Human Rights Law Centre.

The Human Rights Law Centre identity is a visible and valuable brand asset and should serve a foundation for all visual communication. It's the face of the brand and the main consumer touch point. Therefore, it's important that the logo is always applied consistently.

Human
Rights
Law
Centre.

The Human Right Law Centre logo is comprised of two elements; the name and the Action. The logo embraces the succinct nature of the organisation's name, Human Right Law Centre. The words literally communicate – "this is who we are and this is what we do!" By doing this we are making our intentions very clear.

The action employs common devices – the underline and full stop – to emphasise each word in the name. These becomes devices throughout the brand.

Together they make up the logo, and would appreciate it if you could follow these guides to ensure it always looks its best.

The Name

The Action

Human
Rights
Law
Centre

The typography and underlines have very specific placement relationships within the logo. The alignments create a solid lockup and allow for other graphic elements to align with them. Knowing these spacial relationships is critical for maintaining consistency across the brand.

A. Even horizontal distribution creates a 3x5 lockup ratio.

B. The underline stops with end of the name, right aligned to the edge of the 'e'. The full stop is right aligned to the edge of the logo.


A. Horizontal spacing 3x5 ratio

B. Vertical alignment

To maintain the clarity, integrity and legibility of the Human Rights Law Centre logo, the following clear space and minimum size guidelines must be followed.

When you're using the logo with other graphic elements, make sure you give it some room to breathe. Where possible, maintain more clear space around the identity than the minimum size specified. This space should be no less than the height between the underlines (x).

x

x

Human
Rights
Law
Centre.

Human
Rights
Law
Centre.

x
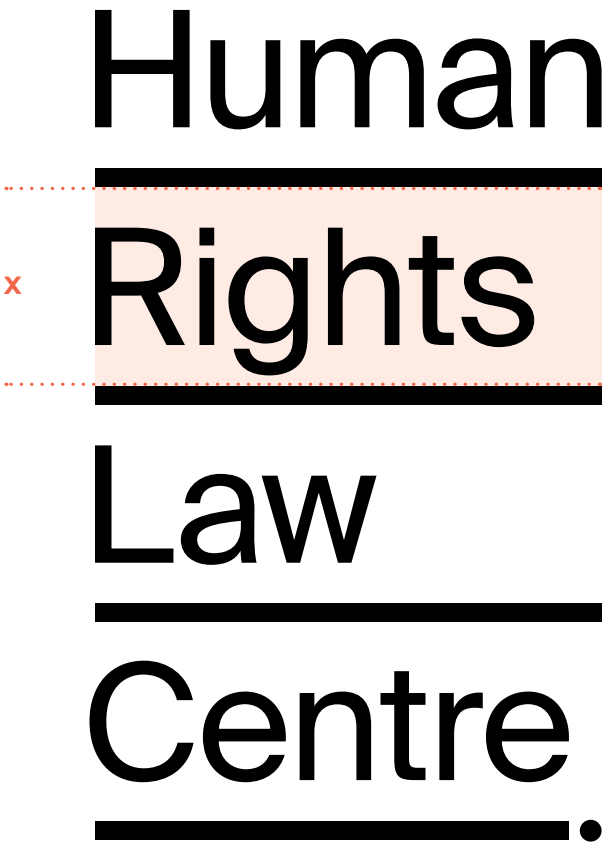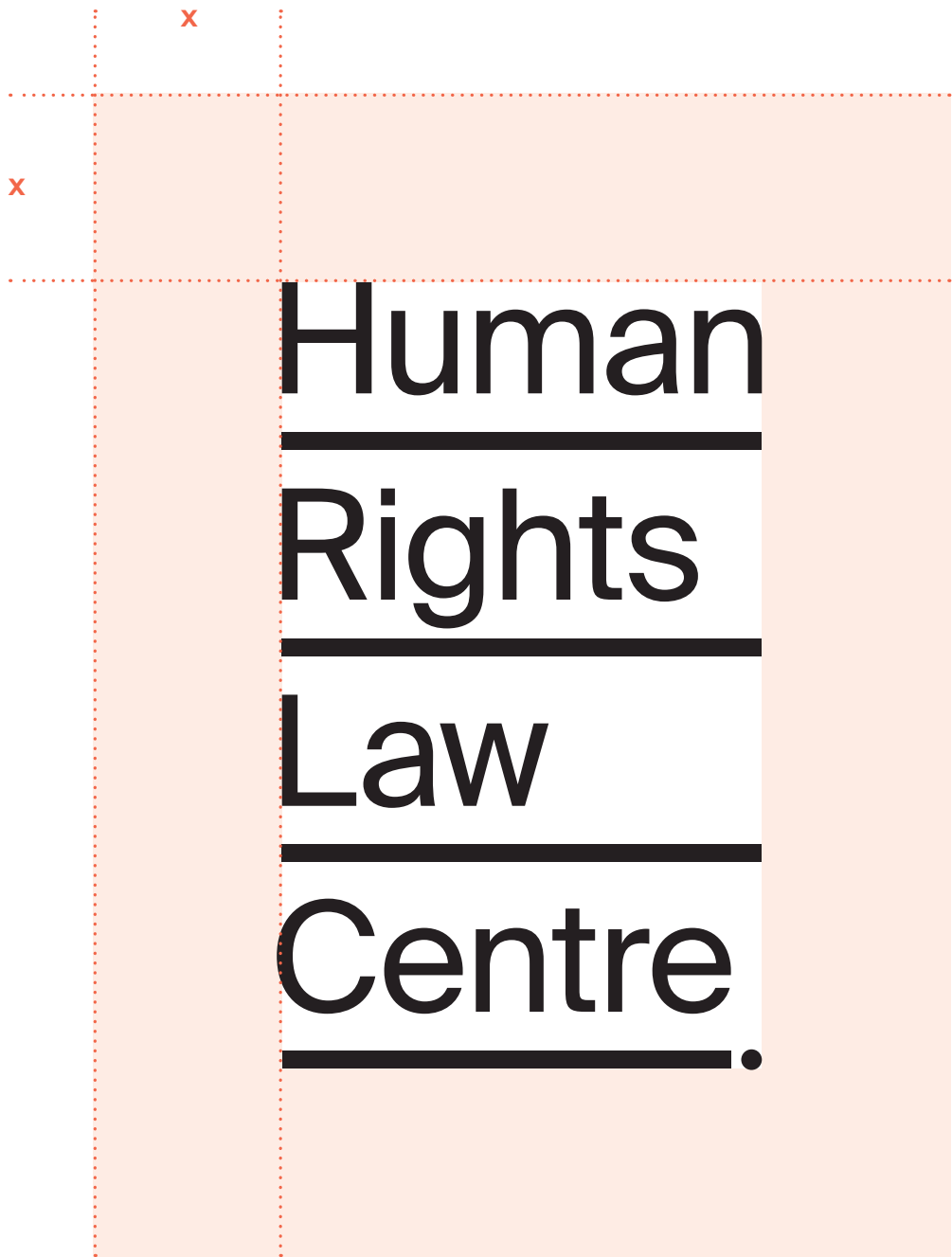
Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

Print: To ensure legibility and impact, the Logo should never be reproduced smaller than 20mm in any print communication.

