

MISSION STATEMENT AND PROJECT DESCRIPTION

HUMAN RIGHTS WATCH IS AN INDEPENDENT, NON-GOVERNMENTAL ORGANIZATION DEDICATED TO PROTECTING THE HUMAN RIGHTS OF PEOPLE AROUND THE WORLD.

WE STAND WITH VICTIMS AND ACTIVISTS TO PREVENT DISCRIMINATION, TO UPHOLD POLITICAL FREEDOM, TO PROTECT PEOPLE FROM INHUMANE CONDUCT IN WARTIME, AND TO BRING OFFENDERS TO JUSTICE.

WE INVESTIGATE AND EXPOSE HUMAN RIGHTS VIOLATIONS AND HOLD ABUSERS ACCOUNTABLE.

WE CHALLENGE GOVERNMENTS AND THOSE WHO HOLD POWER TO END ABUSIVE PRACTICES AND RESPECT INTERNATIONAL HUMAN RIGHTS LAW.

WE ENLIST THE PUBLIC AND THE INTERNATIONAL COMMUNITY TO SUPPORT THE CAUSE OF HUMAN RIGHTS FOR ALL.

HUMAN RIGHTS WATCH IS SUPPORTED BY CONTRIBUTIONS FROM PRIVATE INDIVIDUALS AND FOUNDATIONS WORLDWIDE, AND ACCEPTS NO GOVERNMENT FUNDS, DIRECTLY OR INDIRECTLY.

This book presents a logo and identity system proposal for Human Rights Watch in response to an international logo design competition sponsored by the organization.

Many factors have been considered in the development of this package including budgets, reproducibility, readability, sensitivity to cultural interpretations, and the integrity of Human Rights Watch. Solutions have been developed which respond to the widest range of criteria, proving their flexibility and efficiency.

The designer believes that in order for a logo to be accurately assessed, it must be considered in the context of its use. For this reason, usage recommendations are included demonstrating the practical incorporation of new elements into existing formats. In addition, new possibilities are shown for the extended influence of Human Rights Watch.

The design process began with research of the organization's functions and means of visual communication; existing design elements were evaluated. A brief assessment follows.



ASSESSMENT OF EXISTING LOGO

The three words, on three lines justified in a square has been used by the organization for many years and has recognition value. This configuration is practical and attractive, making use of the similar word lengths to present the name quickly and clearly. The square suggests stability, unity and strength. It has been used with different fonts over the years, and appears inconsistently in proportion and color, but is recognizable and worth keeping.

The globe is the weakest part of the existing identity. It is generic, complex, and shows only the northern hemisphere. It loses detail when reduced, and must be a second color or shade of gray when shown with the square.

Ultimately, the globe, shown apart from the name square, has no recognizable qualities which point to Human Rights Watch.

The globe can be dropped completely or used as nothing more than a background pattern.



ASSESSMENT OF FONT USAGE

Recent publications by Human Rights Watch, have used the "Meta" font family consistently with typographic skill. The standard format for reports has been supported by the use of Meta for section titles and buttons on the HRW website.

Because Meta has been so thoroughly incorporated, and because it is an attractive, appropriate, and versatile font, it has been retained by this designer as the primary typeface for the new identity.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.?!&
Meta Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890,.?!&
Meta Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.?!&
Meta Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890,.?!&
Meta ItalicCaps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890,.?!&
Meta Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890,.?!&
Meta BoldCaps

OFFICIAL FONT FAMILY—META

Meta Normal

META CAPS

Meta Italic

META ITALICCAPS

Meta Bold

META BOLD CAPS

The Meta font family has been in use by Human Rights Watch for several years as the primary typeface for reports and web site buttons.

Note the numbers in Normal, Italic, and Bold which "jump up and down." These are called Old Style Figures, as they are based on classical notation. The Caps versions use modern, aligning "Tabular" numbers. These are better for use in tables, or where the Old Style Figures are distracting.

Also available is a version called Meta Correspondence. It comes with Normal, Italic and Bold, utilizes tabular numbers, and is optimal for everyday office correspondence.

HUMAN
RIGHTS
WATCH



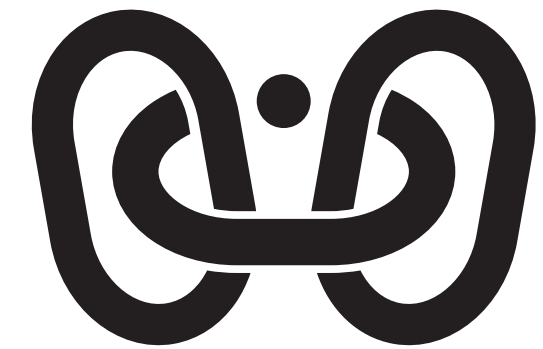
THE LOGO

This version of the name square has been produced to replace the two versions currently in use. The Logo uses Meta Bold for its legibility, simpler shapes, and to maintain consistency with other typographic uses of Meta by Human Rights Watch.

Compared to existing versions of the logo, the font is proportioned to ease the appearance of crowding. The natural "hand carved" letterforms have been eliminated in order to not compete with the simple shapes of the new link symbol.

Though the designer did explore other configurations, the strong recognition value and convenience of the three stacked words in a black square outweighs any reason for a new arrangement. The exception is when a long horizontal configuration is required due to space limitations or when used as a small identification label attached to the Symbol. This "Banner" configuration is described later.

For certain applications, the logo appears without the box. This allows for greater flexibility of reproduction methods and can identify specific levels of communication.

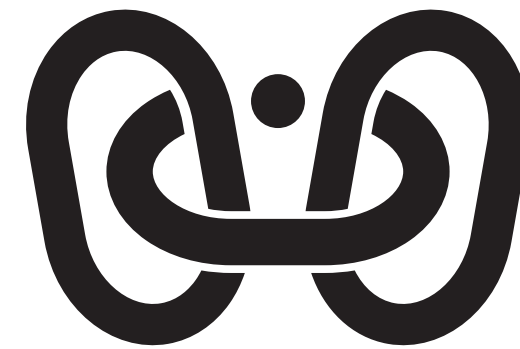


THE LOGO AND THE SYMBOL

These two elements identify Human Rights Watch.

For standardized reference purposes, the name square is to be called "the Logo" and the new link image is to be called "the Symbol".

Their strength is that they can be used individually or together in a variety of configurations as demonstrated in the following pages.



THE SYMBOL

SOME POSSIBLE INTERPRETATIONS:

- “W” and/or “H”
- Chain breaking—freedom
- Links coming together—unity/connection
- Butterfly—soul/spirit/transformation
- Angel—guardian/protector
- Hugging or wrapping arms around

The new symbol for Human Rights Watch was developed over an 8 week period in which the designer evaluated over forty different design directions.

The solution is a simple, balanced, abstract symbol inviting many interpretations.

Elements have been distilled to their simplest forms to allow easy reproduction by almost any means—even embroidery. The symbol can be drawn by hand or described with a high degree of accuracy, even after a quick glance. It is contagious.

It has been designed to function optimally at very large and very small sizes, can be used positive (black on white) or negative (white on black), and is attractive in a circle or square.



Language specific logo minimizes international recognition ability.



Association Training: by using the Logo and Symbol together they will become interchangeable.



In time, the Symbol will gain international recognition free from language.



The symbol, representing human rights, gains recognition through repeated exposure and word of mouth.



People see Human Rights Watch in association with the familiar symbol and want to learn more.



Human Rights Watch becomes recognized as major player in human rights.

WHY HAVE A LOGO AND A SYMBOL?

Many documents require clear identification in English, reports and letters, for instance. However three words typed in English are unintelligible to non-English speakers and may be confused with other square logos, or may be ignored altogether.

Having a symbol which stands on its own allows people in any country to identify Human Rights Watch workers and documents through repeated exposure.

