



Brand Guidelines





Overview

This document serves as a reference to guide the outward communication and design of our brand. It introduces the identity and explains the guiding principles for using the elements of the brand. The identity of “Act 4 Rule of Law” campaign is more than a single logo. It is a system that works to express our beliefs. The purpose of this document is to inform, instruct, and guide with the necessary information provided.



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1.0

Visual Identity

- 1.1 Primary Logo Lockup
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Logo Concept

To illustrate the idea of that “the rule of law provides fair and equal justice to all,” the logo incorporates two equal signs stacked on top of each other to represent a strong and sturdy brick structure that symbolized the rule of law as the vital foundation of peaceful society.



Primary Logo Lockup

The Act 4 Rule of Law logomark and logotype are unique and custom. The logotype incorporates the blocky structure from the logomark in each letterform, specially showing through in the “A”, “4”, and “W”. The three lines of the logotype share the same height as the logomark. It creates a tighter look when the logo lockup appears in large scale.





Secondary Logo Lockup

The Secondary logo features a bigger logotype. The two lines of the secondary logotype also shares the same height as the logomark. The logotype is thinner with more tracking in between the letters to provide a better legibility when used in small scales.





Primary Logo Anatomy

Careful consideration has been taken to create balance and continuity in all aspects of the logo lockup. Proportion, sizing and spacing are all locked in place with careful alignments that should not be altered or recreated manually.





Secondary Logo Anatomy

Just like the primary logo, careful consideration has been taken to create balance and continuity in all aspects of the logo lockup. Proportion, sizing and spacing are all locked in place with careful alignments that should not be altered or recreated manually.

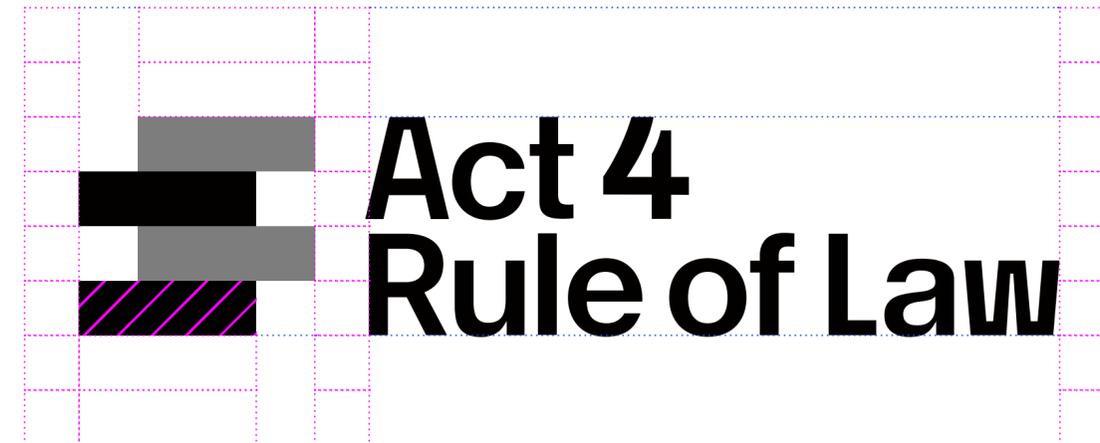




Logo Clear Spacing

To maintain the integrity of the logo and to prevent overcrowding in compositions, a minimum space around the logo should be kept clear from other graphics. This area of isolation ensures that any copy, additional identities, or other visual elements are separated from the logo.

Clear space is defined by the height of the one bar from the logomark, and applies to all four sides of the logomark and logotype. This relative unit of measurement can be calculated no matter what size the Act 4 Rule of Law logo lockup is set.





Primary and Secondary Logo Usage

The primary logo should be used in most cases. When the logo needs to be scaled down, the secondary logo should be used. The secondary log is designed to be used at small scales.

Primary Logo



Secondary Logo





Logo in Color

The logo lockups always appear in two colors. The wordmark will always appear in blue or white but never red. The equal sign that is closer to the wordmark will always be a different color than the word mark to provide contrast and a clear boundary between the logomark and the wordmark.





Logo Lockup in Legal Use

When the logo lockup is used in legal cases, it will always appear in black and grey colors. And the wordmark will always be in black. The lockup and color should not be changed.





Logo Colorways

To maintain the integrity of the logo, always follow the color usage on this logo colorways page, when the logo appears on different color backgrounds.





