



**NO HATE
SPEECH
MOVEMENT**

No Hate Speech Movement Identity Guidelines

January 2013

A strong brand is one of the most valuable assets an organisation owns. To make it truly powerful it needs to be applied consistently. Everyone has a part to play in doing this.

This identity guidelines has been created to preserve the value and unity of the No Hate Speech Movement campaign's visual identity. Uniform, high-quality reproduction is critical to ensuring positive impressions. The No Hate Speech Movement (NHSM) and the Hate Speech Watch (HSW) logotypes must always appear crisp, clear and readable.

The following pages provide a set of guidelines on how to use the No Hate Speech Movement logotype correctly.

Symbol

The symbol for the NHSM and HSW logotypes is the same and it has one version. It cannot be displayed in a different way. The simplicity and immediacy of the logo and its message is perfect for being used in different kind of materials.

Symbol. Print applications

This will be the logo of the Campaign in all printed and static products.

Symbol. For electronic and online usage

A dynamic/animated version of the logo will be used.

This version will have the same format but the text in the red heart will dynamically transform from Hate Me to Hate Me? and stabilise on No Hate.



Symbol



Steps for animated gif

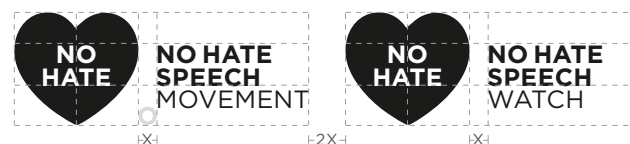
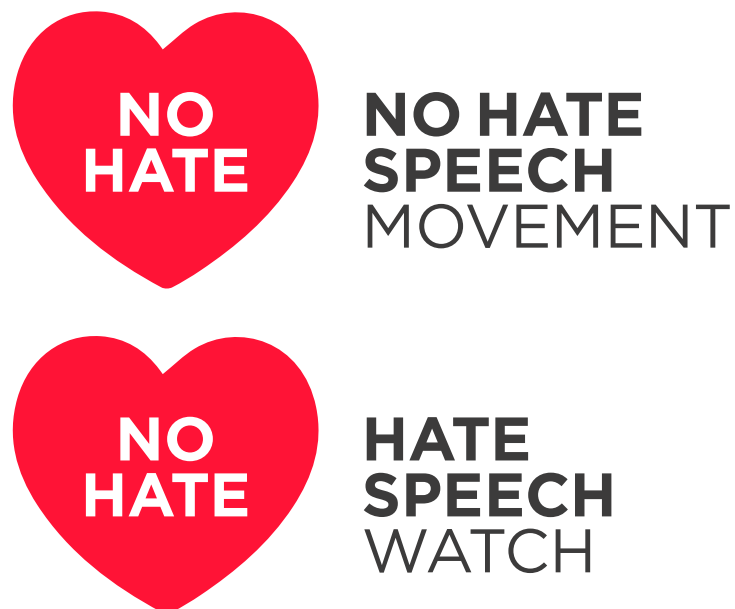
See the animated logo: <http://lattecreative.com/clients/hateme/>

No Hate Speech Movement Hate Speech Watch logotypes

Because the logo is such a recognisable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears.

NHSM and HSW logotypes are equal. Symbol and lettering are arranged in the same way: proportions, colors and typography are identical.

The composition of lettering, divided in the three parts of message (NO HATE- HATE / SPEECH / MOVEMENT-WATCH) help to understand the message and the relation between No Hate Speech Movement and Hate Speech Watch.



Construction

Minimum Clear Space and Minimum Size

Minimum clear space

The minimum clear space around the logotype is equal to the HS height. To create the greatest impact, allow even more space around it. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

Minimum size

The minimum logotype size should be used only when layout space is extremely limited. Use the logotype at a larger size whenever possible. Make sure NHSM/HSW logotypes will not be reproduced smaller than minimum size.



Minimum clear space

Allow minimum clear space as shown.



Minimum size

The minimum size in print is 8,5 mm (x).

