

STYLE GUIDE

FOR AMNESTY INTERNATIONAL AUSTRALIA

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Introduction

All staff and activists involved in communicating on behalf of Amnesty International Australia should reference this Style Guide.

Material that does not meet Amnesty International's standards for branding, spelling, grammar and formatting or is defamatory, offensive or inaccurate will not be published.

Using Amnesty's Golden Communications Principles makes all of our communications more effective. We are all custodians of the brand and the new brand narrative is for everyone who communicates for AIA: members, staff, activists, supporters, the National Director and members of the Board.

How to talk about Amnesty

Everyone who communicates for Amnesty International Australia is an ambassador for the brand, whether you're involved in building our influence, helping raise money or winning campaigns.

Sharing a consistent brand story is vital for building an understanding of who we are, what we do and what we believe in. It brings clarity re why human rights matter, builds trust and motivates audiences to support us.

How we refer to ourselves

In more formal communications such as media releases, reports and government submissions, always use Amnesty International.

In more informal communications such as activist toolkits, newsletters, web content, emails and social media, use a more personable and social tone of voice, like 'us', 'we' or 'Amnesty'.

General rule-of-thumb is to use 'Amnesty International' in the first instance of long copy, and 'Amnesty' thereafter.

Use AIA or AI in staff-to-staff communications.

Don't use Amnesty International Australia unless you are writing Australian section-specific material, eg Board and governance matters, financial documents.

Action groups should refer to themselves as Amnesty Newtown group, Amnesty UQ group, etc.

Always refer to Amnesty International as a singular subject, eg: 'Amnesty International manages' Not 'Amnesty International manage'.

Brand descriptors

Our communications platform

Challenge Injustice

Challenge Injustice has been purposefully designed as a broad proposition that can apply to every aspect of our work - whether keeping people engaged in our long-term, priority campaigns or mobilising them during a crisis. It has the flexibility to adjust to suit all communications, no matter what the objective is or where they fall in the supporter journey. It's fundamentally designed to build an emotional connection that inspires all audiences to support us.

It's vital that the language of Challenge Injustice is incorporated into all communications so supporters hear a consistent, compelling message at every touchpoint. To comfortably and effectively communicate Challenge Injustice refer to the guidance below. The playbook has further information about the strategy behind Challenge Injustice.

Tagline

Defending Human Rights

We want to use the tagline 'Defending Human Rights' in comms materials by adding the full AIA logo lock-up with tagline, where space allows. This will help improve understanding of what Amnesty does. In copy this language can be used alongside 'challenging injustice'.

Medium descriptor of Amnesty

Amnesty International is a global movement of eight million people standing up for justice, freedom and equality.

We work to free people unjustly jailed, bring torturers to justice and change oppressive laws. We shine a light on great wrongs by exposing the facts others try to suppress. We lobby governments, and the powerful to make sure they keep their promises and respect international law.

Together, our voices challenge injustice and are powerful enough to change the world.

Long descriptor of Amnesty and human rights

Human Rights are the basic freedoms and protections that belong to every one of us. They ensure every single person is treated equally and justly. They are based on dignity, mutual respect and compassion regardless of race, sexuality, religion or beliefs. Rights are about being treated, and treating others fairly and ensuring everyone has the ability to make choices about their own lives. When we promote and defend human rights, all our lives are better and we can create a better world for ourselves and our fellow human beings.

Worldwide, our fundamental human rights are under attack. But ordinary people are fighting back.

We are a global movement of eight million people standing up for justice, freedom and equality. Together we work to free people unjustly jailed, bring torturers to justice and change oppressive laws. We shine a light on

great wrongs by exposing the facts others try to suppress. We lobby governments, and the powerful to make sure they keep their promises and respect international law. Together, our voices challenge injustice and are powerful. Everyday we move closer to a world where human rights are enjoyed by all.

How to talk about human rights

Given limited understanding of human rights in Australia we need to frame human rights in a way that is accessible using simple, relatable language. The sort of language that we would use with our friends and family when explaining what we do in our jobs. These descriptors can be used.

Describing human rights collectively

Human Rights are the **basic** freedoms and protections that belong to every one of us. They ensure every single person is treated equally and justly. They are based on dignity, mutual respect and compassion regardless of nationality, religion or beliefs. Rights are about being treated, and treating others fairly and ensuring everyone has the ability to make choices about their own lives. When we promote and defend human rights, all our lives are better and we can create a better world for ourselves and our fellow human beings.