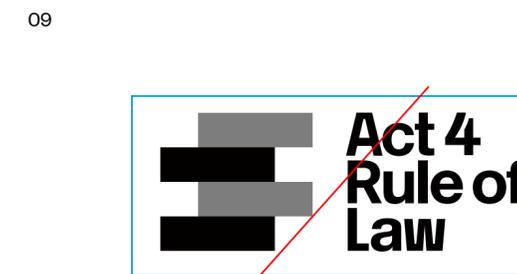
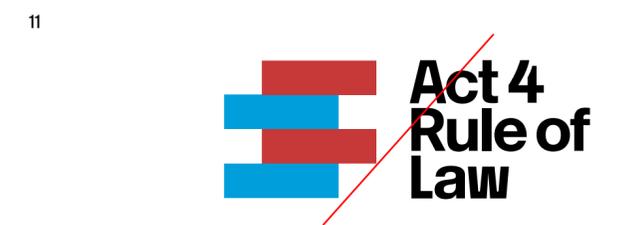
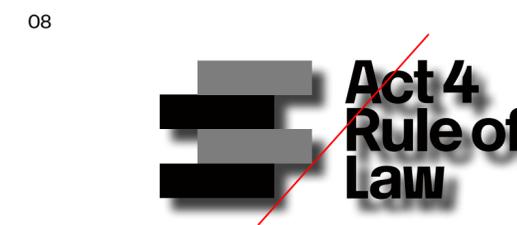
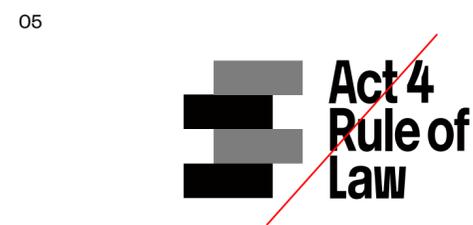
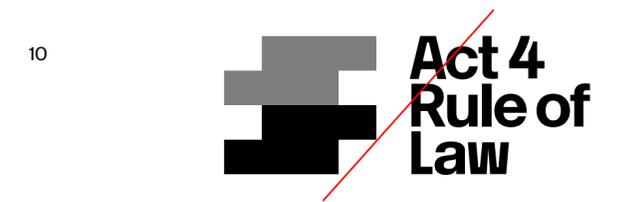
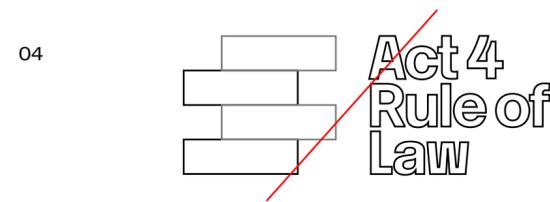
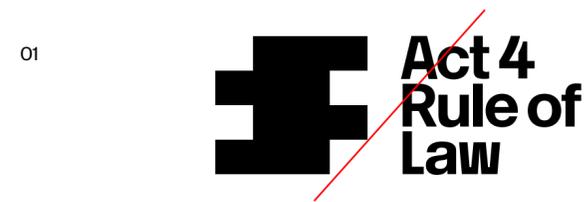
Logo Incorrect Usage

The success of the brand depends on the Act 4 Rule of Law logo maintaining a consistent appearance in all communications. In order to preserve the integrity of the logo, the following examples illustrate how the logolockup should not be used.

- 01 Do not only use one color on the logo
- 02 Do not apply gradient to the logo

- 03 Do not use the same color for the top equal sign and the logotype.
- 04 Do not outline the logo
- 05 Do not skew the logo
- 06 Do not place the logo on a background with low contrast images

- 07 Do not rotate or change the angle of the logo
- 08 Do not apply drop shadow to the logo
- 09 Do not place the logo in a container
- 10 Do not use different colors in the same equal sign
- 11 Only use two colors in the logo lockup





2.0

Color & Typography

2.1 Typography

2.2 Type in Use

2.3 Color Palette

2.4 Legal Colors

2.5 Color Usage





Typography

Helvetica Neue is Act 4 Rule of Law's typeface. It's legible when used big and small. It provides a clean and timeless feel to the brand's written communication.

Helvetica neue is a reworking of the Helvetica typeface with a more structurally unified set of heights and widths. It was

developed at D. Stempel AG, Linotype's daughter company. Helvetica Neue is a free and open source typeface.

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular

Medium

Bold



Type in Use

The different weights of Helvetica Neue in conjunction with contrasts in type size have been chosen to differentiate hierarchy of information within any running text and copy. The examples shown here illustrate how the different weights and usage can be used at different levels.

LOREM IPSUM

Help the Homeless Hungry People

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed diam nonummy nibh euismod tincidunt ut laoreet

