

MAKE MORE IMPACT

GLOBAL IDENTITY TOOLKIT

**AMNESTY
INTERNATIONAL**



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MAKE MORE IMPACT

To make a difference to human rights, we need to make the biggest possible impact, in what we say and what we do. We need our communication, and our activism, to be as focused as possible.

And in a global world, we need a global identity, so that what we do in one part of the world reinforces what we're doing elsewhere. We don't want to be uniform – but we do need to be unified.

That's why we've written this toolkit. It will help us all to create communication that's focused and unified. Communication that challenges people's prejudices and preconceptions, alters how they feel, brings in new supporters and broadens our influence.

We need to look and feel like a movement that can make a difference, and the global identity is designed to be used by everyone – in the International Secretariat, in sections, among groups, and by activists everywhere.

It's not just graphics: it's a way of talking and acting that can change the world.

THE POSITIONING

LIBERATE FROM INJUSTICE

Millions of people around the world are still deprived of their human rights.

They are discriminated against, wrongly imprisoned, tortured and killed.

They are prevented from informing and expressing themselves, from meeting freely or from practising their belief. They are deprived of food and water, health care, education, work or a home.

These individuals are deprived of human dignity by governments, by big corporations, by armed groups and even sometimes by family members. Sometimes the chains are visible and obvious, other times they are secret and insidious.

This injustice must stop.

And ordinary people working together have the power to stop it.

Amnesty International is the world movement to liberate people from injustice.

This is the heart of the global identity. We don't have to say it literally, but everything we create should embody this idea.

OUTRAGED YET HOPEFUL

Amnesty International is unique:

We expose the facts about injustice, with a sense of **outrage**.

And we act to liberate people from injustice, with a sense of **hope**.

Fact and act, outrage and hope: no other organization combines these things.

This is the spirit of the global identity.

Everything we create should combine a feeling of outrage with a feeling of hope.





THE IDEA

THE AI ACTION PANEL

Injustice stops people from living, achieving their potential, loving who they want, saying what they think, and standing up for their rights. Amnesty International acts to liberate people from injustice. It's our reason for existing.

So our visual language intervenes. It interrupts, gets in the way. Sometimes it reproduces the feeling of being deprived of something fundamental. Sometimes it simply highlights what is essential and urgent.

Sometimes it shocks. Sometimes it offers hope. It always calls for action.

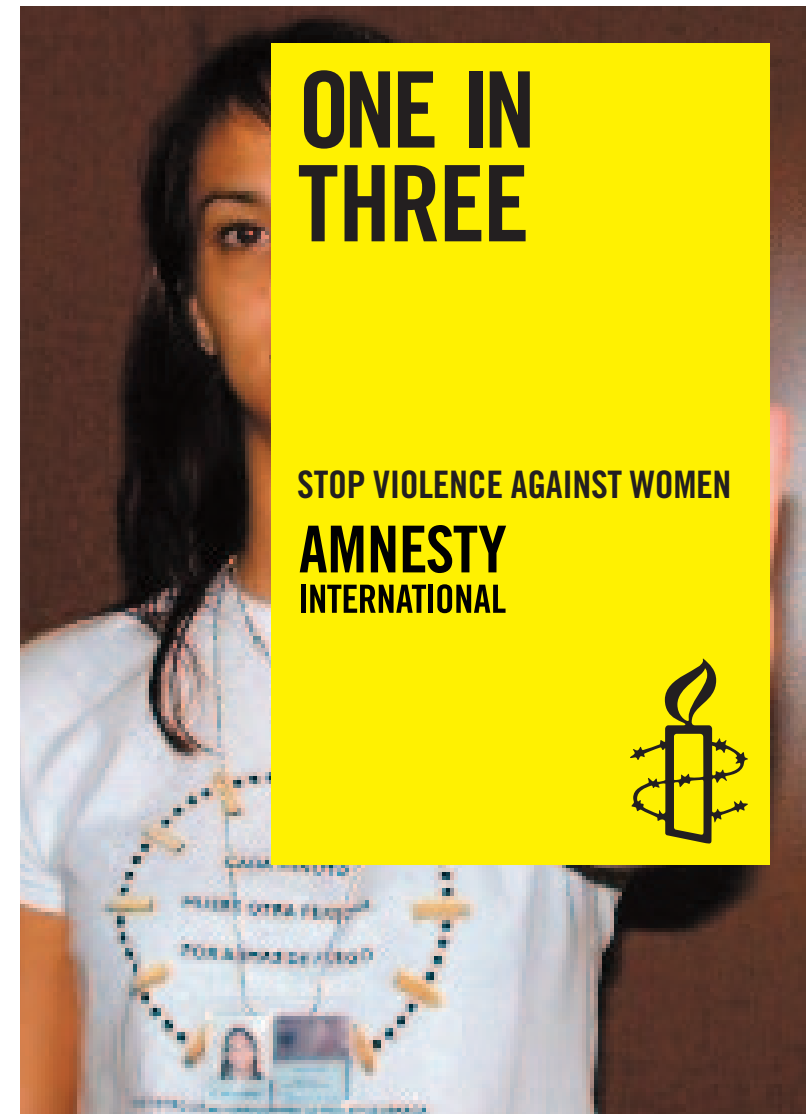
1. We use a **yellow panel** to call for action or to intervene or to highlight success, on top of an image. It covers up part of the image and shows dramatically that something is wrong or missing, that we have something urgent and important to say or do. Something that can't wait. Yellow is the colour of urgency, and also the colour of hope. Yellow always stands out.

2. The yellow panel carries the **candle symbol**, which combines the barbed wire of oppression with the light of hope. This, of course, is a hugely powerful icon for Amnesty International, recognized by millions around the world.

3. The yellow panel carries a short, sharp **headline**, which tells the truth, with a feeling of outrage. Try to use no more than six words.

4. Finally, the yellow panel carries **our name** with, optionally, a slogan or a campaign name. The slogan or campaign name is a call to action, carrying a feeling of hope.

Highlighted above are the four key components of the global identity. They're simple enough for everyone to use – in the International Secretariat, in sections, among groups, and by activists everywhere.





