

Amnesty International UK

# THE PEOPLE'S CHAMPION

**Visual Identity Guidelines**

**AMNESTY  
INTERNATIONAL**





# UNDERSTANDING THESE GUIDELINES

The purpose of these visual identity guidelines is to ensure all use of design—whether that’s online, in print, advertising / OOH, video or commissioned illustration—reinforces Amnesty International UK’s brand.

Brand is what we want to be known for by our audiences. **Amnesty International UK is the People’s Champion.**

Our visual identity has an important role to play in bringing our brand to life. Creative design will help us stand out and demand attention, while consistent

use of our logo, colours, fonts and other assets will build recognition and trust.

This work, alongside the People’s Champion brand platform, has been carefully developed in the context of our 2022-2030 organisational strategy and is designed to help us achieve the goals at the heart of that.

It has been informed by and complements our Principles for Inclusive, Equitable and Anti-racist Communications, which are (in brief):

- 1 We are actively anti-racist and anti- oppressive
- 2 We centre and collaborate with people from minoritised communities
- 3 We put accessibility first
- 4 We avoid umbrella terms and recognise the Global Majority
- 5 We are never saviours



# UNDERSTANDING THESE GUIDELINES

These visual identity guidelines should also be read alongside the following materials:

**The People's Champion Brand playbook**

**Guidelines to editorial style**

**Using photographs: a quick policy guide**



# DESIGN PRINCIPLES

**Amnesty International UK's brand personality is a fearless champion for all people, everywhere.** AIUK's visual identity can help to bring this to life across all communications, as part of the People's Champion platform:

- 1 Take a people-first approach:** AIUK's approach to design should centre real people and their experiences, championing their rights and the action needed to secure them.
- 2 Speak truth to power:** AIUK's visual language should be clear, bold and brave, especially when confronting human rights abusers or lending its voice to those currently unable to speak up.
- 3 Build confidence that a better future is possible:** celebrating progress and encouraging others to play their part by making human rights issues feel real, tangible and urgent.



# 1. LOGO

**Amnesty International’s logo—comprised of wordmark, the Amnesty Candle and box—is iconic and instantly recognisable.** It should be made visible in every piece of AIUK communication.

The logo reinforces AIUK’s brand positioning—we spotlight human rights abuses. It also reinforces decades of trust and recognition among target audiences. It is too important to be treated as an afterthought and should be placed consistently and prominently in all creative.



*“Better to light a candle than curse the darkness.”*



# 1.1 OUR FULL LOGO

Our full logo—wordmark, Amnesty Candle and box—should be used for maximum brand recognition when an output might be seen separately from an AIUK-branded communications channel: a report cover, or an event banner.

Our logo is the foundational building block of our visual identity, incorporating colour, font and icon. It can be placed top left, to frame content, or bottom right, as a full stop.

It should be used in black, white or yellow only, but Black on Yellow is our preferred logo and should be used wherever possible.





# 1.1 OUR FULL LOGO

The box around the logo is a crucial design element, locking elements together. These should never be redrawn or recoloured.

The box should be placed on a sufficiently contrasting background colour.







# 1.1 OUR FULL LOGO

The flame from our candle icon is used for consistent spacing of the logo in relation to other design elements.