LEARN MORE →

Eyebrow

Helvetica Neue Regular
(All Caps)
24 pt Size – 26 pt Leading
0 Tracking

Headline

Helvetica Neue Bold
90 pt Size – 90 pt Leading
-30 Tracking

Body

Helvetica Neue Regular
24 pt Size – 36 pt Leading
0 Tracking

CTA

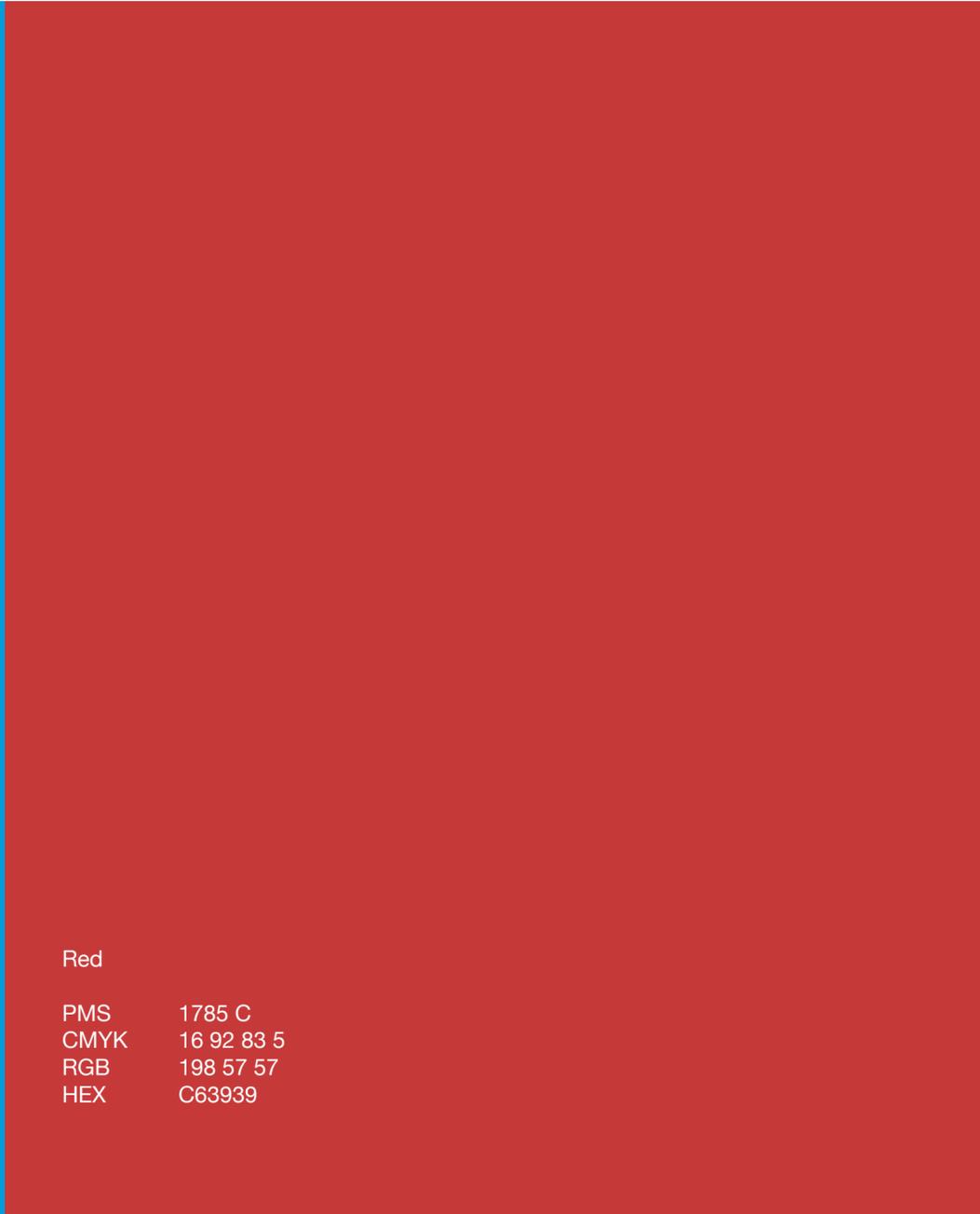
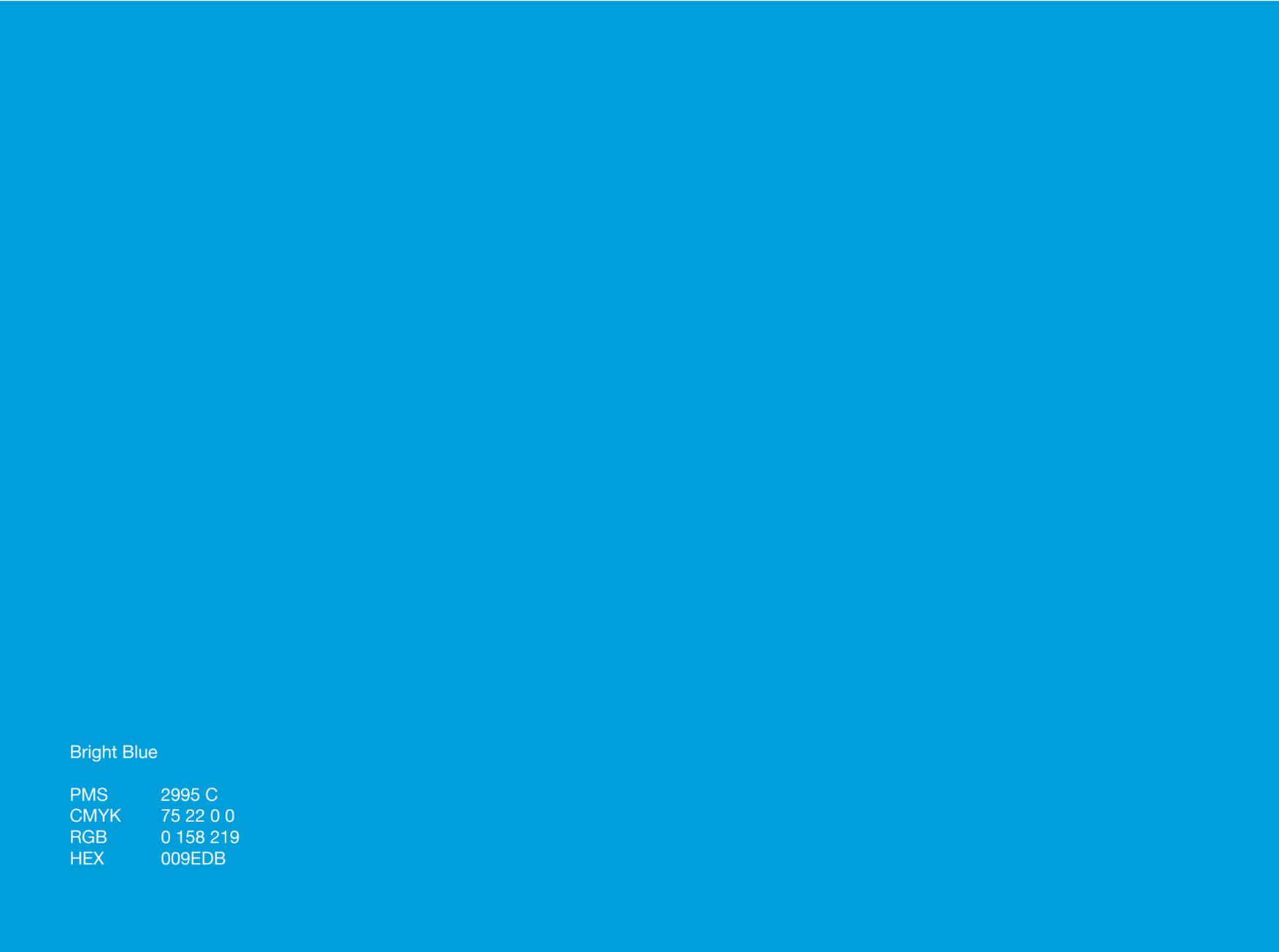
Helvetica Neue Medium
All Caps
24 pt Size
0 Tracking