Describing each human right listed in the articles of the Universal Declaration of Human Rights using simple (non-jargon) language

1. All human beings are born free and equal
2. Everyone is equal regardless of race, colour, gender and sexuality, language, religion, politics or where they are born
3. Everyone has the right to a life lived in freedom and safety
4. Everyone has the right to be free from slavery
5. Everyone has the right to be free from torture
6. Everyone has the right to be recognised before the law
7. We are all equal before the law
8. Everyone has the right to seek justice if their rights are violated
9. Everyone has the right to freedom from arbitrary arrest, detention or exile
10. Everyone has the right to a fair trial
11. Everyone has the right to be presumed innocent until proven guilty
12. Everyone has the right to privacy and freedom from attacks on their reputation
13. Everyone has the right to freedom of movement and to be free to leave and return to their own country
14. Everyone has the right to seek asylum from persecution
15. Everyone has the right to a nationality
16. Everyone has the right to marry and have a family
17. Everyone has the right to own property
18. Everyone has the right to freedom of thought, conscience and religion
19. Everyone has the right to freedom of opinion and expression
20. Everyone has the right to freedom of peaceful assembly and association
21. Everyone has the right to take part in government and to have equal access to public service

22. Everyone has the right to social security
23. Everyone has the right to work, to equal pay, to protection against unemployment and the right to form and join trade unions
24. Everyone has the right to rest and leisure
25. Everyone has the right to a decent standard of living, including food, clothing, housing, medical care and social services
26. Everyone has the right to education
27. Everyone has the right to participate in and enjoy culture, art and science
28. Everyone has the right to a social and international order when the rights in this Declaration can be fully realised
29. We have a duty to other people and we should protect their rights and freedom
30. Nobody can take away these rights and freedoms from us

The same approach of using simple language can be applied to other articles describing human rights eg. the United Nations Declaration on the Rights of Indigenous Peoples.

When highlighting injustice, always name the rights that are being abused and why they matter. Plus name those responsible for denying rights.

Eg. “The **Australian Government** has sent hundreds of men, women and children to suffer in offshore processing centres.”

Instead of “ Hundreds of men, women and children are being detained in offshore processing centres.”

Embedding Amnesty values

Our communications should promote our values (what we believe in and aspire to be.) This appeals to the common values we all share and believe in, making our communications more relatable and motivational.

EPIC values - AIA's official organisational values as outlined in the Vision 2020:

- **Empowerment** – we build people power
- **Persistence** – we are resolute in pursuit of our goals
- **Integrity** – we hold ourselves to the highest standards
- **Courage** – we are fearless in upholding human rights

Other values - other things we believe in and stand up for that we should also talk about in our communications:

- **Compassion** - we treat each other with care and mutual respect because we are all human. In telling stories of other human beings we seek to cultivate respect, empathy and compassion - mobilising the humanity in everyone
- **Diversity and Inclusivity** - we include many different types of people in our communications and activities and treat them all fairly and equally. We are for all people and believe in uniting people showing what we have in common instead of what separates people into groups

- **Dignity** - we believe in every individual's inherent sense of self-worth, integrity and empowerment. Each person's internal dignity cannot be taken from them and must be recognised. We treat everyone with dignity and respect.
- **Justice** - we believe people should behave in a way that is fair, equal and balanced for everyone. We believe in natural justice and in doing what is right. We seek justice for people through our work.
- **Equality** - we believe that every individual has an equal opportunity to make the most of their lives and talents. Every individual should be treated equally and given equal opportunities.
- **Freedom** - we believe everyone has the opportunity to speak, act and pursue happiness without unnecessary external restrictions
- **Hope** - we all have the power to change the world. Change is possible and is happening right now. We believe that justice ultimately prevails. We believe in a world in which every person enjoys human rights. We share stories of wins and progress, to instill a sense of hope in others and show that together we can make a difference.
- **Solidarity** - we believe by recognising the things we have in common and by acting together as equals we can achieve change. We listen to and make heard the voices of people experiencing human rights violations

How we write: Golden Communications Principles

Writing for target audiences

How you approach your communications depends on your audience, and what you are trying to achieve. Using an audience-first approach and considering the nuances of different channels and situations provides the flexibility to tailor your message to best effect. Social channels and activist materials tend to be more personal and sociable, while research reports and advocacy materials tend towards being more authoritative and formal. Of course accuracy, impartiality and integrity underpin everything we say and do.

