BRAND GUIDELINES

Our Brand, Our Voice

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NATIONAL CENTER FOR
CIVIL AND HUMAN RIGHTS

THE CENTER

Who We Are

The National Center for Civil and Human Rights, which opened in 2014, is a museum and human rights organization in Atlanta that inspires people to tap their own power to change the world around them. The Center's iconic exhibitions feature the papers and artifacts of Dr. Martin Luther King, Jr.; the history of the US civil rights movement; and stories from the struggle for human rights around the world today.

The National Center for Civil and Human Rights believes in justice and dignity for all – and the power of people to make this real. We inspire visitors and our other audiences with immersive exhibitions, dynamic events and conversations, and engagement and education/training programs.

Our History

The Center was first imagined by civil rights legends Evelyn Lowery and former United Nations Ambassador Andrew Young and was launched by former Mayor Shirley Franklin. The idea generated broad-based corporate and community support to become one of the few places in the world educating visitors on the link between the U.S. Civil Rights Movement of the 1950s and 60s and the contemporary struggle for human rights around the world. The Center opened its doors in 2014; its groundbreaking 42,000-square-foot facility is located on Pemberton Place®, adjacent to the World of Coca-Cola and the Georgia Aquarium, on land donated by the Coca-Cola Company.

NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS

LOGO DESIGN

The Why Behind the Logomark Design

The Center logo is a simple, open symbol of equality—a centered and central platform for reflection, dialogue, and action around rights today. Designed by Laura Douglas, formerly at ICON.

The vibrant red/orange color reflects action, passion, energy, and determination.

The rectangle shape provides strength and balance.

The line is a timeline and connecting thread, linking past, present, and future.

The central position of the line draws the eye toward the center, and creates an equal sign, to highlight the equality of all people, everywhere.

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LOGO CLEARSPACE & COMPUTATION

Using the NCCHR Logo Correctly

CLEARSPACE

Clearspace is essential in ensuring that the NCCHR's Logo is easily read and recognized. Avoid clutter and do not allow other elements to invade into the logos clear space. **The clear space is defined by taking have the logomark's width, dividing it in half and adding it to the slides of the logo.**

The logo must be legible and visible. When using the logo, whether on a white or black background do not reduce the length of the logo below 1.5 inches in size.

NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS
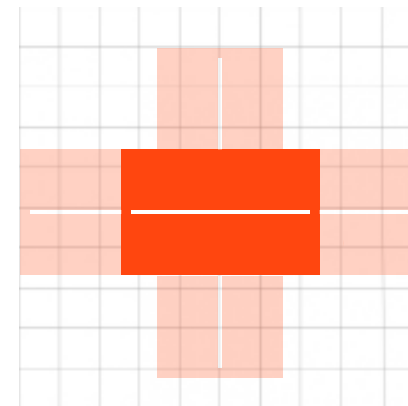
LOGO DO & DON'TS

Using the NCCHR Logomark Correctly
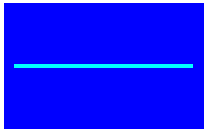
DON'T ALTER THE COLOR OF LOGOMARK.

DO USE THE APPROVED CORE LOGOMARK PALATTE OPTIONS.

The NCCHR Logo should only be used in the approved brand logo colors. See "Core Logo Palatte Options" for more clarification.

* Except in specific situations requiring explicit permission.

DON'T STRETCH OR MISHAPE THE LOGOMARK.

DO USE THE LOGOMARK AT THE PROPER RATIO.

Be careful when resizing the logo that you keep the proportions and ratio the NCCHR logo was designed to be.

DON'T ALTER THE LOGOMARK.*

DO USE APPROVED LOGOMARKS WITH PERMISSION.

Any special logomark alterations must be created with the explicit permission of or by the NCCHR marketing department & only for specific uses.

DON'T ROTATE THE LOGOMARK VERTICALLY.*

DO USE THE LOGO AS DESIGNED, HORIZONTALLY.