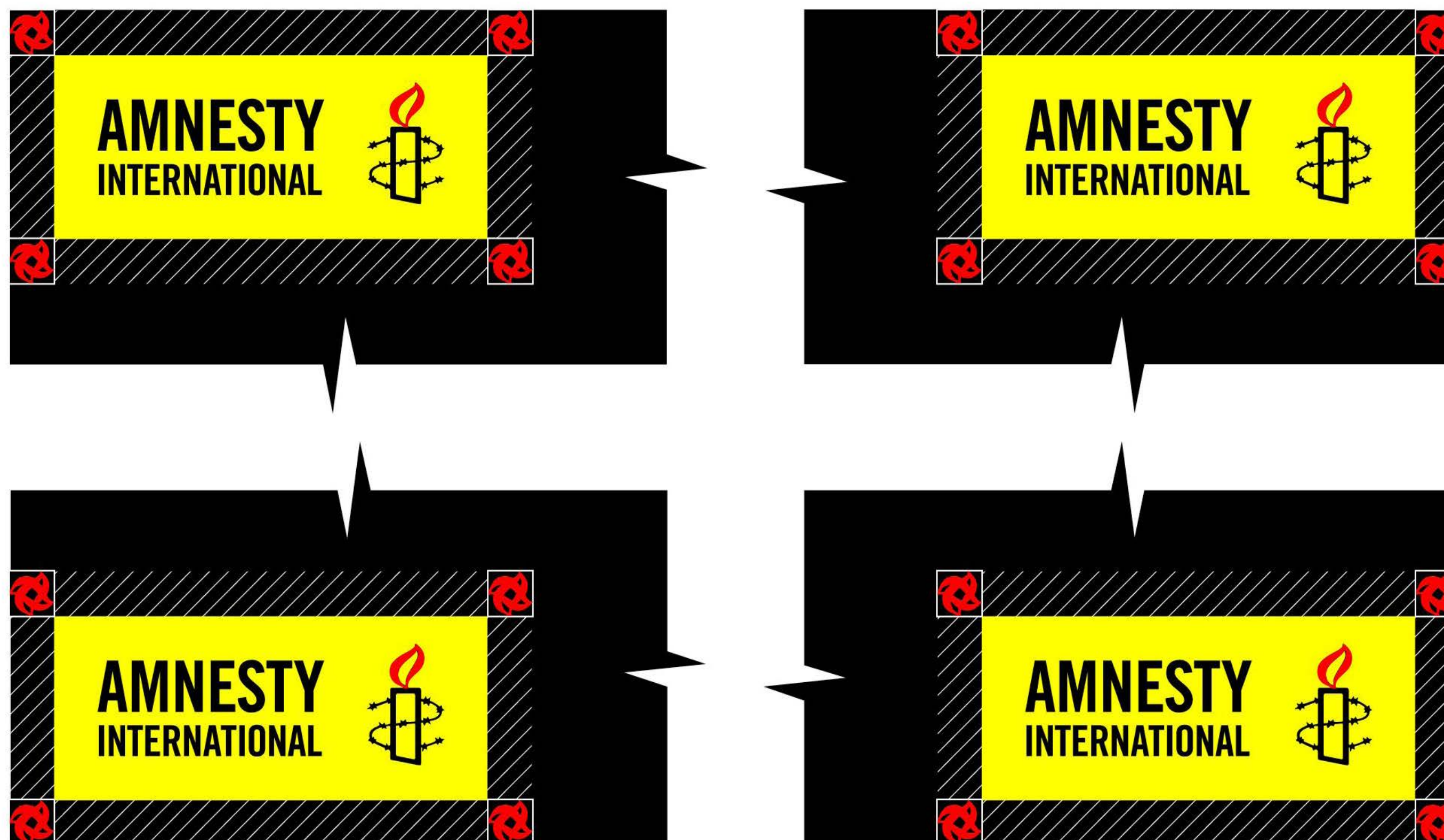




# 1.1 OUR FULL LOGO

The logo should act as a signature and not compete in size with any message on the same page. The logo should always be less than half the size of the main message in the content but always stay legible.

The minimum gap between the logo and design edges must be at least the candle flame's size.





# 1.1 OUR FULL LOGO

The Amnesty wordmark should be positioned in the bottom-right hand corner of print materials, with any co-branding placed to its left and with clear space between each logo. The minimum height for print is 10mm.





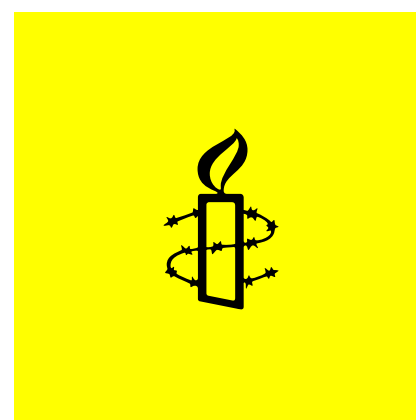
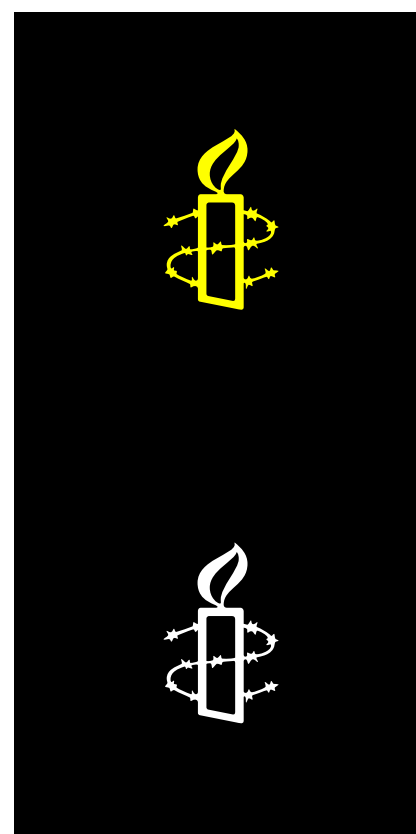


