



BRAND IDENTITY GUIDELINES

HUMAN RIGHTIVISM VISUAL IDENTITY

ADDRESS

Sejdi Kryeziu 32,
Prishtina, 10000
Kosovë

PHONE

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Professional Design Brand
Manual Guidelines

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01

PROJECT BRAND LOGO DESIGN

The logo should always be completed and in an appropriate version, created from digital artwork, check that you have respected the minimum size and clear space requirement.

The Logo Introduction.
The Logo Colors and Sizes.
The Logo element.
Clearspace and Computation.

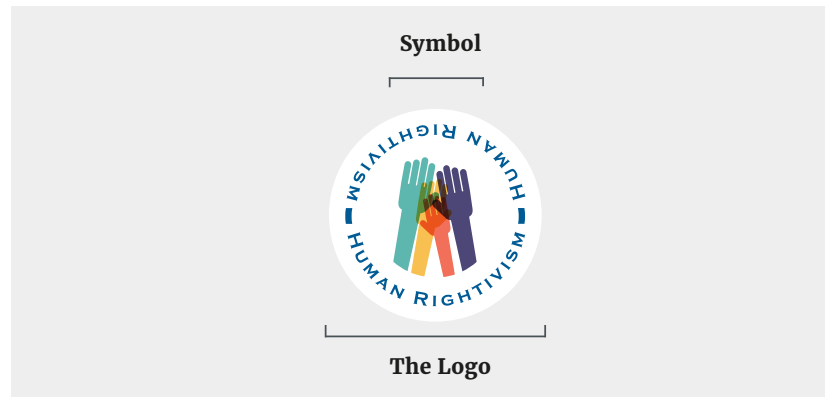


THE LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our project name – they have a fixed relationship that should never be changed in any way.

The Logotype

1) The general Logo



The Logo Symbol

Consists of a powerful hand elements evoking the educational approach of HUMAN RIGHTIVISM .

The Logo

The logo is comprised of the symbol and logotype.



Logo Dark Version



Logo light Version

LOGO CONTRUCTION CLEARSPACE AND COMPUTATION

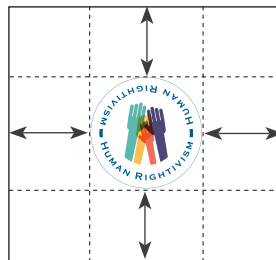
It is important to keep logo marks clear of any other graphic elements.

To regulate this, an exclusion zone has been established around the logo mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.



CLEARSPACE

Logo Symbol

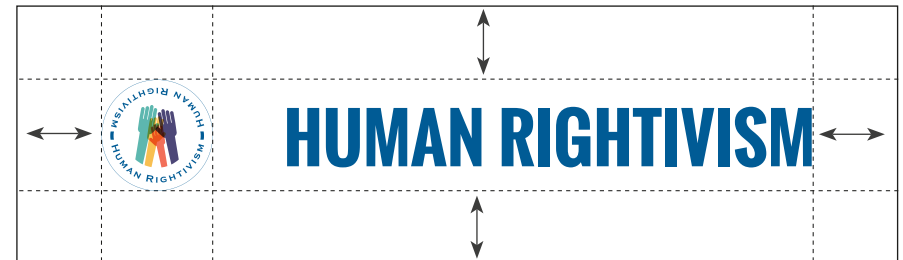


Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact.

No graphic elements of any kind should invade this zone.

CLEARSPACE

Full Logo



THE LOGO
COLORS AND SIZES

LOGO A
Colored Version



LOGO B
Colored Version



LOGO C
Colored Version



LOGO D
Colored Version



Minimun Logo Sizes

Full Logo
Minimum Size: 20mm x 26.4 mm



02

THE TYPOGRAPHY AND TEXT HIERARCHY

Fonts and Typography play an important role on communicating an idea or information from the visual to the observer. The selected choice of typeface is Oswald and Merriweather. Together the fonts support the clean identity and reinforces the personality of the project.

