local community
- Identify the moments of hope and solidarity and share them
- Reclaim the power (away from the bad guys)
- Channel the energy into productive and positive actions



HOW DO WE KEEP ENERGISING OUR AUDIENCES WITH EVERGREEN CONTENT?

Let's keep people engaged and hopeful for the future

We need get out of the habit of just communicating when something goes wrong, or when we need something. There are so many positive things we can share that will remind people why they support Amnesty, why it's all worthwhile and why every little act of humanity counts.

- Let's celebrate our supporters, new and old
- Let's celebrate victories yet to come
- Let's celebrate anniversaries of past human rights victories
- Let's update people and make people feel good about the things that are going well
- Let's remind people of the positive change they have helped create



FLEXING THE BRAND FOR DIFFERENT AUDIENCES

FLEXING THE BRAND FOR DIFFERENT AUDIENCES

NEWBIES		ENGAGED		DONORS	
<div>DO</div> <div>Be relatable - Start with them not us</div> <div>Use storytelling - Make it engaging</div> <div>Share values - Tell them why they should care</div>	<div>DON'T</div> <div>Assume knowledge or values - Give them background</div> <div>Tell them how to feel - “shocking” “outrageous”</div> <div>Use jargon or acronyms - make it simple & human</div>	<div>DO</div> <div>Communicate personal successes - Build a story around their involvement</div> <div>Show they’re not alone</div> <div>Give personal feedback</div>	<div>DON'T</div> <div>Expect too much - One act does not turn them into a hardcore, knowledgeable activist</div> <div>Give generic feedback</div>	<div>DO</div> <div>Show how they can achieve impact</div> <div>Say why Amnesty and not anybody else</div> <div>Make them feel valued</div> <div>Give regular feedback</div>	<div>DON'T</div> <div>Make assumptions about knowledge or values</div> <div>Make generic asks</div> <div>Forget to ladder up to Amnesty’s wider vision</div>

CHANNEL PRINCIPLES

A SHIFT IN HOW WE TALK

BEFORE:

**THIS BAD THING IS HAPPENING
TAKE ACTION NOW**

This is the main way we communicate to date. Sure, it's hard-hitting and to the point, but we're throwing problems at people and asking them to fix them. If it's our only way of talking, day after day, we run the risk of wearing people down.

Just by adding a little something we can inject energy and hope.

A SHIFT IN HOW WE TALK

NEW:

**THIS BAD THING IS
HAPPENING**

**LET'S CHANGE/STOP IT
(WE'VE DONE IT BEFORE)**

HUMANITY WINS

TAKE ACTION NOW

We still communicate the problem but we offer a light at the end of the tunnel (and take people with us on the journey).

Humanity Wins. We're confident we will do it. Here's how we can help: Take action.

And we do it all with punchy language, energy and confidence.

IN A BIT MORE DEPTH

We still communicate the problem...

In simple clear language. Don't wash over the bad stuff, but also don't overcook it. Let's avoid words like 'shocking', 'terrible', 'appalling' etc. We shouldn't need them and they slow us down. Keep copy as punchy and energetic as possible.

...but we offer a light at the end of the tunnel

When we present an issue for people's attention, we also need to share the desired outcome. The hope. The good we are all working to achieve. It's at the heart of the message, not just an afterthought.

(and take people with us on the journey)

We want to engage more people, rally more support, inspire empathy. Not everyone is an activist. Not everyone knows the whole back story to a campaign. Those people are just as important as those that do.

Humanity Wins. We're confident we will do it.

We believe that humanity will triumph over inhumanity. 'We've seen it happen countless times. We'll do it again.'
We need to use inclusive language. Remember, we is us: the people, not just us: Amnesty.

Here's how we can help: Take action.

People need to feel like they're not just helping Amnesty go and do something, but that we, all of us, are doing it together.

USING ‘HUMANITY WINS’

You don’t have to plaster the words ‘Humanity Wins’ all over everything. That’s a sure-fire way for it to lose its meaning. Here’s a few pointers of how and where it works best.

AS A SIGN-OFF

“Nazanin will come home. Humanity wins.”

“Everytime we take action, humanity wins.”

“We can do this. Humanity wins.”

IN CELEBRATION

“...That’s a big win for humanity.”

“This week we saw humanity win over injustice as xxxx walked free.”

“23,120 people have signed the petition. That’s 23,120 wins for humanity.”

“We did it. Humanity wins.”

IN THANKS

“Thank you to everyone that marched today. Humanity wins.”

“Thank you for signing the petition. Humanity wins.”

IN SOLIDARITY

“Let’s stand with the people of Manchester. Humanity wins.”

AS A HASHTAG

Try to use it in copy rather than bolting it on the end of a post.

“Let’s show Trump that #HumanityWins”

SOCIAL CHANNELS

SOME GUIDING PRINCIPLES

We want 'Humanity Wins' to grow as a movement on social channels. This is as much about spreading our belief that in the end humanity will win as it is letting people know about the issues we're campaigning for. We need to start engaging with the people getting involved with Amnesty and celebrate their action. We also need to catch the eye of new people and make them believe that they can make a difference.

Where do we start?

