

STYLE AND BRAND - QUICK SHEET

FOR AMNESTY INTERNATIONAL AUSTRALIA

This is the correct logo.

- Keep it in these proportions.
- Don't use the wordmark without the candle; don't add more space between the wordmark and candle.
- The yellow box is part of the logo. Don't take away the yellow box. The only exception is when printing in black and white.
- Don't use old versions of the candle eg with wax drips.



Referring to ourselves:

Amnesty International for formal comms

Amnesty for informal comms

Amnesty International Australia if we have to differentiate from global movement eg governance updates

NEVER USE AI; AIA; Amnesty Australia

Capitals *proper nouns only*

Learn about the refugee rights campaign, talk to the group convener, action group, stand up for human rights

Indigenous people / Peoples

Australian Government

... the government proposed

... the declaration prevents ...

Dates

Monday 3 January 2012

Anything else is incorrect: January 3; Monday 3rd January; 3/1/12

People's names *use full name*

Penny Wong, Minister Penny Wong

Ms Wong; Wong

Numbers *Spell out one to nine. Use numerals for money, percentages, measurements and millions.*

There were eight donkeys and 53 zebras.

US\$6, 3 per cent, 25km, 5 million, 300,000

10.00am or 10am

There were 8 donkeys and fifty-three zebras.

Abbreviations *limit punctuation*

etc eg ie PS. and

etc. e.g. i.e. &

Commas *No comma before the last item in a list*

Portugal, Spain and France

Dashes *En dash for sentences and for 'to', hyphen for words.*

The film was very moving – a real eye opener.

The film was very moving - a real eye opener.

It was an eye-opening film.

1964–1967

Other punctuation

- one space after a full stop
- don't use & unless it's in a registered trading name
- Use double quotation marks for direct quotes and single quotation marks for coined phrases eg 'war on terror'

Images

Use passionate, strong, hopeful images.

Avoid images portraying people as degraded, passive, or victims.

Colours

PROCESS YELLOW

C:0 M:0 Y:100 K:0

#FFFF00 R:255 G:255 B:0



COOL GREY 3

C:7 M:4 Y:6 K:14

#C5C5C5 R:197 G:197 B:197



COOL GREY 8

C:20 M:11 Y:12 K:30

#939598 R:147 G:149 B:152



COOL GREY 11

C:30 M:17 Y:8 K:51

#7A7D81 R:122 G:125 B:129



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Please read Amnesty International Australia's full style guide for more. Questions? publications@amnesty.org.au