The Project Font and Typography
The Primary Font
The Secondary Font
Font Hierarchy

PRIMARY FONT

Oswald

Primary Typeface

OSWALD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
?!<>(){}[]@#\$\$%&-+=

Font Specification

FONT NAME : OSWALD
STYLE : LIGHT, REGULAR, BOLD
DESIGNER : Vernon Adams

Light
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Regular
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Bold
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

SECONDARY FONT

Merriweather

Secondary Typeface

Merriweather
ABCDEFGHIJKLMN
OTUVWXZ
0123456789
?<>-+()\$%&#@!/={}[]

Font Specification

FONT NAME : Merriweather
STYLE : REGULAR, BOLD, BLACK
DESIGNER : Sorkin Type

Regular
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Bold
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Black
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements.

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Characters

! " \$ % & / () = ? ` ; :
, ' " ¶ © [] | { } ≠ ¿ ‘
« » ∑ € ® † Ω ∞ ∕ ø π • ± ‘

Caption
Text

Human Rightivism Typo
-
Oswald Regular
6 pt Type / 9 pt Leading

Copy Text

Human Rightivism Typo
-
Oswald Regular
8 pt Type / 11 pt Leading

Headlines
Copytext

HUMAN RIGHTIVISM TYPO
-
Oswald Bold - Capital Letters
10pt Type / 10pt Leading

Sublines
Sections

Human Rightivism
-
Merriweather Regular
16pt Type / 16pt Leading

Big
Headlines
and Title

HUMAN
-
Oswald Regular - Capital Letters
34pt Type / 30 pt Leading

Sequencer
and
Title for
Marketing

Human
-
Oswald Bold - Capital Letters
48pt Type / 48 pt Leading

HUMAN RIGHTIVISM

-
Shifting from passivism into activism, from us and them,
into simple unified common group of interests.



03

PROJECT BRAND COLOR SYSTEM

Color plays an important role in the Human Rightivism brand identity guidelines.

The selected colors are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme.

The Color System
The Primary Colors
The Secondary Colors

THE PRIMARY COLORS SYSTEM

Consistent use of these colors will contribute to the cohesive and harmonious look of the project’s brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

Colors are one of the most important things to transfer a brand to the target audience.

Primary Colors System



BLUE

COLOR CODES

CMYK : C 049 M 000 Y 004 K 128

RGB : R 093 G 183 B 175

Web : #5db7af



ROSE

COLOR CODES

CMYK : C 035 M 040 Y 000 K 053

RGB : R 077 G 071 B 119

Web : #4d4777



THE SECONDARY COLORS SYSTEM

The Secondary colors are complementary to the primary colors, but are not the main identifiers for Human Rightivism brand identity. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette at a time.

Secondary colours can also be used on design materials that require differentiation, for example, within charts and graphs, to help communicate content more clearly.

Secondary Colors System



Tones

COLOR CODES

CMYK :
C 000 M 051 Y 060 K 005

RGB : R 242 G 111 B 089
Web : #f26f59



Tones

COLOR CODES

CMYK :
C 000 M 022 Y 065 K 003

RGB : R 248 G 191 B 081
Web : #f8bf51

Gradient System



#f8bf51



#f26f59



#4d4777

#5db7af

04

PROJECT BRAND STATIONERY

Establishing trust is an important part of maintaining the educational approach to the target audience.

The main purpose of the stationery system is to depict the project in a positive and professional manner.

Quality stationery will leave a long lasting impression. It is basically the face of the project identity.

The Project Stationery
The Project Letterhead
The Project BusinessCards
The Project Envelope



THE PROJECT LETTERHEAD

The letterheads will be used for all official contact and communication of Human Rightivism Project. Writing invoices, minuting notices or meeting, tendering legal announcements and departmental statements, providing project-related information for other parties, etc.