- Present issues in a hopeful light
- Communicate our belief that humanity wins
- Find surprising ways to grab people's attention
- Be reactive and engage with trending issues
- Celebrate people getting involved by featuring them and re-posting their action



EXAMPLE

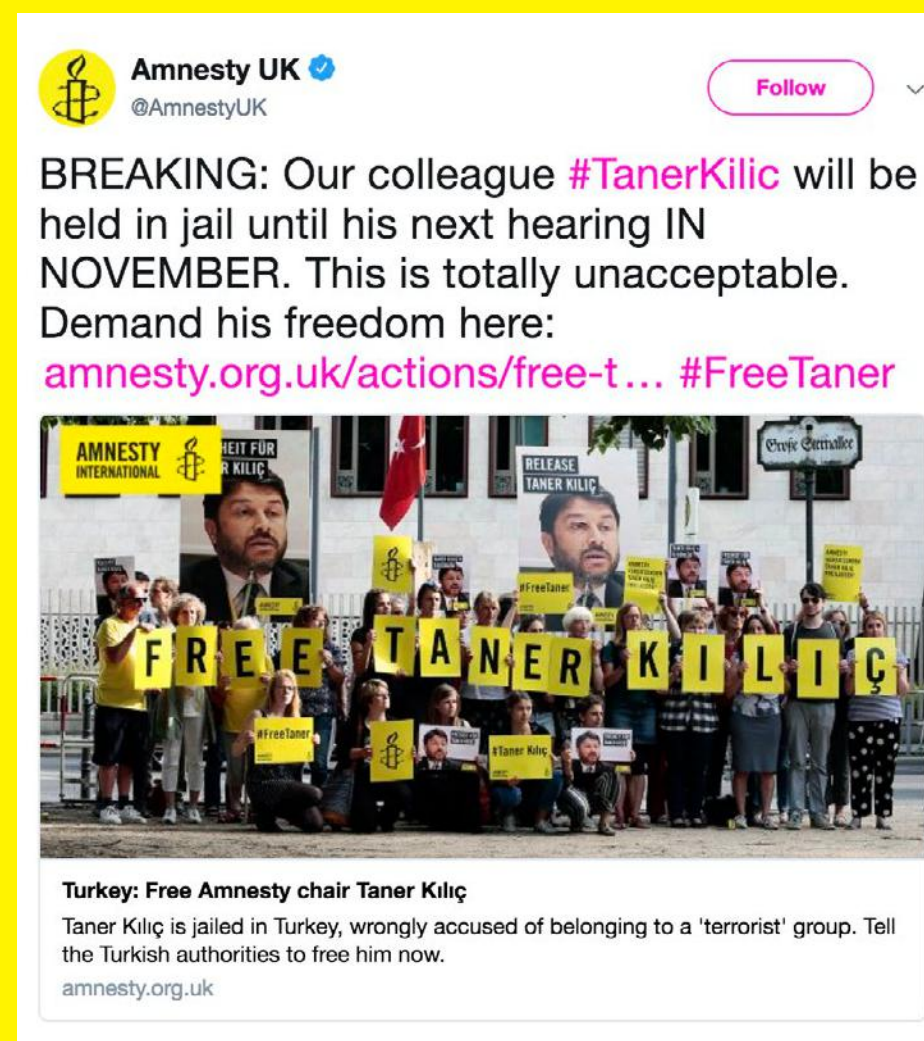
DO

- Be bold, confident and hopeful. Inject some energy
- Follow a problem rapidly with a tangible solution, share our desired outcome
- Be optimistic. Where you have time, tell people what their action will help achieve
- Be inclusive. Be human. 'We can all help'