If allowed to spread through informal channels, such as stickers, clothing, or postcards, the symbol will become recognized on its own as an international symbol for human rights, giving victims and activist a clearly identifiable, easily reproducible graphic to represent their cause. The advantage is that Human Rights Watch gains credit and recognition in a reverse process as people who are curious about the symbol see it in association with the Logo and learn about the work of the organization.

HUMAN
RIGHTS
WATCH



The Official Level

HUMAN
RIGHTS
WATCH



The Informational Level



HUMAN
RIGHTS
WATCH

The Relational Level



The Street Level

FOUR LEVELS OF IDENTITY

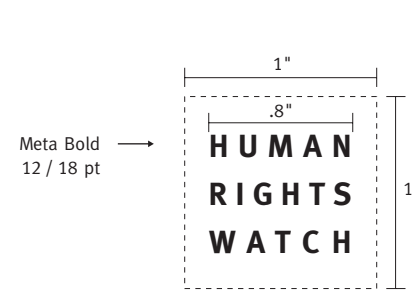
Human Rights Watch must present itself in different ways to different people. The designer has identified four levels of identity.

THE OFFICIAL LEVEL—For presentation of direct recommendations to international heads of state, government agencies and corporate executives. Must appear stable and authoritative. Utilizes symmetry, strong, conservative colors, and quality printing.

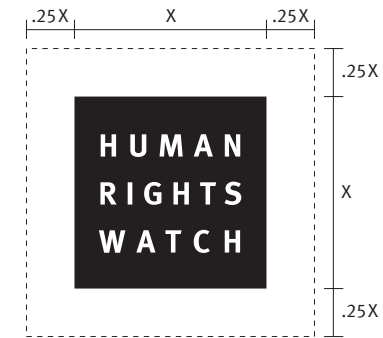
THE INFORMATIONAL LEVEL—For publishing frequent, in-depth reports and press releases to the international media. Information is presented clearly, with credibility, in standard templates for quick formatting, PDF distribution, and BW laser printing.

THE RELATIONAL LEVEL—For correspondence with donors. Communications are warm and intimate. Thank you notes, announcements, and invitations are simple and artistic.

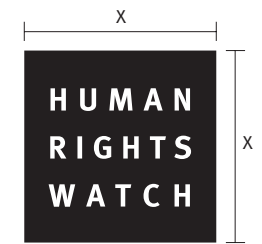
THE STREET LEVEL—This is the guerrilla street level which allows the general public to take ownership of Human Rights Watch, showing support through widespread reproduction and communication of materials. Design elements are strong and dynamic, inviting adaptation.



The Logo is set in Meta Bold. At the size of 1" by 1", the type is 12 / 18 justified to .8 inches wide with some minor kerning adjustment.



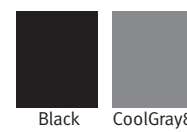
Buffer Zone
No page borders or text should ever enter the buffer zone, in order to preserve focus on the logo and prevent the appearance of cramming.



Logo is a perfect square and should never be stretched horizontally or vertically.

LOGO SPECIFICATIONS

COLOR SPECIFICATIONS:



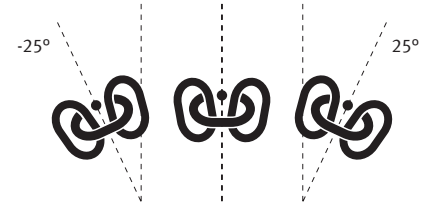
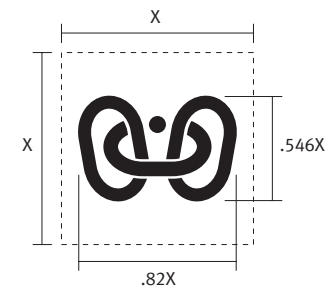
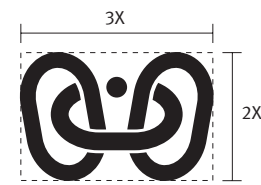
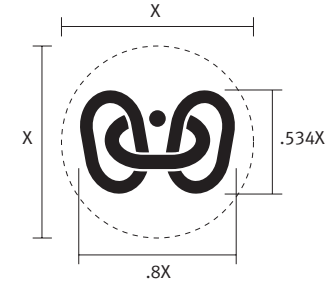
Black CoolGray8

Logo may be used in Black or CoolGray8 only.

SIZE SPECIFICATIONS:



Minimum size is .5 inches and may be used at any larger size depending on need.



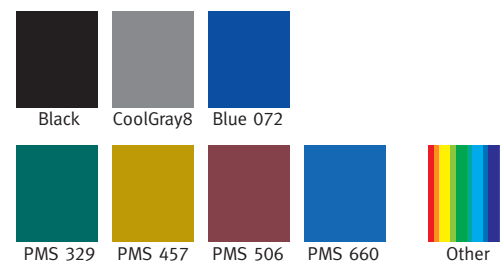
The symbol has a 3 to 2 aspect ratio. If the width is 1" the height is .667".

The proportion best suited for the symbol is 82 percent in a square (80 percent in a circle) centered horizontally and vertically within the shape.

Symbol may only be rotated for certain uses as specified in this book. Maximum rotation is 25° clockwise or counterclockwise.

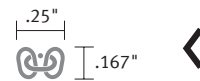
SYMBOL SPECIFICATIONS

COLOR SPECIFICATIONS:



The symbol may be used in a wide range of colors based on context as described throughout in this book.

SIZE SPECIFICATIONS:



Minimum size is .25 x .167 inches and may be used at any larger size depending on need and context.



THE OFFICIAL LEVEL

APPLIED TO:

Letterhead
Standard Business Cards
Mailing Labels
9" x 12" envelopes

The stationery systems of many governments and multinational corporations are stark, conservative, and emblematic. Because Human Rights Watch conducts correspondence in this arena, the stationery has been designed to exemplify credibility and authority.

In this symmetrical arrangement, the Symbol possesses the qualities of a seal. Note its anchored position and understated scale which reinforce the message without the need to overpower it. The use of cool gray ink functions in the same way, respectfully backing off the boldness, adding sophistication and maintaining a serious tone.



350 Fifth Avenue, 34th floor · New York, NY 10118-3299 USA
tel 1 (212) 290-4700 · fax 1 (212) 736-1300
www.hrw.org · hrwnyc@hrw.org

Presentation of Logo
and Identity System for
Human Rights Watch
© 2002 Chad M. Upham

8.5" x 11" LETTERHEAD





350 Fifth Avenue, 34th floor · New York, NY 10118-3299 USA
 tel 1 (212) 290-4700 · fax 1 (212) 736-1300
 www.hrw.org · hrwnyc@hrw.org

Douglas N. Daft □
 Chief Executive Officer □
 The Coca-Cola Company □
 P.O. Box 1734 □
 Atlanta, GA, USA 30301 □
 Fax: (404) 676-6792 □

Dear Mr. Daft, □

As one of the most prominent, long-standing sponsors of the Olympic Games, Coca-Cola is in a particularly influential position to promote the values and ideals upon which the Olympic movement has been built. I believe that one of the most important challenges facing Coca-Cola and other sponsors is the prospect of Beijing hosting the Games in 2008. □

Awarding the Games to Beijing was a highly controversial decision, as you know, due to China's poor human rights record. And I am sure that Coca-Cola is fully aware that its corporate image could be tarnished if the Chinese government acts in a harsh, repressive way towards journalists or Chinese dissidents prior to or during the Games. □


On the other hand, with China eager to present a positive image to the outside world, the period between now and 2008 offers a window of opportunity to urge the Chinese government to fully comply with its international human rights obligations. □

— Urge the Chinese government to immediately release Shan Chengfeng, who is now serving a two-year sentence in a Chinese labor camp for doing nothing more than circulating a petition in January 2001 asking the IOC to help secure the release of her husband and other political prisoners. Her continued detention for "disturbing social order" violates China's international human rights commitments. It is also a very disturbing precedent for what may happen to other dissidents who dare to raise their voices publicly prior to or during the Games. For this reason, Coca-Cola should intervene on her behalf. □

— Call on the IOC to establish a human rights monitoring committee for Beijing. Such a committee could seek safeguards against arbitrary arrests of peaceful protestors, and make sure China honors its pledge to allow all foreign journalists "complete freedom" to report when they go to China to cover the Games. It could also begin working now to monitor the treatment of Beijing residents and migrants affected by the building of Olympic facilities to ensure they are treated fairly. □

Thank you for taking my concerns into consideration. I look forward to your reply. □

Sincerely, □


 Robert A. Smith □
 Coordinator

LETTERHEAD WITH SAMPLE LETTER

MARGINS

1.375" Left
 1.125" Right
 1.875" Top
 1.25" Bottom

Letter is typed in Times New Roman 10pt.