Button - 2.5 px radius



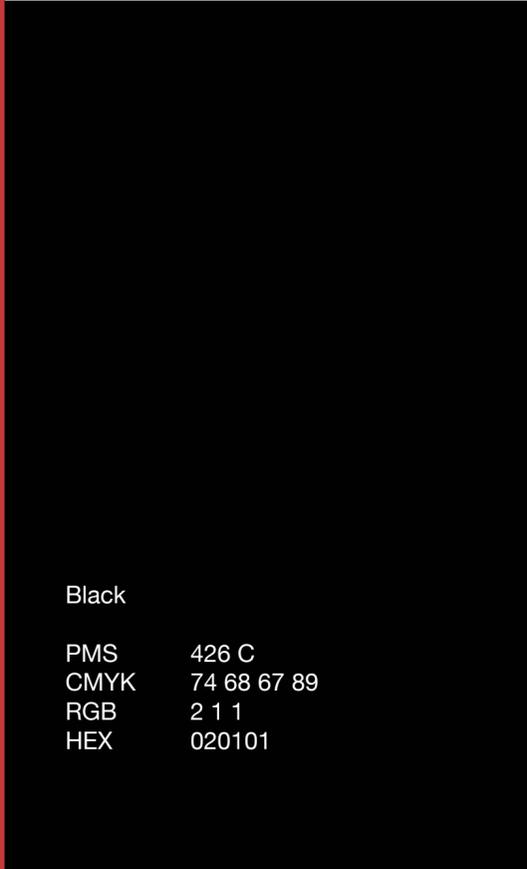
Color Palette

Act 4 Rule of Law's primary brand color is bright blue. The secondary brand color is red. With black and white as additional colors.



White

PMS 11-0601 TPX
CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFFFF



Black

PMS 426 C
CMYK 74 68 67 89
RGB 2 1 1
HEX 020101

Bright Blue

PMS 2995 C
CMYK 75 22 0 0
RGB 0 158 219
HEX 009EDB

Red

PMS 1785 C
CMYK 16 92 83 5
RGB 198 57 57
HEX C63939



Legal Colors

Act 4 Rule of Law's legal color in black and grey when it's appear on light background, and black and white on darker background.