Always keep in mind what you know about your audience, what they know about the issue at hand, and what you want them to think, feel and do. Our [communication messaging template for campaigns](#) (and [non-campaigns](#)) helps guide and develop an overarching narrative, including writing for target audiences.

All audiences have a heightened sense of empathy and concern for people who are less fortunate in life. When confronted with issues involving tangible human suffering and vulnerability, they feel a strong responsibility to act. Prefer to direct their energy towards challenging injustices they see happening either to local people they know (and others like them) or tackle at a systemic level.

Tone: plain english & conversational

We all need to influence and persuade. Whether lobbying or educating, fundraising or campaigning, words, our tone of voice and how we behave are powerful tools. By adopting these guidelines we can ensure our language effectively engages our audiences and we can all embody human rights values. Our tone is:

OPEN - Personal, relatable, honest, inviting, inclusive. We invite people in and we are equal partners. It is not about "us" and "them". It's not about us "telling people what to do". We include, we celebrate, we encourage, motivate and engage. We connect with people through our communications.

INTELLIGENT - Well informed, considered. We use knowledge and insight to add value to the debate. Our distinctive contribution helps people make sense of complex issues and empowers them to create change.

PERSISTENT & HOPEFUL - Positively determined, courageous, inspiring. People can count on us because we stay engaged for as long as it takes. We inspire people into effective action with believable solutions and show what determination can achieve.

HUMAN - We take an audience-first approach acknowledging the context of their lives and what matters to them. We communicate clearly and effectively using simple, relatable and accessible language. Like all good communicators, we adapt how we speak depending on who we're talking to, for what reason and through which channel.

Values-based language

Values-based messaging connects human rights to our audience's emotions and values, acknowledging their lives and motivations. It gives human rights a face. Use values-based language by drawing from our brand values and descriptors.

Eg. "All around the world, we see a crackdown on human rights. This is why we get out of bed in the morning, go to countless rallies, have tough conversations, and write hundreds of letters – **because we believe that together, we can create a world where our most basic human rights are enjoyed by all.**"

Hope-based language

While inherent in Challenge Injustice is what we stand against, we also need to inspire and give people a reason to believe in us. **Hope-based messaging** highlights the opportunity for change, tells people what we stand for, and portrays people as heroes and not victims.

We use hope-based messaging in order to inspire people to stand up for human rights and to give them a sense that things can change for the better and they can contribute to that change. Hope is our antidote to the sense of fatigue and overwhelm, especially when the end isn't readily in sight.

Hopelessness is a barrier for our messaging. A simple copy rule to craft your comms: *one part vision/values, one part challenge/problem, one part solution/hope*. This frames our focus as implementing solutions, rather than 'solving problems'.

Eg. “With access to education, everyone has a fair start in life,” instead of: “Without education, people have no chance in life.”

How we write: Style

Writing for the website

Online writing is very different from print writing, because people read differently on the web. Web readers scan rather than read. Documents written for the web must be concise and structured for scanning. [Key web-writing points](#) include:

- [Use headings, lists, and typographical emphasis](#) for words or sections you wish to highlight. Keep these elements clear and precise – use your page and section heads to describe the material.
- Use the [inverted pyramid style](#). Place the important facts near the top of the first paragraph where users can find them quickly.
- Use small paragraphs.
- Be concise.
- Avoid technical terms, legal language, jargon or passive voice.

How to write for SEO

When we upload content to the website, it does a ‘readability analysis’. WordPress uses an algorithm to determine how readable your post is. The less ‘readable’ our post or page is, the poorer our results are in search engines such as Google. By simplifying your content, you’re automatically growing your audience, as more people grasp the message of your content. Here is [an example of high-scoring readability](#). The readability checklist is as follows:

- Readability score: the [Flesch Reading Ease](#) test makes sure every reader can understand your writing. If you are writing for a more educated audience, a lower score is acceptable – it’s a guideline, you decide how strictly to follow it.
- [Use of passive voice](#): passive voice distances you from the reader, while active voice is much more engaging. It’s almost impossible to write a ‘natural’ article without any passive voice at all, which is why the analysis allows 10% passive voice.
- Consecutive sentences: if your text contains three or more sentences in a row all starting with the same word, it may become a bit repetitive. Variation is encouraged!
- Use of headings and subheadings: Headings help you group topics, which makes a text easier to process, which means that people can scan your pages faster.
- Paragraph length: long paragraphs in an online article are more difficult to understand as readers find themselves lost in all the words. Bite-sized chunks of text are easier to process.
- Sentence length: Shorter sentences are much easier to read online. The analysis uses [20 words](#) as a target length.