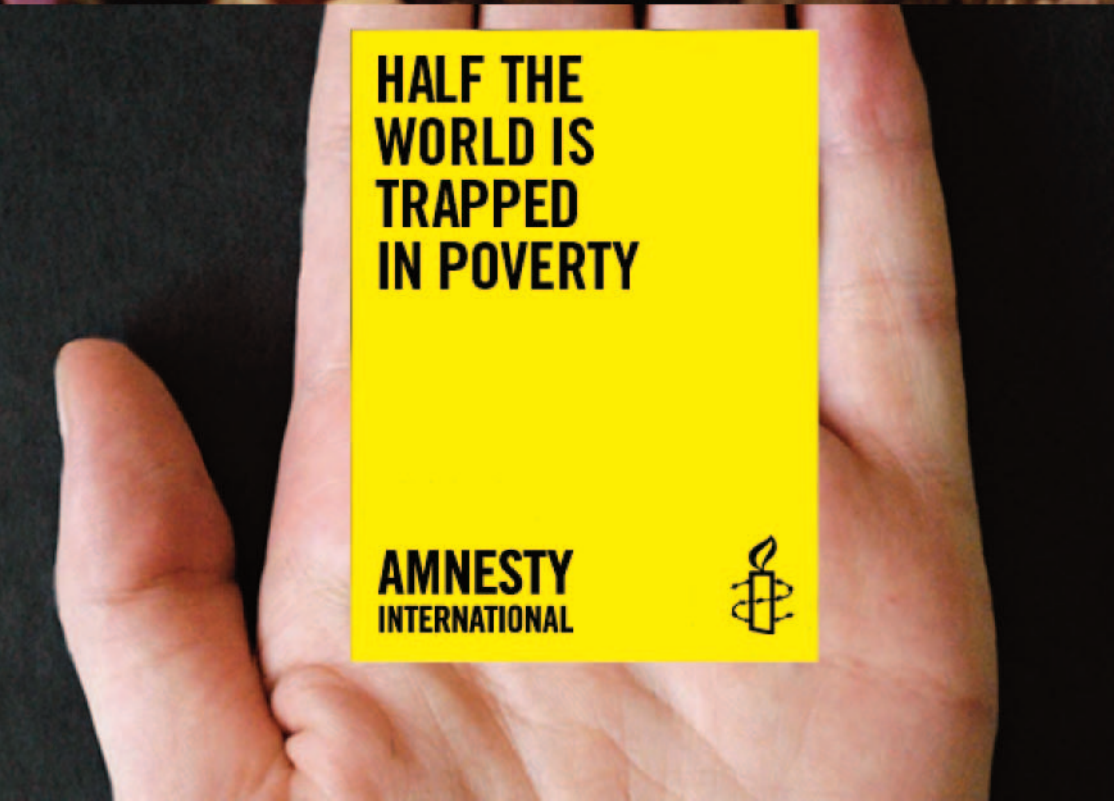
YOU CAN'T DO THIS IN CHINA

AMNESTY
INTERNATIONAL



**ONLY SIX
COUNTRIES
ALLOW GAY
MARRIAGE**

AMNESTY
INTERNATIONAL



**HALF THE
WORLD IS
TRAPPED
IN POVERTY**

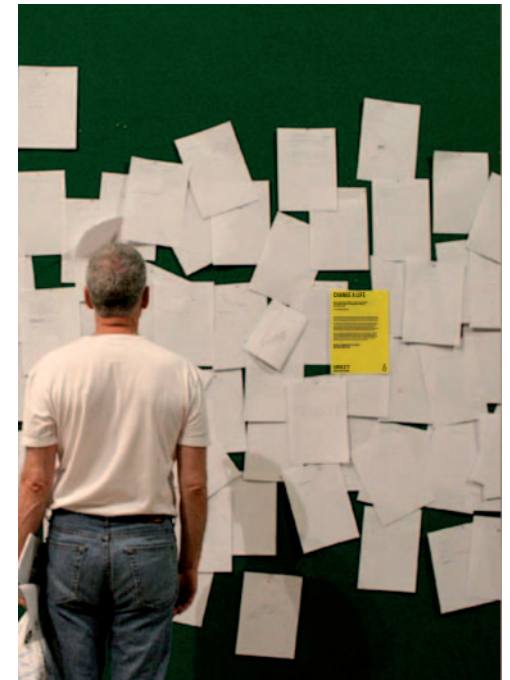
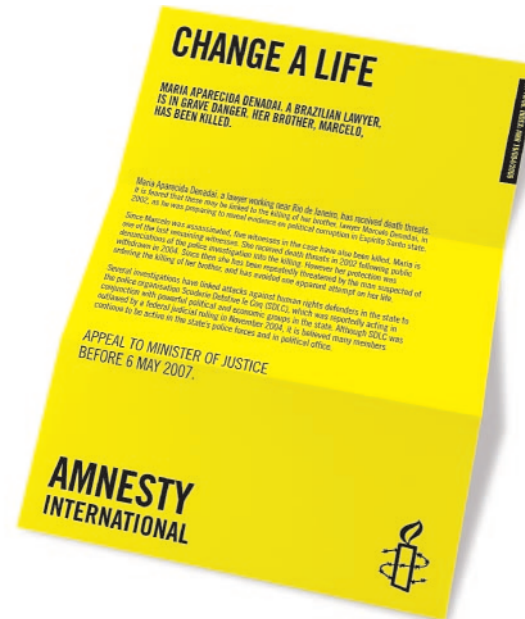
AMNESTY
INTERNATIONAL



GUNS AREN'T BOYS' TOYS

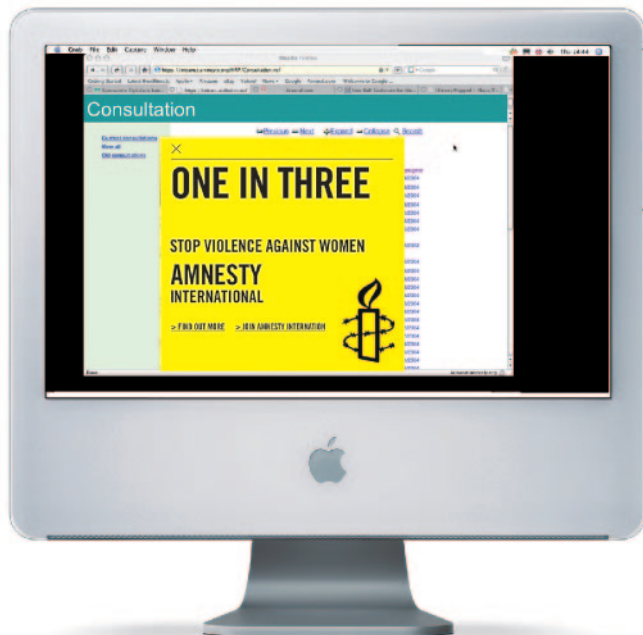
AMNESTY
INTERNATIONAL





NEGLECTING PRISONERS. AMNESTY INTERNATIONAL IS SERIOUSLY CONCERNED FOR THE HEALTH OF 40 PRISONERS, WHOSE LIVES ARE IN DANGER AS A RESULT OF SPENDING TWO YEARS IN EXTREMELY HARSH CONDITIONS OF DETENTION. MANY OF THE PRISONERS ARE IN VERY POOR HEALTH AND SUFFERING FROM EXHAUSTION, NEARLY ALL HAVE INJURIES AS A RESULT OF BEING SEVERELY TORTURED DURING THE FIRST TWO WEEKS OF DETENTION.

**AMNESTY
INTERNATIONAL**



CHANGE YOUR LIFE. ASIA PACIFIC NEEDS YOU.

**THINK FREE
AMNESTY INTERNATIONAL**

**RESEARCHERS
SOUTH EAST ASIA/PACIFIC**
Currently based in London
Temporary placement in
Hong Kong is an option

As a research-based campaigning organization, investigating and documenting human rights issues is fundamental to our advocacy and lobbying work. We need experienced social/legal researchers, who can identify and thoroughly investigate these issues, and ensure our voice has authority. You have excellent writing, team work and research skills, and have sound political judgement. You have worked on human rights issues, and have substantial knowledge of South East Asia or the Pacific and have relevant language skills. We need one researcher to join our South East Asia/Pacific team to focus primarily on Myanmar/Thailand, a second on Indonesia/Timor Leste and a third on the Pacific.