LOGO DO & DON'TS

Using the NCCHR Logo
& Wordmark Correctly

✕ NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS

✓ NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS

✕ national center for civil and human rights

✕ NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS

✓ NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS

✕ sponsored by
NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS

✓ sponsored by
NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS

DON'T STACK THE LOGO & WORDMARK.

DO USE THE APPROVED LOGO & WORDMARK.

Only use approved logomarks. You can view all approved logo & wordmarks on the "Logo & Wordmark Options" page, as well as accessing the ready to use logo files.

DON'T CHANGE LOGOTYPE.

DO USE THE APPROVED LOGOTYPE.

Only use the approved logotype with our logomark to ensure brand consistency.

DON'T ENCROACH ON MINIMUM CLEARSPACE.

DO FOLLOW LOGO CLEARSPACE GUIDELINES.

When considering the placement of the logo with any other items or text, be sure to follow the clearspace guidelines so that the logo can be seen clearly.

COLOR PALETTE

Colors represent us. A palette was selected that reflects who we are at The Center, both our depth and our energy. Our colors translate the roots we have in the s

Our colors offer a variety of contrast, dark to light, muted and vibrant. Take a minute to get familiar with the personalities of these colors. They will help create the look and feel of our brand.

ORANGE
PANTONE 172 C
PANTONE BRIGHT RED U
C 0/M 86/Y 99/K 0
R 255/G 71/B 19
HEX #FF4713

DARK BLUE
PANTONE 7547 C
PANTONE 296 U
C 85/M 73/Y 57/K 70
R 19/G 30/B 41
HEX #141D29

GRAY BLUE
PANTONE 656 C
C 12/M 7/Y 3/K 0
R 220/G 227/B 235
HEX #DCE2EB

PEACH
PANTONE 1555 C
C 0/M 22/Y 20/K 0
R 252/G 207/B 191
HEX #FFCFBF
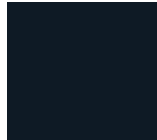
DARK GRAY
C 0/M 0/Y 0/K 80
R 88/G 89/B 91
HEX #58595B

WHITE
C 0/M 0/Y 0/K 0
R 255/G 255/B 255
HEX #FFFFFF

NATIONAL CENTER FOR
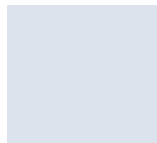CIVIL AND HUMAN RIGHTS

COLOR THEORY

ORANGE

The vibrant red/orange color reflects action, passion, energy, and determination.
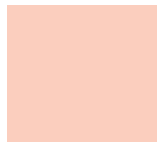
DARK BLUE

Communicating the depth of the content we share. It's a color associated with trust, loyalty, security and intelligence.

GRAY BLUE

Neutral tone that compliments the richer tones in our palatte, a cool gray to contrast our warm primary orange.

PEACH

A softer analgous tint in the family of our primary orange. Used to contrast with the cooler colors in the palette.