Grey
PMS Cool Gray 7 C
CMYK 38 29 24 5
RGB 151 153 155
HEX 97999B

Black

PMS 426 C
CMYK 74 68 67 89
RGB 2 1 1
HEX 020101

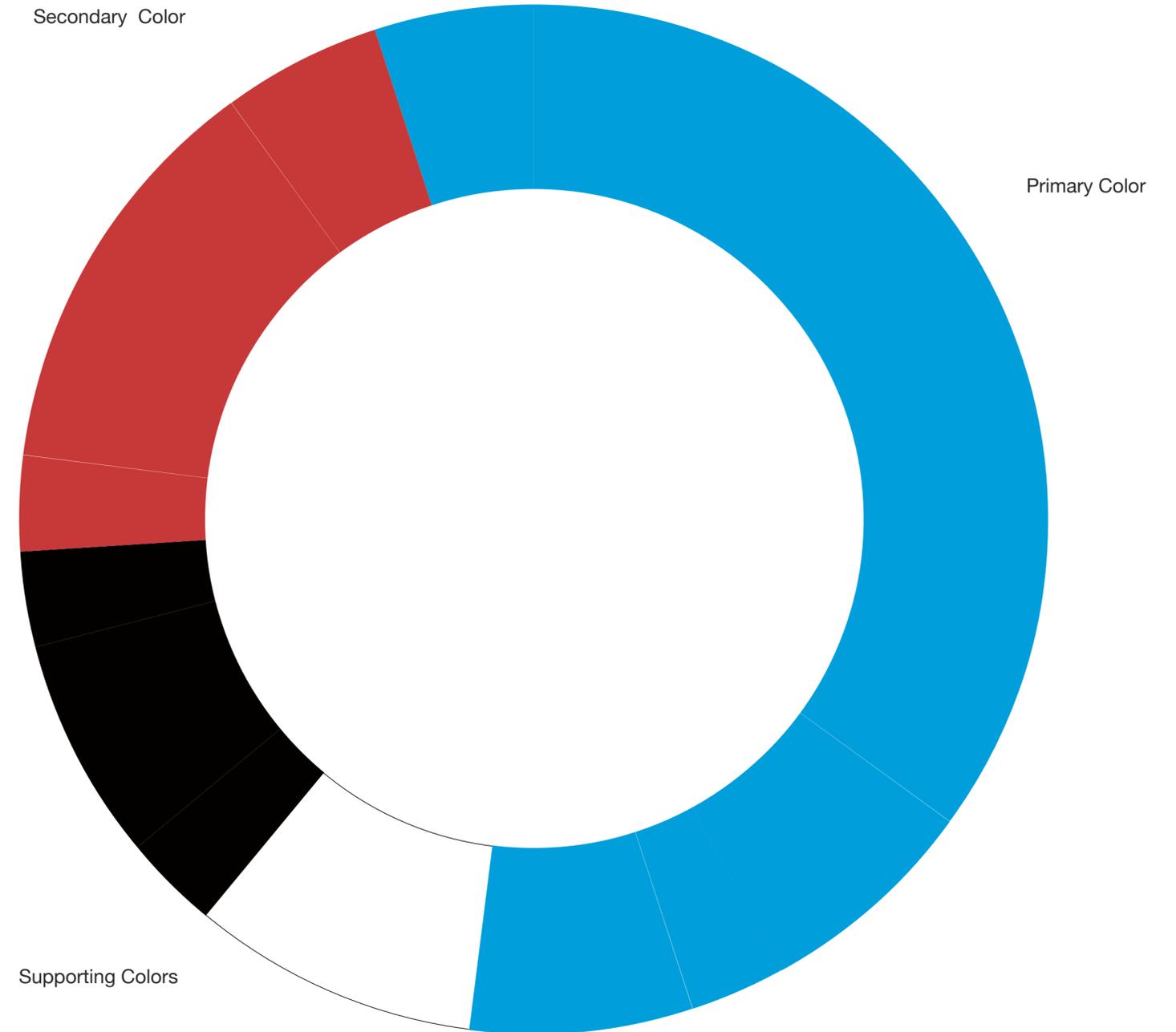
White

PMS 11-0601 TPX
CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFFFF



Color Usage

To correctly express our brand personality, a careful balance of colors should be maintained. This color chart shows which colors to prioritize in compositions and in approximately what amounts. This is a rough guideline—every color does not need to be represented at the same time or in the precise amount reflected here.





3.0

Visual Language

3.1 Iconography

3.2 Logomark Visual Usage

3.3 Hashtag Visual Usage

3.4 Visual Element Incorrect Usage





Iconography

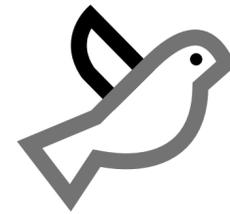
Icons are primarily used in digital environments. Icons are always used in two colors and they are easily scalable. Do not alter the form or stroke weight of iconography and always use the files provided. When more icons need to be created, follow the geometric and abstract nature of the existing icons.



Youth



Women



Peace



Education



Education



Justice



Sports



Champion



Logomark Visual Usage

When the logomark is used as a container for images. The equal sign will always maintain its integrity. It will always be used as a hero element.



When using the logo as a image container. The image will always appear in the top equal sign when one image is used. The other equal sign will appear in solid color.

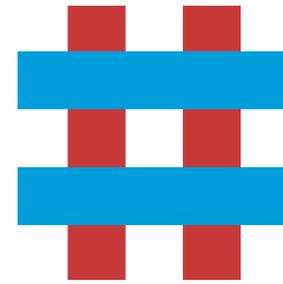


When two images are used. Always use one photo as texture, another photo close up, and clearly showcase the subject matter. The images used should appear in different monochrome brand colors.



Hashtag Visual Usage

The hashtag mark is derived from the primary logomark. It is used by itself as a way to call for engagement and action. Or it is used as a hashtag followed by hashtag keywords in titlecase with no space between the words.



RaiseAwareness

EncourageAction

InspireChange



Visual Element Incorrect Usage

The success of the brand depends on the Act 4 Rule of Law logo maintaining a consistent appearance in all communications. In order to preserve the integrity of the logo, the following examples illustrate how the logomark container should not be used.

01 Do not overlay text on top of the logomark container

02 Do not use similar textured photos when two images are used in the logomark containers

03 Do not outline or alter the logomark

04 Do not use more than one image within a single equal sign and do not use one image across two equal signs

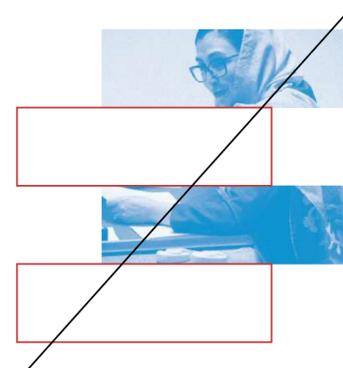
05 Do not single out one equal sign. The logomark can not be altered