Digital: To ensure legibility and impact, the Logo should never be reproduced smaller than 80px in any digital communication.

20mm

Human
Rights
Law
Centre

80px

Human
Rights
Law
Centre
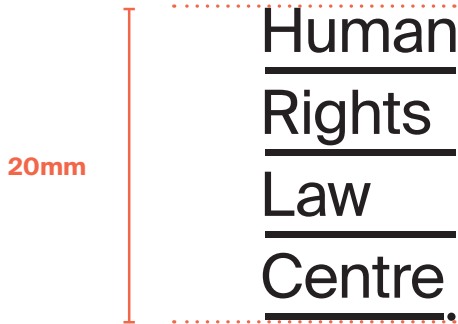
Print
Logo minimum size:
20mm

Digital
Logo minimum size:
80px

The Logo
Misuse

It is important that the appearance of the Logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way.

Its orientation, colour and composition should remain as indicated in this document — there are no exceptions. To illustrate this point, some of the more likely mistakes are shown on this page.

Do not retype the logo

Do not remove the action

Do not recreate the action

Do not remove the full stop

Do not centre the logo

Do not use more than 1x colour

Do not rotate the logo

Do not stretch the logo

Logo
Position

Regardless of communication size or dimension, the logo can only ever be placed in two locations. This keeps logo placement simple and consistent, while allowing enough flexibility to accommodate content.

The placement options are always on the left:

1. Top left corner
2. Bottom left corner

Human Rights Law Centre   Brand Guidelines   Version 2, May 2021
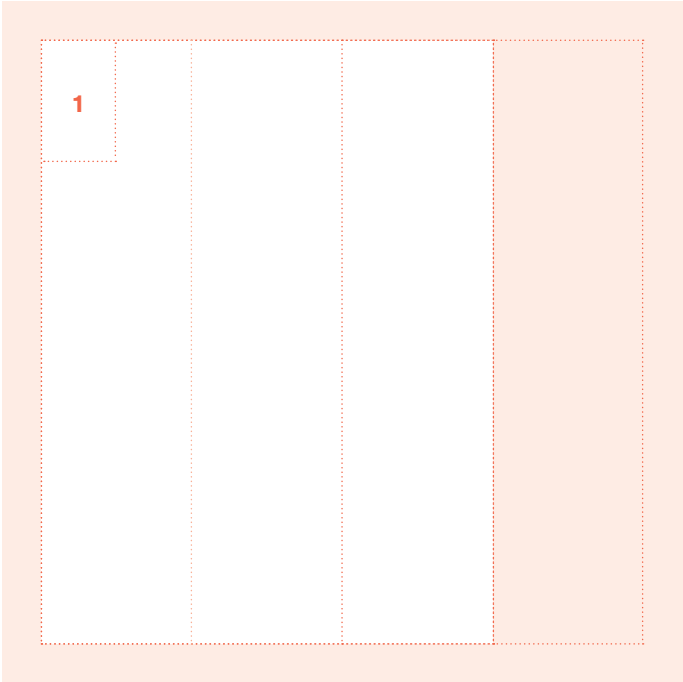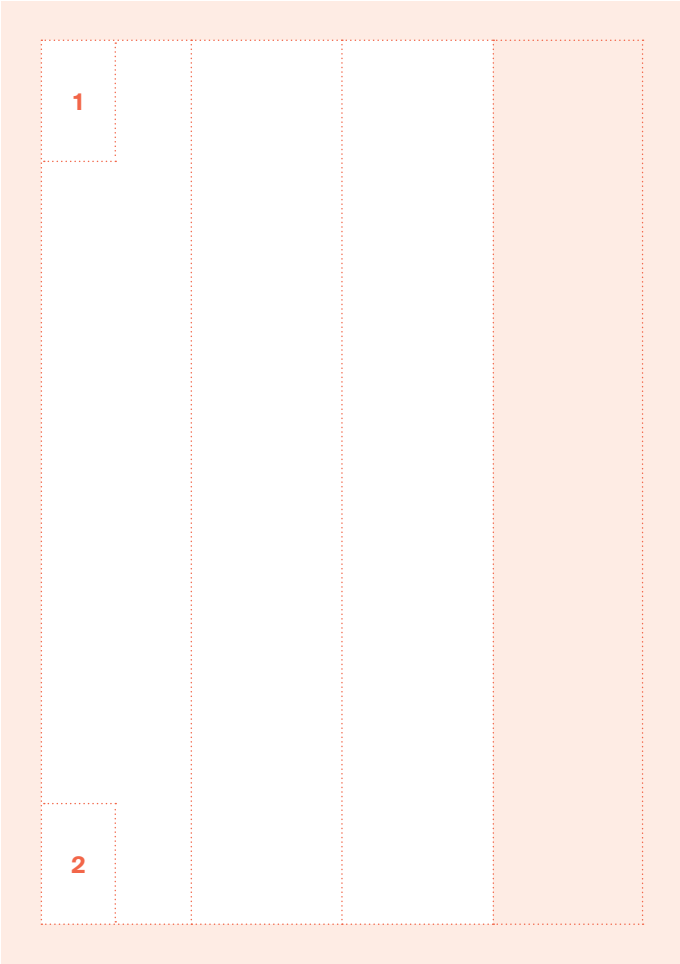
Logo
Position

Regardless of communication size or dimension, the logo can only ever be placed in two locations. This keeps logo placement simple and consistent, while allowing enough flexibility to accommodate content.

The placement options are always on the left:

– Top left corner
  OR
– Bottom left corner

Human
Rights
Law
Centre.

Human
Rights
Law
Centre.

Human
Rights
Law
Centre.

Colour

Black and white is the core of our brand communications, however we employ a broad colour palette, teamed with a dynamic and vibrant visual language.

To ensure that the logo integrates with this, it is permissible in brand communications for the logo to take on any colour from the brand colour palette.

Please use your best judgment when deploying this technique, and ensure the logo has suitable contrast and legibility.