Dimensions
210 x 297 mm

Weight
90g/m
Uncoated white

Print
CMYK

Human Rightivism LetterHead

	X	3 X	X
			
3.5 X	Human Rightivism Sejdi Kryeziu 32, Prishtina, 10000 Kosovë	Date / Location 10.20.2020 Prishtina 10000 Kosovë	
		Dear Sir or Madam,	
9 X	Subject Supporting Communities in Kosovo Recipient Sida, implemented by CDF. Sejdi Kryeziu 32, Prishtina, 10000 Kosovë	The human rights structured assistance aims to create and sustain critical mass and educational approach proposed for each of the target audiences of primary interest to "HUMAN RIGHTIVISM" project over the 4 Years period in amount of 5 Mil EUR, funded by Sida, implemented by CDF. This project represents a unique and genuine attempt from the target group citizens to shift from passivism into activism, from us and them, into simple unified common group of interests, from individual prism into group prism. Shifting from passivism into activism, from us and them, into simple unified common group of interests. This project represents a unique and genuine attempt from the target group citizens to shift from passivism into activism, from us and them, into simple unified common group of interests, from individual prism into group prism.	
		 John Smith, Project Manager	
1.5 X	ADDRESS Sejdi Kryeziu 32, Prishtina, 10000 Kosovë	PHONE John Smith, Project Manager Mobile: +383 (0) 38 249 677	ONLINE Email: humanrightivism@kcd.org Website: www.kcdf.org/humanrightivism
X			01

THE PROJECT BUSINESSCARDS

This shows the approved layouts with the primary elements of the stationery system for business cards.

The business cards will be used for all official contact and communication of Human Rightivism.

Dimensions

85 x 55 mm

Weight

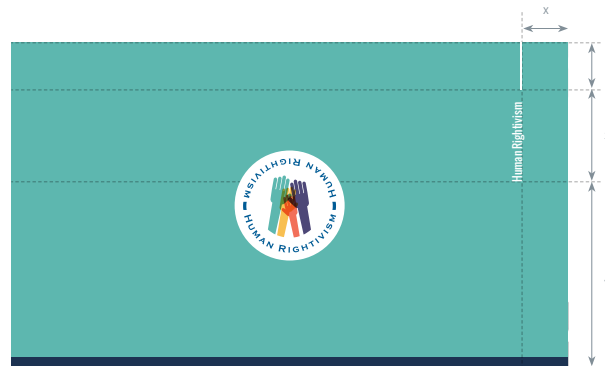
400g/m

Uncoated white

Print

CMYK

Back Side



Front Side



THE COMPANY ENVELOPES

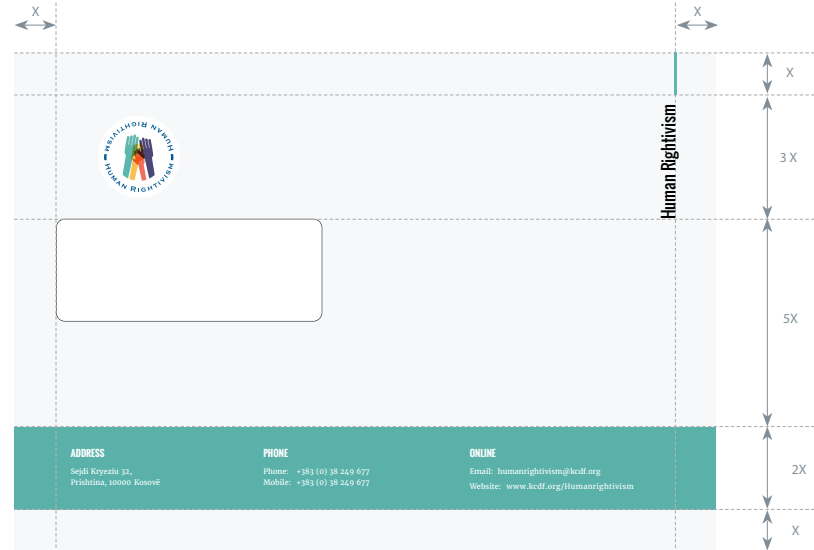
This shows the approved layouts with the primary elements of the Human Rightivism stationery system for the front- and backside of the project envelopes.