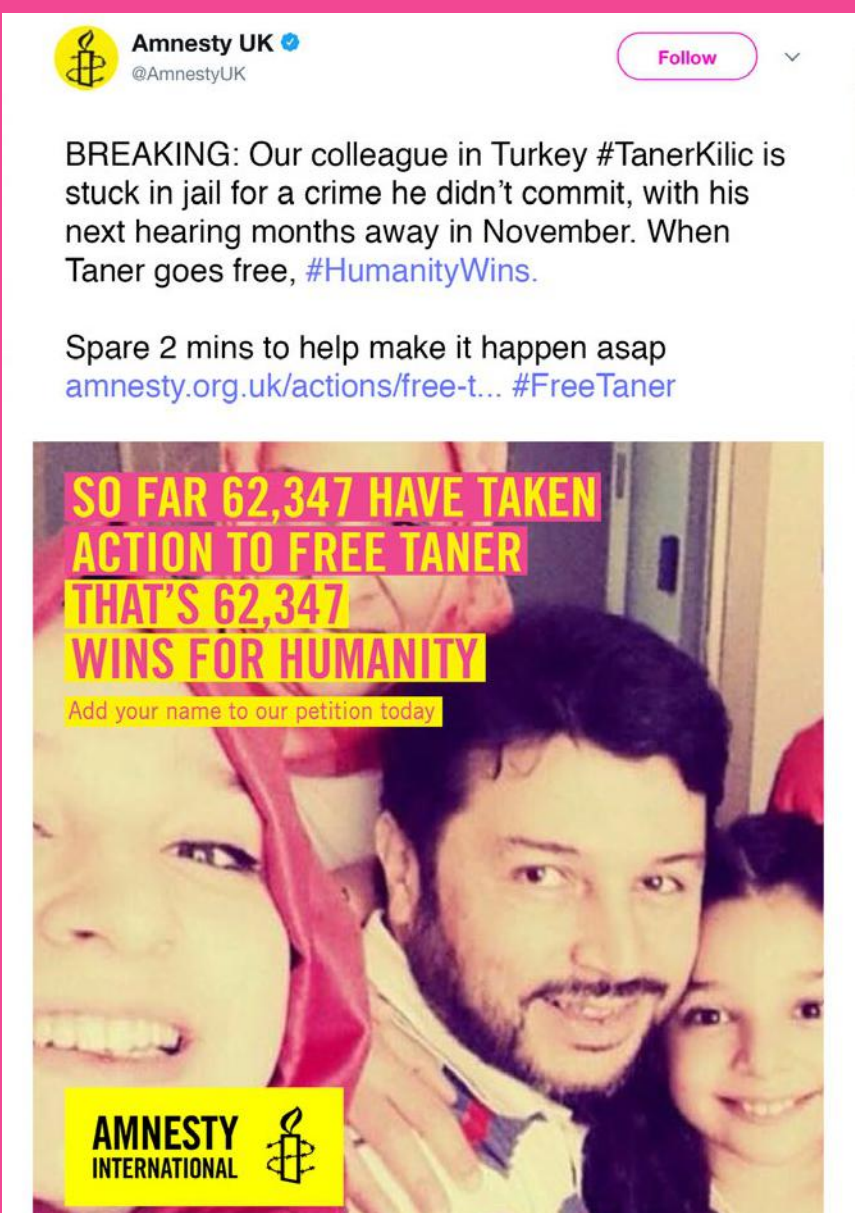
DON'T

- Tell people what to think or feel about something. The facts should speak for themselves

FROM



TO



EXAMPLE

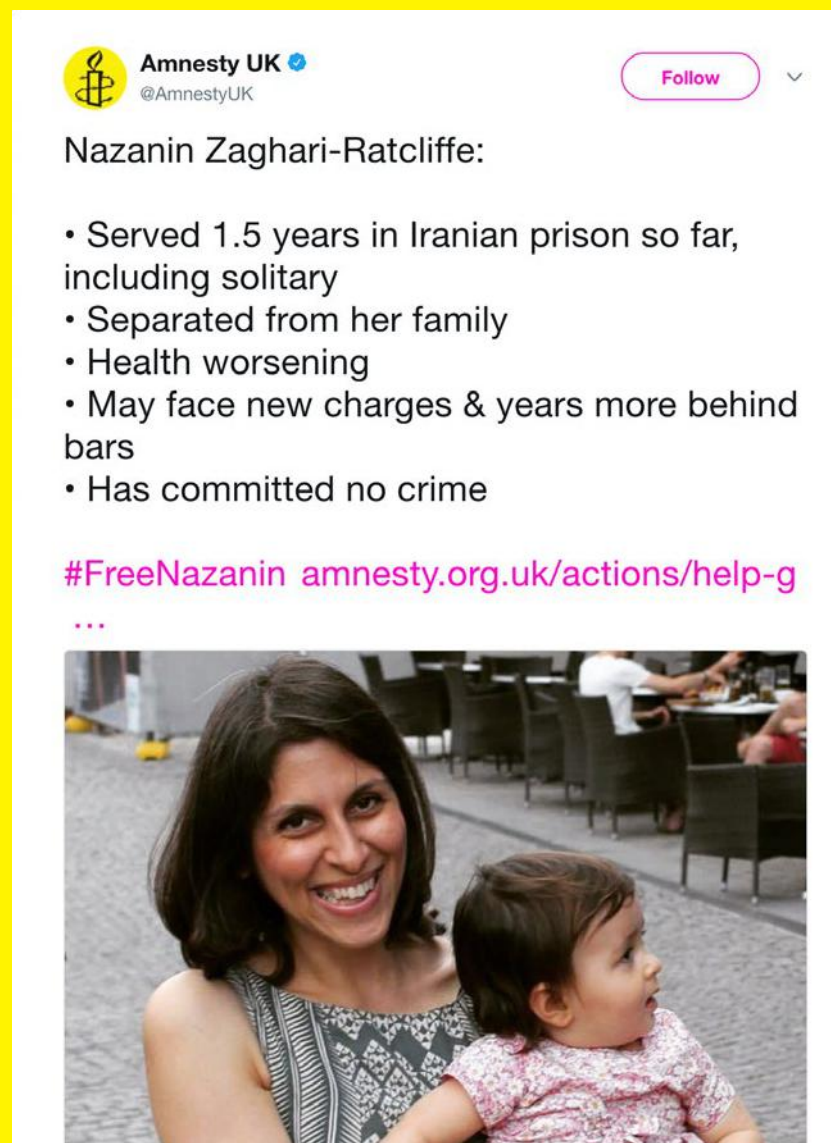
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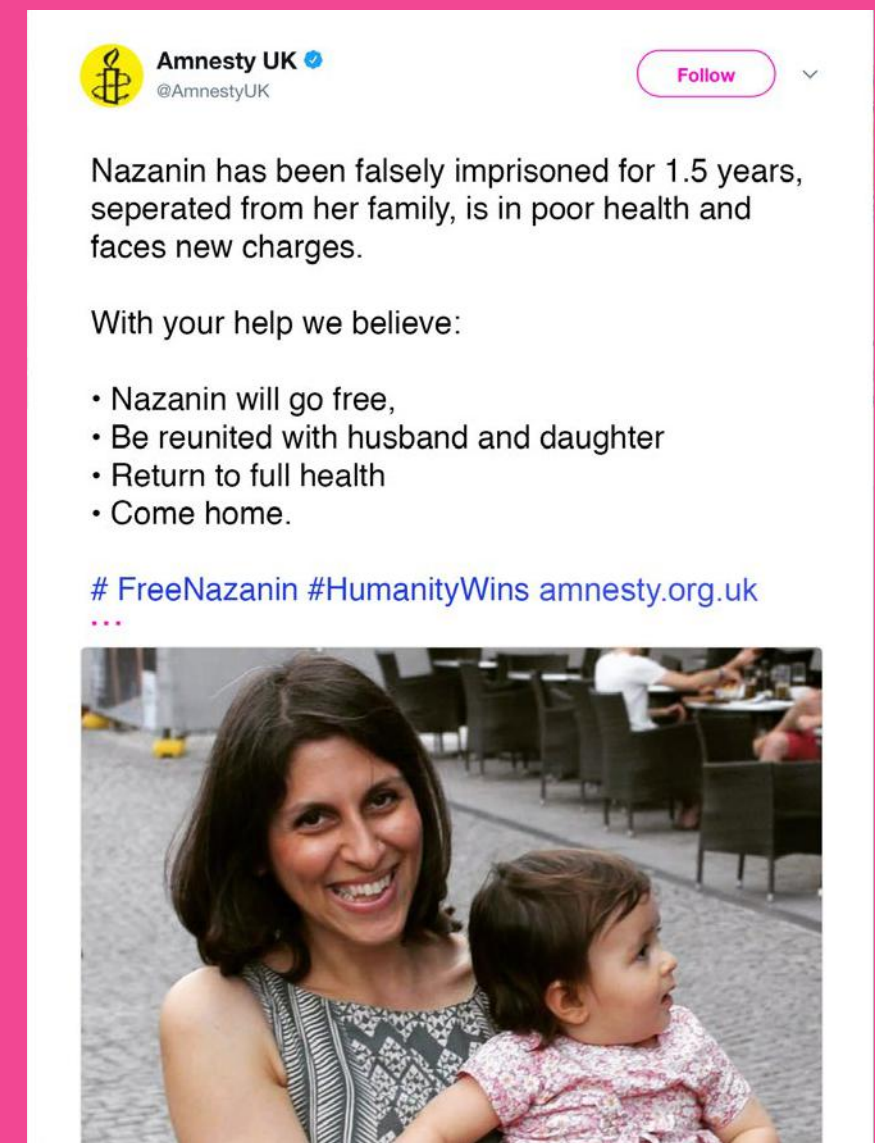
DON'T

