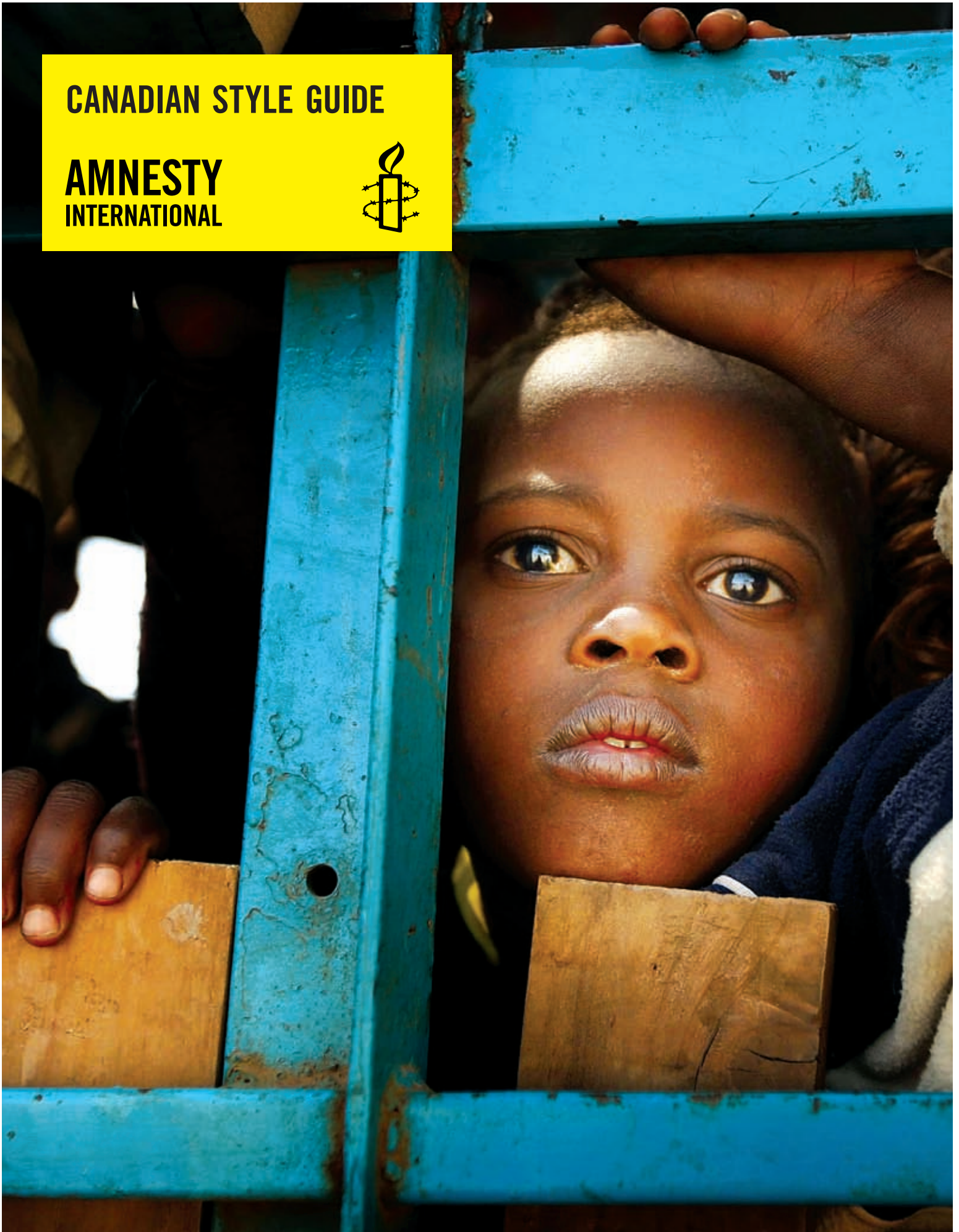


CANADIAN STYLE GUIDE

**AMNESTY
INTERNATIONAL**



Contents

Why a new identity?	2
The identity elements:	
Wordmark and candle	3
Identity lockup	4
Adding a title to identity lockup	5
Using an action panel	5
Use of primary colours	6
Specifics for identity colours	6
Complementary colours	7
Typeface	8
Please don't: some things to avoid	9
Layout suggestions:	
Use of the lockup of wordmark and candle	11
Action panel layout for campaigns	11
Layout rules :	
Use of "Canada" with identity	12
Co-branding: when our brand is used with others	12
The identity: logo files and where to use them	13
Image files: copyright and permission	14
Representing Amnesty International in public:	
Ways to promote the organization and its work	15
What to say	15
Guidelines and publications	15

Why a new identity?