£29,826 per annum
Closing date for applications: 26 April 2007.
Ref number: ASA/07/05 - Indonesia, Timor Leste
Ref number: ASA/07/07 - Pacific, Australia
Ref number: ASA/07/09 - Myanmar, Thailand

**CAMPAIGNER
SOUTH EAST ASIA/PACIFIC**
Currently based in London
Temporary placement in
Hong Kong is an option

Campaigning is at the heart of our work. We need campaigners to share our worldwide activist initiatives and to liaise with our partner advocacy organizations. You are able to understand human rights needs and concerns, and to work strategically. You are excellent at communicating and writing and will bring creativity to our campaigns. You have worked on human rights issues, you have worked in South East Asia or know the region well. We need one campaigner to join our South East Asia/Pacific team and focus primarily on Malaysia, Philippines and Singapore.

£25,680 per annum
Closing date for applications: 26 April 2007.
Ref number: ASA/07/12

**RESEARCH AND
CAMPAIGN ASSISTANT
SOUTH EAST ASIA/PACIFIC**
Based in London

Our assistants ensure campaign and research work runs smoothly and effectively. You will arrange trips, maintain team records and administration systems and monitor relevant regional/country developments for your team. You have good IT and clerical abilities as well as excellent team-working and communications skills. You have worked with volunteer activists and partner organizations and know the South East Asia/Pacific region. We currently need one assistant to work on South East Asia/Pacific.

£22,225 per annum
Closing date for applications: 26 April 2007.
Ref number: ASA/07/14

For further information about this and our other current vacancies and to apply online, please visit us at www.amnesty.org/jobs fax us on 020 7413 5827 or send an A4 SAE to The Recruitment Team, Amnesty International, International Secretariat, 1 Easton Street, London, WC1E 6BW. CVs will not be accepted. We will be recruiting similar posts for South Asia and East Asia soon.



AASAMA ALEXIS ALICE AMANDA ANITA ARIANE BARBARA BEATRICE BETHANY BETH CAROLINE CHARLOTTE CRISTINE CLARE COTTON COURTNEY DEBBIE DENISE DOROTHY ELLEN ELLIE EMMA ERIN

ATTACKS IN THE FAMILY

ALBANIA
STOP VIOLENCE AGAINST WOMEN

**AMNESTY
INTERNATIONAL**

TATIANA TEKE TESSA TINA TIZIANA URSZULA VALERIE YI-FANG AASAMA ALEXIS ALICE AMANDA ANITA ARIANE BARBARA BEATRICE BETHANY BETH CAROLINE CHARLOTTE CRISTINE CLARE COTTON COURTNEY DEBBIE DENISE DOROTHY ELLEN ELLIE EMMA ERIN



**MASSIVE INCREASE
IN RACIST VIOLENCE**

RUSSIAN FEDERATION
**AMNESTY
INTERNATIONAL**



THE IDENTITY ELEMENTS

COLOUR

The brand colour is Amnesty Yellow.
Amnesty Yellow is 100% process yellow. Yellow is the colour of urgency, but also the colour of hope. We use yellow as the colour for the AI Action Panels or as the colour of urgent action or legal documents where it is vital to stand out.

| | | |
|---------------------------|--|-------------------------------------|
| AMNESTY YELLOW | 4 COLOUR PROCESS C:0 M:0 Y:100 K:0 | ON SCREEN R:255 G:255 B:0 |
| AMNESTY BLACK | 4 COLOUR PROCESS C:0 M:0 Y:0 K:100 | ON SCREEN R:0 G:0 B:0 |

| | | |
|--|---|---|
| AMNESTY LIGHT WARM GREY 4 COLOUR PROCESS C:9 M:12 Y:12 K:20 ON SCREEN R:199 G:194 B:186 | AMNESTY MID WARM GREY 4 COLOUR PROCESS C:14 M:19 Y:21 K:38 ON SCREEN R:148 G:147 B:127 | AMNESTY DARK WARM GREY 4 COLOUR PROCESS C:24 M:34 Y:35 K:63 ON SCREEN R:118 G:106 B:98 |
|--|---|---|

1. Amnesty Yellow is used to create impact or emphasis and is the only colour the panel should appear in. The use of yellow should be sparing and not decorative.

2. The use of yellow and the AI Action Panel are intended to become emblematic of Amnesty International. Our members and activists should incorporate their messages in a yellow panel to identify them with Amnesty International.
3. Use yellow paper, as close to Amnesty Yellow as possible, for self-generated report cover sheets, posters and urgent action covers to help make communications stand out as being from Amnesty International.

4. Although yellow is the primary colour to identify the brand and to symbolise intervention, there is also a set of secondary colours.
- The set consists of three warm greys – Amnesty Light Warm Grey, Amnesty Mid Warm Grey and Amnesty Dark Warm Grey these can be used in printed publications to highlight text and create background panels for pullouts. In lieu of Amnesty Light Warm Grey use PANTONE®* Warm Grey 3, Amnesty Mid Warm Grey use PANTONE®* Warm Grey 6, and Amnesty Dark Warm Grey use PANTONE®* Warm Grey 10.
- Other colours may be used sparingly so not to compete with the 100% primary colour, Amnesty Yellow – for example in charts and information graphics and references in reports.

The Warm Greys can also be used online to help define links and other navigation elements.
- Pantone colour guideline text.**
The colours shown throughout this toolkit are not intended to match PANTONE®* Color Standards. Standards for these colours are shown in the current edition of the PANTONE®* Color Formula Guide 1000.

*PANTONE® is a registered trademark of Pantone Inc.

USING THE AI ACTION PANEL

The AI Action Panel is to be used in two ways; **primarily** as a symbol of intervention and a call to action, on top of an image or type. It covers up part of the image and shows dramatically that we have something urgent and important to say. **Secondly**, the yellow panel can also be used as a way to highlight important content or messaging or good news.



NEGLECTING PRISONERS. AMNESTY INTERNATIONAL IS SERIOUSLY CONCERNED FOR THE HEALTH OF 40 PRISONERS, WHOSE LIVES ARE IN DANGER AS A RESULT OF SPENDING TWO YEARS IN EXTREMELY HARSH CONDITIONS OF DETENTION. MANY OF THE PRISONERS ARE IN VERY POOR HEALTH AND SUFFERING FROM EXHAUSTION, NEARLY ALL HAVE INJURIES AS A RESULT OF BEING SEVERELY TORTURED DURING THE FIRST TWO WEEKS OF DETENTION.

AMNESTY INTERNATIONAL



1. Reproduce the AI Action Panel in 100% Amnesty Yellow or if only working in black and white, 100% Amnesty Black.

2. The AI Action Panel should always have straight sides and be either square or rectangular. The panel size and shape should always be determined by the image, element or amount of information that will go inside it.

3. Elements within the AI Action Panel should not be aligned tightly to the edge of the block. Always leave a clear internal margin between an element and the edges. The internal margins should be equal on all sides of the panel and are used to align content.

4. You can also use yellow to highlight important words in a paragraph, or to block out text to suggest censorship.

5. In some instances the image illustrates an abuse so clearly that the AI Action Panel only needs the candle to highlight the injustice or wrong we are taking action against.

THE CANDLE

The candle symbol is a hugely powerful icon for Amnesty International, recognised by millions around the world. It should be used in a bold and impactful way on every application.