## 1.2 OUR CANDLE ICON

The Amnesty Candle stands as a beacon of hope and trust. It can be used separately from and as an alternative to the full logo, particularly when size or placement affects readability of our wordmark.

In most content, it should preferably be placed top left to immediately frame content for audiences.

Note: when the logo is presented to audiences as a bug on content (eg. in a social media app), it may be unnecessary to duplicate as an overlay. For videos, consider how the logo can be incorporated in footage—eg. on physical banners shown.





## 2. COLOUR

Amnesty International UK acts as a fearless champion for all people, everywhere. It spotlights human rights abuses and mobilises action to end them.

**Amnesty International's core brand colours, primarily yellow, black and white, acts as a visual frame for this work and mission.** It cuts through a crowded information landscape and demands immediate attention.

This is a brand that you can trust to fight for your interests. It is also a brand that human rights abusers should know, respect and fear.



# 2.1 CORE PALETTE

AIUK’s design choices should be orientated around Amnesty International’s primary colour palette—black, yellow and white.

These are well used and instantly recognisable. They can be used to anchor a range of different content types and creative approaches as AIUK.

AAA Accessibility represents the highest level of compliance with the Web Content Accessibility Guidelines (WCAG). With the exception of white and yellow, each combination of our core colours meets this standard.

## CORE PALETTE

<b>CMYK</b> C:0 M:0 Y:100 K:0 <b>RGB</b> R:255 G:255 B:0 <b>HEX</b> #FFFF00
<b>CMYK</b> C:0 M:0 Y:0 K:100 <b>RGB</b> R:0 G:0 B:0 <b>HEX</b> #000000
<b>CMYK</b> C:0 M:0 Y:0 K:0 <b>RGB</b> R:255 G:255 B:255 <b>HEX</b> #FFFFFF

## ACCESSIBILITY

COMBINATION	AA LARGE	AAA LARGE	AA NORMAL	AAA NORMAL
WHITE ON BLACK	✓	✓	✓	✓
YELLOW ON BLACK	✓	✓	✓	✓
BLACK ON YELLOW	✓	✓	✓	✓
BLACK ON WHITE	✓	✓	✓	✓
YELLOW ON WHITE	✗	✗	✗	✗
WHITE ON YELLOW	✗	✗	✗	✗

✓ Approved combinations

✗ Inaccessible, do not use





## 2.1 CORE PALETTE

### Additional colours

For shades of grey, we recommend using any neutral greys where  $R=B=G$  in RGB. For a neutral grey tone in CMYK, set cyan, magenta, and yellow to zero, adjusting only the black channel as needed.

### SHADES OF GREY





## 3. TYPOGRAPHY

Amnesty International UK speaks fearlessly to power, alongside and on behalf of its movement. **Considered use of typography acts as a vehicle for Amnesty's brand voice**, adding extra emphasis or nuance to the words we choose. It allows us to strike different tones in our visual communication, reflecting the full People's Champion personality.



# 3.1 TYPOGRAPHY

We have a range of typefaces for different purposes. Our corporate typeface family **Amnesty Trade Gothic** is available to download for anyone working for Amnesty International.

AIUK also uses secondary typefaces Sabon Roman and Arial.

## Primary Typefaces

Amnesty Trade Gothic Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

- Used for main headings (in uppercase)
- Try to use no more than six words per heading

Amnesty Trade Gothic Bold NO.2

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

- Used for secondary headings
- Used for highlighting body copy

Amnesty Trade Gothic Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

- Used for body copy

## Secondary Typefaces

Sabon Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

- Used for main headings (in uppercase)
- Try to use no more than six words per heading

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

- Used for secondary headings
- Used for highlighting body copy



## 3.2 HOW TO USE THEM

Using our typography consistently and thoughtfully helps to communicate with our audiences and do justice to our messages.