06 Do not use black and white images, only blue or red brand colors are applied as monotone image treatment

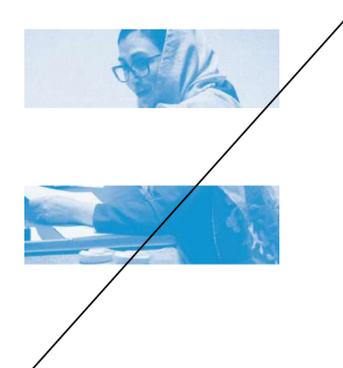
01



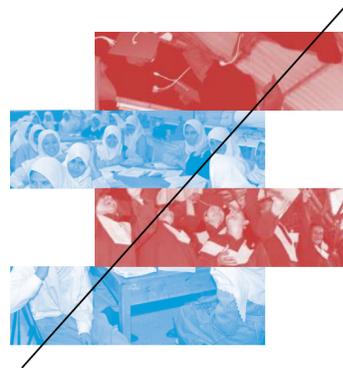
03



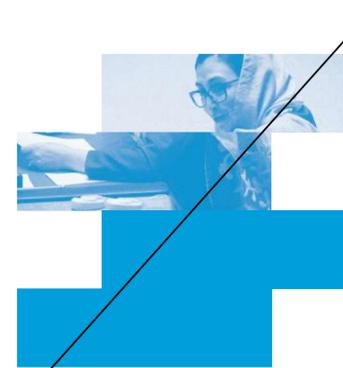
05



02



04



06





4.0

Art Direction

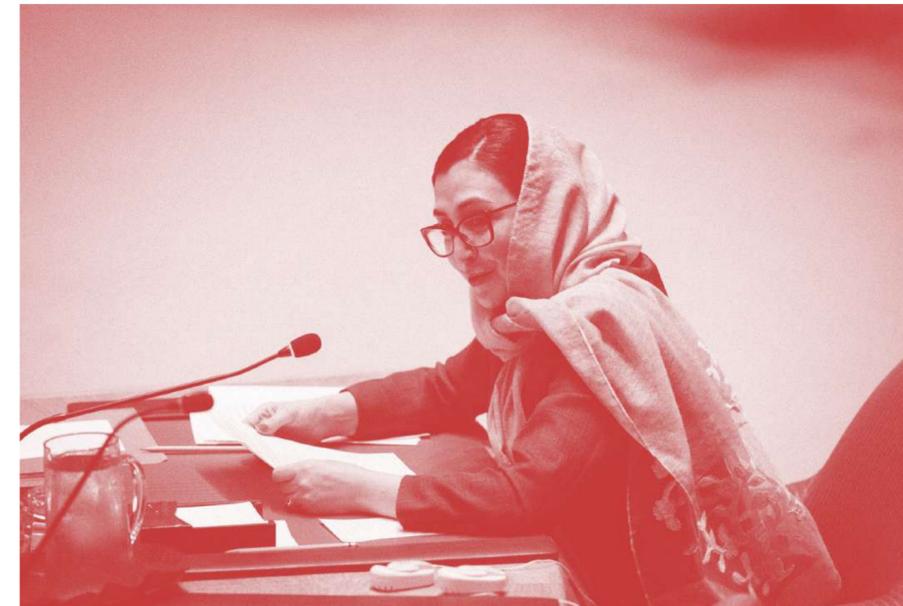
4.1 Photo Styling





Photo Styling

A blue or red brand monotone treatment will be applied to all the photos. Adjust the contrast to provide a clear image.





5.0

Brand Applications

- 6.1 Wildpostings
- 6.2 Instagram
- 6.3 Brochure
- 6.4 Totes
- 6.5 Lanyards badge
- 6.6 Trophy





A global call to action for equal justice

Equal justice for all.

#Act4RuleofLaw

Equal justice for all.

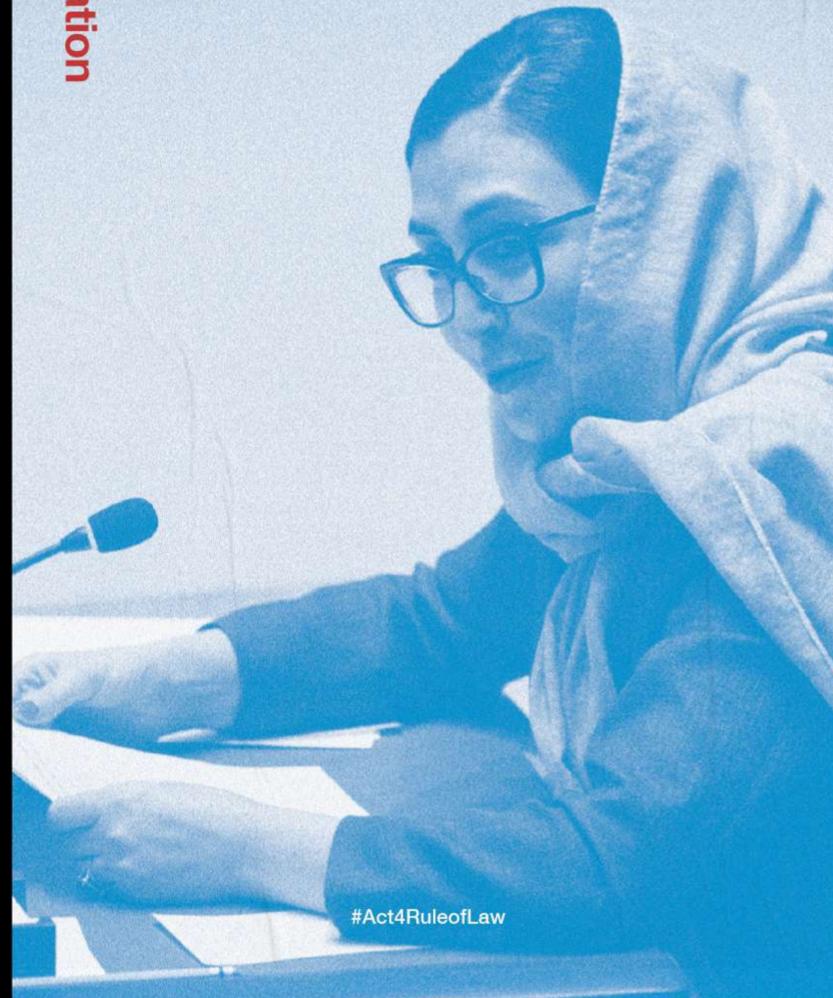


#Act4RuleofLaw



Equal justice for all.

Education



#Act4RuleofLaw

A global call to action for equal justice

#Act4RuleofLaw

EqualRights





**Equal
justice
for all.**

**Act 4
Rule of Law**

**A global
call to
action
for
equal
justice**

#Act4RuleofLaw

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.