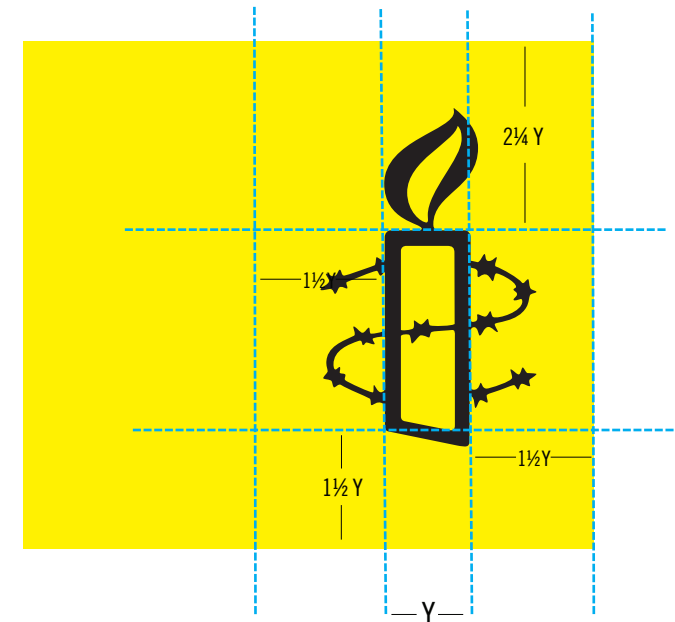
1



2



3



1. The candle has been slightly modified and simplified for better reproduction and visual clarity.

2. The candle should always 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 reproduced in white on a solid black background or black on white.

3. To ensure that the candle is always allowed to shine, it must always be reproduced with a margin of clear space equal to $1\frac{1}{2}$ times of the candle's width on each side and below the base. The top margin should be $2\frac{1}{4}$ the candle's width from the top of the candle (rather than the flame) as shown.

TYPEFACE

The brand typeface is Trade Gothic Condensed. Trade Gothic is bold, sharp, clear 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.

Professional publishing typeface: Headlines

TRADE GOTHIC CONDENSED No.20
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TRADE GOTHIC CONDENSED No.18
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Desktop PC typeface

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Professional publishing typeface: Continuous copy

Trade Gothic Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold No.2
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1. Main headings should always be in uppercase and in the bold No.20 weight of Trade Gothic Condensed. The regular No.18 weight should be used for sub-headlines, again in uppercase.

2. For continuous 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.

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 Warm Grey Action Panel.

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

THE WORDMARK

The Amnesty International wordmark has been designed to put emphasis on the word Amnesty with International as an identifier for the organization. The wordmark is also available in Spanish, French and Arabic. The wordmark has been created as specific artwork based on the brand typographic style. The wordmark must never be redrawn or changed in any way, always use the master artworks supplied with this toolkit.

**AMNESTY
INTERNATIONAL**

**AMNISTÍA
INTERNACIONAL**

**AMNESTIE
INTERNATIONALE**

**منظمة العفو
الدولية**

1. The wordmark has been specially created as artwork and should always be aligned to the left of the Amnesty International Action Panel.

2. Reproduce the wordmark in Amnesty Black on the Amnesty Yellow 100% solid panel.

For black and white applications the wordmark should be in white on a black panel. The wordmark may also be reproduced black on white.

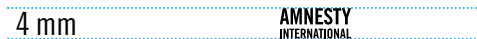
3. Never re-type the wordmark in a different typeface or in upper and lowercase. Always use the supplied artwork files.

THE WORDMARK AND CANDLE

A



B

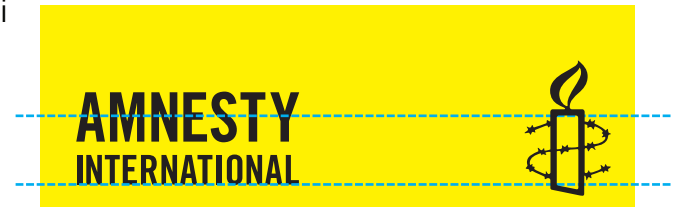


C



D The candle should be scaled based on the relationship shown below (i)

i



ii



The candle should be scaled based on the relationship shown (ii) when a campaign name is used. The wordmark and campaign name have a fixed relationship, as defined on the following page.

1. Minimum clear space around the wordmark (A). The minimum clear space is determined by the distance x , equivalent to the cap height of the INTERNATIONAL component of the wordmark.

2. Minimum size of wordmark for print and on-screen applications (B) and (C).

3. The size of the candle should be based on the visual sizing relationships shown above depending on whether a campaign name is being used (D). The wordmark and candle can be positioned independently when no campaign name is used.

4. The wordmark should always be aligned to the left edge of the AI action panel. The candle should always be aligned to the right edge of the panel.

The candle should be scaled based on the relationship shown below (i)

The candle should be scaled based on the relationship shown (ii) when a campaign name is used. The wordmark and campaign name have a fixed relationship, as defined on page 19. The wordmark and candle must be reproduced in the same colour against a common coloured background.

THE WORDMARK AND CANDLE ARABIC VERSION

A



B



C



D The candle should be scaled based on the relationship shown below (i)

i



The candle should be scaled based on the relationship shown (ii) when a campaign name is used. The wordmark and campaign name have a fixed relationship, as defined on the following page.

1. Minimum clear space around the wordmark (A). The minimum clear space is determined by the distance x.

2. Minimum size of wordmark for print and on-screen applications (B) and (C).

3. The size of the candle should be based on the visual sizing relationships shown above depending on whether a campaign name is being used (D).

The wordmark and candle can be positioned independently when no campaign name is used.

4. The wordmark should always be aligned to the right edge of the AI action panel. The candle should always be aligned to the left edge of the panel.

The candle should be scaled based on the relationship shown below (i)

The candle should be scaled based on the relationship shown (ii) when a campaign name is used. The wordmark and campaign name have a fixed relationship, as defined on the following page. The wordmark and candle must be reproduced in the same colour against a common coloured background.

CAMPAIGNS

Amnesty International needs to be focused and coherent. This means we no longer create separate campaign logos or identities, but instead show the campaign name in the Amnesty International typeface, above the wordmark. Different campaigns help our sections to connect with different types of activists or members, but it is important that each campaign conveys the idea of intervening to liberate and emphasises that Amnesty International is the force behind the campaign.

STOP VIOLENCE AGAINST WOMEN

AMNESTY

INTERNATIONAL

أوقفوا العنف

منظمة العفو

الدولية

1. When adding campaign titles to the wordmark use Trade Gothic Condensed No.20 at a typesize that matches the height of International in the wordmark. Campaign titles are always set in UPPERCASE only.

DON'TS



1. Do not stretch, squash or italicize the Amnesty International wordmark.

2. Do not change the wordmark to upper and lowercase.

3. Do not reproduce the wordmark in any colour other than black on yellow or white on a black block or black on white.

4. Do not reverse the wordmark out of an image or patterned background.

5. Do not use different fonts or type styles for the campaign names. Use Trade Gothic Bold No.20 at the same type size as International in the wordmark.

6. Do not use the candle next to the wordmark or to the left of the wordmark in European languages or to the right in Arabic.

TYPE HIERARCHY

1. Main headline, always direct and impactful. Try to use no more than six words. Set the headline in Trade Gothic Condensed No.20, all in uppercase for visual impact and urgency.

