#DEFYHATENOW

Brand Identity Style Guide

INTRODUCTION

The #defyhatenow guide seeks to amplify our communication as we provide community-based and data-driven solutions to the problem of hate speech, disinformation and misinformation. #defyhatenow is a growing network of online and offline peacebuilders.

In the following pages, you will find all the information about #defyhatenow brand positioning and how the visual identity should be applied across our communications materials. This is to help us make #defyhatenow recognisable through mobilising civic action against all forms of hate speech and incitement to violence.
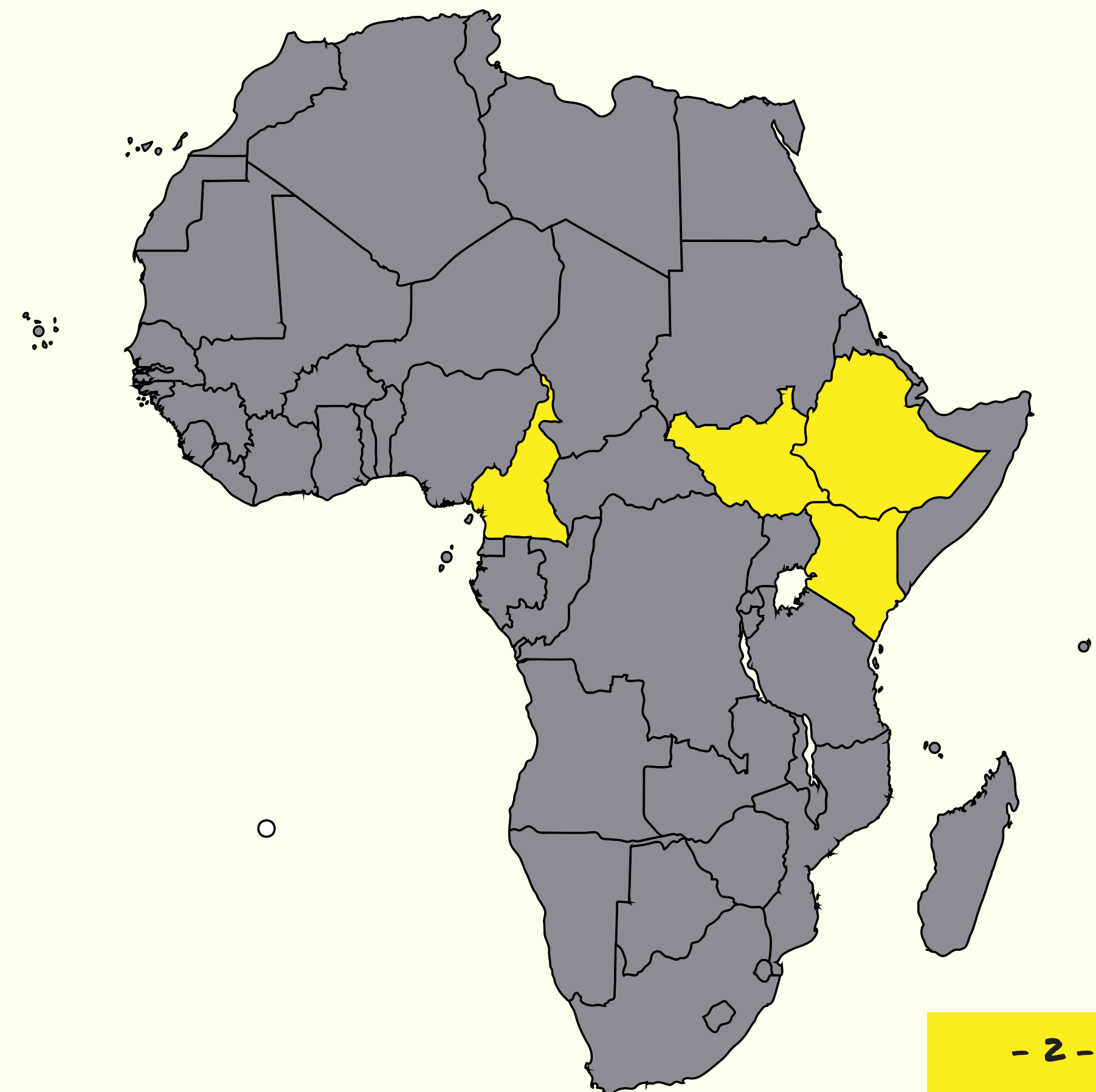
Countries we are in