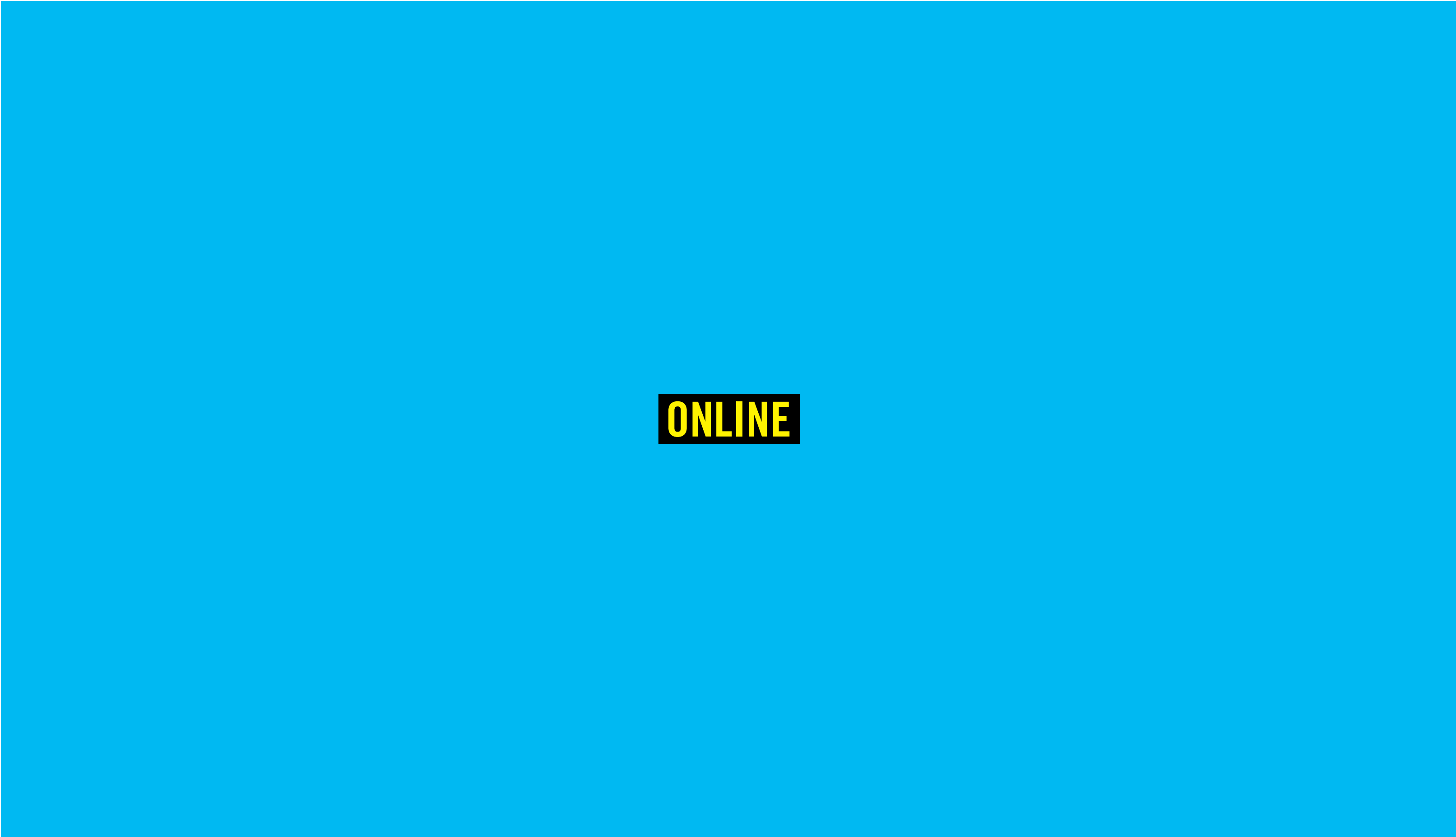
- Tell people what to think or feel about something. The facts should speak for themselves