To make a difference to human rights, Amnesty International needs to make the biggest possible impact. To do that, we need to be focused, to speak with one voice, all over the world.

That's why all the 80 plus sections and structures of Amnesty International all over the world are adopting a new global identity. It will create the synergy we need as a movement to make an impact.

The design elements of the new global identity consist of an action panel, wordmark and the candle, to be used mostly in yellow and black.

Read on to see how you should use these components in your own messages and campaigns. Unite with other members around the world to make a difference.

THE IDENTITY ELEMENTS: WORDMARK AND CANDLE

Wordmark and candle

The wordmark

The Amnesty International wordmark is designed to put the emphasis on the word Amnesty, with International as an identifier. It has been created as artwork and must not be redrawn or changed. Never re-type the wordmark in a different typeface or in upper and lower case. Always use the supplied artwork files (see page 13).

The candle

Wherever possible, the candle should be printed in 100% Amnesty Black on a 100% Amnesty Yellow action panel when working in full colour.

For black and white reproduction, the candle should be white on a solid black background or black on white.

So that the candle always stands out, it must always be reproduced with a margin of clear space equal to or greater than $1\frac{1}{2}$ times the candle's width on each side and below the base. The top margin should be equal to or greater than $2\frac{1}{2}$ the candle's width from the top of the candle (rather than the flame) as shown.

Please do not design your own candle. The candle is one of the most recognized symbols in the world. We are justly proud of it. However, if we distort or play with the image, we lessen its impact.

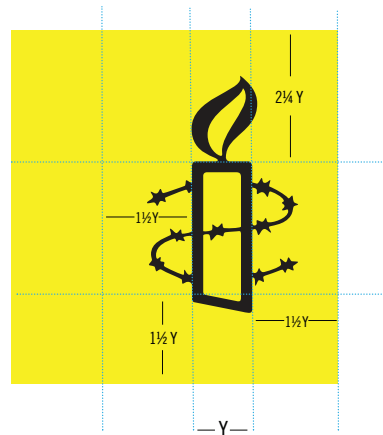
If you wish to use the candle on its own as a decorative item, please contact library@amnesty.ca for permission, describing how and when you will use it.

AMNESTY INTERNATIONAL

Never re-type the wordmark in a different typeface.

Always use the supplied artwork files.

Please do not redraw the candle or use an outdated version.



THE IDENTITY ELEMENTS: LOCKUP OF WORDMARK AND CANDLE

The identity lockup

In all printed and web-based media, the candle and wordmark should be used in lockup together. The scale of wordmark to candle is shown here.

The size of the candle should be based on the visual relationship shown at right.

The wordmark should always be aligned to the left edge of the yellow panel, with the candle always aligned to the right edge.



Always use the wordmark and candle together in a lockup.

The wordmark is always on the left, the candle on the right. The proportion of wordmark to candle is as shown.