South Sudan   Ethiopia

Cameroon   Germany

Kenya

OUR VISUAL IDENTITY

The #defyhatenow uniquely created design elements deliver a distinct visual identity and message.
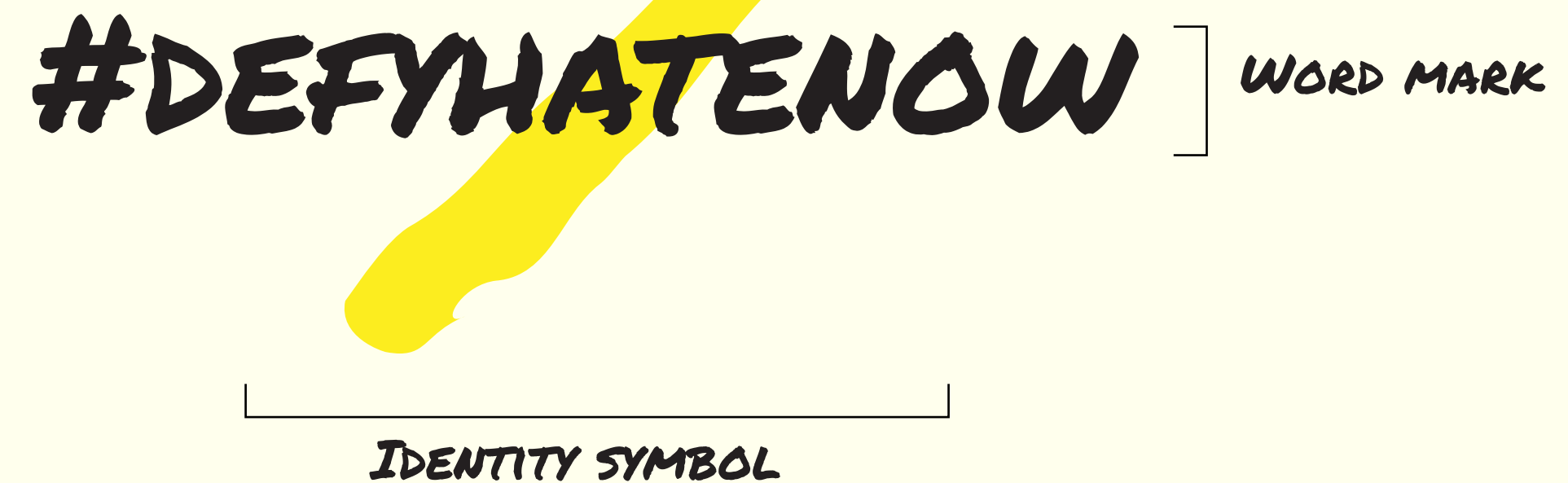
LOGO

#defyhatenow logo is defined by the word mark with a hashtag symbol(#) and the slash.

Please ensure you use the Original artwork.

Always use the whole logo (the brand symbol and the word mark) from the artwork files provided.

Never recreate, rearrange or recolour it yourself.

#DEFYHATENOW

Word mark

Identity symbol

DON'T

DON'T CHANGE THE #defyhatenow typeface - note the use of a hashtag in the logo too.

DON'T use the slash and the #defyhatenow word side by side.

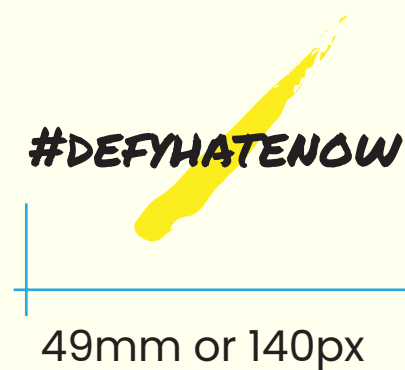DON'T alter the position of the wordmark in the logo.

DON'T alter the colours. Use the correct #defyhatenow yellow. See page 6 on colour.