Headlines are striking, but can quickly overwhelm audiences when overused. Aim for a balance with each element.

Headlines can be combined with a highlight effect for emphasis, or to improve readability when text is placed on top of photography or video.

You should typically use text in combination with our primary colour palette for maximum accessibility (see section 2).

### 1. Illustrative headline

Set in all caps Amnesty Trade Gothic Condensed No. 20 Bold. The font point size equals the leading.

### 2. Illustrative subtitle

Set in Amnesty Trade Gothic Condensed. The font point size equals the leading.

### 3. Body text

Set in Amnesty Trade Gothic Roman with key points highlighted in bold. Auto leading should be selected.

**For full typography guidance, including size and spacing, please refer to Amnesty International's brand guidelines.**

- 1 — **ALL CAPS IN 1, 2 or 3 LINES UNDER 70 CHARACTERS**
- 2 — 10 to 30 words which should make someone want to read more.

- 3 — Narrative text should be typeset in lowercase Amnesty Trade Gothic Light or Roman **with key points highlighted in Bold.**

Nunc aliquam, dolor eu pulvinar lobortis, nisi dolor volutpat risus, eu pretium tortor augue eget urna. Morbi mauris orci. Sed blandit sed justo sed consectetur. Cras non justo fringilla.



## 4. PHOTOGRAPHY AND VIDEO

Amnesty International UK's visual identity should put emphasis on empowering, people-focused photography and video footage.

It can be combined with core brand assets—logo, colours and typography—to frame content and build brand recognition, while allowing people to tell their stories for themselves.

Prominent use of bold, empowering photography is the best way of communicating the strength of AIUK's movement. This speaks to the essence of AIUK's People's Champion brand platform.





# 4.1 EXAMPLES

This updated visual identity guidance should be used alongside existing photography guidelines and AIUK's inclusive communications principles.

Once suitable photography have been selected, this visual identity guidance can help the team combine their choices with other brand elements clearly and consistently.

Using core colour palette and standardised typography brings Amnesty's tone of voice to the fore, even while keeping an emphasis on real imagery.







## 5. ICONS AND ILLUSTRATIONS

Generic, vector or cartoon-like graphics undermine brand distinctiveness and do not align with the People's Champion platform, which aims to make human rights feel real and urgent.

Icons and illustrations should only be used if they add value to content—for example, partnering with a well-known creative, designing a campaign motif, or capturing an idea or issue that is difficult to represent through photography. This should be facilitated and signed off by the brand team.

This guidance shows how existing brand elements can be better used to

communicate as a People's Champion, without introducing icon elements.

Amnesty International has a proud tradition of creative, impactful illustrations in its campaigns. We have included guidance to help shape future commissions (see section 6).

Amnesty International guidance also provides example icons for campaigns, and cut out elements based on the candle, that can be used in your design work where appropriate.







# 5.1 ALTERNATIVES TO ICONS AND GRAPHICS

Use bold text, colour combinations and emphasis on real photography instead of faceless cartoons.

Strength and recognition of core AIUK assets—colours and fonts—mean these can be used to frame content, rather than creating new icon-driven approaches.