FROM



TO





WEBSITE

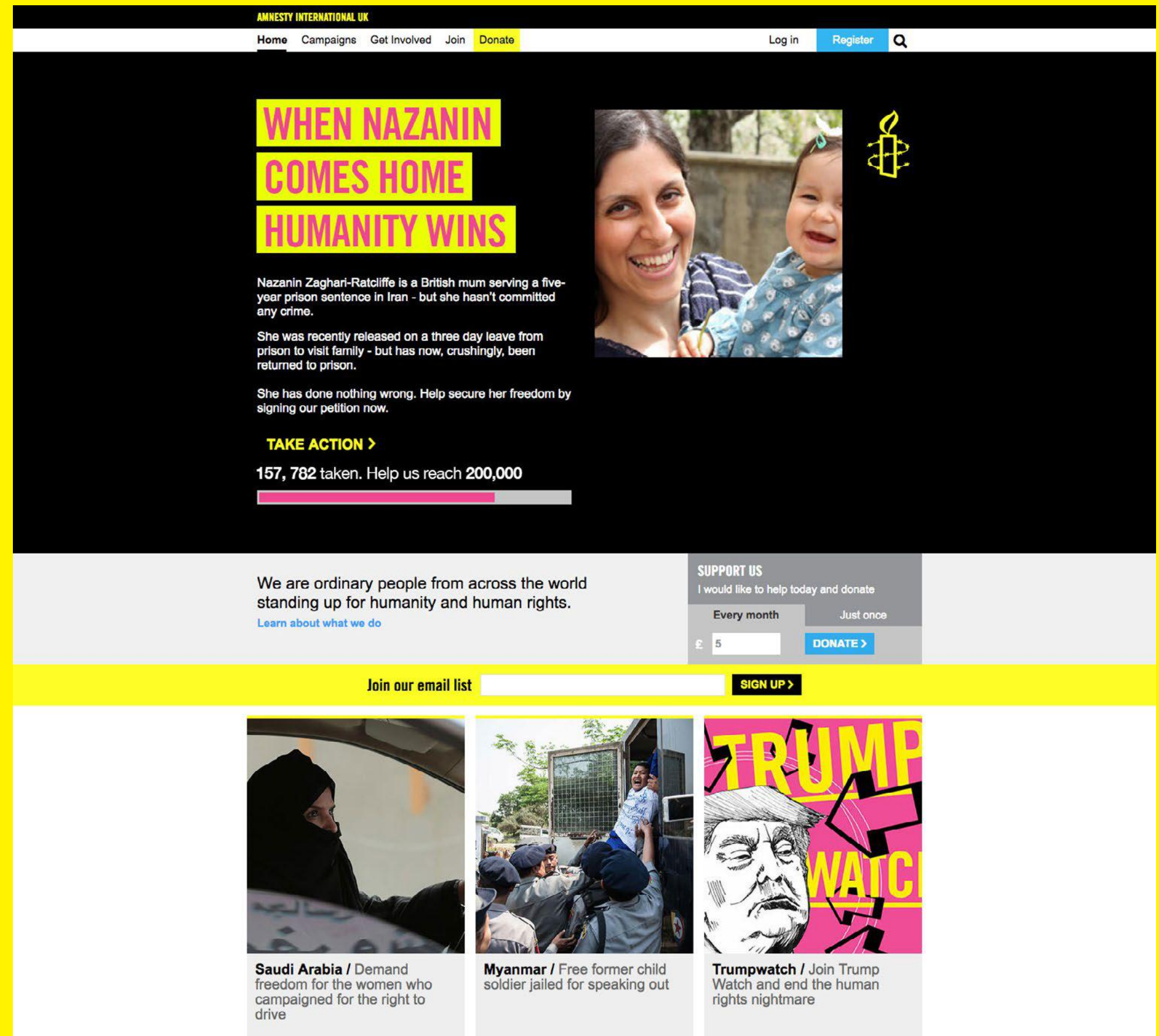
We want our website to be a hopeful, energetic and inclusive place where people feel like they can take part and make a big difference. We also want it to be a place to celebrate human rights victories and celebrate the people who get involved. People should leave the site feeling inspired to act and confident that in the end humanity will win.

DO

- Present issues in an inspiring and hopeful light, always mention the desired outcome of the situation; ‘the light at the end of the tunnel’, not just the problem
- Use imagery that conveys that hope and purpose
- Introduce more secondary colours
- Use punchy, energetic copy that outlines what we are trying to achieve in a confident, single-minded and simple way
- Make goals and targets more prominent, visualise campaign progress
- Celebrate the big and incremental human rights victories
- Make sure we make it as simple and straightforward as possible to take action

DON'T

- Assume people always know the backstory to an issue
- Use too many adjectives, for example, avoid telling people things are ‘horrible’ or heartbreaking
- Rely on people reading beyond the first paragraph, get the most important message and call-to-action in early



EMAIL COMMS

SOME GUIDING PRINCIPLES

Email is a huge part of how we regularly communicate with supporters. It's important the spirit of 'Humanity Wins' comes across clearly in our emails, to help rally support and keep people engaged.

LAYOUT

INJECT VISUAL ENERGY

Introduce colour in text on images. Try to use hopeful/inspirational imagery where appropriate. Gifs are a great way to attract the eye, even if it's just text appearing over an image, it will have a huge impact.

BE UPFRONT

Don't be ambiguous with your email subject. If someone/a group need people's help - say that in the headline. Be direct about it. E.g. The refugees of Rohingya urgently need your help. Make sure you clearly and quickly inform people of the purpose of the email and therefore what is needed from them; be it a donation, a share, or a signature on a petition.