2. Campaign name or sign off also in Trade Gothic Condensed No.20, UPPERCASE. Use the wordmark and candle artwork.

3. Website address when needed in Trade Gothic Condensed No.18.

4. Sub headlines in Trade Gothic Condensed No.20, UPPERCASE.

5. Body text should be set in Trade Gothic Condensed No.18, upper and lowercase to aid legibility. Bold and uppercase can be used to create emphasis.

THE WORLD NEEDS YOU

THINK FREE

AMNESTY INTERNATIONAL

amnesty.org/jobs



| | | |
|--|--|--|
| <p>CAMPAIGNER – EU Based in London</p> <p>Duis autem vel sum a ette iriure dolor in hendrerit in vulputate a velit esse molestie consequat, vel illum so dolore eu feugiat nulla facilisis at vero eros et accumsan iusto odio dignissim qui blandit praesent luptatum zzril ets delenit a augue dolor et consequat, vel te illum a doloredus dolore vel illum so dolore nulla facilisi.</p> <p>Nam liber tempor nulla cum soluta nobis eleifend option et congue nihil imperdiet doming ids quod mazim et placerat facer possim vel delenit blandit assum.</p> <p>£24,806 per annum</p> <p>Please quote Ref: ECA/06/10 Closing date: 28 September 2006 Interview date: 18 October 2006</p> | <p>RESEARCHER – ASIA Based in London</p> <p>Duis autem vel sum a ette iriure dolor in hendrerit in vulputate a velit esse molestie consequat, vel illum so dolore eu feugiat nulla facilisis at vero eros et accumsan iusto odio dignissim qui blandit praesent luptatum zzril ets delenit a augue dolor et consequat, vel te illum a doloredus dolore vel illum so dolore nulla facilisi.</p> <p>Nam liber tempor nulla cum soluta nobis eleifend option et congue nihil imperdiet doming ids quod mazim et placerat facer possim vel delenit blandit assum.</p> <p>£24,806 per annum</p> <p>Please quote Ref: ECA/06/10 Closing date: 28 September 2006 Interview date: 18 October 2006</p> | <p>FINANCE Based in London</p> <p>Duis autem vel sum a ette iriure dolor in hendrerit in vulputate a velit esse molestie consequat, vel illum so dolore eu feugiat nulla facilisis at vero eros et accumsan iusto odio dignissim qui blandit praesent luptatum zzril ets delenit a augue dolor et consequat, vel te illum a doloredus dolore vel illum so dolore nulla facilisi.</p> <p>Nam liber tempor nulla cum soluta nobis eleifend option et congue nihil imperdiet doming ids quod mazim et placerat facer possim vel delenit blandit assum.</p> <p>£24,806 per annum</p> <p>Please quote Ref: ECA/06/10 Closing date: 28 September 2006 Interview date: 18 October 2006</p> |
|--|--|--|

TONE OF VOICE

Change the world

(this section will develop, as we work on the writing workshops).

In order to change people's minds, our writing needs to be three things:

1. Readable, or people will ignore it

Our tone is straightforward. We keep sentences and paragraphs short. We're as brief as we can be, without oversimplifying. We avoid jargon. We make our main points really stand out. Less is more.

2. Authoritative, or people will dismiss it

Our content is reasoned, logical, fact-based. We make a case and show the evidence. We use numerical data, and quotations from participants. We are never sensationalist. Let the facts speak.

3. Impassioned, or people won't act on it

We have a point of view, which is never strident, but which is often outraged and sometimes hopeful. We write in order to make things happen. It's urgent.

BEFORE YOU START:

Before starting to produce a new report, press release, campaign leaflet or membership communication etc, think about why you want to produce the material, why now and what you want it to achieve. In other words...

1. Identify the opportunity – what exactly is the opportunity and why is it an opportunity?
2. Think about why Amnesty International is involved – why are we taking action now?
3. Consider how Amnesty International can influence the people we need to – what is the best way to do it?
4. What impact are you hoping to make by taking action or offering support?
5. How will you and (more importantly) your audience know that you have been successful?
6. How does the proposed material support a campaign or organizational strategy?
7. Is this material part of a wider campaign and, if so, what other communications will sit alongside it?
8. For each communication...
 - a. Write down its audience
 - b. Highlight what you want that audience to do
 - c. Show how the core story will play out

NEXT STEPS, FIVE QUESTIONS TO ASK:

1. Where's the outrage?

What kind of oppression does this communication expose?

What outrages you most about it?

2. Where's the hope?

What would be a good outcome?

What would need to happen?

How hopeful should we be?

3. What is the scope to liberate people from injustice?

How could that happen?

What are the essential first steps?

Who do we need to involve?

4. What action is Amnesty International demanding?

Exactly who must we influence?

What exactly do we need them to do?

And by when?

5. What communication channels do we use to make that action happen?

Is printed material the best method?

Should we use blogging or other new media?

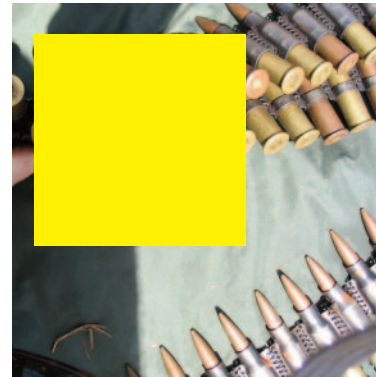
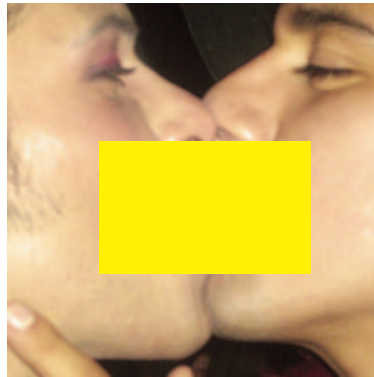
How do we reach a wider public?

Do we only use one channel or multiple channels?

IMAGERY

The Amnesty image style, like the other visual elements should deliver clarity and impact to a piece of communication. Different types of images work in different cultures so there are no specific style guides.

The most important thing is that any photograph or illustration, colour or black and white, works with the yellow panel, so choose images that are clearly about the outrage or hope which are singular and impactful.