LETTERHEAD – SECOND SHEET

MARGINS

1.375" Left
1.125" Right
1.5" Top
1.25" Bottom

Second sheets retain the Symbol in the same position as the letterhead. Top margin is decreased to accommodate for extra space.

This is a misrepresentation of our report, which states clearly, on page 3: “Human Rights Watch also strongly condemns the abduction, killing, and mutilation of the nineteen soldiers on October 10 and urges that those responsible for those acts be brought to justice. However, the brutality of that incident cannot justify the killings and destruction in the military reprisals that followed.” The report also describes the background to the deployment of the soldiers in the area and includes a section on the conflict between Tivs and Jukuns (section V, pages 16 to 18).□

We deeply regret that in addition to misrepresenting the contents of our report, you still appear to be refusing to condemn publicly the massacre and destruction by the Nigerian military or to give a firm, unambiguous commitment to bringing those responsible to justice.□

In an interview with the Financial Times, on 9 April 2002, you similarly failed to condemn these actions, speaking instead about “cause and effect.” Referring to the murder of the nineteen soldiers, you are quoted as saying: “You don’t expect me to fold my hands and do nothing because tomorrow neither soldiers nor policemen will go anywhere I send them. I sent soldiers. When you send soldiers they do not go there on picnic. They went on operation.” You are also quoted as saying to the journalist who asked you what had gone wrong in Benue: “This is the kind of thing one finds really irritating coming from people like you. Those soldiers, are they not human? Have they no rights, too? [...] Action and reaction are not equal and opposite [...] In human nature, reaction is always more than action.”□

Such comments do not inspire confidence that those responsible for the massacres will be brought to justice. We are aware that a commission of inquiry has been set up to investigate events in Benue, and we await its outcome; however, we are concerned about the vagueness of its remit and the absence of any specific reference to the need to investigate the actions of the military.□

In the meantime, by seeming to excuse one of the most serious cases of human rights violations by the army since your government came to power, such public statements on the Benue massacres are likely to undermine any attempts to restore respect for human rights in Nigeria.□

Human Rights Watch is appealing to you and to the Nigerian government to acknowledge that serious violations were committed by the military in Benue, to refrain from making public statements which could be interpreted as justifications for these violations, and to ensure that those responsible for ordering and carrying out the killings are brought to justice without delay. We also urge you to implement the other recommendations in the enclosed report and we would be grateful for information from your government on any progress made, particularly concerning investigation and prosecution.□

Yours sincerely,□

□
□


Peter Takirambudde□
Executive Director□
Africa Division





STANDARD BUSINESS CARDS

COLOR SPECIFICATIONS:



CoolGray8

Standard business cards may be printed in CoolGray8 only.

Standard Business cards are for identification of HRW locations and divisions only. Individuals should use the 2-color individualized business card format.



1630 Connecticut Avenue, N.W., Suite 500
Washington, DC 20009 USA

Wilson Middle School □
1492 Columbus Avenue □
Colorado Springs, CO 80619



MAILING LABEL

SELF-ADHESIVE FOR USE WITH:

9" x 12" envelopes
12" x 15.5" envelopes
Small shipping boxes
Poster Tubes

ADVANTAGES:

One label fits many different container sizes.
Laser printable sheets for automated addressing.
Less printing costs for smaller HRW locations.
Lower cost with greater flexibility.

Address is typed in Times New Roman 14pt.



1630 Connecticut Avenue, N.W., Suite 500
Washington, DC 20009 USA

Wilson Middle School □
1492 Columbus Avenue □
Colorado Springs, CO 80619





HUMAN
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THE OFFICIAL LEVEL — INDIVIDUALIZED

APPLIED TO:
Personal Business Cards
#10 / Letter Envelopes

At the core of Human Rights Watch is the desire to protect the human spirit. Freedom and individuality are reflected in the design of personal business cards and #10 envelopes. By moving the Symbol, rotating it in relation to the Logo, and adding a second color, the individualized stationery complements the stability and credibility of the Official level with a playful reminder that every person is unique.

Personal business cards and envelopes can be printed in an assortment of colors, changing periodically to maintain freshness. As subsequent letters are received in the mail, or as contacts collect business cards from multiple Human Rights Watch workers, they will come to anticipate the variety, appealing to natural curiosity and softening even the most hardened personalities.

HUMAN
RIGHTS
WATCH

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HUMAN
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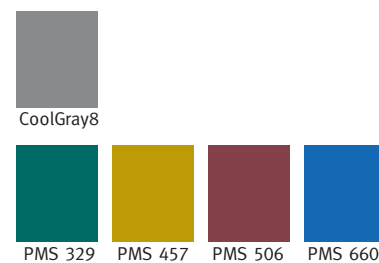
Steve Crawshaw, London Director