Dimensions
210 x 105 mm

Weight
85g/m
Uncoated white

Print
CMYK

Envelope Frontside



Envelope Backside





05

THE PROJECT GRID SYSTEM

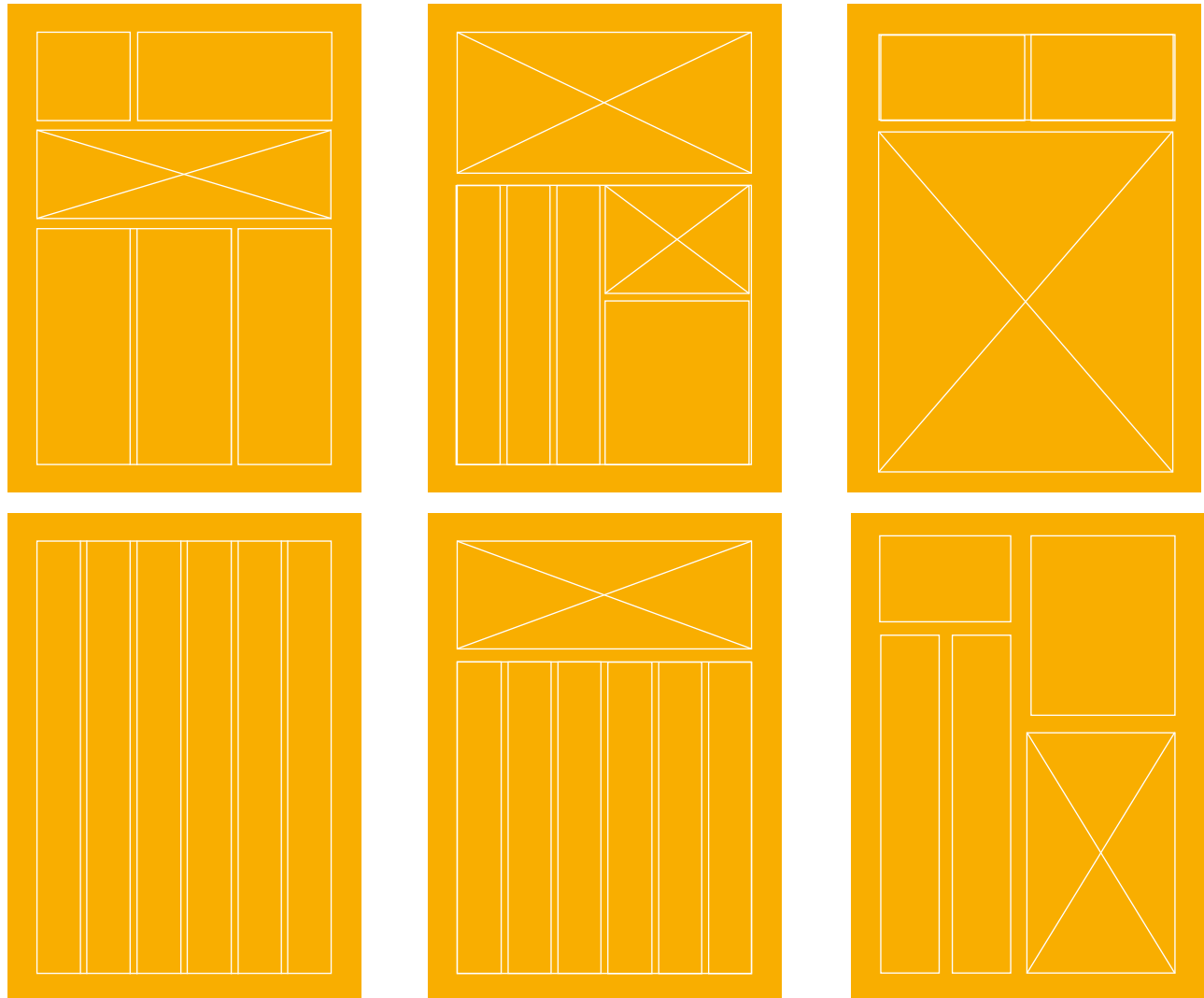
Using a grid system is one way to achieve a level a consistency for organizing layout.

The grid serves as a framework on which a designer can organize and align graphic elements based on sequenced columns and rows in a rational, easy-to-absorb manner.