Logo Versions

PREFERRED VERSION

The Colour Positive Overlap logo is our preferred logo type and should be used as it is wherever possible.
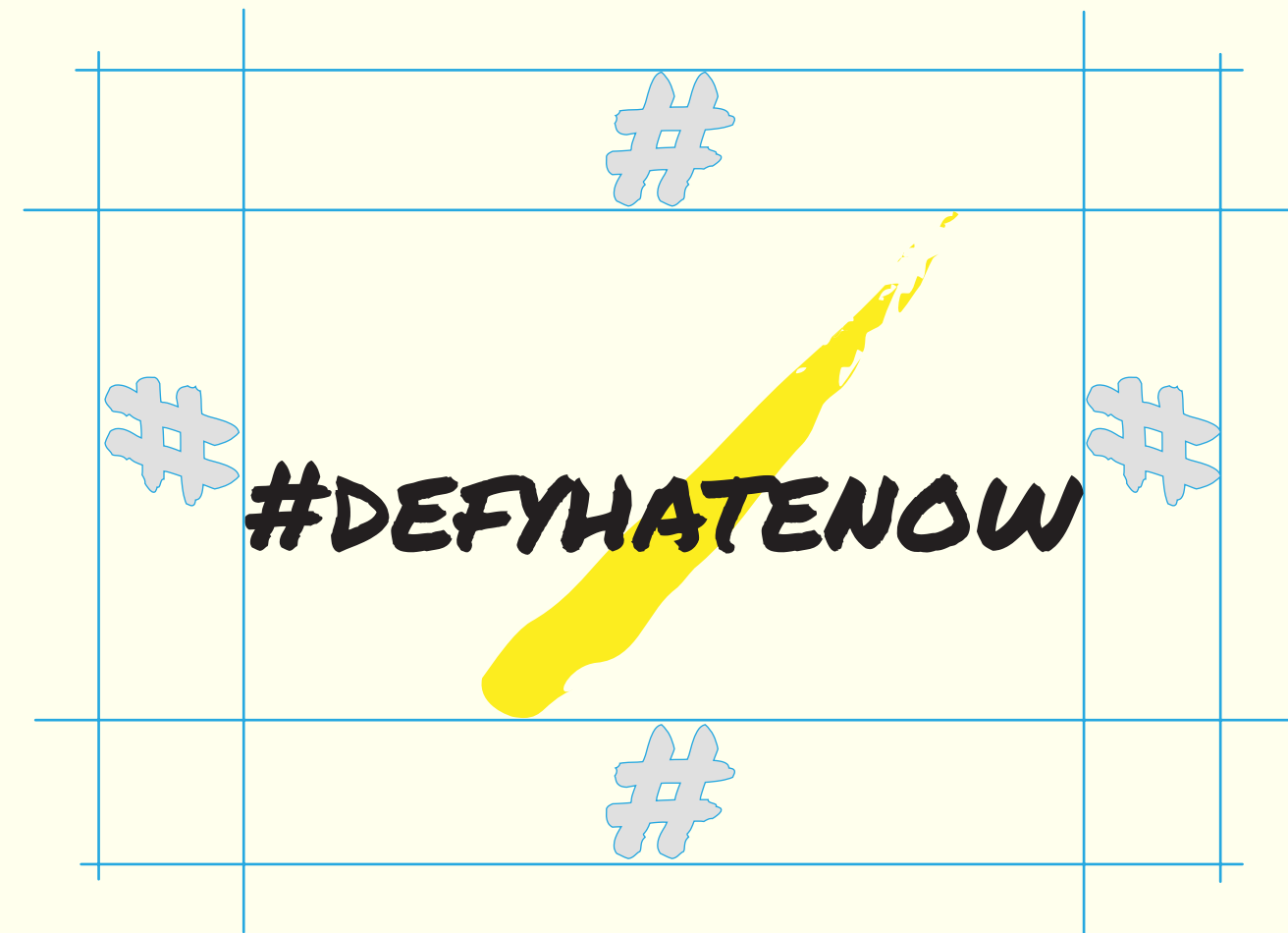
#DEFYHATENOW

#DEFYHATENOW

49mm or 140px

- Minimum size of the overlap version of the logo is 40mm

Digital Version

- Minimum size of the overlap version of the logo is 140 pixels wide retina display.

Clear Space Area

#DEFYHATENOW

- An area around the logo called the logo clear space area must be kept free of other graphic elements such as typography to stand out.
- The width of the 'X' in '#defyhatenow' is used to define the logo's clear space area.
- The logo can sit on imagery, but avoid any busy areas of the image within the clear space area.