tel (20) 7713-1995 · fax (20) 7713-1800
craws@hrw.org · www.hrw.org

33 Islington High Street 
N1 9LH London, UK

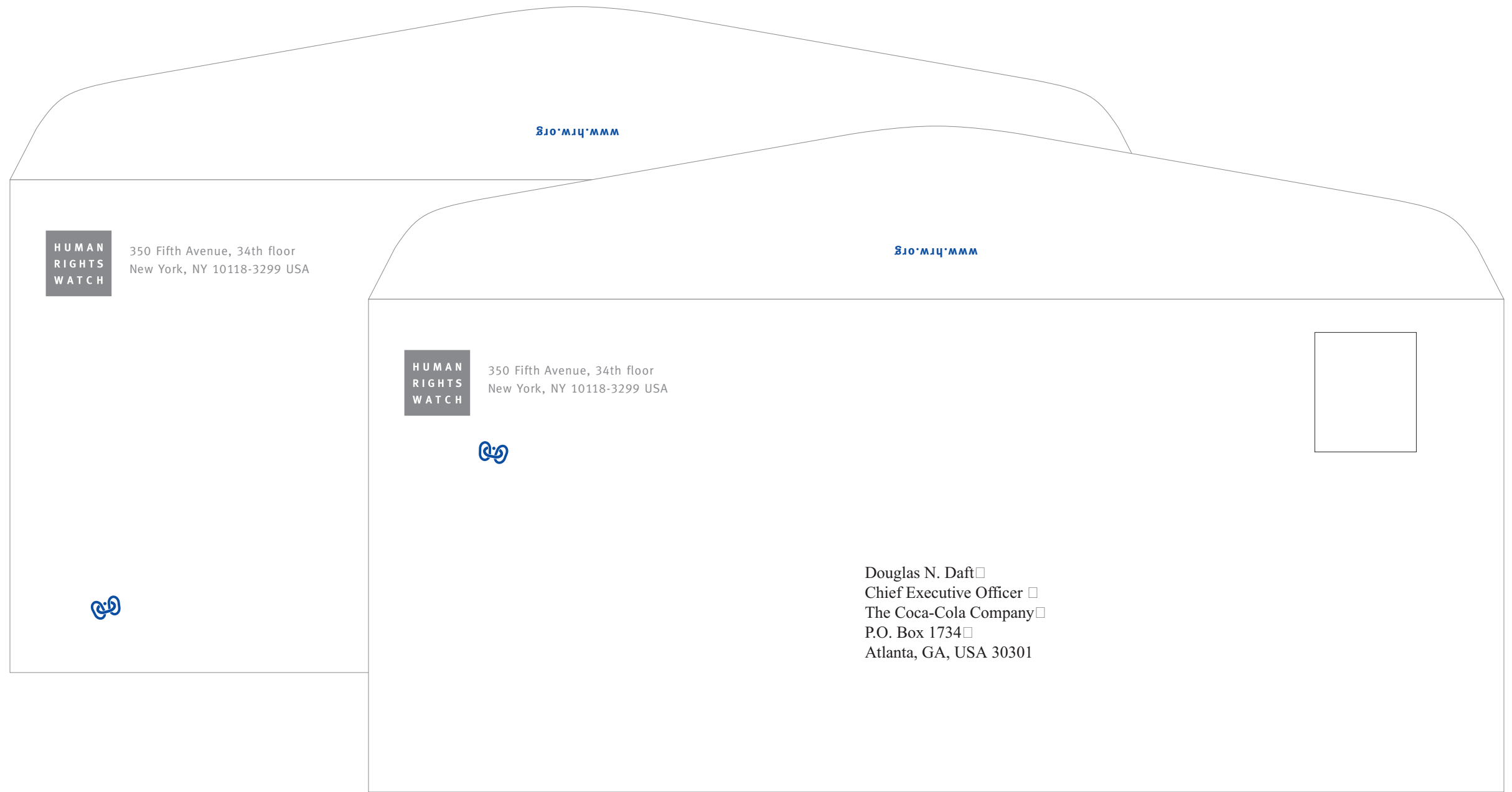
PERSONAL BUSINESS CARDS

COLOR SPECIFICATIONS:



The second color may be selected from this palette.

Position of the symbol and the second color may be designated at time of printing. If only a few people are having cards printed at a time, it saves money to print them in the same color. The next time cards are printed, they can be printed in another color. The goal is to encourage variety and personal choice.



#10 / LETTER ENVELOPES

COLOR SPECIFICATIONS:



CoolGray8 Blue 072

Symbol and web address are printed in Blue 072.

Symbol position may be designated at time of printing. If several thousand envelopes are being ordered, half may be printed with one position, half with another. When envelopes are reordered, the position may be changed again. The goal is to show freedom and change over repeated exposures.



THE INFORMATIONAL LEVEL

APPLIED TO:

Faxes
 Press Releases
 Report Covers
 Large Shipping Labels

The informational level of the identity is bolder, modular for flexibility, permits asymmetrical use, and emphasizes the logo and the symbol equally. Its primary purpose is to clearly identify the large amounts of information published by Human Rights Watch. Reports, Press Releases, Faxes, and large shipping packages all utilize the modular logo/symbol format.

Here, blue shines as the primary color of Human Rights Watch, retained for its steady use in past logos and publications. For printing within the informational level, the designer has designated Blue072 as the primary blue, yet encourages using a variety of hues between Blue072 and Process Blue for the printing of Report Covers. This variety will prevent monotony, add freshness when viewing multiple documents on a shelf, for instance, and will mask color variations common in printing of publications in a series over time.



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PRESS RELEASE

Page 1 of 2

PRESS RELEASE

MARGINS FOR BODY TEXT

1.5" Left
1" Right
2.125" Top
1" Bottom

Press Release, including logo and header, is in Microsoft Word format for black and white laser printing or PDF generation.

Information header is Helvetica and Helvetica Bold, 10pt and 14pt.

Headline is Times New Roman Bold/BoldItalic 14pt.
Body text is Times New Roman 10pt.

Afghanistan Unsafe for Refugee Returns ***U.N. Refugee Agency Sending "Misleading" Message***

(New York, July 23, 2002) The Office of the United Nations High Commissioner for Refugees (UNHCR) should reverse its newly-announced policy of promoting voluntary repatriation to Afghanistan, Human Rights Watch said today.

UNHCR issued a statement last week advising governments hosting Afghan refugees to offer incentives and assistance to all who wish to repatriate, and to resume processing the applications of Afghans with pending asylum claims.

"By advocating for repatriation, UNHCR is sending the message to governments that conditions in Afghanistan are sufficiently stable for a large-scale return," said Rachael Reilly, refugee policy director at Human Rights Watch. "This is misleading and is contradicted by conditions on the ground."

Human Rights Watch investigations in recent months have found that conditions inside Afghanistan are still extremely unstable and that risk of persecution exists for certain groups. Continuing factional rivalry between General Abdul Rashid Dostum's Junbish forces and General Atta Mohammad's Jamiat troops has created a security vacuum in northern Afghanistan, leading to a rise in attacks on humanitarian aid agencies and Afghan civilians. Armed conflict between the two factions has increased over a wider area of the north in recent weeks, affecting at least four different districts during the week of July 8.

At the same time, ethnic Pashtuns, a minority in the north, continue to flee targeted violence, rapes of women and children, seizure of farmland and demands of money by local commanders in Farah and Faryab province. Human Rights Watch has also documented ongoing lawlessness and abuses by warlord forces in the south and west of the country.

In recent statements, UNHCR has cautioned governments not to rush repatriation before conditions are stabilized in Afghanistan - in direct contrast to its most recent position. On July 2, UNHCR announced that it was suspending assisted returns from Herat to Faryab and Samangan provinces and to parts of Balkh province in northern Afghanistan, because of continued insecurity. In May 2002, the UNHCR spokesperson in Kabul, Yusuf Hassan, called on governments not to put undue pressure on Afghanistan by prematurely promoting repatriation.

"UNHCR has itself admitted that conditions are unsafe in parts of Afghanistan. So why advocate for refugees to return now?" said Reilly.

UNHCR has suggested that if Afghans with pending asylum claims are encouraged to voluntarily repatriate, it would relieve the pressure on asylum systems. But Human Rights Watch said this argument plays into the hands of governments such as Australia and the United Kingdom that are already putting pressure on Afghan refugees to return. Australia, for example, has begun making unqualified statements that Afghan refugees, recognized under the Refugee Convention but only given Temporary Protection Visas, will have to go home when those visas expire or may even face cancellation of their visas. The Australian government is currently offering Afghan detainees 28 days to accept financial incentives to return while threatening that they will have to go back without the money if their asylum claims are rejected.



In addition to the security problems facing returnees, many were not in fact returning to their homes but merely becoming internally displaced in urban centers like Kabul and Herat, contributing to the existing strain on infrastructure and resources, Human Rights Watch said. □

□
"There are serious doubts about the absorption capacity of Afghanistan and whether humanitarian agencies have the funding and resources to cope with the large-scale returns that UNHCR is promoting," said Reilly. □

□
On July 11, the chair of the 15-nation Afghanistan Support Group meeting in Geneva noted a budgetary shortfall of \$777 million for reconstruction and rehabilitation and described the situation in Afghanistan as "fragile." UNHCR also announced that 25 percent of its \$271-million aid operation for Afghanistan was not funded and that it still needed \$70 million. □

□
Former U.N. High Commissioner for Refugees, Sadako Ogata, has also raised concerns about the speed of refugee returns, especially from Pakistan. Ogata, who addressed the Security Council on July 19 following a visit to Afghanistan, said the scale of the return "could overwhelm the absorptive capacity of receiving communities," which "could have grave implications for the security environment as well as the political stability of Afghanistan." □

□
Human Rights Watch is also concerned that increasing harassment, arbitrary arrests and detention in Pakistan, combined with lack of assistance for Afghans, could be pushing refugees to return and undermining the voluntariness of their decisions. □

□
Human Rights Watch called on UNHCR to postpone its promotion of voluntary repatriation to Afghanistan. UNHCR's own guidelines state that voluntary repatriation should not be promoted unless "the large majority of refugees" can return "in safety and with dignity" and the country of origin has "provided a formal guarantee, or adequate assurances for the safety of repatriation refugees." □

□
"These preconditions clearly have not been met in Afghanistan," said Reilly.