DARK GRAY

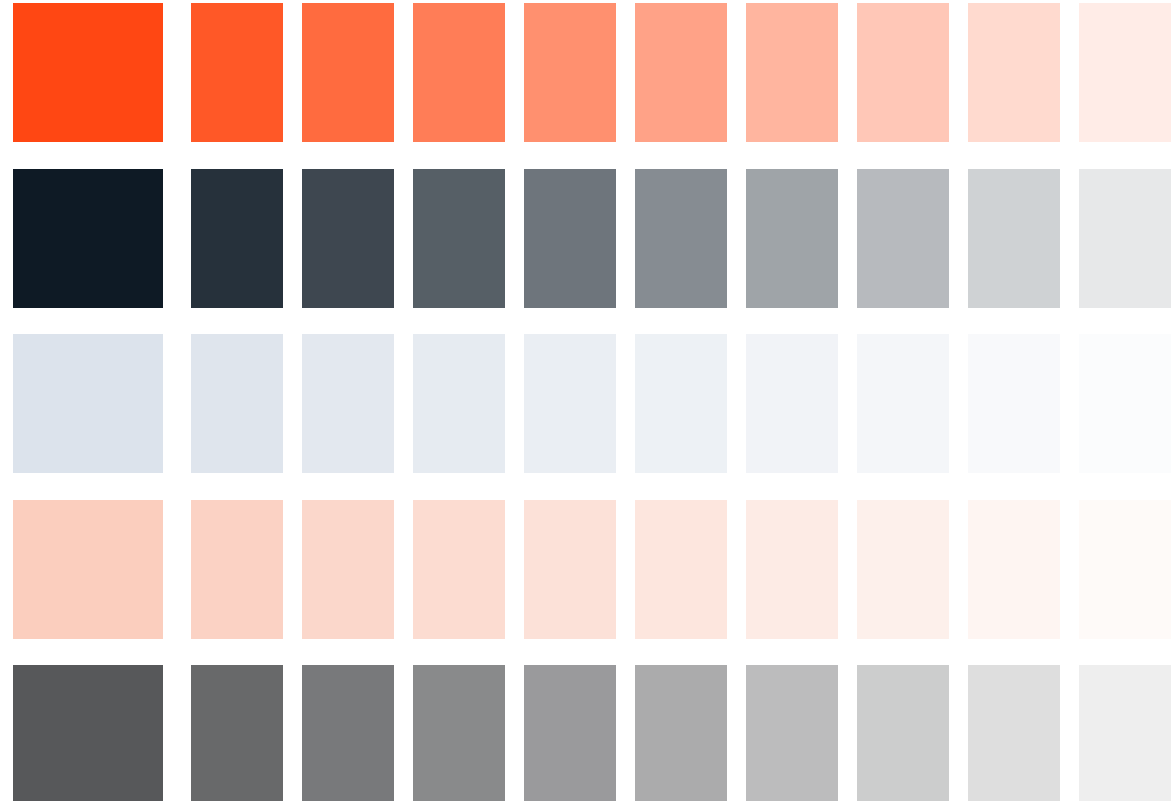Darker and richer gray to add weight and strength to the color palatte.

WHITE

Fresh & clean, used to contrast with the rest of the bold color palette.

* Our colors in 10% incremented tints.

**NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS**

CORE LOGO COLOR PALETTE

Along with the logo, the core brand color palette is a key element to NCCHR's Brand. Applying the core logo in the core brand palette consistently is essential to our visual brand identity, and as a result the guidelines around the execution of the core logo colors arefairly strict.

DOWNLOAD LOGO FILES HERE.
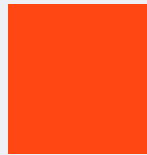
ORANGE

The primary logo color. The NCCHR logo should be used in this color whenever possible, although there may be times where it cannot be used due to the color it is set on.
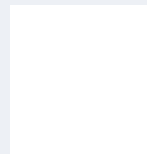
WHITE

The secondary logo color. The NCCHR logo should be used in this color whenever it is set on a darker background color or a warm colored background (yellow, red or orange).
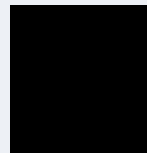
BLACK

The black NCCHR logo should only be used when in cases where the orange and white cannot.

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Designers may use their discretion in choosing the logo that is used. Consider legibility and context for use. An orange logo might not be legible on certain colors or when viewed at a distance.

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PRIMARY TYPOGRAPHY

PRIMARY HEADER TYPOGRAPHY

BEBAS NUE

Bebas Nue is The Center's primary header typeface. A clean, modern, engaging and bold condensed sans-serif typeface.

+ Kerning recommendation: 70+

BEBAS NUE BOLD   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

BEBAS NUE MEDIUM   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

PRIMARY BODY TYPOGRAPHY

OMNES

Omnes is The Center's logo primary body typeface.
A clean, and rounded sans-serif typeface that contrasts with Bebas Nue.

+ Kerning recommendation: 20+

OMNES SEMIBOLD   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
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

OMNES REGULAR   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
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

PRIMARY SUBHEADER & SANS TYPOGRAPHY

GUARDIAN EGYP ITALICIZED

Guardian Egyp Italicized is The Center's primary subheader and sans italicized typeface.

+ Kerning recommendation: 25+

Semibold It   *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*

Regular It   *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*
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

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SECONDARY TYPOGRAPHY

WEBSITE BODY TYPOGRAPHY

GILL SANS

Gill Sans is The Center's web body typeface.