- [Use of transition words](#) help improve the ‘flow’ of your page. They send a signal to your visitors that something is coming up and prepares them for the next sentence. It’s recommended where possible to use transition words in 30% of your sentence.

SEO checklist for the YOAST plugin

PAGE/POST HEADER

Your page or post header is one of the first items crawled for SEO. It is integral that you fill the two components that make up this field: Titles & Images.

Post Header

Titles

Images

Long Title

The main page title that displays on the single page, this can be a little longer than your page title.

Five things you can do for human rights this year

Filling out the appropriate fields when uploading images is integral for both SEO and accessibility purposes. Ensure you fill out the following:

<u>Alternative text</u>	Alternative text is a description of an image in plain text. It is crucial for SEO, as it helps search engines understand the context of an image. It is also integral for accessibility purposes. Where possible, include your keyphrase in your alternative text.
<u>Title</u>	Title is our file name - it is the naming convention used for the image internally.
<u>Caption</u>	The caption is a description of the image for all users. It is visible (unlike the alternative text) and displays below the image.

Eg.



Alternative Text	A woman wears a rainbow flower crown and performs the peace sign. Describe the purpose of the image. Leave empty if the image is purely decorative.
Title	Flower crown
Caption	A woman wears a rainbow flower crown and performs the peace sign. © iStock

PERMALINK, SLUG AND FOCUS KEYPHRASE

<u>Permalink</u>	A permalink is the URL of a web page or post.
<u>Slug</u>	A slug is the part of the URL that concisely identifies the page or post.
<u>Focus Keyphrase</u>	A focus keyphrase is the search term that you want a page or post to rank for the most. SEO analysis will check the Focus Keyphrase presence and even distribution in the following: <ul style="list-style-type: none">- Page/Post title- Heading(s)- URL- Content- Meta description- Image alternative text

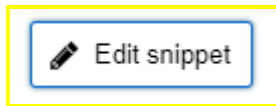
Eg.

Permalink: https://www.amnesty.org.au/five-things-you-can-do-for-human-rights-t/
Slug five-things-you-can-do-for-human-rights-this-year
Focus keyphrase ? what i can do for human rights

SEO TITLE & META DESCRIPTION

The SEO title, Slug & Meta description are the components that make up how a post or page displays in a search engine. The Google preview shows the display on both mobile and desktop, and is helpful to play around with. The bar at the bottom gives an indication as to whether you have filled this out sufficiently. These components appear when you click [‘Edit snippet’](#).

Eg.



SEO title + Insert snippet variable

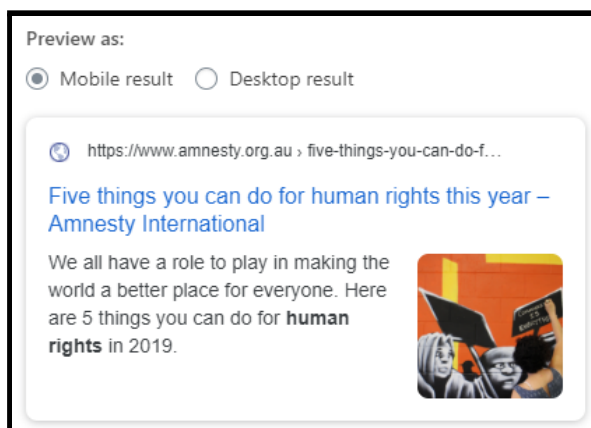
Five things you can do for human rights this year – Amnesty International

Slug

five-things-you-can-do-for-human-rights-this-year

Meta description + Insert snippet variable

We all have a role to play in making the world a better place for everyone. Here are 5 things you can do for human rights in 2019.



SEO ANALYSIS

This analysis, that looks a bit like a traffic light, acts as an SEO checklist. There's 15 criteria, and YOST prompts you to make improvements. Ideally, you want all of the criteria to fall into the 'Good results' category. Each criteria can be expanded for explanation. An overview of each criteria can be [found here](#).

Eg.

Analysis results

^ Problems (1)

- **Keyphrase in subheading:** Use more keyphrases or synonyms in your higher-level subheadings!