PRESS RELEASE — SECOND SHEET

MARGINS FOR BODY TEXT

1.5" Left
1" Right
1.125" Top
1" Bottom



Pantone Blue072

Pantone 286

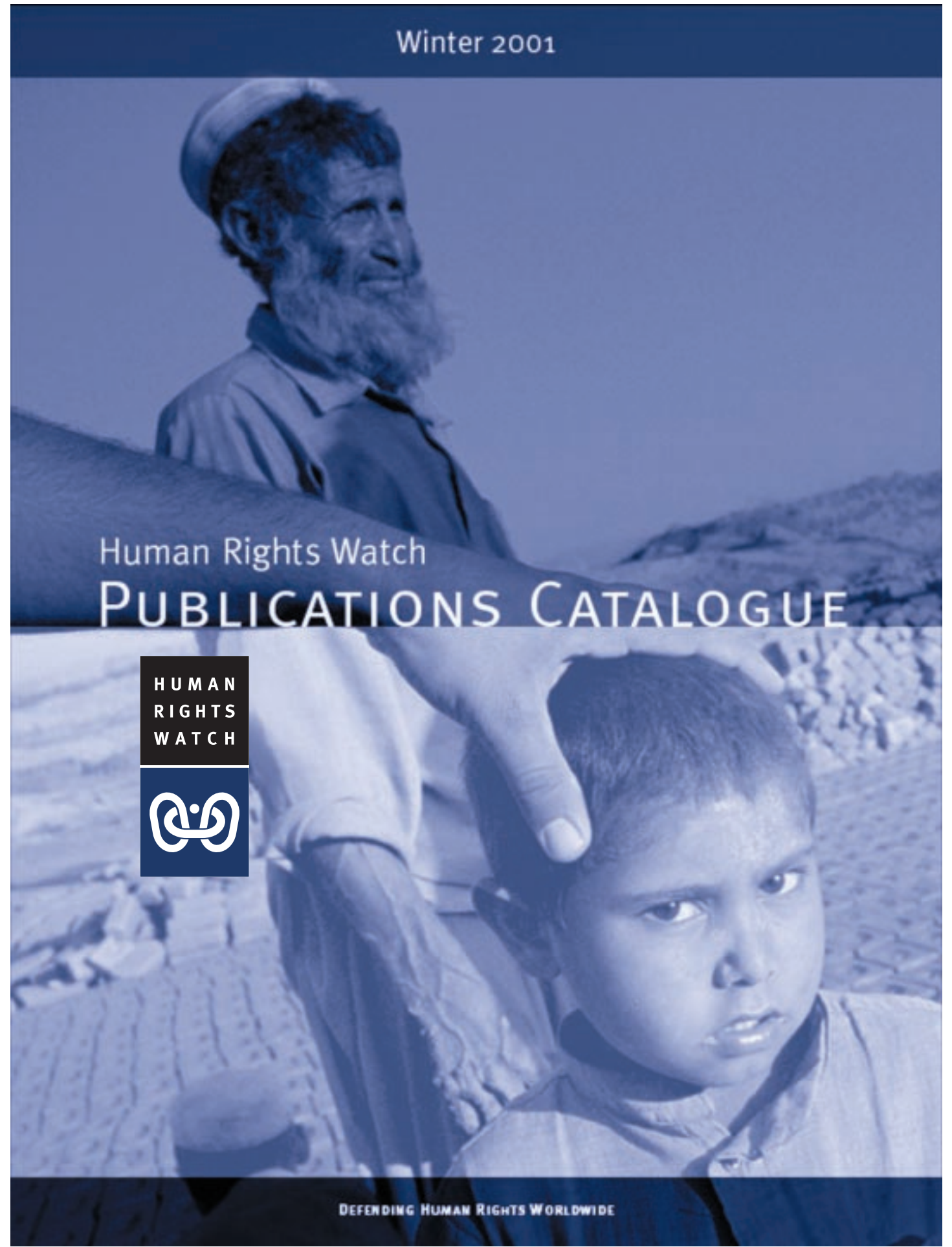
Pantone Process Blue

REPORT COVERS

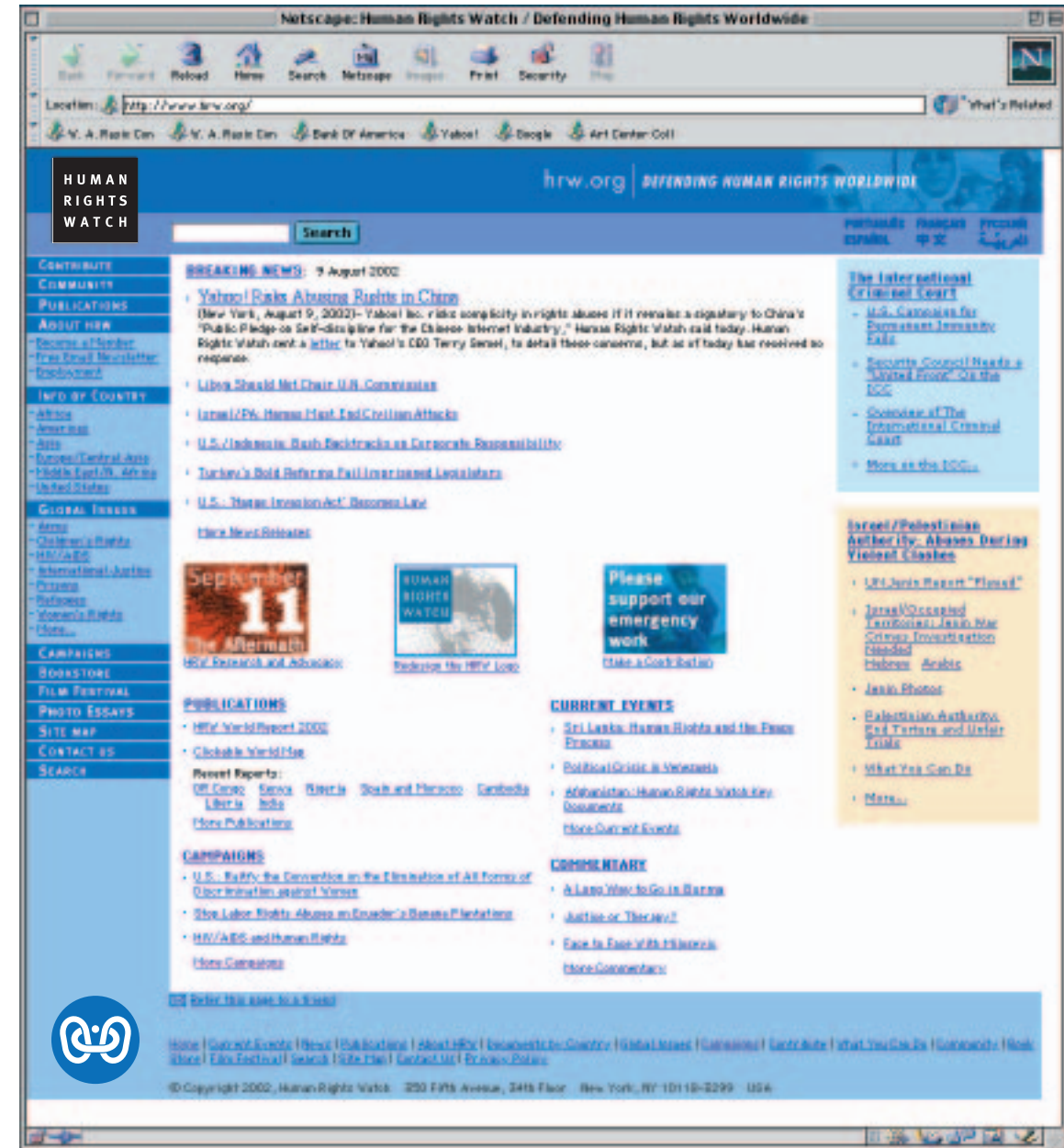
Existing formats of Human Right's Watch publications were a major consideration in design of the Symbol and the modular logo/symbol configuration for the reason that previous reports are not going to be reprinted just because there is a new logo. It is important to phase in the new Symbol, without conflicting with the strong identity established by past cover designs. The new modular configuration fits seamlessly into existing formats and allows maximum flexibility as shown above.