+ Kerning recommendation: 20+

GILL SANS SEMIBOLD

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

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

GILL SANS REGULAR

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

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

LOGO TYPEFACE & SECONDARY HEADER TYPOGRAPHY

CLAN OT

Clan OT is The Center's logo typeface and secondary header typeface.
A clean, modern, and bold condensed sans-serif typeface.

Kerning recommendation: 70+

COND BOLD

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

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

COND MEDIUM

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

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

PRIMARY SUBHEADER & SANS TYPOGRAPHY

GUARDIAN EGYP ITALICIZED

Avenir is The Center's primary body copy typeface. It's a clean, modern, sans-serif typeface that works well for display copy, body text, and everything between.

Kerning recommendation: 20

AVENIR MEDIUM

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

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

AVENIR LIGHT

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

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

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ILLUSTRATION

Illustration can be added to enhance the visual language of the brand in ways outside of just using photography especially when the ideas and concepts are not easily depicted in photographs.

Original illustration style created by Hillary Rose.
hillaryrosedesign.com | @hillary.rose.design

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PHOTOGRAPHY

Our photography is people-centric, bright, colorful and shows movement when possible, which connects to the the vision and mission of the brand, to inspire, encourage empathy, and move people from apathy into action.
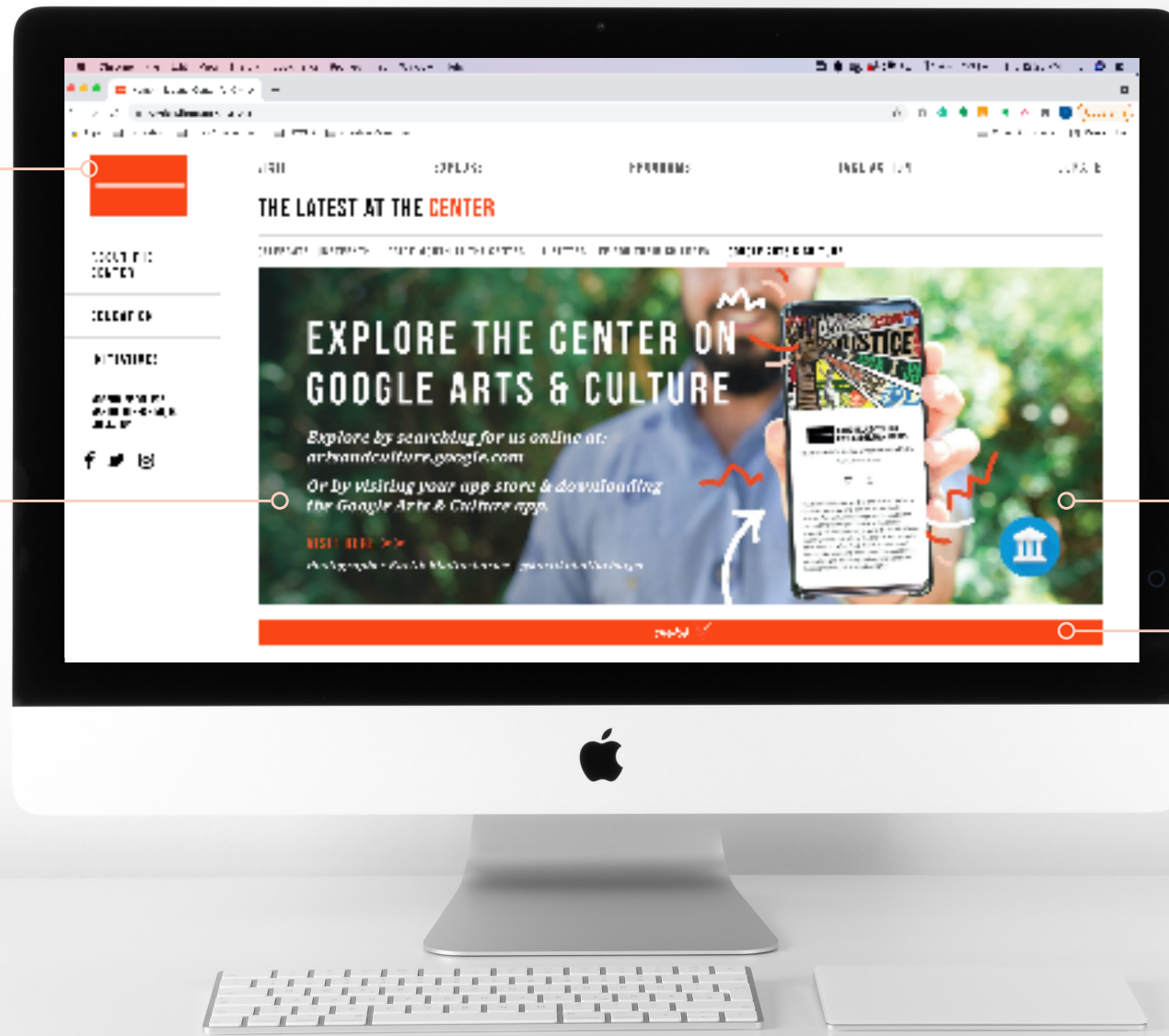