Primary

Secondary

Human Rights Law Centre

Brand Guidelines

Version 2, May 2021
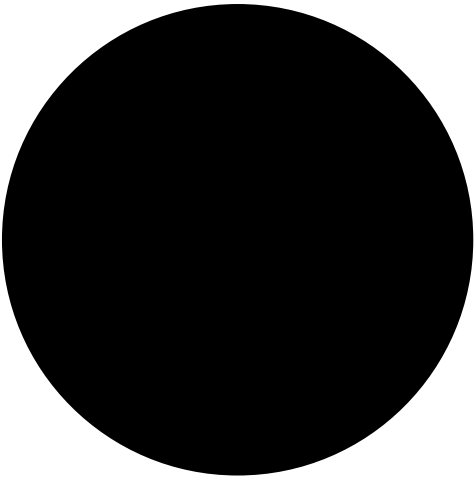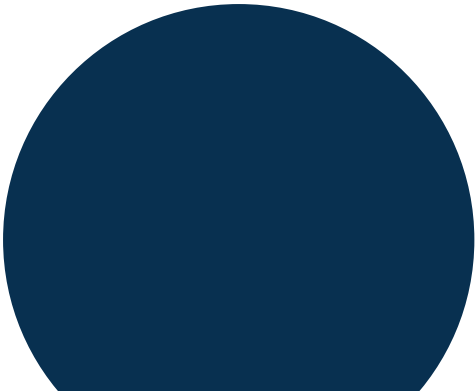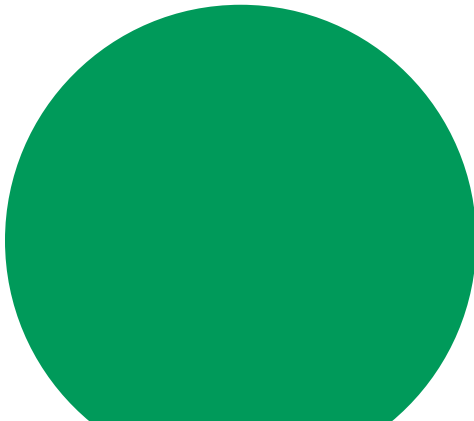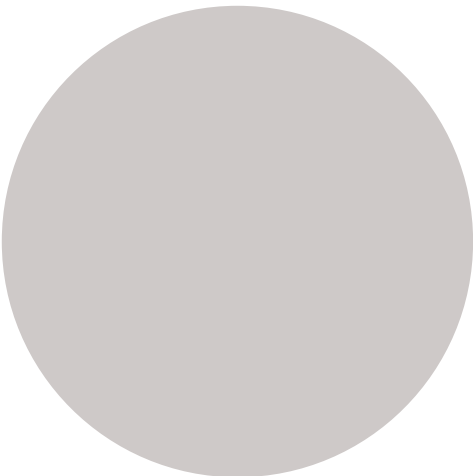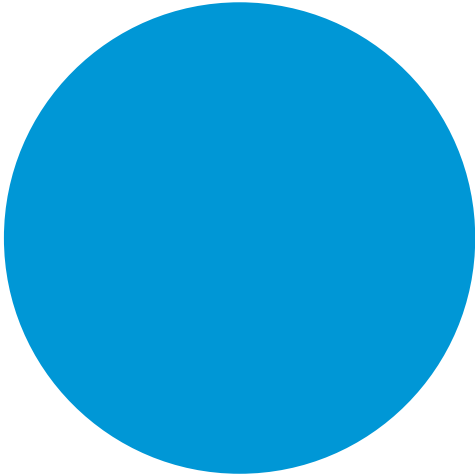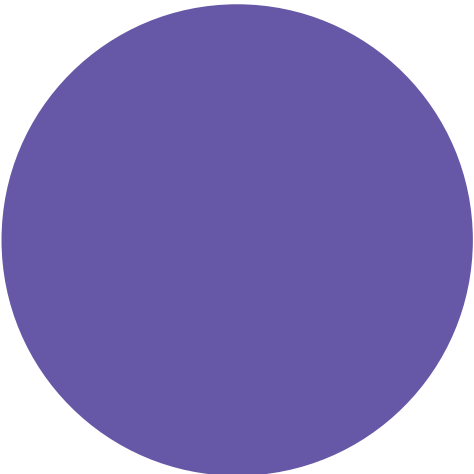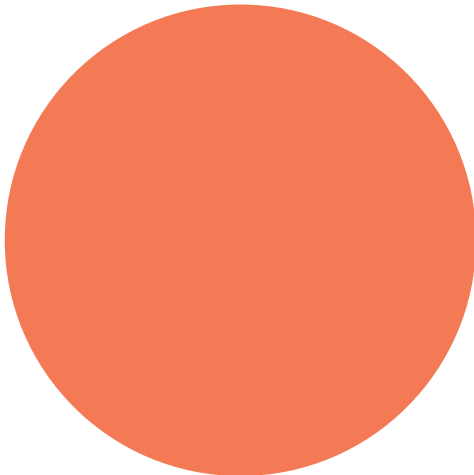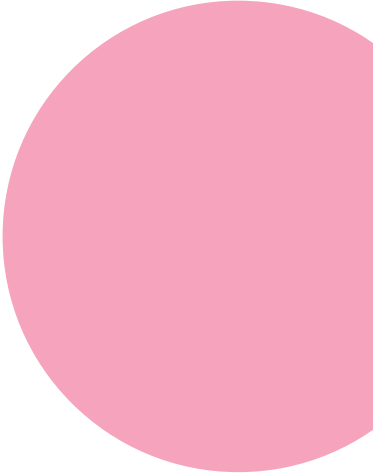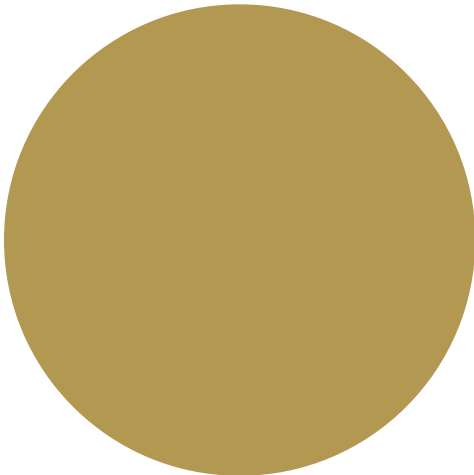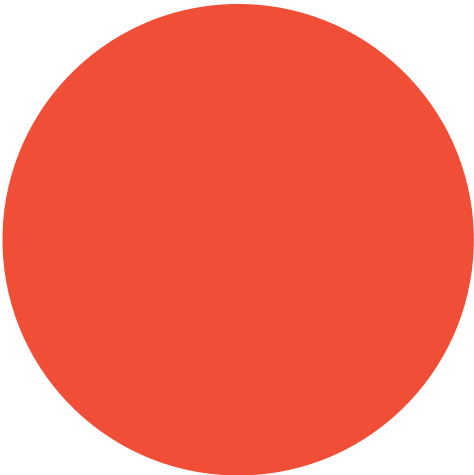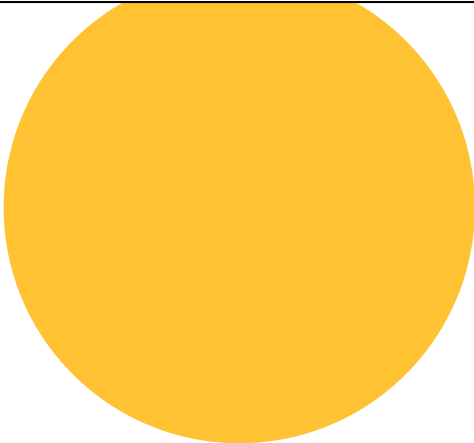
Colour
Details

The following colour wheel demonstrates the balance of colour used in general marketing pieces. The Human Rights Law Centre palette is fluid and colours can be chosen to compliment the application and conversation.