1. Use images that work with the headline and make the relevant point clearly and concisely.

2. The image should cover the whole page to create the most impact.

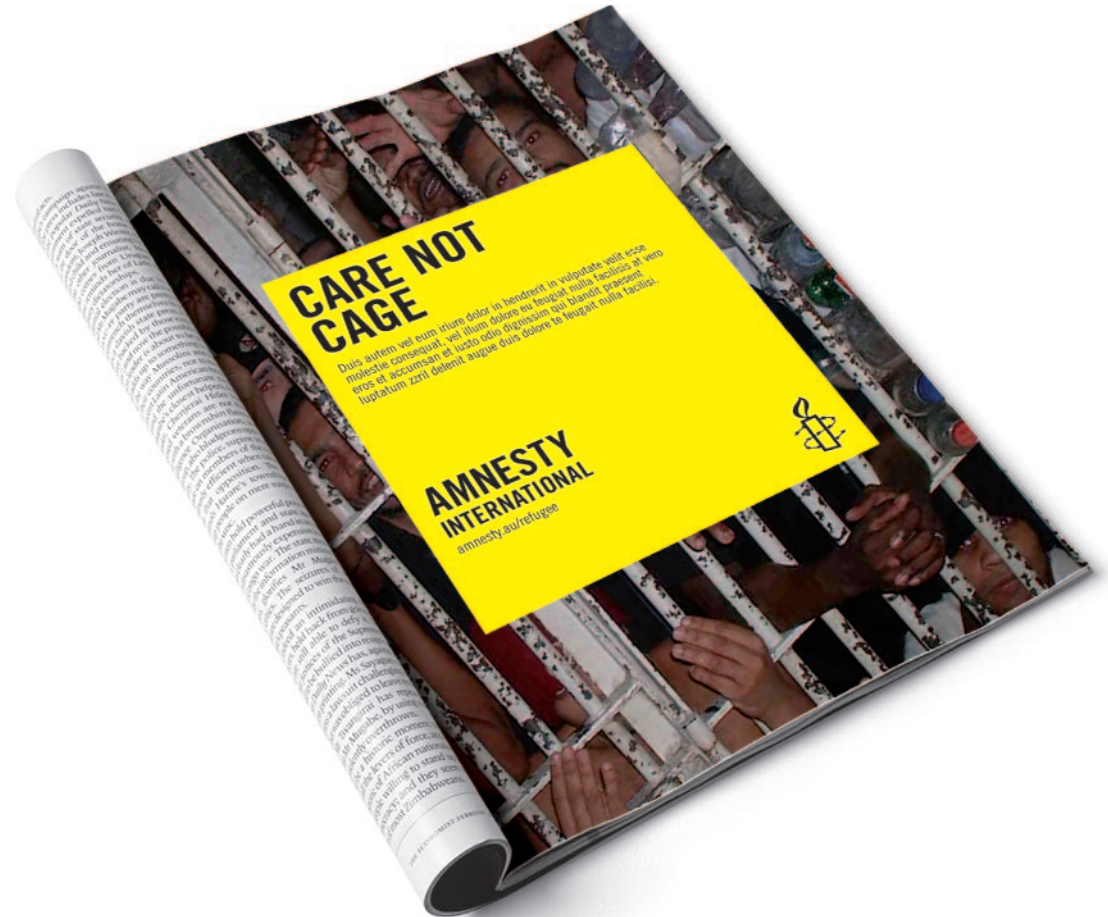
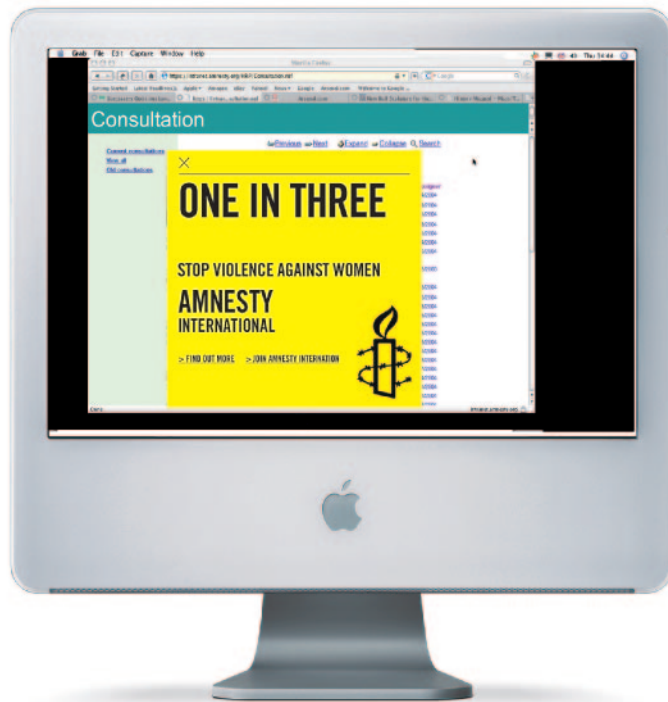
3. Colour images are preferred but you can use black and white if you need to.

HOW IT WORKS

MOBILISATION

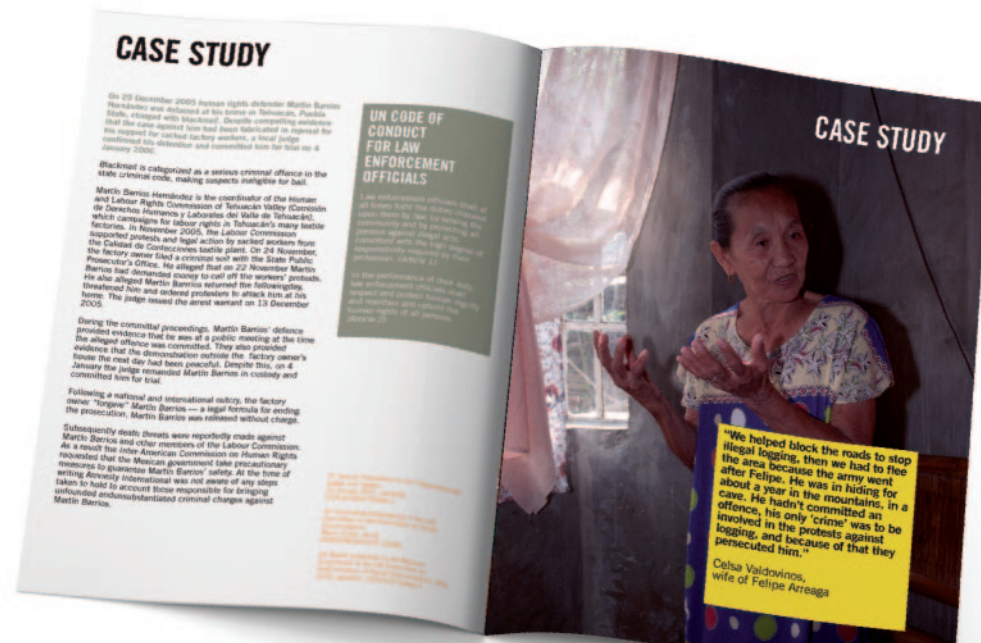
Amnesty International wants to reach as many people as possible. To achieve that goal we need to inspire people to find out more and to get involved. We can use our identity and tone of voice to help us do that. Whenever we're mobilising – whether for a specific campaign or trying to encourage people to become members – we use short headlines that grab people's attention.

And if we intervene in unexpected places people will take notice.



REPORTING

Reporting is at the core of Amnesty International. The rigour with which we research our work and the commitment we have to exposing injustice are what we are respected for. So our publications shouldn't feel like we're a corporation reporting on our accounts – we're doing something far more urgent and fundamental. Use Amnesty Yellow on report covers, celebrate the candle, and use short, sharp, fact-based titles to make Amnesty International publications stand out from all the others.



CASE STUDY



On 29 December 2005 human rights defender Martín Barrios Hernández was detained at his home in Tehuacán, Puebla State, charged with blackmail. Despite compelling evidence that the case against him had been fabricated in reprisal for his support for sacked factory workers, a local judge confirmed his detention and committed him for trial on 4 January 2006.

11 Special Representative on the Independent Expert on the Situation of Human Rights in Mexico (2005-2006), UN Doc. A/HRC/12/11, paras. 1-11.