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LOGOMARK

TYPE HIERARCHY

BRIGHT, PEOPLE CENTRIC PHOTOGRAPHY

NCCHR ORANGE

NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS

LOGOMARK

LGBTQ+ PRIDE MONTH AT THE CENTER

Celebrating the dignity of the LGBTQIA+ community, reflecting on their history, & honoring their fight for rights & visibility.

Illustration by Hillary Rose | @hillary.rose.design

NCCHR ILLUSTRATION STYLE

WHAT IS LGBTQ+ PRIDE MONTH?

Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) Pride Month is currently celebrated each year in June to honor the 1969 Stonewall Uprising in Manhattan. The Stonewall Uprising was a tipping point for the Gay Liberation Movement in the United States.

Today, celebrations include pride parades, picnics, parties, workshops, symposia and concerts, and LGBTQ Pride Month events attract millions of participants around the world. The purpose of the commemorative month is to recognize the impact that LGBTQ individuals have had on history locally, nationally, and internationally.

NCCHR COLOR PALETTE

LGBTQ FIGURES AT THE CENTER

BAYARD RUSTIN *(Located in Rolls Down Like Water: March on Washington Gallery)*

Longtime activist Bayard Rustin oversaw the March on Washington's logistics. A Quaker and a staunch pacifist, Rustin had been a conscientious objector during World War II and served prison time for his beliefs. Rustin masterfully handled all the March-related logistics—transportation, volunteer training, stage construction, food preparation, portable toilets, and the schedule. The overwhelming success of the March in terms of numbers, publicity, peacefulness, and overall organization garnered Rustin significant attention, where he appeared on the cover of Life Magazine with fellow organizers a week later under the headline, "The Leaders of the March."

ANATASIA SMIRNOVA *(Located in Spark of Conviction)*

Anastasia Smirnova is an activist based in St Petersburg, Russia. She coordinates a coalition of LGBTQ organizations in their international advocacy efforts. Smirnova and members of the coalition conduct advocacy for LGBTQ rights and educate the public about discrimination against LGBTQ people, their families and supporters. The coalition's founding meeting was secretly taped by authorities and the recordings were broadcast by state media, leading many of the coalition members to face threats and violence. Smirnova and her colleagues led the campaign to fight discrimination against LGBT Russians in the lead up to the 2014 Olympic Games in Sochi.

We hope you are able to connect with a few of the LGBTQ individuals we have featured in our permanent exhibits, which include:

TYPE HIERARCHY

APPROVED LGBTQ INSTITUTE LOGOMARK

NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS

LGBTQ INSTITUTE

CONNECT, FOLLOW, & SHARE!
THE CENTER: *civilandhumanrights.org* | *@ctr4chr*
LGBTQ INSTITUTE: *lgbtqinstitute.org* | *@lgbtq_institute*

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BRAND GUIDELINES

Our Brand, Our Voice