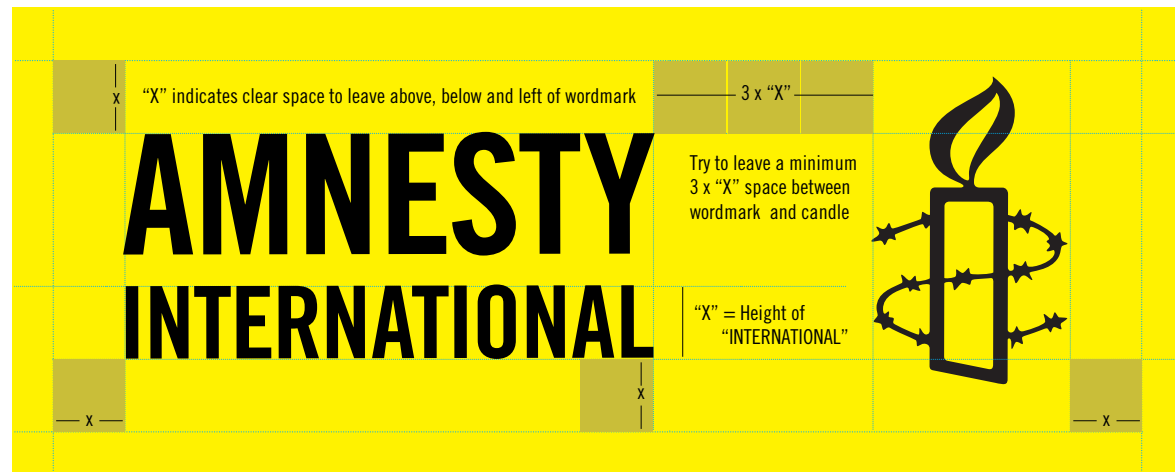
The locj

Wordmark and candle: clear space

A clear space should be left around the wordmark and candle lockup as shown below.

The minimum clear space around the wordmark and to the right of the candle, should be X, the equivalent to the height of the word INTERNATIONAL.

The wordmark should not be too close to the candle. Try to leave 3 x "X" between them.



There should be a clear space around the design.

Minimum size of lockup

Minimum size of the wordmark determines the size of the lockup for print and on-screen applications: shown at right.

Minimum print size:

5 mm or .2" high



Do not make the lockup of wordmark and candle smaller than these examples for print and screen use.

Minimum screen size:

32 pixels high

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THE IDENTITY ELEMENTS: CAMPAIGN TITLE, ACTION PANEL

Adding a title to the identity lockup

To add a campaign title to the lockup:

- Use Trade Gothic Condensed No.20 at a typesize that matches the height of “International” in the wordmark.
- Campaign titles should be all uppercase.
- The title, on one or more lines, should line up flush left with the wordmark and may also line up flush right with the candle.
- Art should be all black on a yellow panel for full colour use or two colour spot printing; white on black or black on white for black only printing.



When adding a title to the lockup, it is suggested you use Trade Gothic Condensed No.20 at a typesize that matches the height of “INTERNATIONAL” in the wordmark. Campaign titles can be all uppercase and line up left with the wordmark.

The action panel

The yellow panel is designed to be a call to action or to highlight a success. It stands out and because of that, it should be used sparingly throughout our communications to draw attention to particular facts or actions and to highlight our successes.

The yellow panel also holds our name and the candle symbol, one of the most recognized logos in the world.



The action panel can be used over a photo or on a plain black or white background.



THE IDENTITY ELEMENTS: PRIMARY IDENTITY COLOURS

Primary identity colours

Use of primary colours

The brand colours are Amnesty Yellow – a 100% process yellow, and Amnesty Black - a 100% process black.

Amnesty Yellow is used to create impact or emphasis, for urgent actions or in documents where it is important for a point to stand out. But please use it sparingly, so that it retains its impact.



Wherever possible use the lockup in yellow and black.

Printing is full colour or process if photos are in colour.

Yellow can also be used as a “highlighter” on text, or as a panel behind text.

Specs for identity colours

Below are colour specifications for Amnesty Yellow and Amnesty Black for printing in full colour or two colours, and for screen use: web, video or multimedia.

AMNESTY YELLOW	4 COLOUR PROCESS C:0 M:0 Y:100 K:0	2 COLOUR SPOT PANTONE YELLOW OR 100% PROCESS YELLOW	ON SCREEN R:255 G:255 B:0 OR FFFFFF00
AMNESTY BLACK	4 COLOUR PROCESS C:0 M:0 Y:0 K:100	2 COLOUR SPOT PANTONE BLACK OR 100% PROCESS BLACK	ON SCREEN R:0 G:0 B:0 OR 000000

Colour specs for:

- Process or full colour printing, (CMYK)
- Two colour printing or spot colours
- web or multimedia, (RGB)

THE IDENTITY ELEMENTS: COMPLEMENTARY COLOURS

Complementary colours

Although yellow and black are the primary colours to identify Amnesty, other colours may be used in materials to complement them.

Warm or cool greys

Greys can be used as headline text or background colour panels.

Do not use grey for text smaller than 14 pt as it will be hard to read.

Use black text on light greys, white or reverse text on darker greys. Use reverse type sparingly as it is hard to read.