^ Improvements (2)

- **Image alt attributes:** Images on this page do not have alt attributes that reflect the topic of your text. [Add your keyphrase or synonyms to the alt tags of relevant images!](#)
- **Keyphrase in title:** Does not contain the exact match. [Try to write the exact match of your keyphrase in the SEO title.](#)

^ Good results (12)

- **Outbound links:** Good job!
- **Internal links:** You have enough internal links. Good job!
- **Keyphrase in introduction:** Well done!
- **Keyphrase distribution:** Good job!
- **Keyphrase length:** Good job!
- **Keyphrase density:** The focus keyphrase was found 7 times. This is great!
- **Keyphrase in meta description:** Keyphrase or synonym appear in the meta description. Well done!
- **Meta description length:** Well done!
- **Previously used keyphrase:** You've not used this keyphrase before, very good.
- **Text length:** The text contains 384 words. Good job!
- **SEO title width:** Good job!
- **Keyphrase in slug:** Great work!

TAGGING

Tagging is how we group content, internally and externally on the website. Correct tagging makes it easier for us as web users to find our content, as well as web readers to find the content on our website. When a visitor clicks on a tag, they are taken to the archive page where all posts with that tag are listed. Without tagging, our posts and pages are not organized - and can even display on the wrong parts of the website.

Think of tags as your site's index words. They are the micro-data that you can use to micro-categorize your content. Tags are not hierarchical.

You only want to type a maximum of four keywords associated with the piece of content you're uploading.

Eg.

Tags

Add New Tag

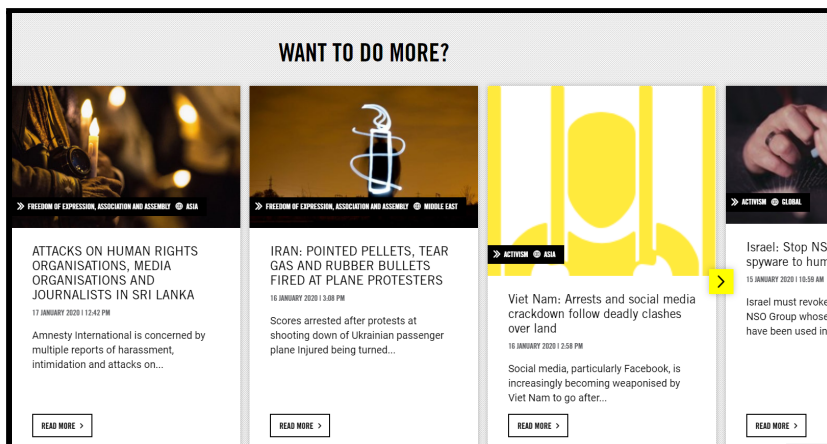
fundraising ✕

human rights ✕

social media ✕ take action ✕

Separate with commas or the Enter key.

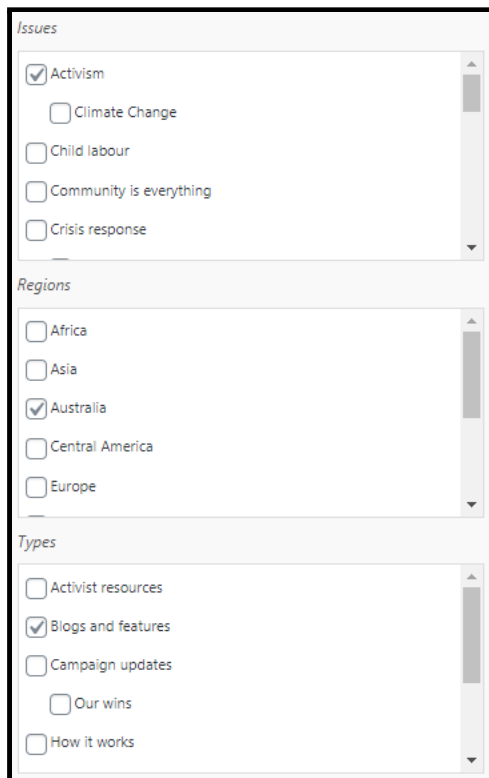
Example of incorrect tagging: 'Want to do more?' prompt for getting involved with Amnesty, displays media releases due to incorrect tagging.



CATEGORIES

Categories, like our tags, support the way our posts and pages are organized. While tags consist of keywords, our categories are more specific to our content areas. Our categories help determine the structure of our website, which is important for us as web editors, for website visitors, and for SEO. As our website is heavily customized, our categories are divided by 'Issues', 'Regions' and 'Types'.

Eg.