A4 Vertical Grid System
Screen Design and Development
Wireframe System

A4 VERTICAL GRID SYSTEM EXAMPLE

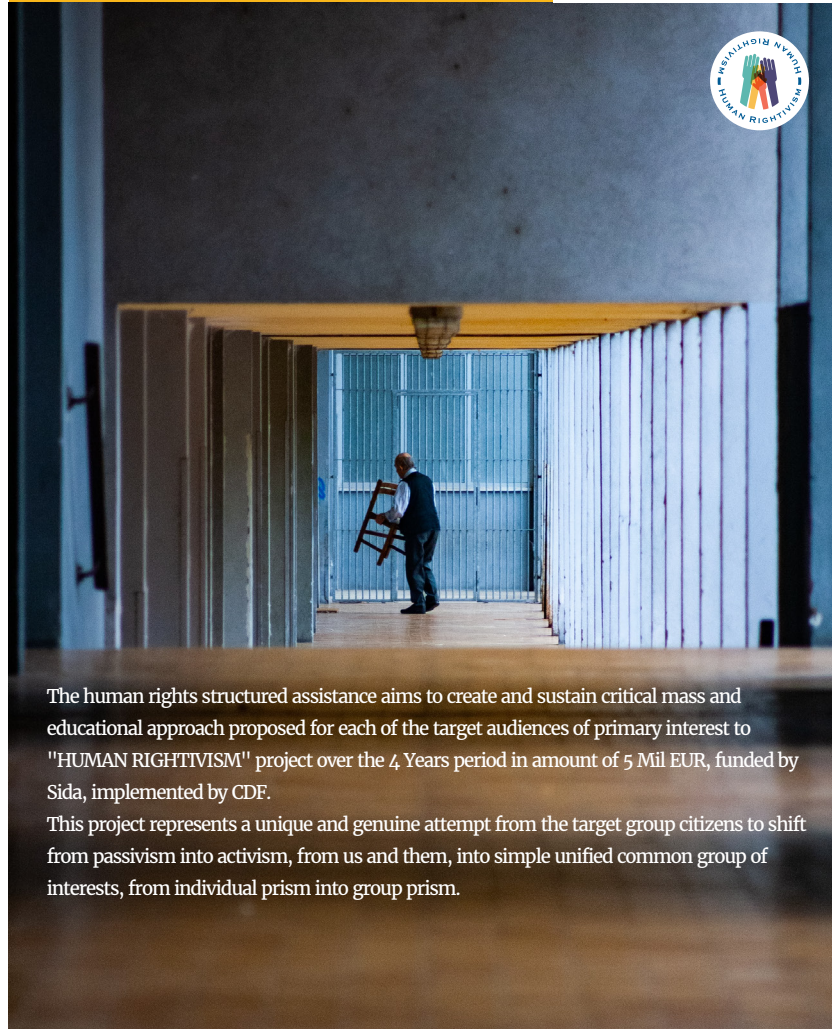
The grid serves as a guideline on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape.



Human Rightivism

Shifting from passivism
into activism, from us
and them, into simple
unified common group
of interests.

www.humanrightivism.com

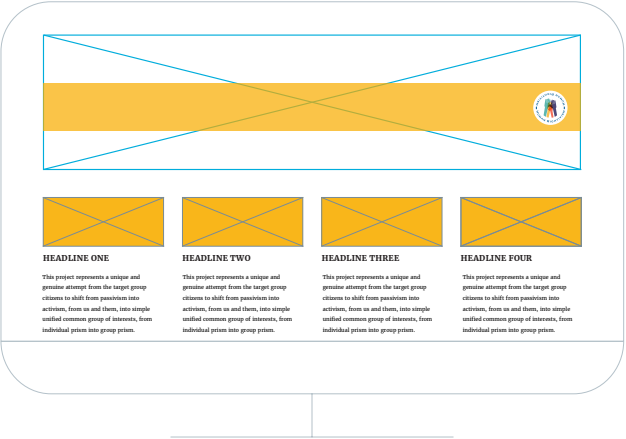


The human rights structured assistance aims to create and sustain critical mass and educational approach proposed for each of the target audiences of primary interest to "HUMAN RIGHTIVISM" project over the 4 Years period in amount of 5 Mil EUR, funded by Sida, implemented by CDE.

This project represents a unique and genuine attempt from the target group citizens to shift from passivism into activism, from us and them, into simple unified common group of interests, from individual prism into group prism.

SCREEN DESIGN & DEVELOPMENT

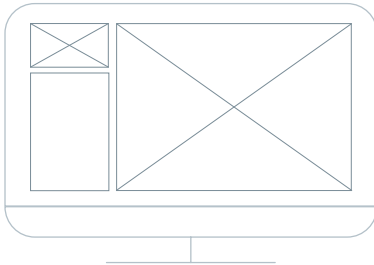
This shows an approved layout with a typography grid for a 16:9 Screen of Human Rightivism. This will be used for Project presentations in Powerpoint or Keynote.