Corporate Typography

Corporate Font: Gotham (2000, Hoefler & Frere Jones)

The NHSM/HSW typeface is Gotham. Clean, distinctive and legible, Gotham typeface has an honest tone that's assertive and friendly. A number of Gotham weights are available, allowing a full range of creative expression. Gotham Book and Gotham Bold are the weights used for the NHSM/HSW logotypes. In all the print corporate typeface will be used. Bold (headers, titles) and Regular (body text) are the weights recommended, but the use of all his weights is allowed.

Complementary font: Lucida Sans (1989, Bigelow & Holmes)

On web and digital platforms the Lucida Sans font should be used on body text. It's a standard web font that ensures good visualization in all the platforms.

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Gotham Weights

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Gotham Bold / Gotham Regular, 7px

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam eget nibh dolor. Nulla facilisi. In vel justo diam. Etiam egestas sapien rhoncus mauris viverra et congue enim adipiscing. Maecenas augue risus, pretium lacinia gravida non, egestas nec felis. Fusce pellentesque, ipsum ac volutpat blandit, dui ante ullamcorper tortor, quis ullamcorper eros lorem vel neque. Sed ut arcu diam, et aliquet urna. Nam nec tortor ac nunc bibendum posuere at non lacus. Mauris enim nunc, placerat nec mattis ut, eleifend egestas lacus. Sed ultrices ornare nisi, id pellentesque magna mattis quis. Duis ac mollis urna. Sed auctor mi sed ligula suscipit ut convallis leo varius. Donec sit amet leo ante, mollis porta enim.

Lucida Sans Regular, 7px

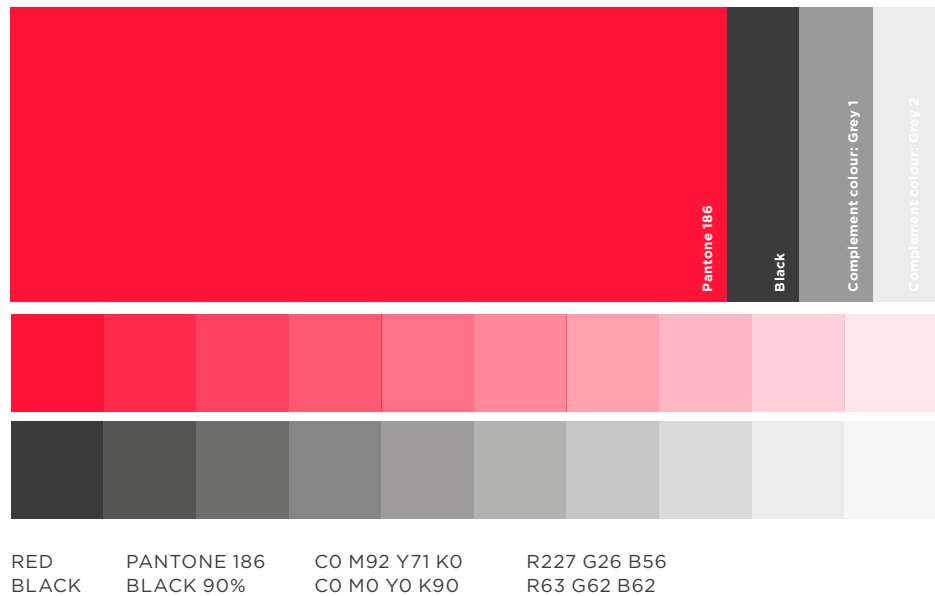
Corporate Color

Corporate color

NHSM/HSW logotypes have red and black as corporate colors: red for symbol and black for lettering.

Uses

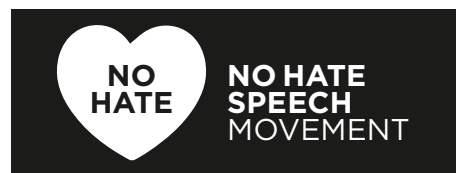
NHSM/HSW logotypes can be shown only in their corporate colors and in all-black or all-white Versions. They cannot be reproduced in others colors. All black Version is available when print restrictions do not allow for color reproduction. With red backgrounds use All-white Version