Martín Barrios Hernández is the coordinator of the Human and Labour Rights Commission of Tehuacán y Laboristas del Valle de Tehuacán, which campaigns for labour rights in Tehuacán's many textile factories. In November 2005, the Labour Commission supported protests and legal action by sacked workers from the Calafate de Confecciones textile plant. On 24 November, the factory owner filed a criminal suit with the State Public Prosecutor's Office. He alleged that on 22 November Martín Barrios threatened money to sack workers' protests. He also alleged that Martín Barrios threatened the following day to sack workers' protests to attack him at his home. The judge issued the arrest warrant on 13 December 2005.

Inter-American Commission on Human Rights requested that the Mexican government take precautionary measures to guarantee Martín Barrios' safety. At the time of writing Amnesty International was not aware of any steps taken to hold to account those responsible for bringing unfounded and unsubstantiated criminal charges against Martín Barrios.

During the criminal proceedings, Martín Barrios' defence provided evidence that he was at a public meeting at the time the alleged offence was committed. They also provided evidence that the demonstration outside the factory owner's house the next day had been peaceful. Despite this, on 4 January the judge remanded Martín Barrios in custody and committed him for trial.

Following a national and international outcry, the factory owner 'forgave' Martín Barrios – a legal formula for ending the prosecution. Martín Barrios was released without charge.

Subsequently death threats were reportedly made against Martín Barrios and other members of the Labour Commission. As a result the Inter-American Commission on Human Rights requested that the Mexican government take precautionary measures to guarantee Martín Barrios' safety. At the time of writing Amnesty International was not aware of any steps taken to hold to account those responsible for bringing unfounded and unsubstantiated criminal charges against Martín Barrios.

CASE STUDY

UN CODE OF CONDUCT FOR LAW ENFORCEMENT OFFICIALS

An international official code at the time of writing the report, the UN Code of Conduct for Law Enforcement Officials, which sets out the principles and standards for law enforcement officials, was adopted by the General Assembly of the United Nations in 1979.

In the introduction of the code, the United Nations stated that the code was intended to guide law enforcement officials in the exercise of their functions and to ensure that they acted in accordance with the principles of the rule of law.

The code also states that law enforcement officials should be held accountable for their actions and that they should be subject to disciplinary measures if they fail to comply with the code.

The code is a key international instrument for the promotion and protection of human rights and the rule of law.

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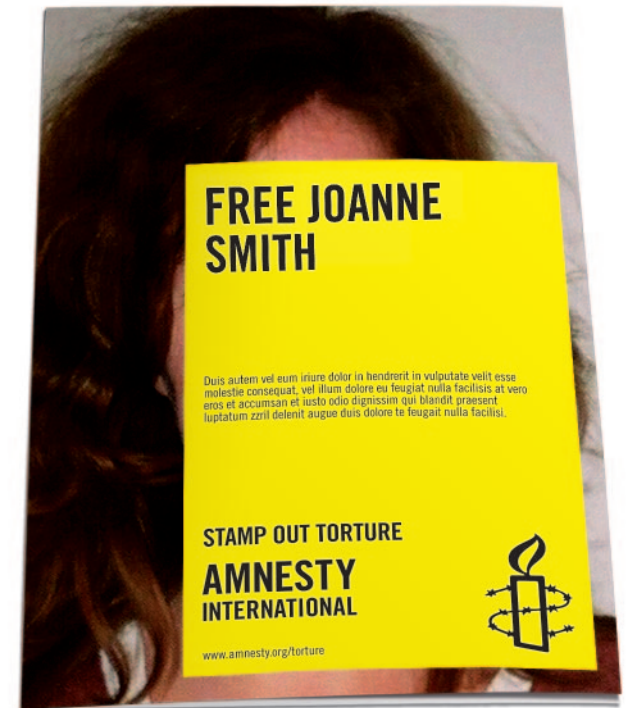
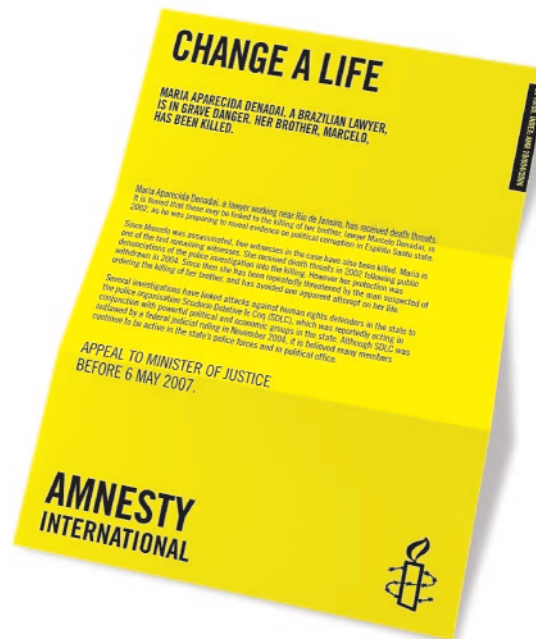
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REPORTING



WORKING WITH INDIVIDUALS

Amnesty International's work with individuals is unique and special. It is the most crucial and urgent work we do. Amnesty International's yellow helps us to stand out so we use it to highlight our work with individuals. In 'The Wire' there is a yellow panel that holds all information on individuals, and our urgent actions are on a yellow background. The phrase 'Change a Life' signals that a person is in need and you can help. Remember we are talking about real people – not cases. So always give a sense of the person when you write, as well as the facts of the injustice they have suffered.



ACTIVISM

A large part of our brand needs to be easily replicated by our members and activists around the world.

The use of yellow with or without the candle needs to become synonymous with 'action to liberate or support or to offer hope'. Some elements will be available as downloads but people should be encouraged to paint yellow squares and message them, print

posters on yellow paper, use post-it notes. The brand is simple enough to become easily identifiable as being from Amnesty International.



RECRUITMENT

Amnesty International needs committed people to work with us. People who want to make a difference. A recruitment advert headline is our opportunity to grab those people's attention.

The Amnesty International Action Panel can be either 100% solid Amnesty Black with the title, wordmark, candle etc reversed to white as shown or for extra emphasis the panel can be 100% solid Amnesty Yellow with the title, wordmark, candle etc printed in Amnesty Black.

It's our chance to convince them that Amnesty International can offer what they want from their career. Use insightful headlines and don't be afraid to be passionate. Keep information about the job brief and to the point – we don't need to use technical or bureaucratic language in an advertisement to explain what a job entails, or what skills are needed. Direct people to the relevant web page for more information. Put all other details such as the salary, address or closing dates at the end of the advertisement.

CHANGE YOUR LIFE. ASIA PACIFIC NEEDS YOU.

THINK FREE AMNESTY INTERNATIONAL

RESEARCHERS SOUTH EAST ASIA/PACIFIC
Currently based in London
Temporary placement in Hong Kong is an option

As a research-based campaigning organization, investigating and documenting human rights issues is fundamental to our advocacy and lobbying work.

We need experienced social/legal researchers, who can identify and thoroughly investigate those issues, and ensure our voice has authority. You have excellent writing, team work and research skills, and have sound political judgement.

You have worked on human rights issues; you have worked in or have substantial knowledge of South East Asia or the Pacific and have relevant language skills.

We need one researcher to join our South East Asia/Pacific team to focus primarily on Myanmar/Thailand; a second on Indonesia/Timor Leste and a third on the Pacific.