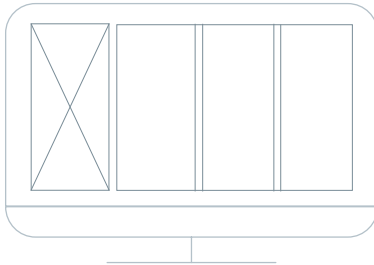
Grid Example 1



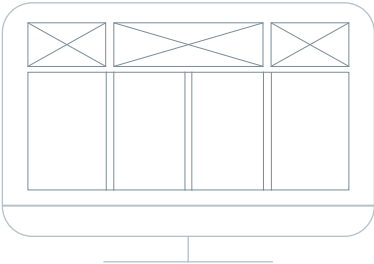
Grid Example 1



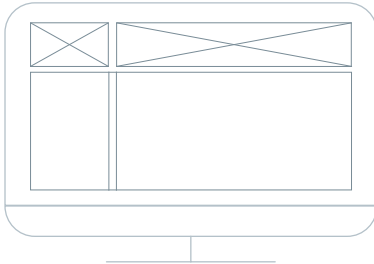
Grid Example 1



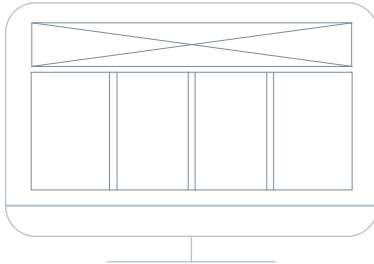
Grid Example 4



Grid Example 5

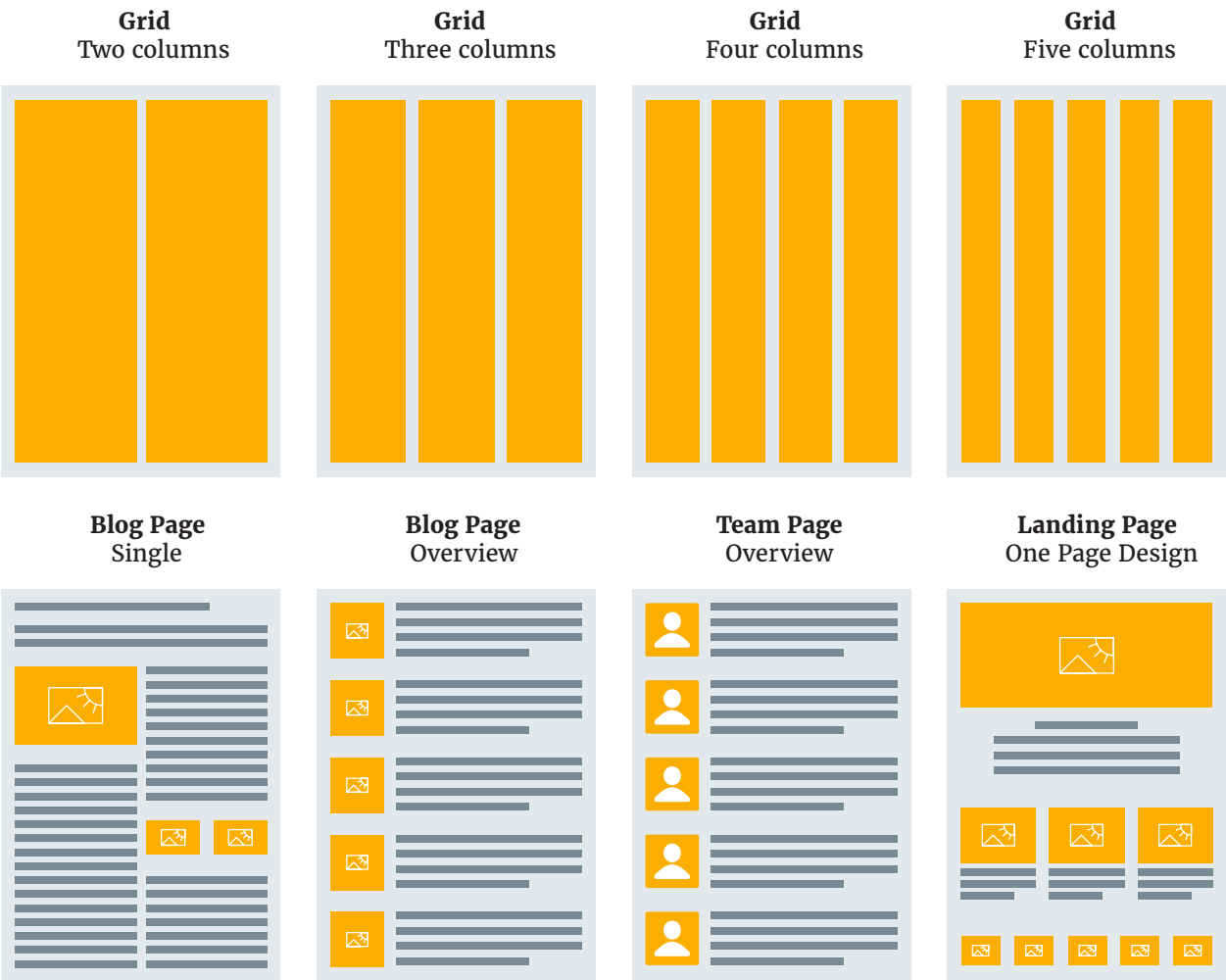


Grid Example 6



WIREFRAME SYSTEM

A website wireframe, also known as a page schematic or screen blueprint, is a visual guide that represents the skeletal framework of a website.

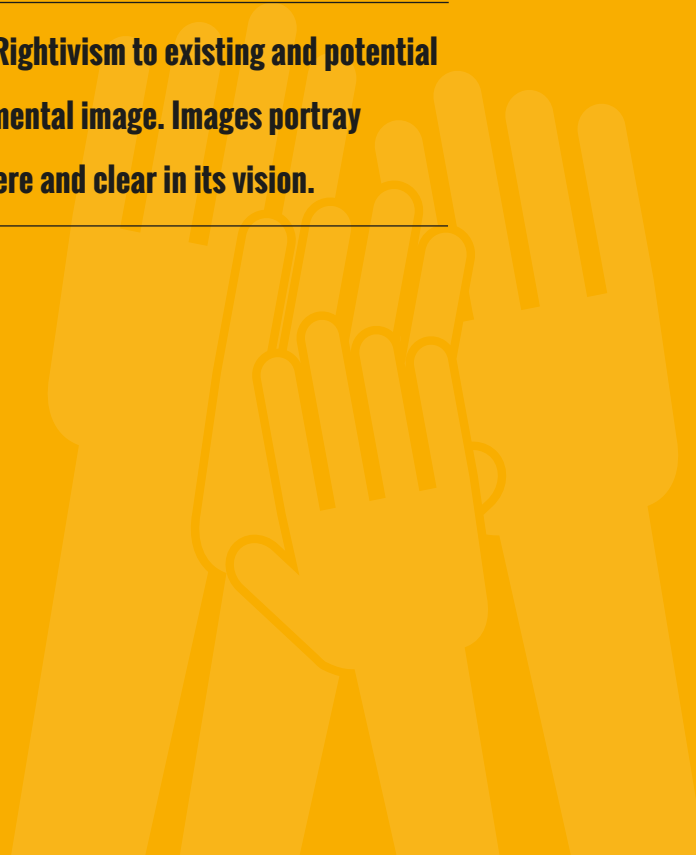


06

IMAGE AND BLENDING MODES

Images are responsible for transferring the values of Human Rightivism to existing and potential target audience. They convey emotional value and not just a mental image. Images portray confidence to the audience as they feel that the brand is sincere and clear in its vision.

Project Color Images
Project Black & White Images
Project Images Blending Modes



HUMAN RIGHTIVISM

COLOR IMAGES



IMAGE SYSTEM EXAMPLES

—

Requirements:

- High quality
- Emotional
- Real people
- Authentic and powerful



HUMAN RIGHTIVISM

BLACK & WHITE IMAGES



EXAMPLES IMAGE SYSTEM

—

Requirements:

- Black and White colours
- High contrast
- Emotional
- Real people
- Authentic and powerful



HUMAN RIGHTIVISM IMAGES BLENDING MODES



EXAMPLES FOR IMAGE BLENDING MODES

How to:

- 1) use it in black and white images colours
- 2) use a placeholder with a blue back
- 3) adjust the layer style to “multiply”



07

PROJECT ICONOGRAPHY

The icon is the modern day symbol for most brands. It's small yet functional. An icon directly represents an idea, concept, operation or action. Icons simplify or summarize an operation through a graphical representation, and relays this to the customer.