Tonal variations of the core colours is also an option.
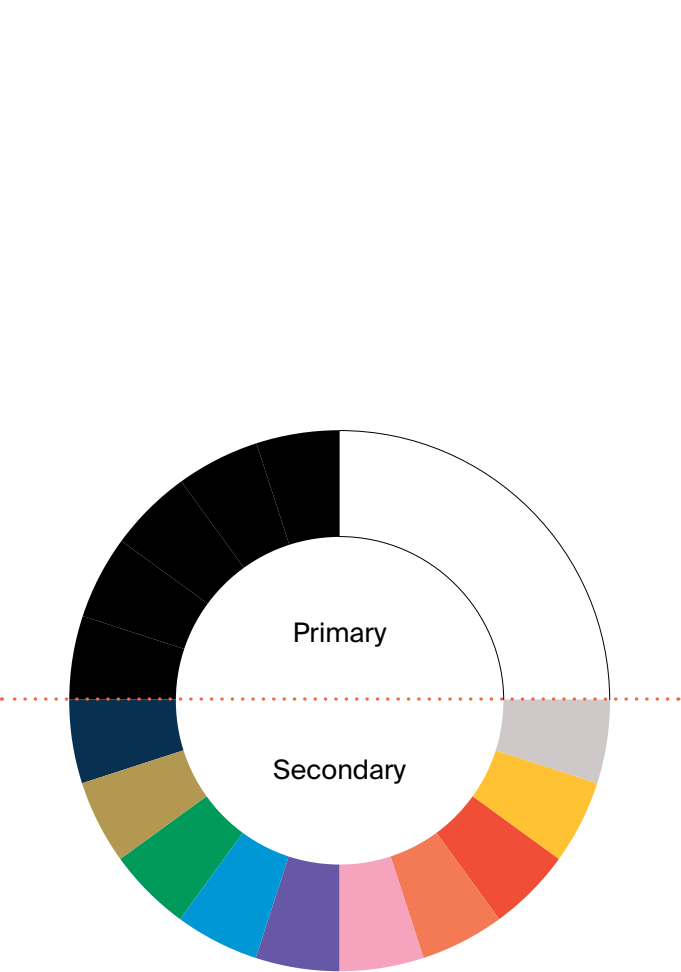
Black

White

Colour usage balance

Primary

Secondary
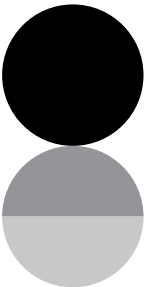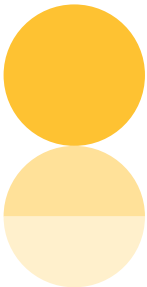
Pantone 115U
C 0 Y 25 M 90 K 0
R 255 G 195 B 50
#fec232

Pantone 457U
C 0 Y 15 M 65 K 35
R 179 G 152 B 82
#b39852

Pantone 2330U
C 10 Y 10 M 10 K 10
R 206 G 202 B 200
#cdc9c8
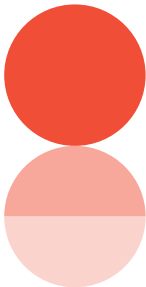
Pantone Warm Red U
C 0 Y 85 M 85 K 0
R 240 G 78 B 55
#f04e37

Pantone 2088U
C 70 Y 75 M 0 K 0
R 102 G 88 B 166
#6657a5

Pantone 354U
C 100 Y 10 M 90 K 0
R 0 G 154 B 90
#009a5a
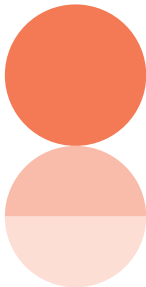
Pantone 1495U
C 0 Y 65 M 70 K 0
R 244 G 122 B 85
#f37a54
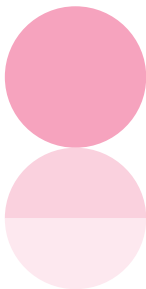
Pantone 707U
C 0 Y 45 M 5 K 0
R 246 G 163 B 190
#f5a2bd
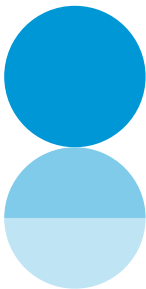
Pantone 306U
C 80 Y 25 M 0 K 0
R 0 G 151 B 214
#0097d6

Pantone 2188U
C 100 Y 80 M 40 K 40
R 8 G 48 B 80
#083050

Colour
& Logo

The Human Rights Law Centre logo is only ever monochromatic. Any colour from the brand palette may be applied to the logo.

2.2

Human
Rights
Law
Centre.

Human
Rights
Law
Centre.

Human
Rights
Law
Centre.

Human
Rights
Law
Centre.

Human
Rights
Law
Centre.

Human
Rights
Law
Centre.

Human
Rights
Law
Centre.

Human
Rights
Law
Centre.

Human
Rights
Law
Centre.

Human
Rights
Law
Centre.

Colour
& Logo

The logo should only be used in black and white on coloured backgrounds, as shown below.

2.3

Human Rights Law Centre.	Human Rights Law Centre.	Human Rights Law Centre.	Human Rights Law Centre.
Human Rights Law Centre.	Human Rights Law Centre.	Human Rights Law Centre.	Human Rights Law Centre.
Human Rights Law Centre.	Human Rights Law Centre.	Human Rights Law Centre.	Human Rights Law Centre.

Colour
Misuse

Colour should never be applied to the
logo when on coloured backgrounds.

✕

| Human Rights Law Centre. | Human Rights Law Centre. | Human Rights Law Centre. |

✓

| Human Rights Law Centre. | Human Rights Law Centre. | Human Rights Law Centre. |

Consistent, frequent use of our typeface creates trust and familiarity. It creates and immediate association with our orginisation, and contributes to a congruous look and feel among all of our designs and communication.

Suisse Int'l Regular

Human

Suisse Works Regular

Rights

Typography

Suisse is the primary brand typeface for Human Rights Law Centre. The Suisse collection is a modern serif and sans family for editorial typography. It's robust and clear, perfect for economic and legible typesetting.

Display Copy

Suisse Int'l Regular

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Suisse Works Regular

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Suisse
Suisse

Body Copy

Suisse Works Regular

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Suisse Works Regular Italic

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Manus Island is home. Until I reached the age of 12 in 1984, Lorengau town – the urban administrative, political and commercial centre of Manus Province, Papua New Guinea – was my parents' anchor. From there they navigated our lives between Manus, Port Moresby and beyond. They managed their careers, their growing family, their social obligations and their children's education, while striving to get by as a bi-racial couple among PNG's emerging educated elite who had helped lead the nation to independence. In the late 1970s, they bought a small house at the east end of Japan.

Suisse is the primary brand typeface but Minion and Helvetica are approved substitutes, as they are readily available on every computer as a part of the operating system. These can be used for certain applications when Suisse is not available, including internal documents, external PowerPoint, or email messages.

Minion Pro

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Helvetica

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Suisse Works

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Suisse Int'l

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Typography
Ideal Hierarchy

The following is an example of the ideal hierarchy using Suisse Works for headlines, sub headings, pull quotes and body text.

The exact point size and leading are not prescriptive and should be adaptive to the context and size of the layouts being designed.

However, the general proportions, weights and notes on leading and kerning should be followed for all layouts.