While Blue072 has been designated as the primary blue, the designer encourages using a variety of hues between Blue072 and Process Blue for the printing of Report Covers. This variety will prevent monotony, add freshness when viewing multiple documents on a shelf, and will mask color variations common in printing of publications in a series over time.

Presentation of Logo and Identity System for Human Rights Watch
© 2002 Chad M. Upham



WEB SITE LOGO PLACEMENT





SHIPPING BOX LABELS

Two-color self-adhesive shipping labels are an easy way to turn generic brown boxes into clearly identifiable, attractive containers. The white background and border make the logo and symbol stand out from the cardboard background.

They may be applied to boxes of any size, positioned in the top left corner of side panels as shown in the diagram above.



BANNER CONFIGURATION

Some uses may call for a horizontal arrangement of the name. This banner configuration uses Meta Bold when on a white background, and Meta Normal when white on a black background. The space between the words is slightly decreased to prevent choppiness. Blue 072 should be used to maintain the Human Rights Watch identity whenever possible.



SQUARE BUMPER STICKER

An effective way to bring recognition to the new symbol, bumper stickers reinforce the color and square configuration. The name is added at the bottom as an answer to the curious. Square bumper stickers with the name should only be produced in CoolGray8 or Blue 072, positive (color on white background) or negative (white on color background). As in the banner configuration, Meta Bold is used on white, and Meta Normal is used for white text on a dark background. This is done to improve visual weight and readability.



HUMAN
RIGHTS
WATCH

THE RELATIONAL LEVEL

APPLIED TO:

Executive Stationery
Announcement Cards
Note Cards
Jewelry

By removing the bounding shapes and introducing more variety in color and composition, the Relational Level adds an intimate touch to correspondence. Background patterns and decorative artwork further enrich the designs.

While custom invitations, announcements, and commemorative booklets will be made for specific occasions, the basic elements of the Relational Level are a starting point for design.



350 Fifth Avenue, 34th floor · New York, NY 10118-3299 USA

HUMAN
RIGHTS
WATCH

Marge Mangan □
8375 Fountain Ave □
Rancho Cordova, CA 95741

EXECUTIVE STATIONERY WITH SAMPLE LETTER

MARGINS

1.125" Left
0.5" Right
2.0" Top
1.25" Bottom

Letter is typed in Times New Roman 10pt.



350 Fifth Avenue, 34th floor · New York, NY 10118-3299 USA
tel 1 (212) 290-4700 · fax 1 (212) 736-1300
www.hrw.org · hrwnyc@hrw.org

Letter from the Chair and Executive Director of Human Rights Watch □

□
August 2002 □

□
In reviewing the past year, we are struck by the transformation of the human rights movement over the last two decades. □

□
When Human Rights Watch was founded in 1978, we focused largely on political prisoners in the former Soviet Union. Three years later, when we began to work in the Americas, we broadened our scope to embrace ordinary people who were victimized by disappearances and war. □

□
Since then, as Human Rights Watch has grown to address other regions of the world, the types of victims we defend have also expanded. We now regularly report on abuses against women, children, and refugees. We fight mistreatment of workers in their factories and common prisoners in detention. Increasingly, we come to the defense of migrants, and gays and lesbians—people whose suffering is too often condoned by governments and the public. □

□
It is gratifying to see the human rights movement become more inclusive. All people deserve a strong defense of their rights, and our movement is strengthened when we welcome this expanding public to our cause. □

□
As the scope of our work broadens, we are also fortunate to have as partners a growing global movement of human rights activists. As this report illustrates, our partnership with local activists is often the key to our effectiveness. □

□
When these colleagues are imperiled, as in Indonesia, we work intensively to protect them, as we step in to help articulate their concerns to governments, the press, and the public. Where local activists need bolstering, as in parts of Congo, we provide training in human rights principles and methodologies. In all countries where we work, including the United States, we join hands with local activists to plot strategy and build pressure for change. □

□
Just as human rights ideals transcend national boundaries, so a global movement is needed to implement these ideals most effectively. We are proud of Human Rights Watch's leadership role in this effort, and grateful to the many friends and supporters who have made this work possible. □

□


□

□

□

□


Kenneth Roth □
Executive Director □


Jonathan Fanton □
Chair



HUMAN
RIGHTS
WATCH

We will be holding the first Human Rights Watch Annual Dinner, London on Thursday evening, 18 October at the Natural History Museum.

The dinner will celebrate the work of four individuals who, through their personal triumphs and perseverance in speaking out for justice in their home countries of Chechnya, India, Jordan and Sierra Leone, have helped advance human rights and the need for international justice.

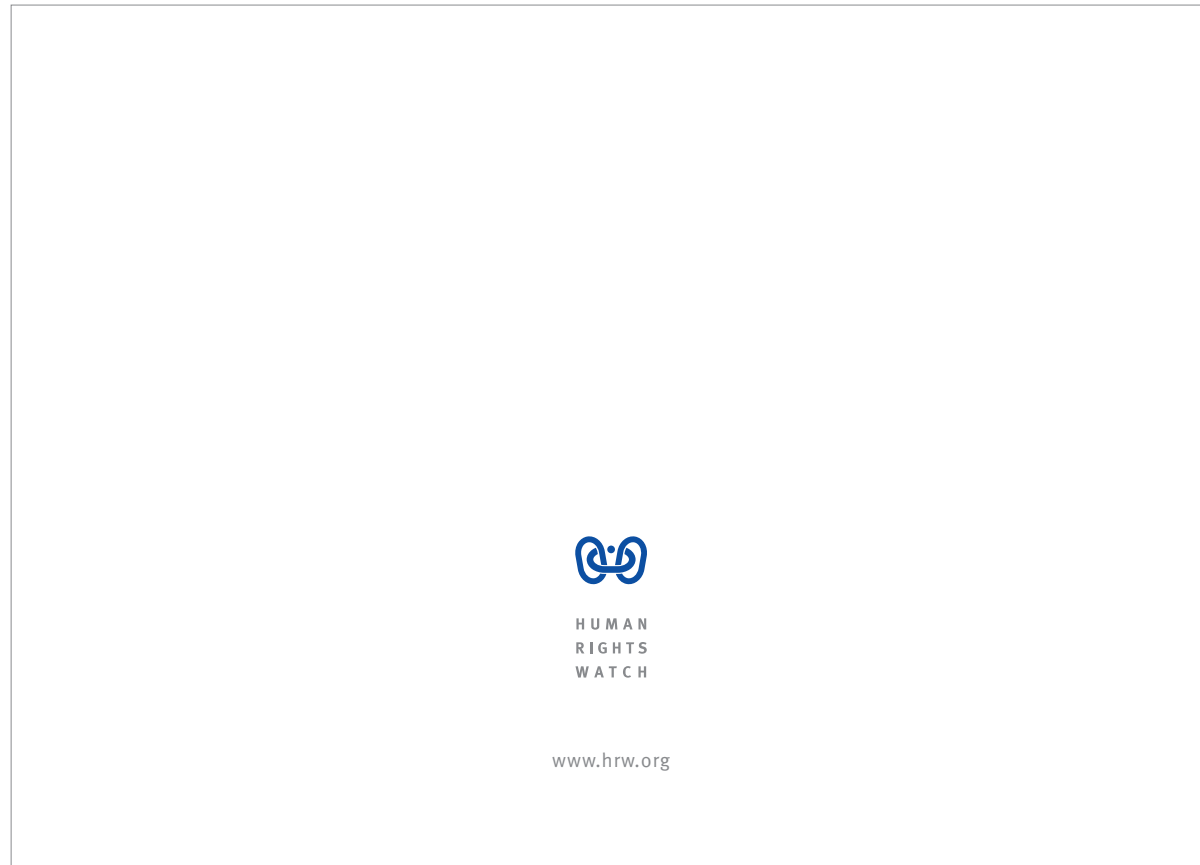
The evening will feature a presentation by the four monitors followed by a full sit-down dinner in the Earth Galleries.