Favicon
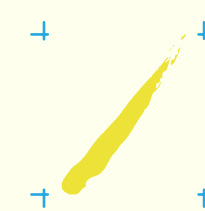
Minimum size is 16 x 16 pixels

LIMITED USE

#DEFYHATENOW   **#DEFYHATENOW**

If the Colour Positive version of the overlay logo is not legible, the following versions are available:

When the background is dark, the wordmark is not legible; the wordmark can be changed to white.

The #defyhatenow slash can be changed to white for yellow backgrounds.

DON'T

~~#Defy Hate Now~~   ~~#Defyhatenow~~

DON'T have the typeface as #Defy Hate Now or #Defyhatenow in writing rather have it all in lowercase.

#DEFYHATENOW FLAGSHIPS

As most #defyhatenow initiative run independently a distict identity can be applied.
The #defyhatenow are to be identified with the prominent #defyhatenow colours i.e. yellow and black.
Some of the #defyhatenow flagship program with their identity

AFRICA FACT-CHECKING FELLOWSHIP
#AFFCameroon

AFRICA FACT-CHECKING FELLOWSHIP
#AFFSouthSudan

237CHECK
Fact-checking & Information Verification in Cameroon

211CHECK
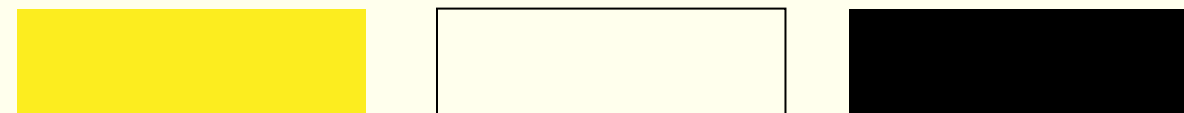*Fact-checking & Information Verification in South Sudan*

HATEFREE
SOUTHSUDAN

COLOUR

PRIMARY COLOUR PALETTE
These colours are used prominently.

Use of yellow itself symbolizes happiness, optimism and creativity a symbolism to #defyhatenow of 'doing again.

Pantone® p 171c	White	Black
c4 m0 y94 k0	c0 m0 y0 k0	c0 m0 y0 k100
r252 g258 b30	r255 g255 b255	r34 g34 b33
Hex FCEE1E	Hex FFFFFF	Hex 222221

Colour Proportions

The chart below is a visual guide of colour balance.

Our lead colour is yellow

- Ensure that yellow always has a strong presence. This is the primary and dominant #defyhatenow for our communications.
- Black adds functional support. (for headline).
- White is used with restraint. Unless on black background. It can be tinted back as far as 50% for text (not for text).
- DON'T use large amounts of white text on yellow backgrounds as it is less easy to read.

The secondary colour palette is used less prominently – as highlights and to add OPTIMISM AND CREATIVITY.

- The secondary colours should never overpower the core colours.
- For printed communications, where Pantone® colours are not used, use Pantone® 130 the correct CMYK breakdown.
- We use our primary colour palette consistently to ensure we are yellow.
- Secondary colours do not have to be used. When they are applied, the overall use across a communication is restrained to the proportions shown in the chart.

Colour Usage

These examples show how to apply #defyhatenow colours.

- We use the primary colour palette consistently to ensure we are yellow.