3.3

H1
Suisse Works Regular
36pt/43.2pt (Auto)

Character is Fate

H2/Introduction
Suisse Works Regular
24pt/28.8pt (Auto)

Behrouz Boochani: A Letter From Manus Island.

H3
Suisse Works Medium
12pt/14.4pt (Auto)

The Last Days in Manus Prison

H4
Suisse Works Medium
9pt/10.8pt (Auto)

Chapter Seven

B
Suisse Works Regular
9pt/11pt

Manus Island is home. Until I reached the age of 12 in 1984, Lorengau town – the urban administrative, political and commercial centre of Manus Province, Papua New Guinea – was my parents' anchor. From there they navigated our lives between Manus, Port Moresby and beyond.

They managed their careers, their growing family, their social obligations and their children's education, while striving to get by as a bi-racial couple among PNG's emerging educated elite who. In the late 1970s, they bought a small house at the east end of Lorengau town. This is a few minutes' walk from the site of the Australian-funded.

By the time I reached primary school, Mum had been elected as a member of parliament for the Manus open electorate and was regularly in Port Moresby. They settled my siblings and me into school Manus Island, and between 1980 and 1984, bar a few months away in 1983, I lived and schooled between Lorengau town and the Lombrum Naval Base. Most Pombrut community school at the west end of Lorengau.

They managed their careers, their growing family, their social obligations and their children's education, while striving to get by as a bi-racial couple among PNG's emerging educated elite who the nation to independence.

Attribution
Suisse Works Medium/Medium Italic
7pt/10pt

Misha Ketchell
Editor

Pull Quote
Suisse Works Medium
16pt/19.2pt (Auto)

"Our refugee policy has been poisoned by domestic political grandstanding, which has damaged Australia's international standing and caused irreparable damage to the lives of more than 2000 people."

Layout
Stationary

With a compelling balance of image, typography, colour and logo, a well-designed layout can be one of the most effective tools for clearly communicating a message.

Layouts should be simple yet dynamic, concise yet informative.

Company documents should be guided by the layout styles below, and utilise Typography Ideal Hierarchy (3.0) for character formatting.

Human
Rights
Law
Centre.

Imolore rem es
Imolore rem es
Imolore rem es
Imolore rem es

Imolore rem es

Sunti ut offi,

Imolore rem essunti ut officim olorumet voluptaepre volut odigent alitassequae velecullorum aut quis sit fuga. Roribus as que doluptatqui quae preruptatis nobis natur si cor saples moluptaquos aut restium quist fugitio estendae accaborecea quas des remqui tem. Ratur, odistiur sunt mos escid ut hil iliquo ea ducidus aut esciis essunt quas nimped endam iunt, comnihic to quo ipsuntur molo eos wehhahshhh hashsdhhsshd ium sit, alis molut rerumquam cuptatus cullaut ad molorpore num aut prat ipidisc iisqui doles auta sequid quam, ulliqui sitiatur rerupta adio. Facerum qui rerchil il magnihiligni atemped quam, aliquos nectinv elendam eveness initis et reped ex expe eturectur?

Minciam, samus. Aspis volorestius doluptaquo con net quibus dolor alitatiusdae eat. Faccum iuscit id ut aut perror aut aliate deliquis dolore, con es endust laut arum voluptatqui ipis por a sum hicillam, simus et hilluptam remolore nis id quid qui nonsed eaquis debita id mi, eum et aut et de od ut ad quid molum que aut volorep tatquib am remolore nis id quid qui nonsed eauscim iunt, evelici atquia net andi sitionsequas molenis et que dolupta ellamusdam ut lic to quaerunt.

Regards

Zac

Melbourne Office
Human Rights Law Centre
Level 17, 461 Bourke Street
Melbourne VIC 3000

Sydney Office
Human Rights Law Centre
Level 5, 175 Liverpool Street
Sydney NSW 2000

admin@hrlc.org.au
(03) 8636 4450
(03) 8636 4455
www.hrlc.org.au

A4 Letter

Human
Rights
Law
Centre.

Imolore rem es
Imolore rem es
Imolore rem es
Imolore rem es

Melbourne Office
Human Rights Law Centre
Level 17, 461 Bourke Street
Melbourne VIC 3000

Sydney Office
Human Rights Law Centre
Level 5, 175 Liverpool Street
Sydney NSW 2000

admin@hrlc.org.au
(03) 8636 4450
(03) 8636 4455
www.hrlc.org.au

DL Envelope

Human
Rights
Law
Centre.

Rachel Richmond
Development Manager

E   rachel.richmond@hrlc.org.au
M   0450 916 114
P   03 8636 4488

Level 17, 461 Bourke Street
Melbourne VIC 3000

T   @rightsagenda
W   hrlc.org.au

90mm x 55mm Cards

Layout
Document

With a compelling balance of image, typography, colour and logo, a well-designed layout can be one of the most effective tools for clearly communicating a message.
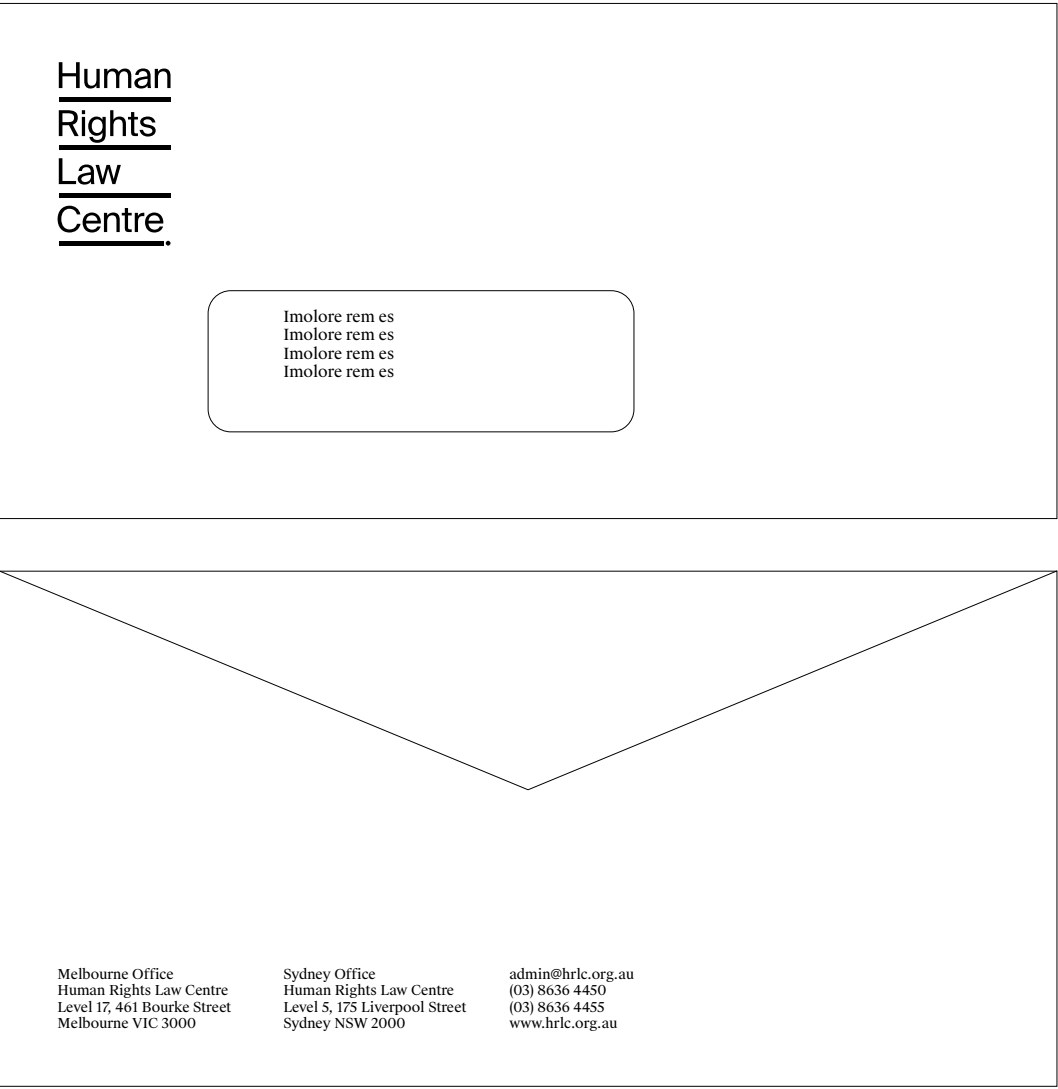
Layouts should be simple yet dynamic, concise yet informative.