X



✓



✓



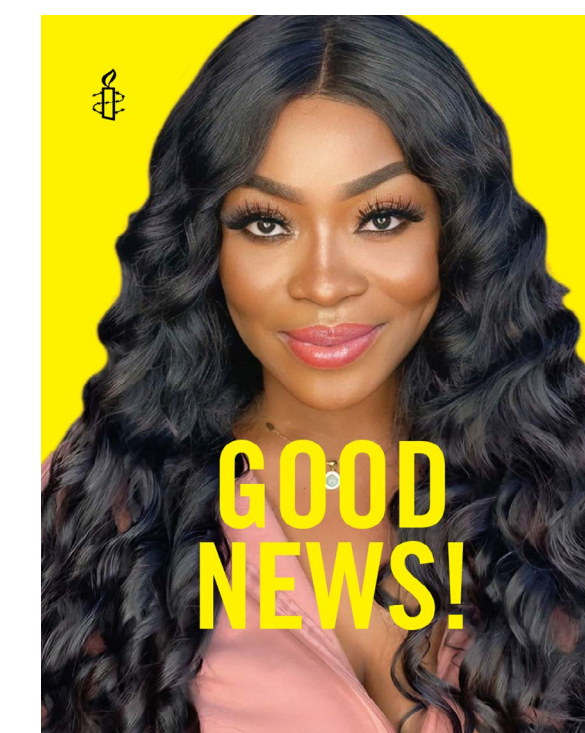
✓



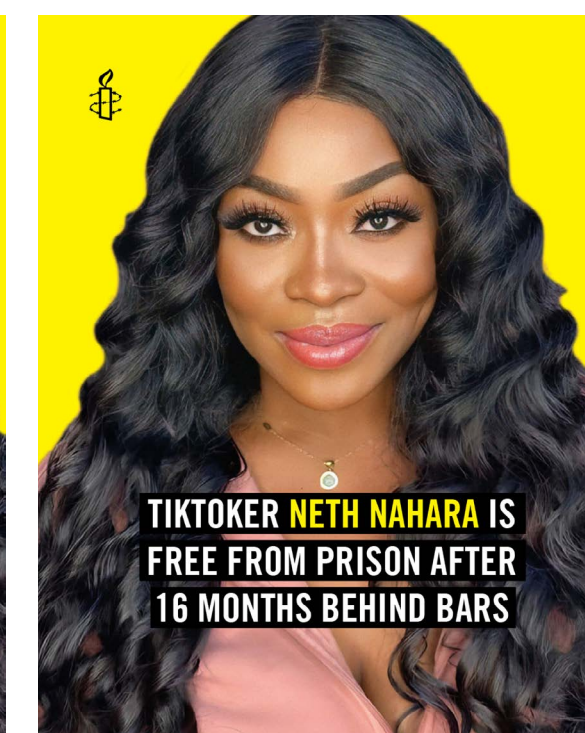
X



✓



✓







# VISUAL IDENTITY ON A PAGE

- 1. **Take a people-first approach:** AIUK’s approach to design should centre real people and their experiences, championing their rights and the action needed to secure them.
- 2. **Speak truth to power:** AIUK’s visual language should be clear, bold and brave, especially when confronting human rights abusers or lending its voice to those currently unable to speak up.
- 3. **Build confidence that a better future is possible:** celebrating progress and encouraging others to play their part by making human rights issues feel real, tangible and urgent.

## LOGO

- Use the full wordmark and candle symbol for maximum brand recognition, especially when output might be seen independently (e.g., report covers, banners).
- The wordmark should be black, white, or yellow only and placed on a contrasting background.
- Use the candle icon alone if the wordmark is under 15mm or hard to view.
- Icon colour options: White, yellow, or black candle on contrasting background. Choose the option that views most clearly.
- Placement: Preferably top left for the icon; top left or bottom right for wordmark. If a social media platform or app already overlays the logo, then content may not need a burned in icon or wordmark.

## COLOUR

- Primary Palette: Yellow, black, and white. These are instantly recognizable and convey AIUK's mission.
- Use these colours to anchor designs and ensure high accessibility for text (check the colour accessibility ratings).
- Amnesty International guidelines provide a secondary grey shade.

## TYPOGRAPHY

- Use AIUK’s designated typefaces, balancing use of headlines and body copy for a balanced tone of voice.
- Colour Combinations: Use primary colours for backgrounds, text colours, and highlights
- Highlights: Use for headlines (max 3 lines) to improve emphasis or accessibility.

## PHOTOGRAPHY & VIDEO

- Focus on empowering, people-focused imagery that tells real stories.
- Combine imagery with core brand assets (logo, colours, typography) to build recognition.
- Adhere to existing photography guidelines and inclusive communications principles.
- Aim for bold, empowering photography that communicates the strength of AIUK's movement.

## ICONS & ILLUSTRATIONS

- Use Amnesty International’s history of iconic, creative design and illustration as a reference point—bold colours to pair well with the core palette; thick hand-drawn outlines to echo the candle; intelligent and provocative ways of visualising human rights issues and AIUK’s role as People’s Champion
- Avoid generic, vector, or cartoon-like graphics. They undermine brand distinctiveness.
- Do not add new elements to AIUK’s visual identity—shapes, icons or graphics—when an existing element could be used instead.