CREATE A CLEAR JOURNEY THROUGH THE EMAIL

When you need people to take action, lead with that, then work back.

Get the ask in straight away and tell the story in a direct and compelling way that leads up to it. If you urgently need donations to advocate for refugees/ prisoners, for example, then explain that clearly, so people understand where their money is going and how they will be helping make a difference.

Make sure you end with the light at the end of the tunnel, the hopeful outcome of the whole situation where Humanity Wins.

INCLUDE A RESPONSE BUTTON

Include an action and response button wherever possible. Place it near the top of the email, as 85% of emails are viewed on mobile.

SHORT BUT SWEET

Keep the email as short and single-minded as possible. If people might want more detail, provide a link to where they can read the full story on the Amnesty website.

SOME GUIDING PRINCIPLES

LANGUAGE

INSPIRE PEOPLE

Try to find the easiest route through a story/problem. Make sure you leave people with a clear idea about what is required of them and what that will do to help humanity win. Keep the energy up throughout. Sometimes you'll need to add a bit of context, not everyone knows the backstory. Introduce the subject with inspiring and involving language that will evoke solidarity.

KEEP IT SNAPPY

Try to keep your language as punchy and energetic as possible. Keep sentences short and adjectives to a minimum, for example, avoid telling people things are 'horrible' or heartbreaking'. Get the most important message and call-to-action in the first paragraph.

USE INCLUSIVE LANGUAGE

We need to make people feel genuinely involved and that their action is truly helping the situation. We're all doing this together, not just 'we' Amnesty. Rally support and include everyone. We should leave people thinking 'I'm happy and proud to support Amnesty. Together we're doing good work'.

BE TANGIBLE

If it only takes a minute to sign a petition, say that in your email. Every donation, however small, is a win for humanity - so say it.

Every signature, every penny, every action is a win for humanity. Every tiny action has incredible power to help. Remember to keep that energy and confidence in your writing. Mention recent victories. Say thank you for previous support.

SIGN OFF WITH CONFIDENCE

Always end with 'the light at the end of the tunnel', the positive, desired outcome of the situation and how taking action will help. If it feels right, end with a rallying statement like 'When we all work together, Humanity Wins.'

TEXT MESSAGES

TEXT MESSAGES

DO

- Use inclusive language: 'we can do it' etc
- Try, word count permitting, to share the 'light at the end of the tunnel' not just the issue
- Share when good things happen
- Where appropriate use emojis for colour
- Keep people updated with any progress and wins

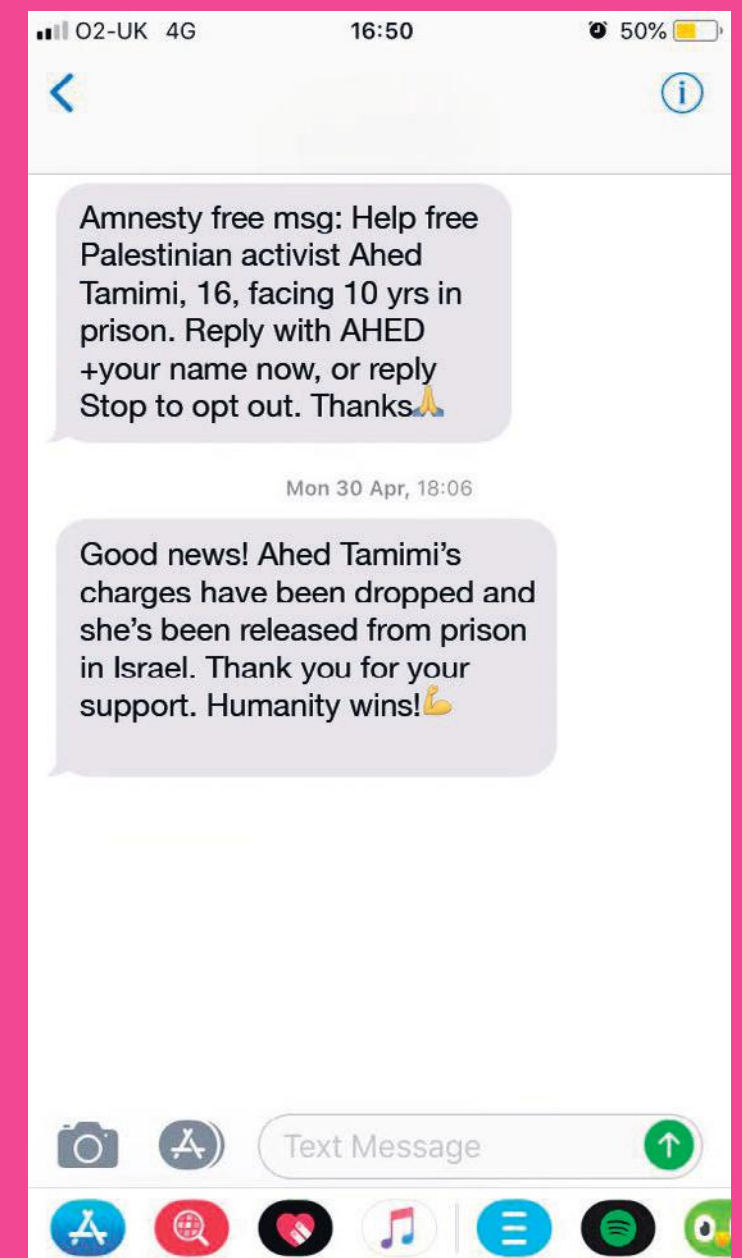
DON'T

- Forget to say thank you

FROM



TO



PRESS & MEDIA

SOME GUIDING PRINCIPLES

Although press releases have a specific role to transmit the urgency and jeopardy of a situation to the media, we can still inject some energy, hope and ‘Humanity Wins’ attitude.