To R.S.V.P. please call Jane Ivey on +44 (0)20 7239 0294 or email: iveyj@hrw.org

ANNOUNCEMENT CARD

Formal announcements and invitations can utilize the announcement card format. The logo and text are centered, using a second color for the symbol and emphasized text.

The back is a rich, dark pattern which contributes to the formal design of the card. Other patterns and colors may be used for specific events as needed.



Back



Front

NOTE CARDS

Note cards may feature a variety of designs and colors. The inside is left blank for personalized messages.



The back flap is printed with only the logo, symbol, and web address in order that the cards may be used by all locations.



JEWELRY

Jewelry holds special meaning to its wearer and often draws inquiries from admirers. The Human Rights Watch symbol can be transformed into a collection of precious treasures for purchase or to be given as gifts to donors. Pins, pendants, and rings in gold or silver make beautiful reminders of the continuing need for Human Rights support.



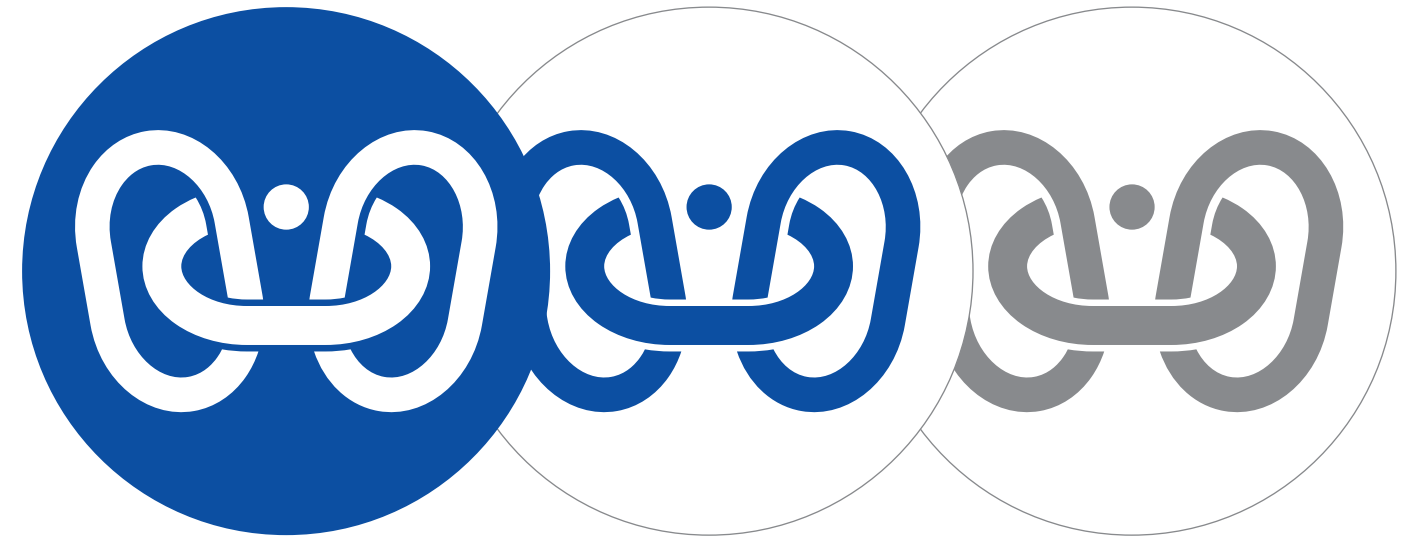
THE STREET LEVEL

APPLIED TO:
Bumper Stickers
Stickers
Flyers
Artwork
Murals and Billboards

Anything is possible in the Street Level. The symbol is released to be used freely and creatively by supporters and activists around the world.

The mission statement of Human Rights Watch states: "We enlist the public and the international community to support the cause of human rights for all." In order to enlist the public, they must be equipped. The Street Level equips those concerned about Human Rights with a symbol to identify themselves by and empowers individuals to be creative.

Campus human rights clubs, grassroots activist groups, and victims internationally are encouraged to reproduce the symbol as a declaration of their unity and perseverance.



ROUND BUMPER STICKERS

These decals can be applied to vehicle exteriors as well as notebooks, walls, or anywhere else where they will be seen. Blue and gray uphold the Human Rights Watch identity, but bumper stickers may be produced in other colors as desired.

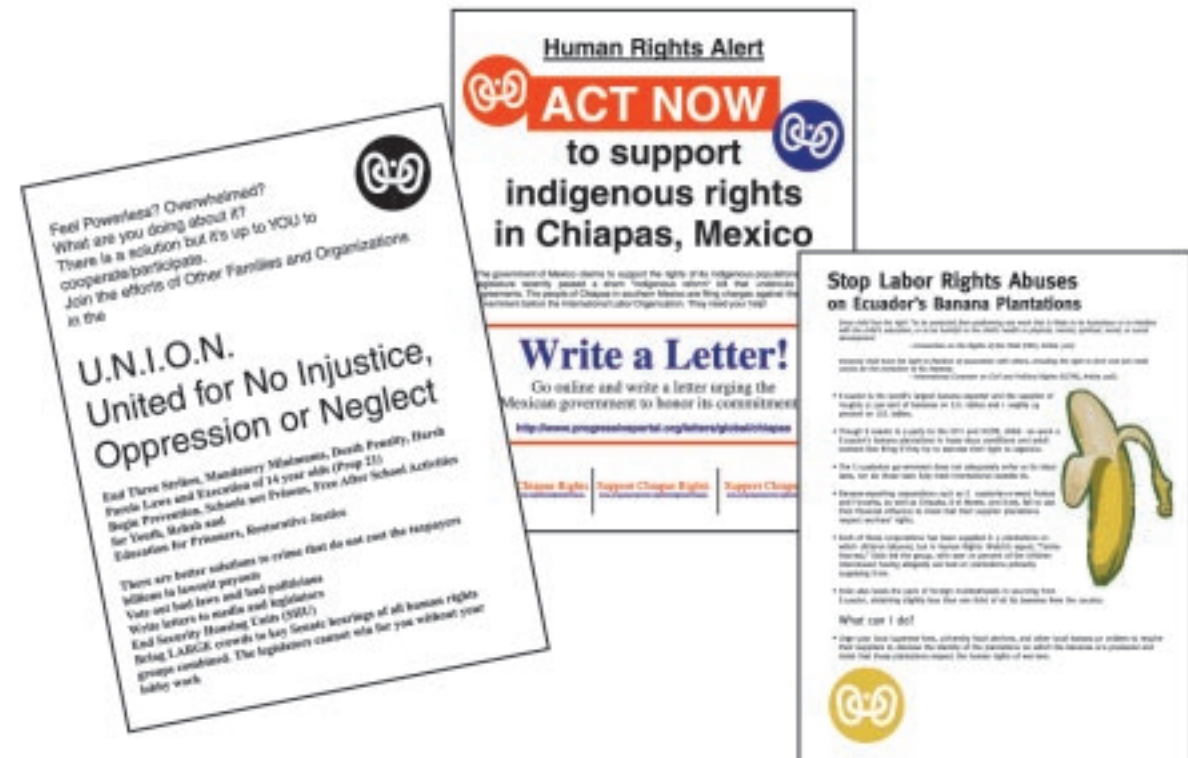
The size shown above is 2.75" in diameter. This size is optimal for distance viewing while remaining unobtrusive and manageable.



STICKERS

Stickers are an inexpensive, colorful way to allow the Human Rights Watch symbol to spread. They can be passed out at public events, school assemblies, or mailed out with other HRW products.