Iconography



HUMAN RIGHTIVISM ICONOGRAPHY

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way. The icon itself is a small picture or symbol serving as a quick, “intuitive” representation of a software tool, function or a data file.



EXAMPLES FOR ICONOGRAPHY SYSTEM

How to:

- 1 - only use icon with a background
- 2 - minimum stroke size: 0.5 pt
- 3 - upscale only proportional





SHIFTING FROM PASSIVISM INTO ACTIVISM, FROM US AND THEM, INTO SIMPLE UNIFIED COMMON GROUP OF INTERESTS.



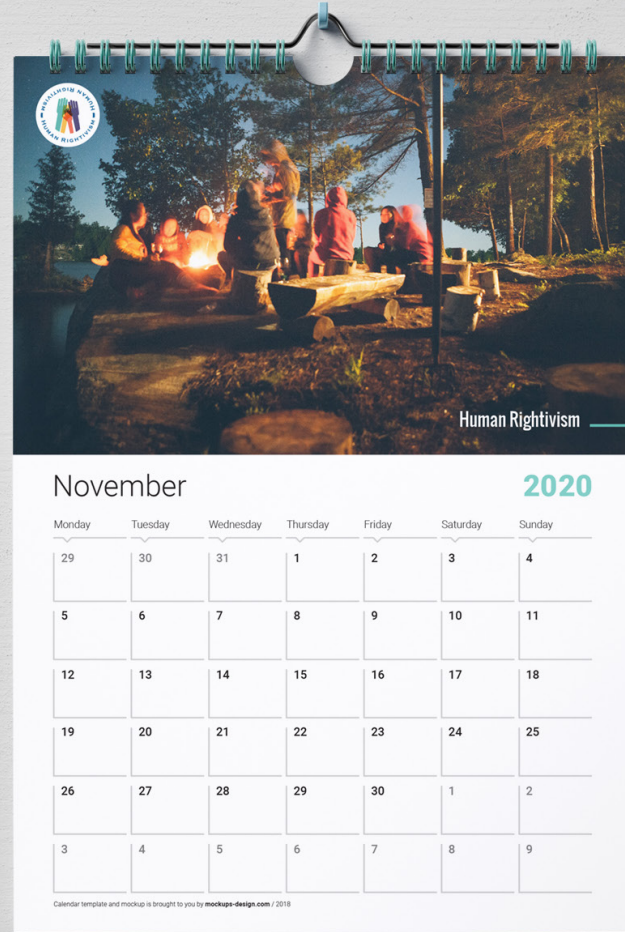






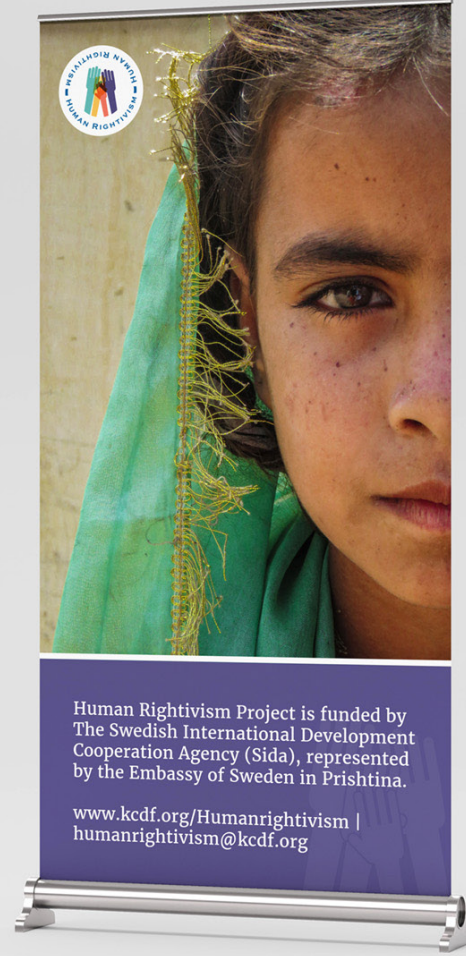






























HUMAN RIGHTIVISM