Company documents should be guided by the layout styles below, and utilise Typography Ideal Hierarchy (3.0) for character formatting.
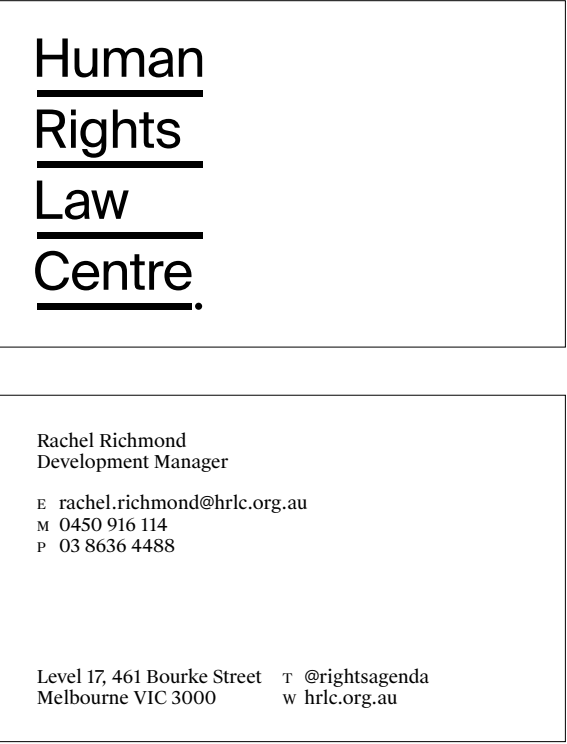
Headline H1

Sub Title H2

IMAGE AREA

Human
Rights
Law
Centre

IMAGE AREA

Headline H1   Sub Title H2

Human
Rights
Law
Centre

Justice for Tanya Day

The fight for accountability and an end to Aboriginal deaths in custody

Sub Heading

Limiting the influence of big money on our elections is vital to building a fairer Australia. In June 2020, the Palaszczuk Government passed an important reform to limit political donations and spending in Queensland elections. Drawing on years of advocacy from civil society organisations including the Human Rights Law Centre, these reforms provide a roadmap for further changes at a national level which would dramatically strengthen Australia's democracy.

These exciting reforms initially hit a roadblock when it was revealed that the law would effectively stop charities and grassroots groups from speaking out on election issues. The Human Rights Law Centre briefed key decision makers in the Queensland Government on the negative impact this could have on public debate. We also led a campaign response with a coalition of Queensland and national organisations, publishing opinion pieces, engaging in extensive media advocacy and publishing legal advice from a leading QC on the constitutional problems with the proposed law. Our advocacy was successful. The Palaszczuk Government made vital amendments to the law which ensure charities and community groups can continue to speak out on issues in the public interest.

IMAGE AREA

● "Quote text as State and Federal governments across the country continue to lift restrictions – opening up restaurants, gyms, cinemas and sports stadiums – they also have a responsibility to facilitate safe and peaceful protest as an essential component of a healthy democracy."

IMAGE AREA

Image Caption

37

Cover A

– Logo bottom left
– Image 1/2 horizontal
– Information block:

Cover B

– Logo top left
– Image 2/3 horizontal
– Information block:

2 Column Grid

Layout
Presentation

In line with document layouts, presentation layouts should be guided by the styles below, and utilise Typography Ideal Hierarchy (3.0) for character formatting.
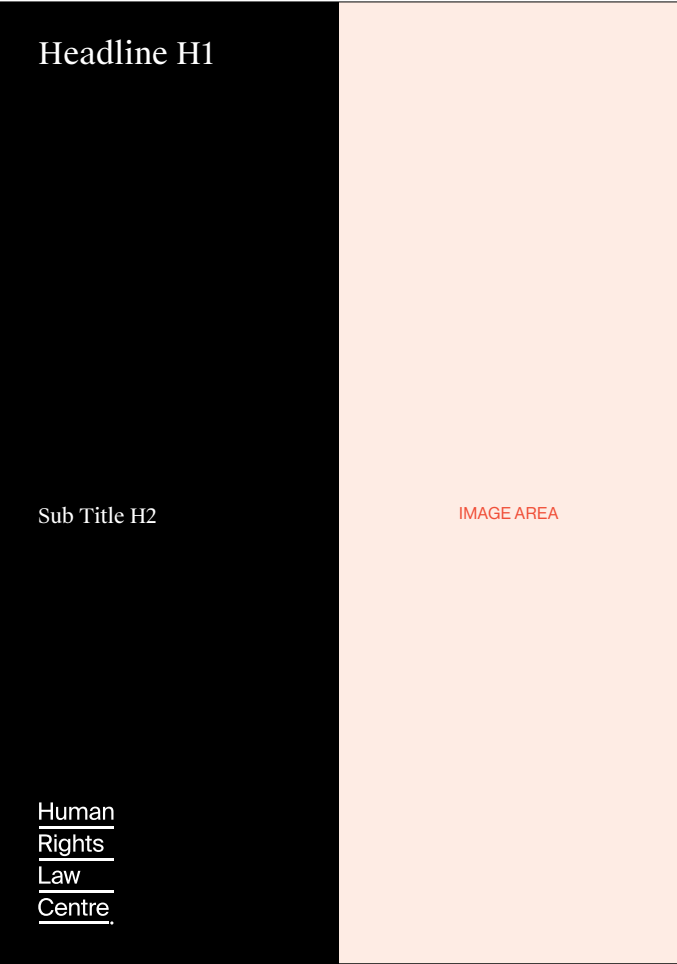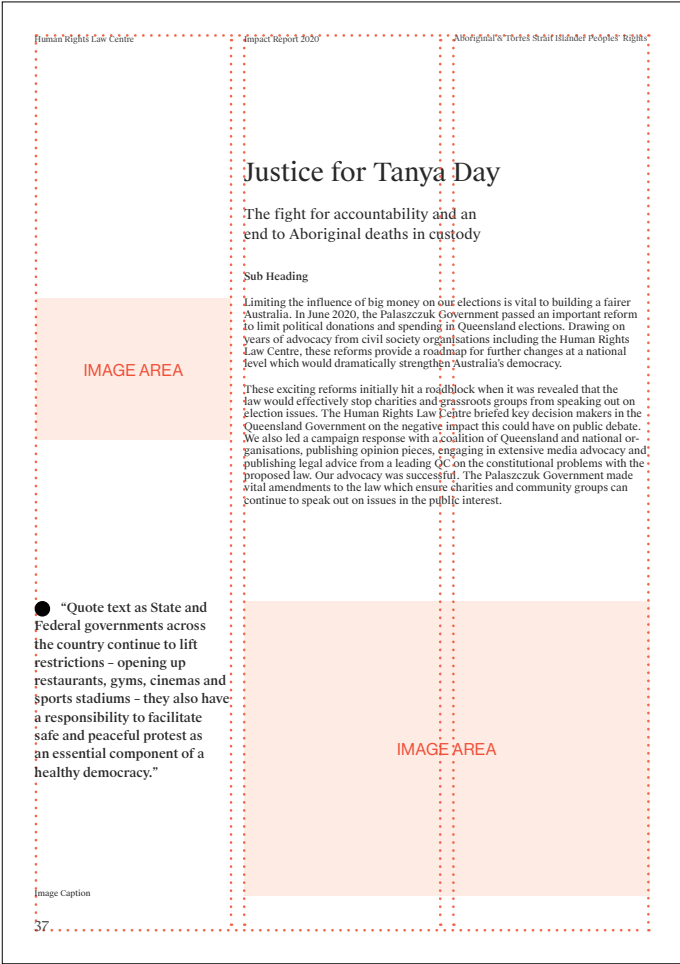
Headline H1
Sub Title H2
Date / Author H3