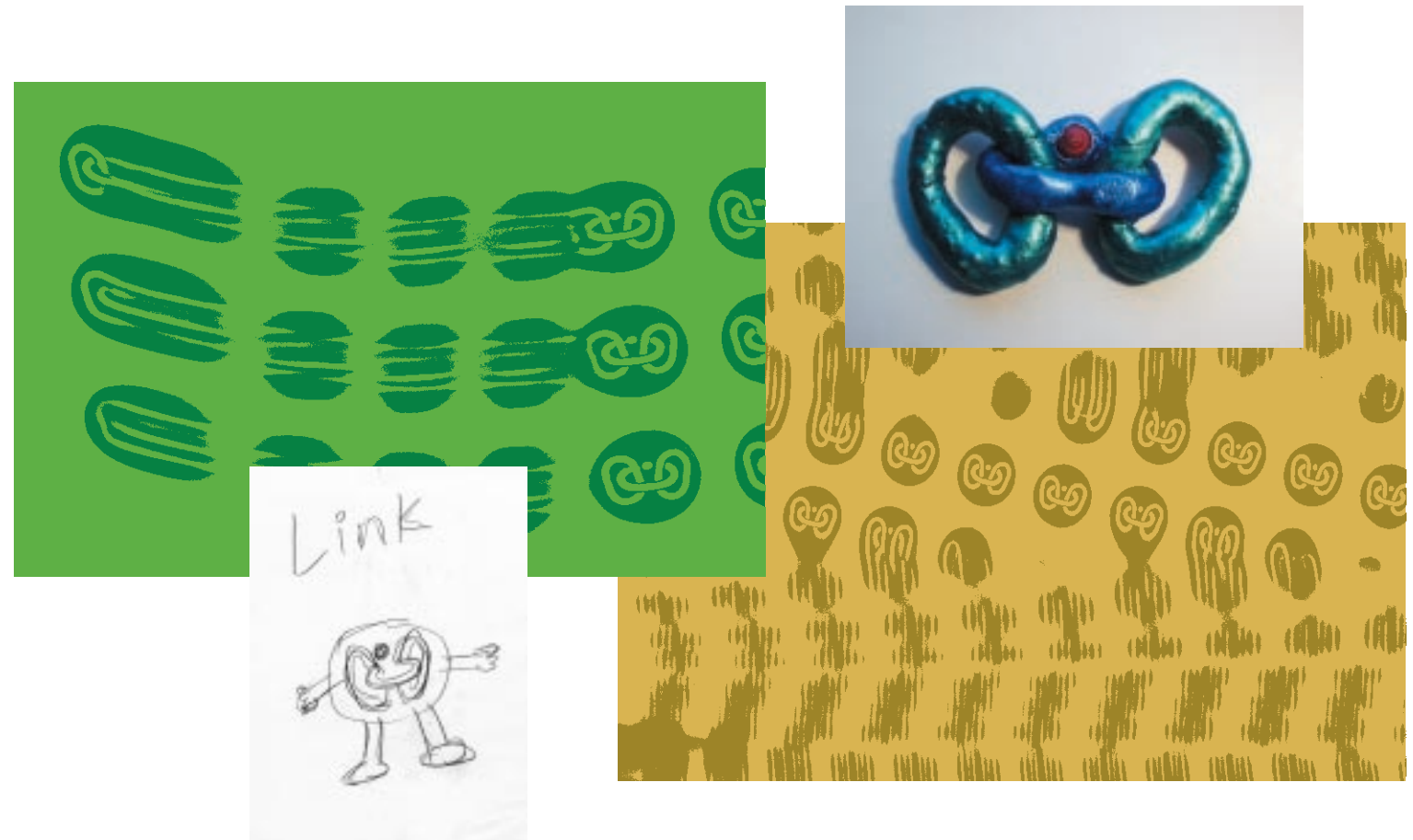
Stickers may range in size and color as appropriate.



FLYERS

The symbol may be used by the general public to identify flyers and posters pertaining to human rights issues. This functions to strengthen the power of the symbol in the human rights community and beyond. In some cases the symbol will be seen long before it is associated with Human Rights Watch. Ultimately, Human Rights Watch will gain a position as parent and originator of a cohesive human rights movement. "You know that symbol you see everywhere? it was first designed and used by Human Rights Watch." "Oh, cool!"

This use is not to be regarded as an endorsement by Human Rights Watch, but rather as synergistic cooperation in an effort too great for any one individual or organization.



ARTWORK

The above right sculpture is approximately 3" x 2". It was made from a moldable craft material and painted as a part of the children's craft activity time at a beach camp by a friend of the designer who had seen the logo.

The green and yellow patterns were created by moving the original on a photocopier while it was scanning. The blurs and streaks fade into clear representations of the symbol, then distort them again. These are interesting to look at, but can also be metaphorical for action, freedom, etc.

Creative manipulation of the symbol is encouraged to generate expressive imagery. This allows the identity to remain fresh with an inexhaustible resource of imagery to draw from. Art competitions among school children are a good way to raise awareness through student participation. This has been done by Human Rights Watch in the past with good results. These images can be incorporated into publications or posters.

The idea of a human rights mascot can be explored further as well. The symbol can be developed into a character for illustrations, animations, or a life size costume. The name "Link" is fun, easy to remember, and makes a connection with the link shapes of the symbol. Link doesn't have to be silly. He can be cool, or mature, or smart, or whatever. A character can be developed with a personality best suited for representing Human Rights.



MURALS AND BILLBOARDS

The strong graphic quality of the symbol makes it recognizable in an environment. It can be posted or painted in unexpected locations to gain recognition value. Above, it has been mixed in with posters and stickers on a London street.



THE WATCHCARDS PROJECT

The WatchCards Project is a proposed initiative of Human Rights Watch that facilitates constructive Human Rights advocacy by directing individual voices to the officials and executives with power to assure resolution.

The common question “does my one voice count?” is answered by allowing people to register their participation and see how many other people did the same. By showing individuals that they are participating in a large, worldwide effort they will be more likely to participate and will have greater anticipation for results.

The WatchCards project consists of two major components: WatchCards Kits and WatchCards.com. The following flowchart shows how WatchCards works.



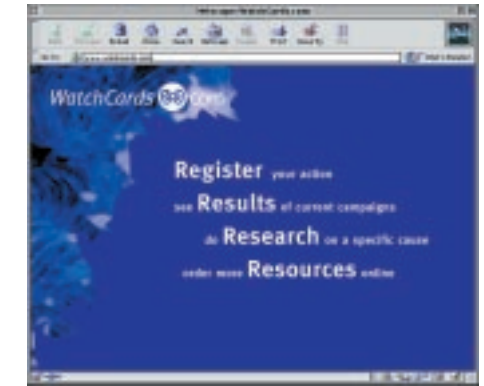
WatchCards Kits are distributed on a variety of "causes". Kits include themed postcards, destination names, and addresses appropriate for the specific cause.



Participants write personal messages expressing their concern, and include their name and place of residence. These are mailed with the enclosed postage.



Participants register their action by phone or at WatchCards.com using a three digit postcard code, 5 digit destination code, and their 5 digit zip code.



Results are automatically tallied, organized, and posted at WatchCards.com. In addition, updates are posted when any major results are achieved.

HOW WATCHCARDS WORKS

WatchCard kits will cost about \$2.00 each to produce in large quantities. The most significant expense is postage. Sponsors may underwrite a certain quantity for distribution, kits may be purchased in bulk by school groups or organizations, or sold individually at a nominal cost.

Postcards can be generated prolifically in a variety of mediums. They may be paintings, collages, photographs, text, graphs, etc. Participants may design their own cards and submit them for inclusion in future kits.

The website will require initial start up programming time and cost, then will require maintenance and monitoring to ensure smooth operation.

The ultimate goal is to facilitate continuing participation by laypeople to vocalize their concern about human rights violations to those who have influence. As it gains recognition and flexes to accommodate user needs, The WatchCards project will come to play a significant role in the human rights community.