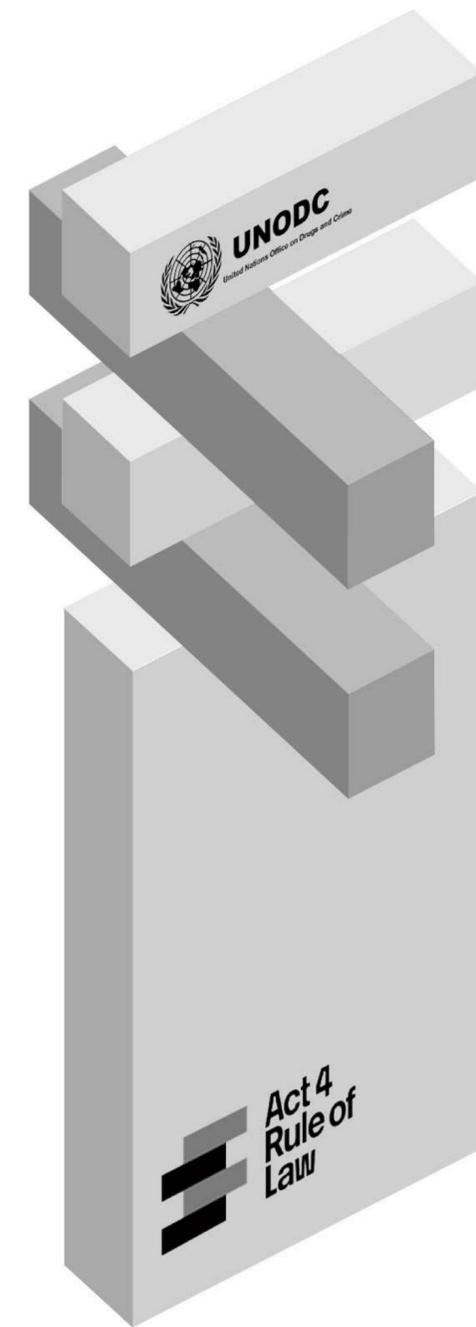
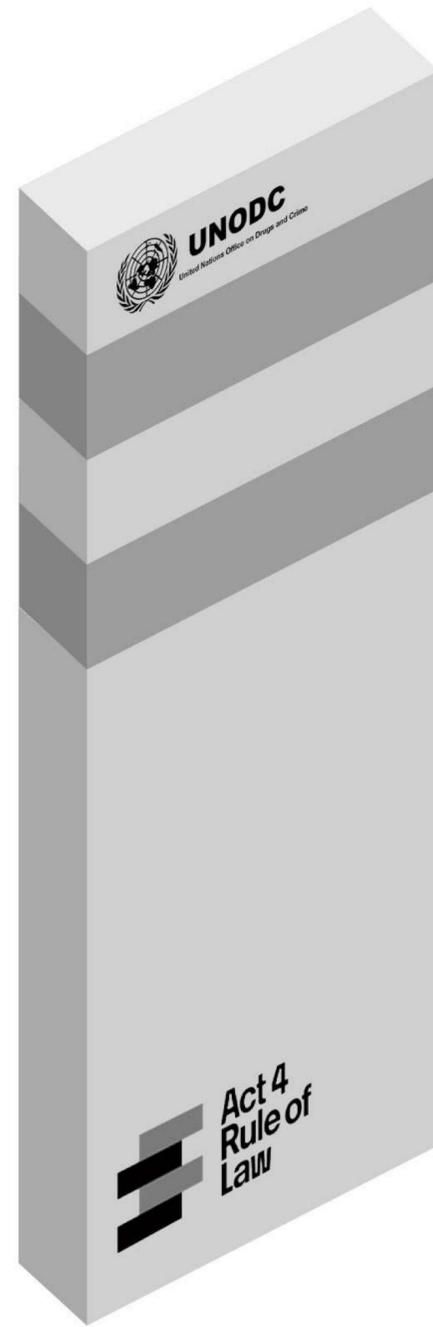
 Act 4
Rule of Law

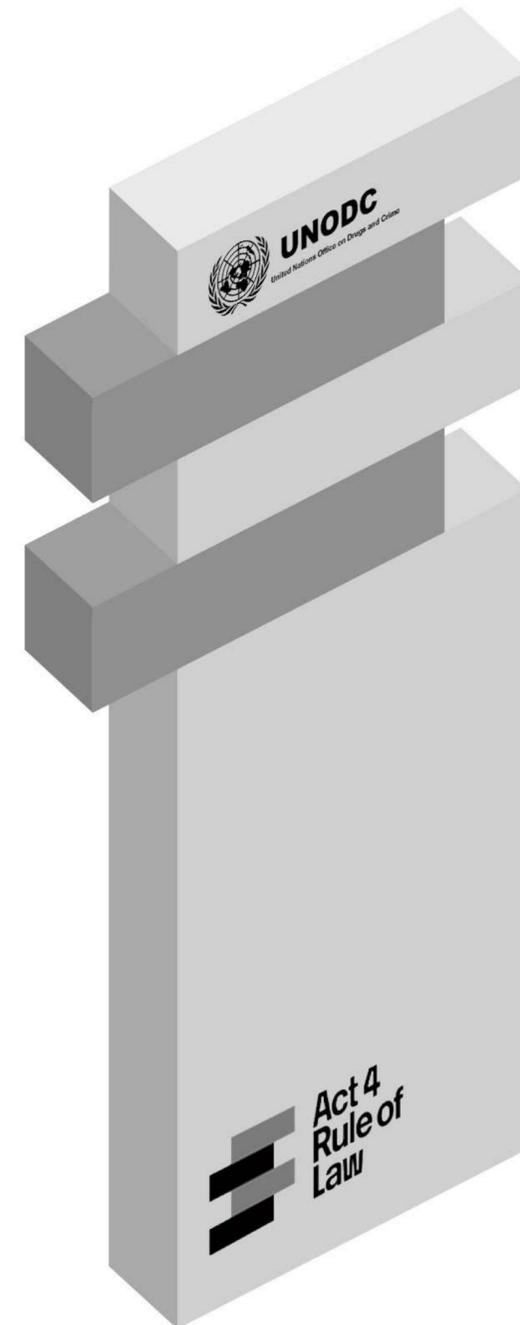
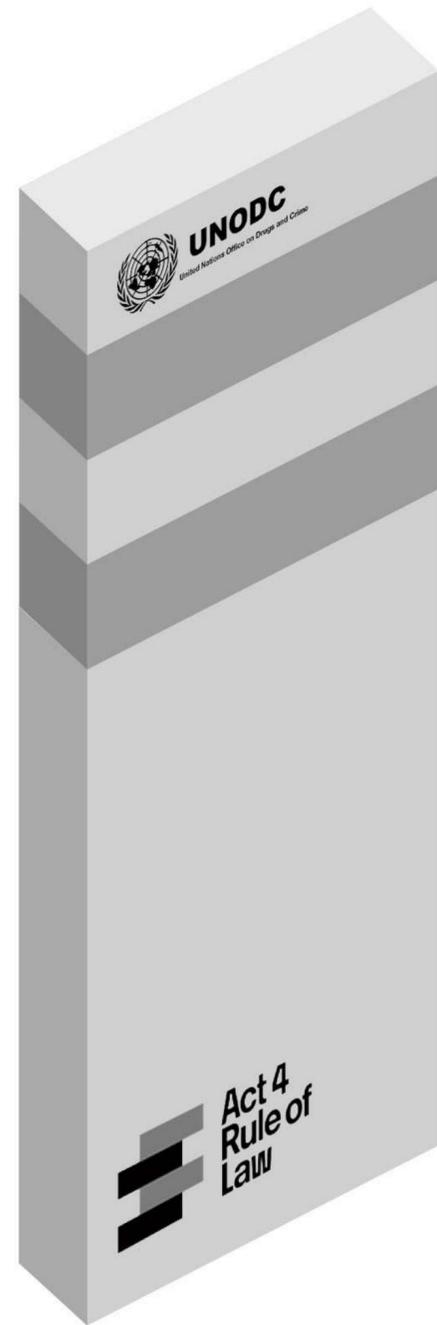
**Equal
justice
for all.**