£29,826 per annum
Closing date for applications: 26 April 2007.
Ref number: ASA/07/06 - Indonesia, Timor Leste
Ref number: ASA/07/07 - Pacific, Australia
Ref number: ASA/07/09 - Myanmar, Thailand

CAMPAIGNER SOUTH EAST ASIA/PACIFIC
Currently based in London
Temporary placement in Hong Kong is an option

Campaigning is at the heart of our work. We need campaigners to shape our worldwide activist initiatives and to liaise with our partner advocacy organizations.

You are able to understand human rights needs and concerns, and to work strategically. You are excellent at communicating and writing and will bring creativity to our campaigns.

You have worked on human rights issues; you have worked in South East Asia or know the region well.

We need one campaigner to join our South East Asia/Pacific team and focus primarily on Malaysia, Philippines and Singapore.

£25,680 per annum
Closing date for applications: 26 April 2007.
Ref number: ASA/07/12

RESEARCH AND CAMPAIGN ASSISTANT SOUTH EAST ASIA/PACIFIC
Based in London

Our assistants ensure campaign and research work runs smoothly and effectively.

You will arrange trips, maintain team records and administration systems and monitor relevant regional/country developments for your team.

You have good IT and clerical abilities as well as excellent team-working and communications skills.

You have worked with volunteer activists and partner organizations and know the South East Asia/Pacific region.

We currently need one assistant to work on South East Asia/Pacific.

£22,225 per annum
Closing date for applications: 26 April 2007.
Ref number: ASA/07/14

For further information about this and our other current vacancies and to apply online, please visit us at www.amnesty.org/jobs fax us on 020 7413 5822 or send an A4 SAE to

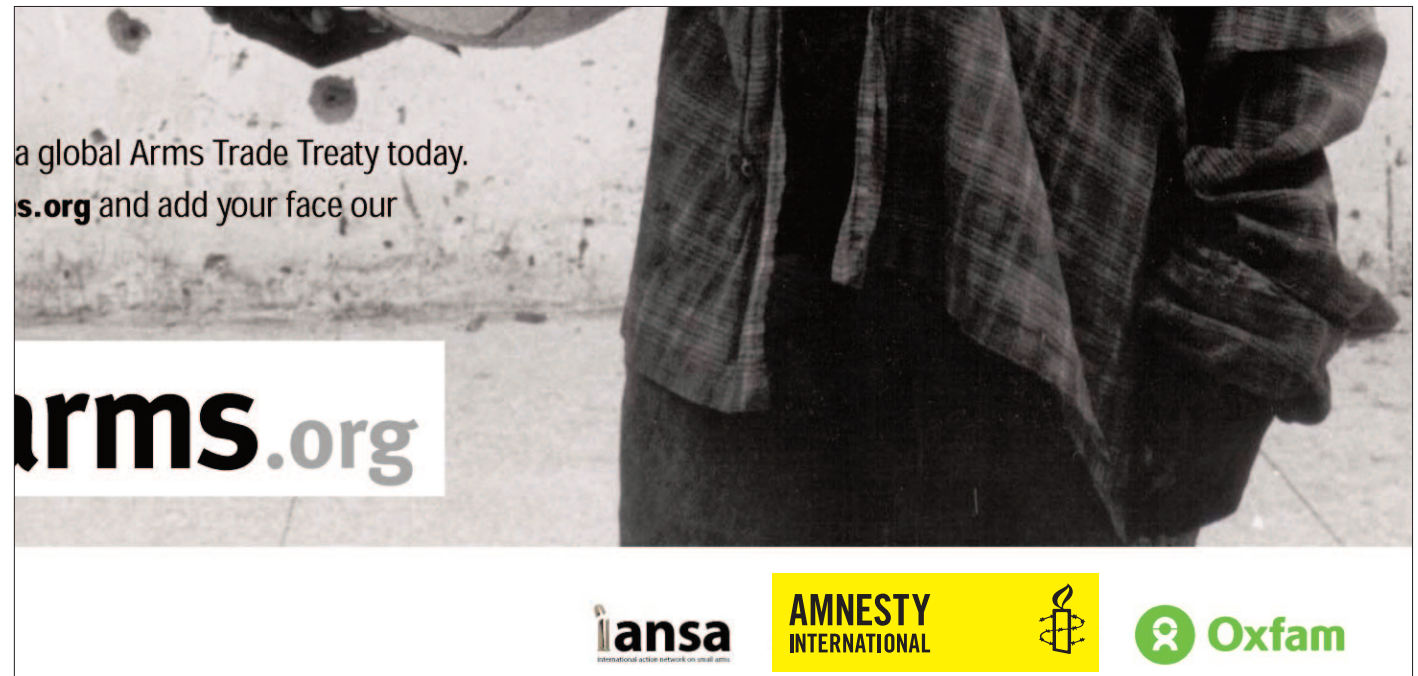
The Recruitment Team,
Amnesty International,
International Secretariat,
1 Easton Street,
London, WC1X 0DW

CVs will not be accepted.
We will be recruiting similar posts for South Asia and East Asia soon.

CO-BRANDING

When we are campaigning or working with other organisations we use a special artwork which consists of a fixed wordmark and candle on an Amnesty Yellow Action Panel (AMN_COBR.EPS or AMN_COBR.PNG).

This artwork should only ever be used for co-branding.



THE INTERNET

A new Amnesty International IS website which follows the new Global Identity will be launched on 31st October 2007.

A detailed Global identity internet toolkit will be issued shortly.

If you have any questions or require more information immediately please contact:

Diane Richardson
Project Director Global Identity
Amnesty International

global_identity@amnesty.org

+44 20 7413 5807

ARTWORK

ARTWORK LIBRARY

**AMNESTY
INTERNATIONAL**

AMN_WM_EN_K.EPS
AMN_WM_EN_B.PNG

**AMNISTÍA
INTERNACIONAL**

AI_WM_ESP_K.EPS
AI_WM_ESP_B.PNG

**AMNESTIE
INTERNATIONALE**

AMN_WM_FR_K.EPS
AMN_WM_FR_B.PNG

**منظمة العفو
الدولية**

AMN_WM_AR_K.EPS
AMN_WM_AR_B.PNG

**AMNESTY
INTERNATIONAL**

AMN_WM_EN_W.EPS
AMN_WM_EN_W.PNG

**AMNISTÍA
INTERNACIONAL**

AMN_WM_ESP_W.EPS
AMN_WM_ESP_W.PNG

**AMNESTIE
INTERNATIONALE**

AMN_WM_FR_W.EPS
AMN_WM_FR_W.PNG

**منظمة العفو
الدولية**

AMN_WM_AR_W.EPS
AMN_WM_AR_W.PNG



AMN_CANDLE_K.EPS
AMN_CANDLE_B.PNG



AMN_CANDLE_W.EPS
AMN_CANDLE_W.PNG

**AMNESTY
INTERNATIONAL**

AMN_COBR.EPS
AMN_COBR.PNG



AMN_WM
Amnesty International wordmark
AMN_CANDLE
Amnesty International candle

_EN
English
_SP
Spanish
_AR
Arabic
_FR
French

_K
100% Process Black
_B
Mono Black
_W
White with transparent background
COBR
Cobranding Special Logo

.EPS
Editable vector file (Adobe
Illustrator CS2) for publishing use

.PNG
Image file with transparent
background for desktop use in
presentations (PowerPoint) and
desktop printing

CONTACT

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