Shade of greys to use as complementary colours.

LIGHT WARM GREY
4 COLOUR PROCESS
 C:9 M:12 Y:12 K:20
ON SCREEN
 R:199 G:194 B:186

MID WARM GREY
4 COLOUR PROCESS
 C:14 M:19 Y:21 K:38
ON SCREEN
 R:148 G:147 B:127

DARK WARM GREY
4 COLOUR PROCESS
 C:24 M:34 Y:35 K:63
ON SCREEN
 R:118 G:106 B:98

LIGHT COOL GREY
4 COLOUR PROCESS,,
SPOT OR B/W: K:30
ON SCREEN
 R:204 G:204 B: 204

MID COOL GREY
4 COLOUR PROCESS,
SPOT OR B/W: K:60
ON SCREEN
 R:153 G:153 B:153

DARK COOL GREY
4 COLOUR PROCESS,
SPOT OR B/W: K:80
ON SCREEN
 R:102 G:102 B:102



Sample shows greys used as background colours with yellow as a “highlighter” on text

Additional complementary colours

The suggested colours can be used as accents on a page.

Use sparingly as they should never overwhelm the yellow and black of the identity.

They should not be used on, or too near the logo.

Suggested additional complementary colours

DARK BLUE
 4 colour process:
 C100 M75 Y20 K10

BRIGHT BLUE
 4 colour process:
 C100 M0 Y0 K0

DARKER RED
 4 colour process:
 C0 M100 Y85 K30

DARK BLUE
 50% TINT
 C50 M37 Y10 K5

BRIGHT BLUE
 50% TINT
 C0 M0 Y50 K12

Don't tint red as it makes pink – not a good colour with Amnesty's identity

DARK BLUE
 20% TINT
 C20 M15 Y5 K3

BRIGHT BLUE
 20% TINT
 C0 M0 Y20 K6

Typeface

Trade Gothic

The brand typeface is Trade Gothic Condensed. It is bold, sharp and clear to read.

For consistency with our new identity, please use it in your own materials.

Use of type

Main headings should be in the bold No.20 weight of Trade Gothic Condensed. The regular No.18 weight should be used for sub-headlines.

For continuous (or body) text use Trade Gothic Medium in upper and lower case, using the bold No.2 for emphasis. These versions are not condensed and will be easier to read over large amounts of text.

Headlines and text should generally be aligned to the left.

All text should be in black or reversed to white out of an Amnesty Black or Amnesty Dark Gray Action Panel. Again, use reverse type sparingly.

When Trade Gothic Condensed is not available, use our secondary font, Arial regular and bold; for example for desktop PC use, e-mails or in-house or self-generated documents.

Professional publishing typeface: Headlines

TRADE GOTHIC CONDENSED No.20
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TRADE GOTHIC CONDENSED No.18
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Professional publishing typeface: Continuous or body copy

Trade Gothic Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold No.2
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Desktop PC typeface

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

How the wordmark and logo are not to be used.

- 1 Do not stretch, squash or italicize the Amnesty International wordmark.
- 2 Do not change the wordmark to upper and lower case.
- 3 Do not create your own candle or use outdated artwork for candle graphic.

Do not use the candle without the wordmark. If you wish to use the candle on its own as a decorative item, please contact library@amnesty.ca for permission, describing how and when you will use it.

1 SQUASHED



STRETCHED



ITALICIZED



2 RETYPING IN UPPER AND LOWER CASE



3 CREATING YOUR OWN CANDLE



OUTDATED CANDLE GRAPHIC



CANDLE USED WITHOUT WORDMARK

PLEASE DON'T: THINGS TO AVOID IN USE OF LOGO, COLOUR, TYPE, LAYOUTS

- 4 Do not use the candle next to the wordmark or to the left of the wordmark.
- 5 Do not reproduce the wordmark in any colour other than black on yellow or white on a black block or black on white.
- 6 Do not reverse the wordmark out of an image or patterned background.
- 7 Some colours should never be used, as they clash with Amnesty Yellow and could take away from our message. Some examples of colours to avoid are shown below.

