HUMAN RIGHTS FORUM

AT AUGSBURG

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———— AT AUGSBURG

history +
BACKGROUND

The new Human Rights Forum at Augsburg University brings together students, global changemakers, and local activists to explore innovative ways to take action in our ongoing pursuit of human rights both globally and domestically. This event exists to educate, inspire, and empower young leaders by weaving together multiple themes and perspectives that are reflective of our partner institutions and community. The forum draws on and strengthens the rich history and innovative educational work throughout the Upper Midwest, a center of progressive international cooperation and advocacy of human rights.

Drawing on thirty years of experience with the Nobel Peace Prize Forum, Augsburg University is committed to vigorous debate and respectful dialogue across differences to make meaningful and lasting social change. Politics and social movements are fundamentally creative processes, co-creating shared yet contested values, and engaged citizens are empowered in the face of overwhelming challenges. The university affirms creativity and the arts as political tools and lenses that aid this vital work in society.

HUMAN RIGHTS FORUM
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No less than 1 inch wide

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HUMAN RIGHTS FORUM
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No less than 2 inches wide

HUMAN RIGHTS FORUM
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visual guidelines

IDENTIFYING MARK

The mark of the Human Rights Forum should be included prominently on all publications, website, and digital applications.

The tag "at Augsburg" should always appear with the logo text as the formal logo mark. The text Human Rights Forum can appear in other stylized versions of Trade Gothic and in different sizes as long as the logo appears elsewhere on the publication.

The minimum width for the horizontal logo should be no less than 2inches, and for the stacked version it should be no less than 1 inch for printed applications.

The "N" height forms the minimum clear zone around the logo. No text or other patterns should interfere with the logo in this area.

« IDENTIFYING MARKS

PMS 311
RGB: 0, 193, 222
CMYK: 70, 0, 12, 0

PMS COOL GRAY 11
RGB: 84, 86, 90
CMYK: 66, 57, 51, 29
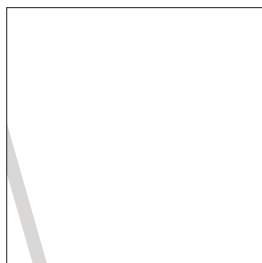
WHITE
RGB: 225, 225, 225
CMYK: 0, 0, 0, 0

PMS PROCESS BLACK
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

PMS COOL GRAY 1
RGB: 217, 216, 214
CMYK: 14, 11, 12, 0

primary
COLOR PALETTE

Color is an important tool for the Human Rights Forum's visual identity system. Using color in a consistent way reinforces recognition and fosters trust. The blue, dark gray, and white colors play a major role in establishing the identity and should be implemented consistently in all applications and print communications.

The purpose of the defined gray colors is to ensure readability and provide consistency when a shade of black is needed.

« PRIMARY COLOR PALETTE

PMS 209
RGB: 114, 37, 61
CMYK: 38, 92, 58, 37

PMS 1795
RGB: 237, 54, 3
CMYK: 0, 94, 100, 0

PMS 158
RGB: 245, 128, 37
CMYK: 0, 61, 97, 0

PMS 376
RGB: 139, 198, 64
CMYK: 50, 0, 100, 0

PMS 130
RGB: 251, 184, 22
CMYK: 0, 30, 100, 0

PMS 2725
RGB: 101, 93, 198
CMYK: 70, 70, 0, 0

secondary
COLOR PALETTE

While blue, dark gray, and white are the primary colors and an integral part of the visual identity, a secondary color palette has been developed to provide versatility and variety when developing marketing material. The secondary palette was carefully selected to complement the blue, dark gray, and cool grays.

These secondary colors also help designers avoid the overuse of blue. The use of white space and colors from the secondary color palette creates the right environment for the primary colors to stand out. The secondary palette is used for items such as sidebars, headlines, graphs, and color borders.

Keep the following guidelines in mind when using the secondary color palette:

• Limit the number of secondary colors used in a single piece so they do not create an environment where the Human Rights Forum is not recognizable.

• Where appropriate, tie secondary colors to the subject. Support colors can help connect the visual design to the subject of your piece. For example, a brochure related to environmental issues could use green or a poster focused on water sustainability could use blue.

« SECONDARY COLOR PALETTE

Trade Gothic LT Std Bold — Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Trade Gothic LT Std Regular — Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Trade Gothic LT Std Regular/Bold/Oblique — body copy
(10 point font size/14 point leading)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ALTERNATIVE

Arial Narrow Regular/Bold/Italic — body copy
(10 point font size/14 point leading)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

visual guidelines

TYPOGRAPHY

The main typeface of the Human Rights Forum is Trade Gothic LT Std. Its clean, bold, and clear style helps to define a sense of directness and urgency around the work of the forum and inspiring activism. It also helps to frame the work of the speakers and peacemakers, but does not overpower the visual framework in order to let the work be the most important item being featured.