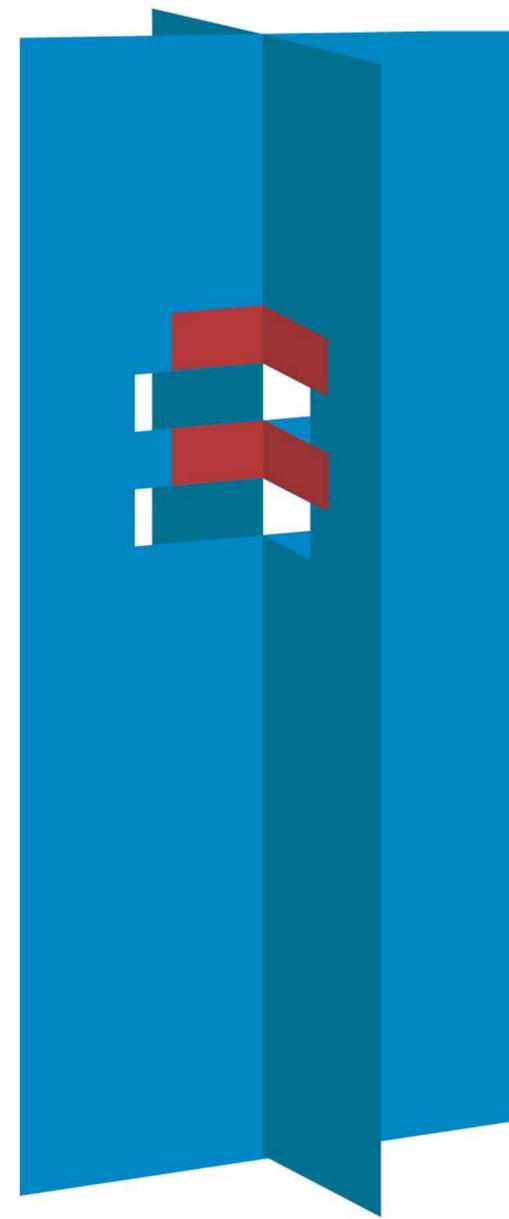
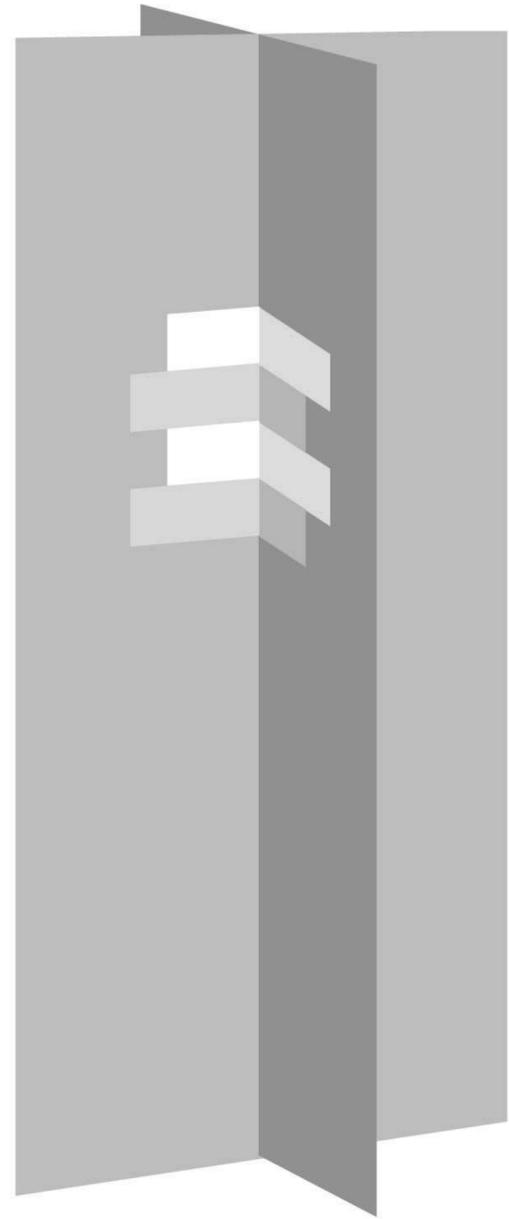












Thank you.