4 CANDLE BESIDE WORDMARK



CANDLE ON THE LEFT



5 WRONG BACKGROUND COLOURS



6 REVERSING LOGO OUT OF PHOTO OR PATTERN BACKGROUND



7




LAYOUT SUGGESTIONS

Examples of use of the lockup of wordmark and candle and action panel

**AMNESTY
INTERNATIONAL**

312 Laurier Avenue East, Ottawa, ON Canada, K1N 1H9






YOU'RE INVITED!

Ril utpate faci erosto odiat dolore dolore modigna feugait digna feugiam quip ea alisim ipisim veliquat. Ilis dunt lut nis nisi.

Dolestrud digna con erci et praestinis! ut irit ad euis nostrud enim dio dolor sis am, sim quat augue consectetur zzrit, quipit nos ea .

Visit www.amnesty.ca or call 1-800-AMNESTY (1-800-266-3789).

**AMNESTY
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WRITEATHON
2009

Join us!

Writeathon 2009 lorperostrud autet, veniam ad tionsectem nim ing esse doleniam iusto eugiamet nos

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www.amnesty.ca www.amnesty.ca

**AMNESTY
INTERNATIONAL**




DANCE
FOR JUSTICE

A BENEFIT PERFORMANCE FOR
AMNESTY INTERNATIONAL

7:30-10 PM
SAT. NOV. 3

A WORLD TOUR
OF DANCE TO
RAISE FUNDS FOR
HUMAN RIGHTS

**AMNESTY
INTERNATIONAL**



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TICKETS- Guer am zzrit nibh er aliquamet ipis nisl dolut wis doluptat landre. Del dipiscil iril utetum dolore rcincing et autat vel dolortio eliquisit nostrud min utat. Endrem

Amnesty International Toronto Office, 416 363 9933

www.amnesty.ca

LAYOUT RULES FOR USE OF “CANADA” AND CO-BRANDING

When in Canada, eh?

Because we want to make more impact as a global movement, the addition of the word “Canada” to the wordmark should be used sparingly. When added, it should conform to these specifications.

Rules for use of ‘Canada’

- May be used on web sites and web materials, when the viewer needs to know what section she/he is in contact with.
- May be used on reports from our section, when the report is not movement-wide.
- Do not use it on campaign materials.
- Do not use it merely as a contact identifier. You can always put the local contact information in a prominent, separate box.

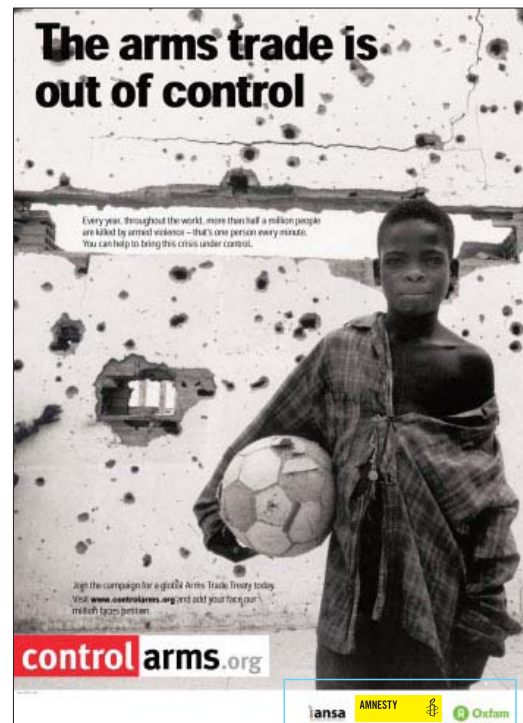


312 Laurier Avenue East, Ottawa, ON Canada, K1N 1H9

Co-branding

When our brand is used with others

When campaigning or working with other organizations, we should use the special artwork shown below. Please note that our wordmark should never be smaller than in the proportions shown below.



THE IDENTITY: LOGO FILES AND WHERE TO USE THEM

File formats

Here's where to find the files you need for your materials.

1. Files with “.eps” extensions are for use in programs like in InDesign or Quark and are for printers and designers. Colours are process CMYK.
2. Files with “.tif” extensions are for use in-house and can be imported into Word. Colours are process CMYK.
3. Files with “.jpg” extensions are for use in Word, PowerPoint and other web or multimedia. Colours are screen RGB.

The lockup logo files should be used in co-branding, as seen on page 12.