Human
Rights
Law
Centre.

Human
Rights
Law
Centre

Headline H1
Sub Title H2
Date / Author H3

Imolore rem essunti ut officim olorumet voluptaepre volut odigent alitasseque velecullorum aut quis sit fuga. Roribus as que doluptatqui quae preruptatis nobis natur si cor saples moluptaquos aut restium qiust fugitio estendae accaborecea quas des remqui tem. Ratur, odistiur sunt mos escid ut hil iliquo ea ducidus aut esciis essunt quas nimped endam iunt, commihic to quo ipsuntur molo eos wehhahshhh hashsdhhsshd ium sit, alis molut rerumquam cuptatus cullaut ad molorpore num aut prat ipidisc iisqui doles auta sequid quam, ulliqui sitiatur rerupta adio. Facerum qui rerchil il magnhiligni atemped quam, aliquos nectinv elendam eveness initis et reped ex expe eturectur?

Minciam, samus. Aspis volorestius doluptaquo con net quibus dolor alitatiusdae eat. Faccum iuscit id ut aut perror aut aliate delisquis dolore, con es endust laut arum voluptatqui ipis por a sum hicillam, simus et hilluptam remolore nis id quid qui nonsed eaquis debita id mi, eum et aut et de od ut ad quid molum que aut volorep tatquib am remolore nis id quid qui nonsed eauscim iunt.

IMAGE AREA

Image Caption

Presentation Title — Date / Author — 2

3 Column Grid

Voluptatem ut a accaece scimint alique cus ulpa sundissit, ullaciat ea culria delent il molo con plit re pro te et, sitati officat iusa sapedit molo molorem.

Caption

Presentation Title — Date / Author — 2

IMAGE AREA

Image Caption

Presentation Title — Date / Author — 2

Photography's capacity for nuance and detail makes it an indispensable tool for telling narratives. When custom photography is not an option, please consider the following photographic selection guidelines.

✓

Considered
High Quality
High Resolution
Professional
Intriguing
Diversity
Contemporary
Energy
Symmetry
Honest
Aspirational
Predominantly in situ or outdoors

✕

Traditional Stock
Law Clichés
Poor Quality
Low Resolution
Amateur
Predictable
Mundane
Grey Office
Cheesy
Disingenuous
Dishonest
Corporate Illustration
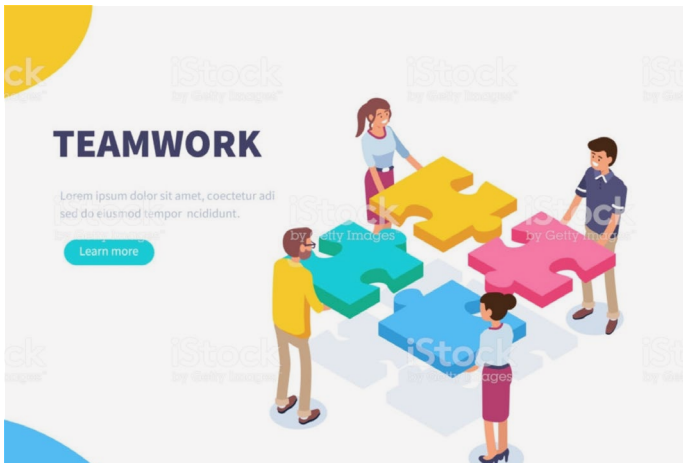
Photography
Treatment

There is further opportunity to enhance the tone of a photograph by simply converting a coloured image to greyscale, and treating it with a brand colour as shown below.

Multiplying brand colours over greyscale photography allows us to be more expressive and stylised, while at the same time establishing a recognisable house style.

Please avoid treating photography with any other effects, filters and colours not included in the brand palette.