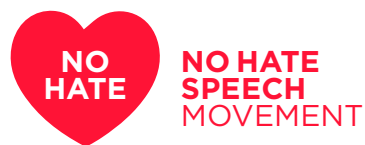
Corporate Palette



All black Version



All white Version



One color Version



All white Version

Do not

These are some restrictions of logotyps reproduction

- ☒ Do not put the logo in a box or any other shape
- ☒ Do not alter the relationship between the symbol and NHSM/HSW lettering
- ☒ Do not distort
- ☒ Do not put the NHSM/HSW logo on an overly complicated background where it becomes illegible
- ☒ Do not use the NHSM/HSW logo in other colours (that have not been specified in these guidelines)
- ☒ Do not try to recreate the logo
- ☒ Do not add a suffix to the logo
- ☒ Do not “squash” the logo



Print recommendations

In corporate communications, NHSM/HSW logotypes have to be placed always on the top left. All the elements have to be align on the left to the NHSM/HSW lettering.

Typographic hierarchy

When a variety of type sizes and weights are used, the differences between them must be clearly recognisable. The contrast creates clear, strong and consistent designs. For corporate letters, Gotham Book 10 px is recommended for body text size and Gotham Bold 14 px for headers.

Arrangement of text

Typography has to be always ranged left. This provides the eye with a constant starting point for each line, making text easier to read.

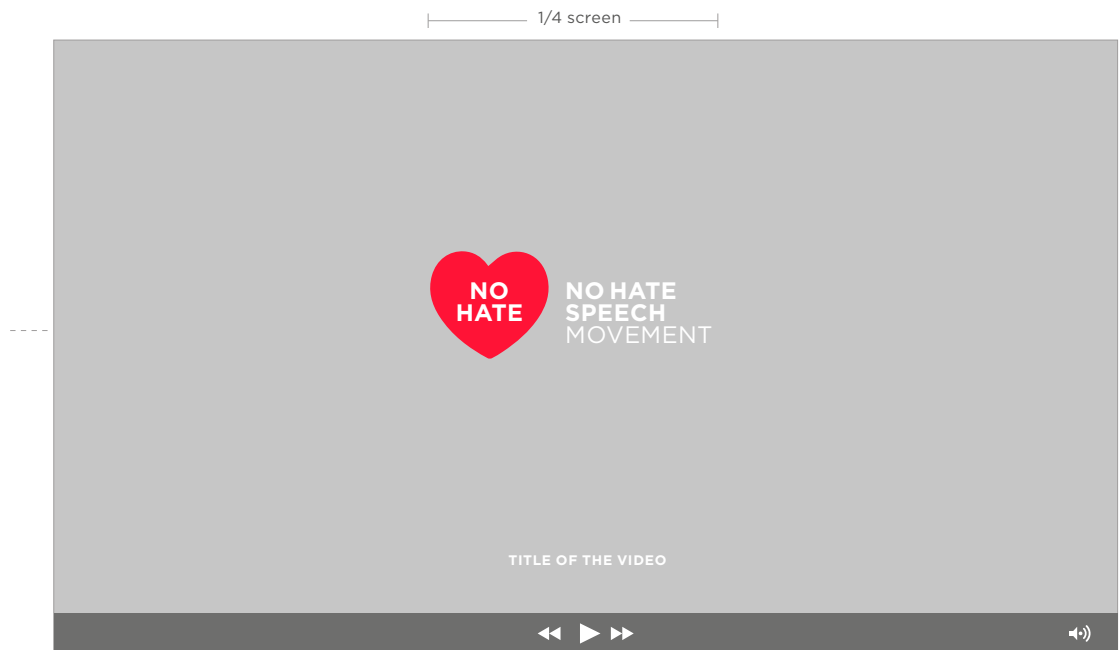
Line spacing has a major effect on legibility and influences the look of the final piece. It should be carefully considered and well executed to achieve a clean result.



Displaying NHSM/HSW logotypes on Videos

For videos, NHSM logotype have to be used in order to achieve good legibility. As possible use symbol in red and lettering in white or black depending of background. In **video introductions**, logotype has to be centered, and presented together with video titles. The recommended size logo is 1/4 of the screen width, but for smaller videos please choose a size that allows the best legibility.

Logo bug has to be placed on the right bottom (1/8 of the screen width). For this application, it has to be used the symbol alone.



Intro video



“Logo bug” that would appear on screen.