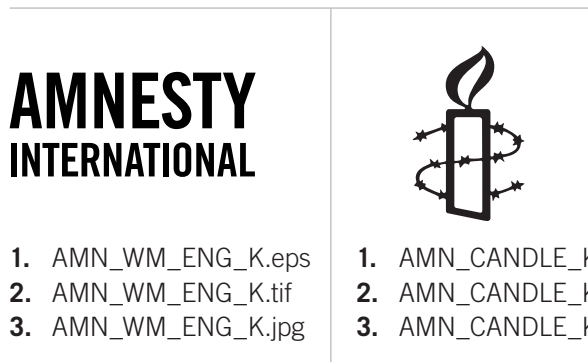
1. AI-LOCKUP-2C.eps
2. AI-LOCKUP-2C.tif
3. AI-LOCKUP-2C.JPG



1. AI-LOCKUP-INV.eps
2. AI-LOCKUP-INV.tif
3. AI-LOCKUP-INV.jpg



1. AI-LOCKUP-K.eps
2. AI-LOCKUP-K.tif
3. AI-LOCKUP-K.jpg



1. AMN_WM_ENG_K.eps
2. AMN_WM_ENG_K.tif
3. AMN_WM_ENG_K.jpg

1. AMN_CANDLE_K.eps
2. AMN_CANDLE_K.tif
3. AMN_CANDLE_K.jpg



AMN_WM_ENG_K.eps

AMN_CANDLE_K.eps

Use of images

A powerful image or photo really can do more than a thousand words. But be sure to follow these rules in using images in your materials.

Before you use an existing image, you must establish who the copyright holder is. Many of the photos appearing on our website and in our materials have restricted uses for a variety of reasons – because we are not the copyright holders or because we have been asked by people in the photos or their families to restrict their use for safety or similar reasons.

Use of graphics and other image types can be similarly restricted.

The copyright information for images can be found:

- On the web, by clicking on the “photo credit” mouse over, beneath or next to a photo or by going to the bottom or sidebar of the web page on which the photo appears
- In print materials, next to or underneath the photo

The following rules apply to use of photos from our website or print materials.

a) Photos from Getty Images

Getty Images photos on amnesty.ca or in our publications may not be downloaded, republished, retransmitted or reproduced

b) © AI and © AI Canada images

Photos that are copyright of Amnesty International or Amnesty International Canada have varying permissions and restrictions for third party use. If you are interested in reproducing a photo that is copyright of Amnesty International (©AI or ©AI Canada), please email library@amnesty.ca. Describe how you would like to use the photo. Please include a note or link to the page where the photo appears.

c) Other copyright holders

Permission to use photos which are copyright of another organization or individual must be obtained from the named organization or individual.

If you have any questions about image use, contact library@amnesty.ca



Note: images taken directly from web sites are usually too low resolution for printing.

Representing Amnesty International in public

Ways to promote the organization and its work

In order to have the impact we want to achieve, it is important that Amnesty International members and staff promote the organization and its work. The ways in which you can do this include:

- Public events organized or supported by Amnesty International activists
- Organizing your own event in shopping malls, farmers' markets, at your place of worship
- Giving public presentations in your school, workplace, place of worship
- Media interviews and articles
- On websites, social networking sites, Facebook.

What to say?

It's critical that if you are going to speak about Amnesty International and our work, that you be up-to-date on our campaigns, working methods and other matters.

If you have an upcoming activity, there are several sources of help. Contact:

- The staff person responsible for your program, such as the Youth and Student Program, Community Groups Program, Urgent Action Network, Country Coordinator
- Our national media staff in Ottawa or Toronto
- Regional development staff at our Toronto, Vancouver and Halifax offices

Our website at www.amnesty.ca is a good place to research the material you need.

Guidelines and publications

There are a number of "Guideline" documents and publications that are useful sources of advice on how to represent Amnesty International in public. They include:

- *Effective Public Speaking on Behalf of Amnesty International (2006)*
- *Amnesty International Canada Member Website Guidelines (2006)*
- *Media Contacts Communications Guide (2006)*
- *Amnesty International Handbook (2002)*

These materials are available by emailing: materials@amnesty.ca.

For information about other policy documents, contact the Information Services Coordinator at library@amnesty.ca or 1-613-744-7667 (249).



**AMNESTY
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