HERE’S HOW:

- Express the tension of the issue that needs tackling, but don’t deliver negativity without hope. End by showing ‘the light at the end of the tunnel’, the desired outcome for the campaign
- Stay tangible: Make it very clear how Amnesty wants people to take action and how much that will help the cause
- Make sure any quotes from Amnesty mention the desired outcome for the campaign, what we need to do to instigate positive change, not just stop the bad thing happening
- Give some background to the situation. Not everyone knows the context, remind people of the other relevant stuff Amnesty is doing, or relevant past victories

ADVERTISING

ADVERTISING

We need to inject energy, optimism and colour into our press ads. Along with getting across the jeopardy of the situation, we need to convey a feeling of hope and motivate people to act by presenting them with a tangible, positive action that will lead to a tangible, positive outcome.

DO

- Use bold, bright colours
- Use colour imagery
- Lead with a headline that inspires action by explaining our campaign’s objective
- Include a summary first paragraph
- End with ‘light at the end of the tunnel’ hope, that actions will help achieve
- Mention recent, relevant victories

DON'T

- Revert to a black/white/yellow colour scheme
- Create long blocks of copy
- Use black and white photography

FROM

URGENT ACTION

FREE NAZANIN

British-Iranian mother Nazanin Zaghari-Ratcliffe was unjustly imprisoned in April 2016 and cruelly separated from her family. She is serving a five-year sentence inside a tough Iranian prison, and last week she learnt that she may be facing additional charges and a lengthier prison sentence. The harsh conditions and the shocking news about more charges has had a huge toll on her mental and physical health in the last ten days.

Nazanin was arrested while on a family visit to Iran with her then one-year-old daughter. She was denied the right to a fair trial and charged in secret for ‘membership of an illegal group’ — in connection to her career at the BBC and Thomson Reuters Foundation. We believe Nazanin has committed no crime and is being held solely for peacefully exercising her right to freedom of expression and association.

WHAT YOU CAN DO

Please join Amnesty International’s urgent petition to the Iranian authorities calling for Nazanin to get vital medical care and to be released immediately.

Text FREE2 to 70505 with your FIRST and LAST name to sign our urgent petition*

(Over 14s only please)

www.amnesty.org.uk/nazanin

AMNESTY INTERNATIONAL

TO

WHEN AN INNOCENT MOTHER IS SET FREE HUMANITY WINS

Londoner Nazanin Zaghari-Ratcliffe has been falsely imprisoned in Iran for over 2 years, separated from her family, is in poor health and faces new, completely made-up charges.

WE CAN BRING NAZANIN HOME. HERE'S HOW.

Join us in petitioning the Iranian Government.

Text FREE2 to 70505 with your FIRST and LAST name to sign. Every signature matters.

Every signature is a win for humanity and brings us closer to justice for Nazanin. **THANK YOU.**

AMNESTY INTERNATIONAL

OUT IN THE WORLD

OUT IN THE WORLD

We want to mobilise and energise people.
Make every Amnesty event a positive and inclusive experience.
Rather than quietly squirrelling away, we need to make some noise, celebrate our victories, ruffle some feathers.
‘Humanity Wins’ allows us to be confident and audacious, facing up to our enemies, holding a mirror up to the bad guys and undermining their power.

DO

- Do big, bold, confident things that anyone can understand. Less is more
- Act fast, seize the moment
- Make sure it’s ‘Instagramable’

DON'T

- Overcomplicate. Let’s try to keep it simple
- Make ‘in-jokes’. We need to think bigger and stop doing stunts that only Amnesty followers will understand and get behind



LOOK AND FEEL

LOOK AND FEEL

Humanity Wins visually

If we are going to sound more hopeful we need to look more hopeful. We have looked at a new interpretation of the guidelines that leans to a brighter and bolder look and feel.

Why do we need the visual shift?

If we want to appear brighter, bolder and more hopeful we are going to have to move away from favouring yellow type on black. This colour combination works well when presenting important and severe situations. It works less well if we're trying to celebrate a win for humanity or invite people to act.

We want people to feel like they are making a difference. We want them to get involved and be excited to join Amnesty International. We need to be fresh and inviting and that needs to reflect in our design choices.

OUR INSPIRATION

Humanity Wins is all about looking to the future with positivity, hope and belief.

We want to be:

- BRIGHT
- HOPEFUL
- BOLD
- CELEBRATORY



COLOUR

Why do we need expand our use of colours?

The yellow and black combination is very distinctive. However, for the new audiences identified in our communications strategy, this colour scheme when overused may feel cold, shouty or unwelcoming. It is nature’s signal of warning and danger.

When should colours be used?