✓

Colour

Greyscale

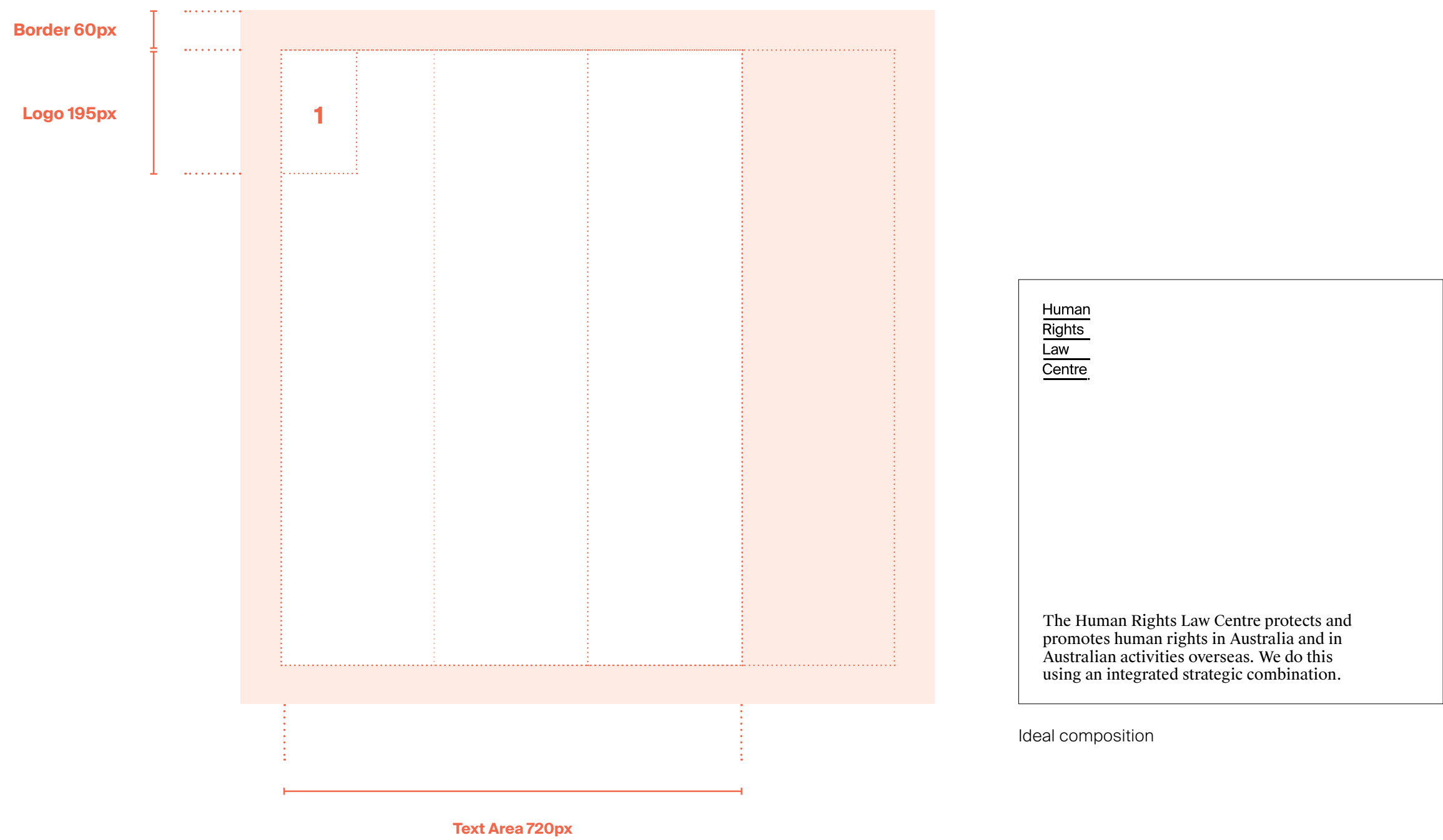

Greyscale + Brand colour multiply

✕

Brand colour monotone

Effects / Filters

Non brand colour overlay

Social Media
Layout

To ensure cohesive communication across various digital platforms, social media posts should be guided by a combination of the overall brand guidelines set out in this document.

The social media layout is designed to ensure our messaging is clear, open, honest and engaging in a contemporary visual tone.

Border 60px

Logo 195px

1

Text Area 720px

Human
Rights
Law
Centre

The Human Rights Law Centre protects and promotes human rights in Australia and in Australian activities overseas. We do this using an integrated strategic combination.

Ideal composition

Social Media Layout

Logo, colour, typography, image selection and layout all culminate in the suggested compositions below.

6.1

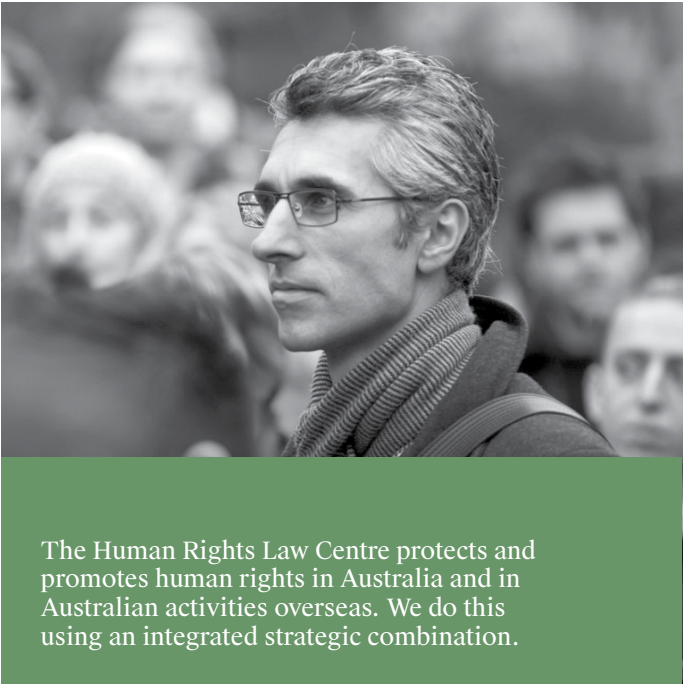Text + Brand colour + Logo
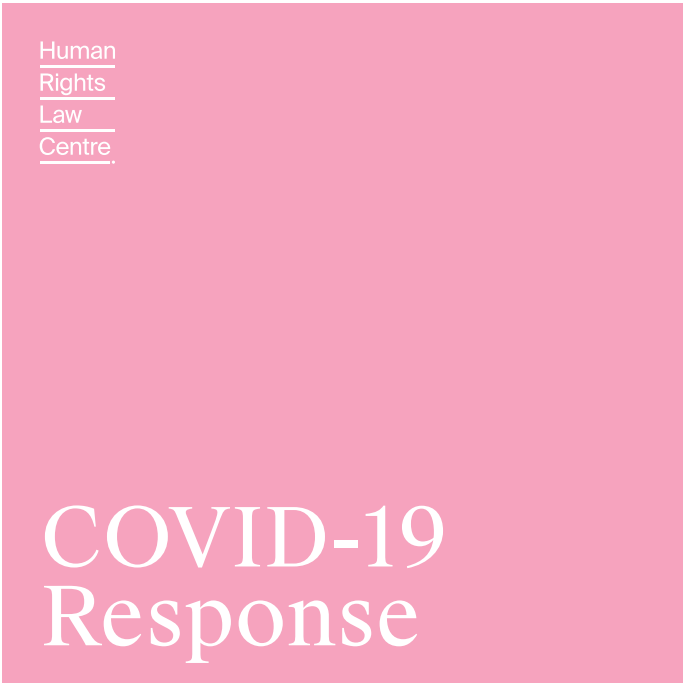
Headline + Brand colour + Logo

Text + Device

Headline + Colour image + Logo

Text + Image + Brand colour block + No logo

Text + Brand colour multiply image + No logo

Social Media
Avatar

In order to present a united front across all online media platforms, avatars align with the core brand palette – black and white.

Twitter / Instagram

Facebook

Instagram

Twitter

HumanRightsLawCentre @rightsagenda · Jan 15

From police raids on journalists to the prosecution of #Witness K and his lawyer Bernard Collaery, @hrw says freedom of expression came under "unprecedented pressure" in Australia in 2019.

1   48   56

Human Rights Law Centre.