SECONDARY COLOUR USE

- Use less prominently in communications, e.g. for subheadings, lines, charts and diagrams, or as a small background panel to place text on.
- Biscuit is the only secondary colour that can be used over a larger area as a background.
- Its overall use across a piece of communication should be restrained to the proportions shown in the chart on page XXXX.
- Black can be tinted back as far as 50% for text (not for headlines).
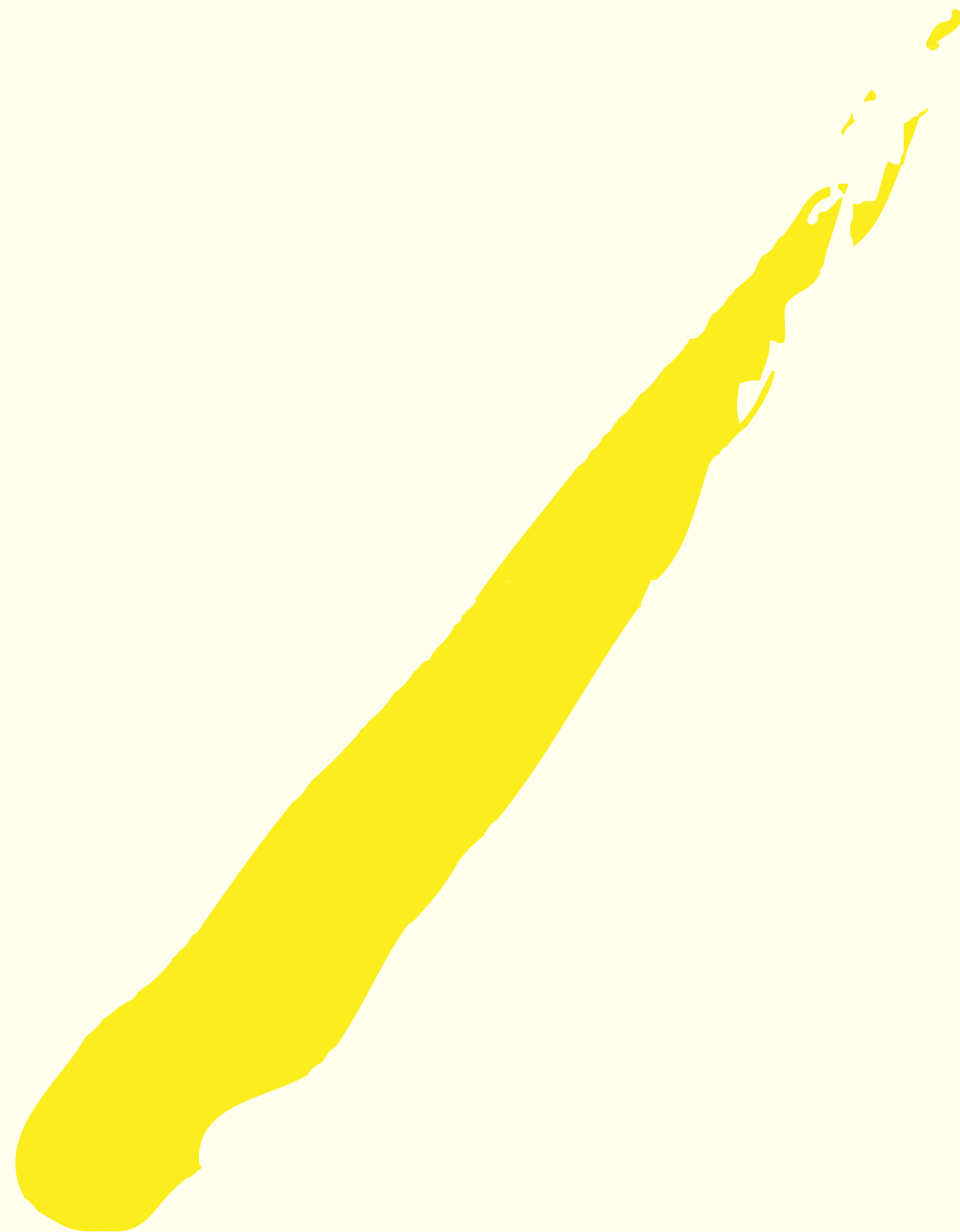
#DEFYHATENOW
SLASH

The #defyhatenow Slash is our most distinct and ownable asset. It is derived from our Identity.
As a form of a brush stroke, or a hand stroke, in yellow its meant to symbolize, striking something out, but redoing better. Think again, do again or act 'new'.

#DEFYHATENOW

The #defyhatenow Slash when used alone – always solid yellow. When reversed with yellow the slash becomes white.

- Its key function is to show the rapidness to respond to respond to the the focus area.
- It is coloured in solid yellow (and not solid black). The slash can only be varied to white when used on a yellow background.