The visual guidelines encourage the use of strong and large headlines where appropriate in Trade Gothic Bold or in a combination of bold and regular Trade Gothic. Avoid using Trade Gothic Bold Condense No. 20 so it remains unique to the Human Rights Forum identifying mark.

When Trade Gothic is not available, Arial Narrow should be used a substitute.

« TYPOGRAPHY FAMILY
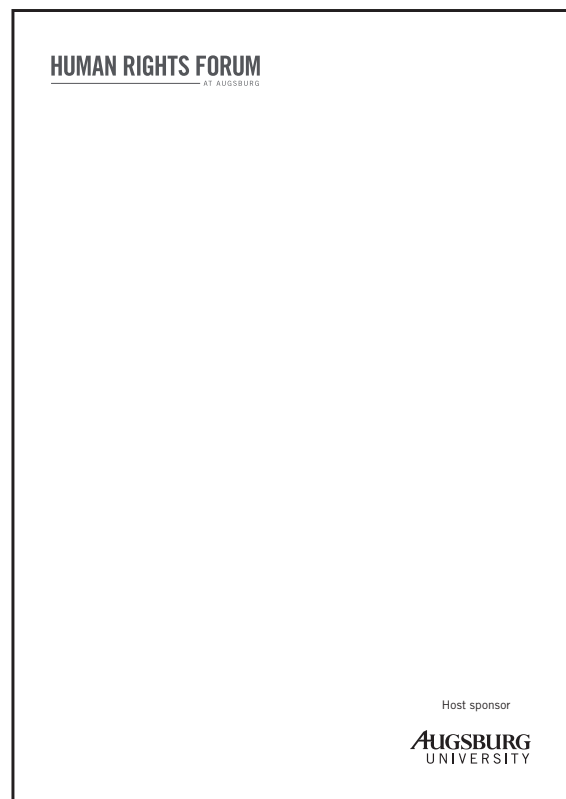
visual guidelines
ART DIRECTION

The visual design of the Human Rights Forum should always be direct and impactful. Don't clutter the visual space with too many messages. Use concise and clear language to attract attention.
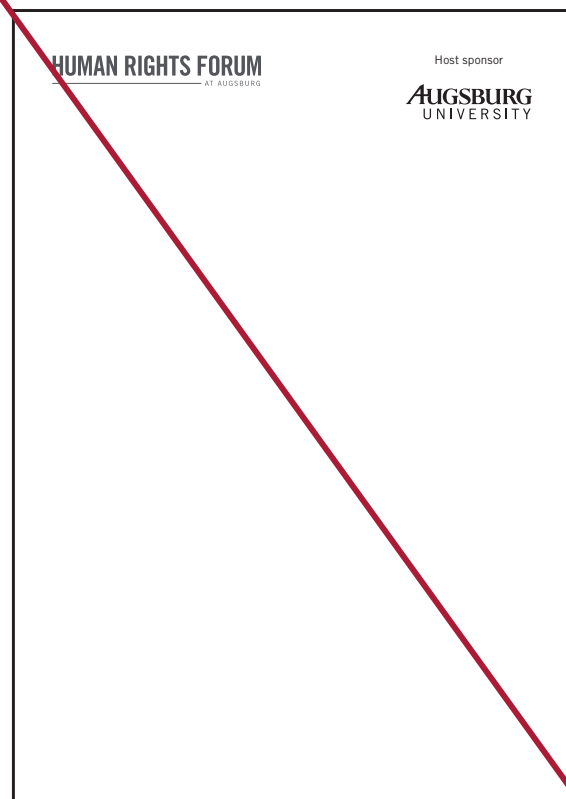
Subject matter covered by the Human Rights Forum often includes difficult issues. The visual style should not shy away from these issues, but should treat the space with the respect it deserves. Use creative ways to surprise and inspire the forum's audience but don't overcomplicate the message.

It is essential to use photography as the primary design element for the forum. When designing, that means typography, editorial content, and graphic elements frame the photographic elements. This is done because showing the absence of peace and justice should be shown in a literal way through photographic depictions of the work of activists when ever possible. Graphical elements should be used and designed in an intentional way with consideration of this point.

Yes

No

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visual guidelines

AUGSBURG CONNECTION

The relationship between the Human Rights Forum logo and the Augsburg University logo deserves special attention. Augsburg is the host sponsor for the Human Rights Forum, and because of this, it should be noted in most major print, digital, and web publications.

When considering placement, the two logos should never be next to each other. A typical placement should have the Human Rights Forum logo near the top and the Augsburg logo as a footer.