- Colours should be used to create a bold and hopeful look for our communications across all channels
- They should be used to create a dynamic look and feel. We shouldn’t overuse any one colour pairing
- Colours must not be used liberally on any formal or official communication products, e.g. reports, government submissions, letterheads, presentations, business cards, website homepage
- Never use colour if it makes something hard to read or illegible, e.g. never use yellow for body copy on a white background

C 000
M 000
Y 100
K 000

HEX #fff200

C 000
M 087
Y 007
K 000

HEX #ee4790

C 052
M 000
Y 100
K 000

HEX #88c540

C 085
M 000
Y 000
K 000

HEX #00b6f1

C 040
M 000
Y 000
K 100

HEX #001722

HEADINGS

- Use a black or colour highlighter box behind the heading to add prominence – Only use the combinations shown
- There needs to be a gap between each line of text
- Keep headings as short as possible
- Some colour combinations (such as pink on green) work better in digital formats than printed

WINNING COMBINATIONS

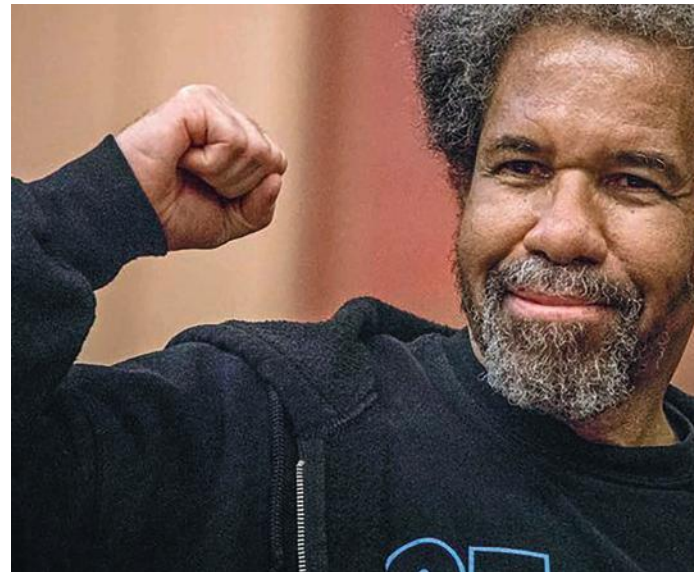
HUMANITY WINS	HUMANITY WINS
HUMANITY WINS	HUMANITY WINS
HUMANITY WINS	HUMANITY WINS
HUMANITY WINS	HUMANITY WINS

NOT SO WINNING COMBINATIONS

HUMANITY WINS
HUMANITY WINS
HUMANITY WINS

IMAGERY AND FILM

There will be times we need to bring awareness to acts of injustice through striking imagery but we want to add another set that depict moments of humanity and celebration. We want to show people what can be achieved if they act. We want to show people that even in the darkest places there are moments of humanity, love and life. We are all about humanity and all about people. In the images we've selected there is a focus on portraiture. We want people to be at the heart of our creative.



ILLUSTRATION

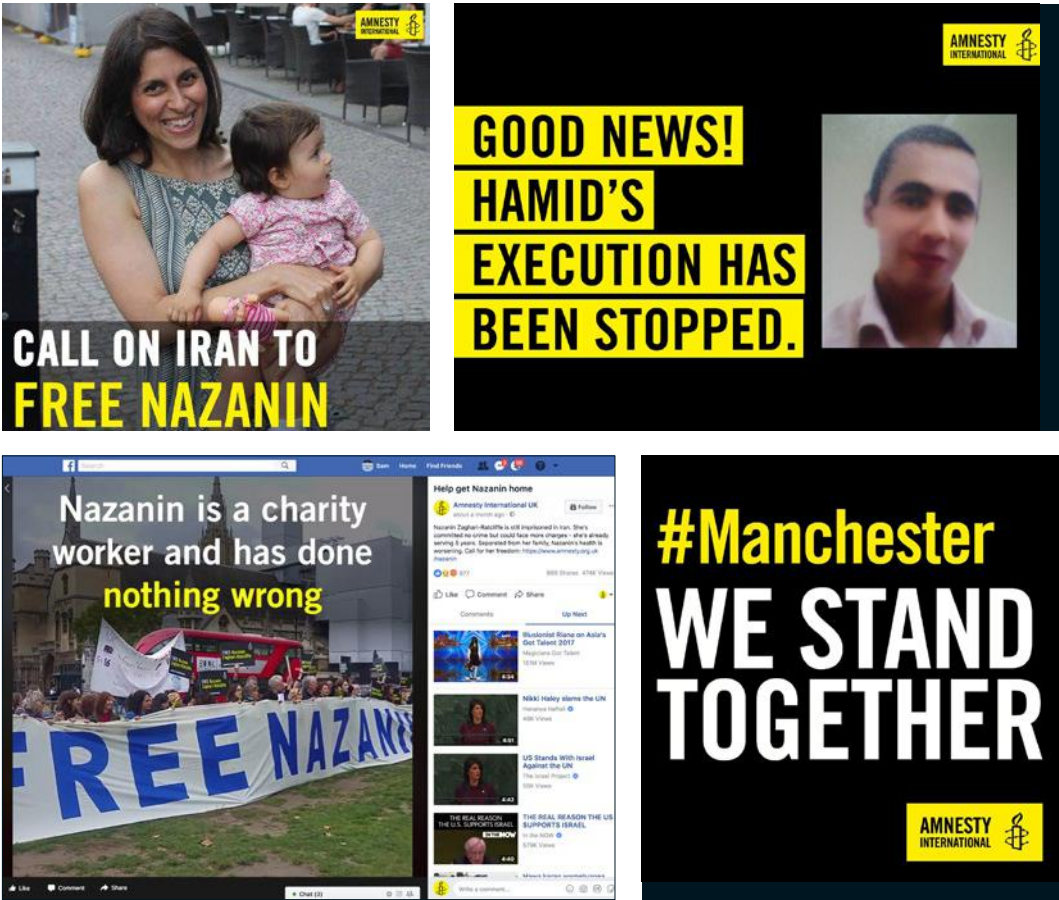
Our illustration should be bright and bold and graphic. The simpler and more intelligent the better. The illustrator we work with is just as important as the design they create. We have a great opportunity to collaborate with like-minded and talented people.



APPLICATION

Here are a few of examples of how we’ve started to experiment with the adapted look and feel. The composition will look familiar but the colour and tone feel very different.

FROM



TO