Cropping and scale

- #defyhatenow slash should not be cropped, it should be used idenpendepntly regardless of the visual.
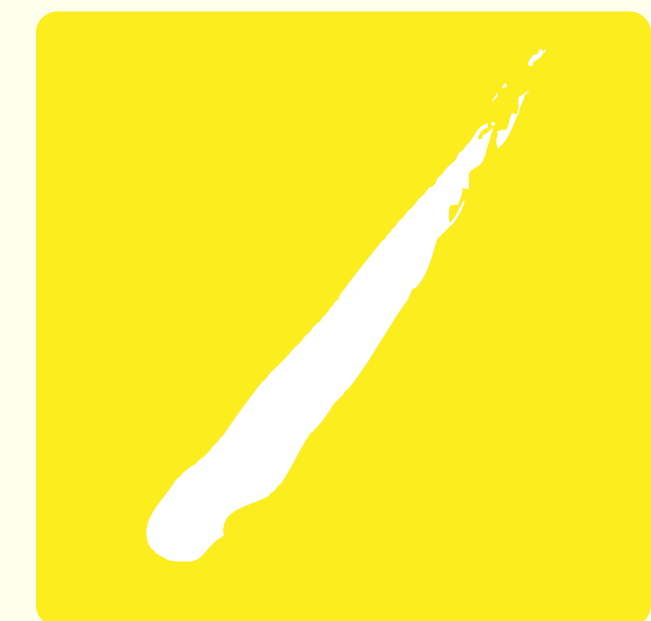
TYPOGRAPHY

Please use the following typefaces

FOR HEADLINES

• We use Permanent Marker Regular for main headlines.
• Headlines can be set in upper case or in sentence case. In the case of a sentense case headline use the alternative headline below.

Alternative HEADLINES

• Use Circular Std Bold for main headlines.

FOR ALL OTHER TEXT

• Use Circular Std for all other text – sub-headings, body copy and any small text such as captions or page numbers.

DIGITAL USAGE EXCEPTION

• When it is not possible to implement the above fonts due to technical and user experience reasons, please use Arial as the default system font – for digital applications – when appropriate.

Permanent Marker Regular

USED IN UPPER CASE.

Poppins SemiBold

For a sentence case headline.

| Bold | Bold Italic | Black | Black Italic |

Poppins Regular

| Book | Book Italic | Medium | Medium Italic |

Arial

| Book | Book Italic | Medium | Medium Italic |

To obtain these fonts:
GOOGLE FONTS
Use google fonts as they are safe for web and printing.

• Avoid using more than 3 or 4 font type in your visual for a clean and easy communication.
• Consider the choice of colour for the fonts for legibility.
• Please avoid using fonts that are not legible.

EXAMPLE

HEADLINE FONT TYPE AND SIZE

SUBHEADING TO BE PLACED HERE

#defyhatenow initiative works on providing community-based and data-driven solutions to the problem of hate speech, disinformation and misinformation. Our work focuses on creating a framework for increasing trust between stakeholders through mobilizing civic action against all forms of hate speech and incitement to violence, including through disinformation created via the Covid-19 pandemic. #defyhatenow seeks to support the voices and actions of citizens working against online induced conflict within and outside affected regions by bringing youth, community leaders, grassroots organizations and further civil society stakeholders into a peace-oriented media and information literacy framework. Bridging gaps of knowledge and awareness of social media mechanisms between those with access to technology and those without, #defyhatenow is a growing network of online and offline peacebuilders.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

CO-BRANDING

When #defyhatenow leads a partnership, our visual identity is applied to all materials in one of the following ways.
The proportion/size of the partner logo should correspond with the #defyhatenow logo.
Alignment of the logo needs to be maintained.

#DEFYHATENOW LOGO

- The #defyhatenow logo should be applied in any piece of #defyhatenow communication.
- Please see logo guidelines on pages 3.
- Ensure it is positioned either above or to the left of the partner logo.

PARTNER LOGO

- For the funding partners to the #defyhatenow projects observe the logo gudeline as shown.
- Adhere to partner logo guidelines unless stated otherwise.
- The partner logo and/or name should appear after our logo. Position it beneath or to the right of our logo.

CO-BRANDING – USE OF OUR LOGO ON PARTNER MATERIALS

When a partner brand is leading a partnership, they will use their own visual identity on materials.
Please share our logo guidelines to ensure correct placement and legibility of our logo.

- Please see logo guidelines on pages 3.
- Ensure that official artwork of our logo is used.
- The partner's guidelines will dictate where our logo will sit.

DESIGN EXAMPLES

The examples in this section give you an overview of how our brand visual identity works across different platforms.

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Mobilising Civic Action to Counter Violent Extremism, Online and Offline.

Mobiliser l'action civique pour lutter contre l'extrémisme violent, en ligne et hors ligne.

#defyhatenow/Civic Watch
Rond-Point Express Yaounde,
Republic of Cameroon

Defyhatenow_WCA
DefyhatenowWCA
www.defyhatenow.org

FURTHER INFORMATION

For further support, please contact:
info@defyhatenow.org.