UN HUMAN RIGHTS GLOBAL CAMPAIGN - 2011

Logo - Created like letter balloons, in celebration of our Human Rights. Colours are deliberately bright and cheerful, to connote celebration. To appeal to the youth, we avoided creating a serious / corporate logo.
Celebrate Human Rights

Human Rights Day
10 December 2011
Celebrate Human Rights
FÊTONS LES

DROITS DE L'HOMME

JOURNÉE DES DROITS DE L'HOMME
10 DÉCEMBRE 2011
FÉTONS LES DROITS DE L'HOMME
CELEBREMOS LOS DERECHOS HUMANOS

DÍA DE LOS DERECHOS HUMANOS
10 DE DICIEMBRE DE 2011
Celebramos los Derechos Humanos
人权日
2011年12月10日
庆人权
ЧЕСТВУЕМ
ПРАВА ЧЕЛОВЕКА
ДЕНЬ ПРАВ ЧЕЛОВЕКА
10 ДЕКАБРЯ 2011 ГОДА
ЧЕСТВУЕМ
ПРАВА
ЧЕЛОВЕКА
نحن نحتفل بحقوق الإنسان

يوم حقوق الإنسان

1 كانون الأول/ديسمبر 1121
لنسحتفل بحقوق الإنسان
Logo should be placed on simple light coloured background.

If the logo has to be placed on black or dark background, use the logo version with white text and white balloon strings.
Always provide adequate space around the logo according to the guide below.
DISTORTION

Never distort any part of the logo.
COLOUR

Never change any colours of the logo.

If the logo has to be used in black & white, use the black & white logo version provided.
LOGO ADAPTATION GUIDE

The purpose of this guide is to help ensure consistency of the adaptations. Since the logo is adapted to so many languages, each adaptation has to be judged individually and some exceptions to the guide may be made.
The main typeface for “HUMAN RIGHTS”.
For languages with English letters, refer to the provided template/typeface on the next page.

For other languages, please choose typeface that looks the most similar with the English logo above.
Choose or create a typeface that is bold and rounded so it would resemble the shape of a balloon.

Add white highlight on the left side of the type.
Add the closing of the balloon at the bottom.
The balloon string will be attached here.
For languages with English letters, use this template/typeface below.

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

Use this for the closing of the balloons/letters.
FONT

Arrange the letters so that they are not perfectly aligned to make them look more like floating balloons.

HUMAN

RIGHTS
Rotate each letter so that the letters are slightly pointed towards the base of the balloon strings.
Rotate each letter so that the letters are slightly pointed towards the base of the balloon strings.

The width of “CELEBRATE” should always be smaller than “HUMAN RIGHTS”.

“CELEBRATE”
Font: Litterbox or something similar
Size: 30% x y = x
Spacing: 400 - 700

“HUMAN RIGHTS DAY 10 DECEMBER 2011” (if included)
Font: Gotham HTF Book or something similar
Size: 20% x y = z
Spacing: 100 - 550 (depending how long the copy is)
Leading: 140% x font size
CELEBRATE HUMAN RIGHTS

HUMAN RIGHTS DAY
10 DECEMBER 2011
Celebrate Human Rights

Human Rights Day
10 December 2011
As the logo is adapted to so many languages, each adaptation has to be judged individually and some exceptions to the guide may be made. Below is an example.

In Chinese, “Celebrate Human Rights” is translated only into 3 characters shown above, therefore the word “celebrate” has been made part of the balloons characters instead of simpler text above the words “Human Rights” done for other languages.
THANK YOU