Some sections of the website (such as Campaign pages) display the Categories option in the right document editing toolbar. For non-customized sections, such as posts and regular pages - you cannot categorize your post or page until you have published. Once you've published your page, you need to take the following steps to access category options:

- Posts > All posts
- 'Quick Edit'

<input type="checkbox"/>	Title	Author	Tags	Issues	Regions	Types
<input type="checkbox"/>	Five things you can do for human rights this year — Draft	Guest Blogger	fundraising, human rights, social media, take action	Activism, Human Rights, Organising	Australia	Blogs and features
	Edit Quick Edit Trash Preview Clone New Draft					

Writing for social

See the [Representing Amnesty Policy](#) for more clarity regarding the appropriate means by which people should represent AIA in public.

1. Be accurate:

Strive for factual accuracy at all times. If you do make an error, be up front about it. Apologise and correct yourself as soon as possible. For example, replying to yourself on Twitter or updating a Facebook or Instagram post to include an apology and correction are transparent and effective ways to correct an error. Generally, it's not a good idea to delete a mistake once it has some engagement – you might end up bringing more attention to the error. If unsure, please ask Amnesty's Story and Content team for advice.

2. Be engaging:

Fans and followers are engaged by your experience and expertise, combined with who you are. The most successful Twitter users sound like real people (the social media world knows how to spot PR and spin!). The best thing you can do is find your own authentic voice.

Remember that social media is a two-way conversation. Ensure you're engaged in a dialogue, not a monologue. Focus on constructive comments by sharing and replying.



By using a rhetorical tone @KenRoth is adding his voice to an issue which @HRW has not officially responded to. This keeps him relevant as a human rights expert—and HRW remains part of the conversation without the need for a formal statement.



@jennyleong's tweet about the #eyesonsyria action is individual and enthusiastic. It shows a genuine engagement with her work, appealing to her followers in a personable way.



@jpmlynch helps out a fellow tweeter



@Colmogorman shows that he is a lover of films and not afraid to voice his opinions

3. Be responsible:

Use good judgement. Do nothing to damage AIA's reputation as a trusted, non-denominational, non-partisan movement, independent of all governments, political parties, economic interests and religious institutions. When in doubt, ask yourself: "Would I feel comfortable seeing this quoted in the media?"



A WA police officer found his racist Facebook comments splashed across the media, sparking an internal investigation

Whether you're an official spokesperson for Amnesty or not, if you are using social media in a personal capacity and feel that your connection to AIA is well known and that there's a possibility your personal opinions could be misconstrued as Amnesty's position, and they could damage AIA's reputation, then please do take the step of adding a 'disclaimer' to your account eg. All views expressed here are my own.

Here's a few examples of disclaimers:

Colm O'Gorman ✓
@Colmogorman
Executive Director of @AmnestyIreland. Runner. Food blogger. May tweet my dinner. Personal account. Views expressed are my own. A RT is not an endorsement

Celeste Liddle ✓
@Utopiana
Where blackfeministranters tweet. Arrernte, unionist, freelance commentator/writer. Accidentally anarchic. Views on this acc are my own only. Melb dweller

Bill McKibben ✓
@billmckibben
Author, Educator, Environmentalist and Founder of 350.org Opinions emphatically my own

4. Uphold our objectives:

Keep AIA's various campaign strategies and strategic relationships in mind when sharing your views on social media. Do nothing to compromise AIA's brand, human rights impact or other successes (ie. fundraising or advocacy), and keep our organisational values in mind. When in doubt, hold off posting and check in with a campaigner or subject matter expert.

5. Act within the law:

Always be mindful of copyright law and confidentiality—only post things you have legal permission to post. If you break the law online (for example, by posting something defamatory or in contempt of court) you may face civil or criminal proceedings. In some cases AIA could also be held legally responsible. In some cases such conduct may result in disciplinary action (see [Code of Conduct](#), [Confidentiality and Disclosure of Information Policy](#), and [Appropriate Workplace Behaviour Policy](#)).

6. Maintain appropriate workplace conduct:

Employees should not use social media to carry out inappropriate workplace behaviour, including bullying or harassment of other employees or supporters of AIA (see [Code of Conduct](#) and [Appropriate Workplace Behaviour Policy](#)).

8. Be respectful:

As you would in 'the real world', always maintain a level of professionalism when dealing with dissenting opinions or attacks from opponents on social media. That said, you should feel free to delete and/or block comments from 'trolls' – those who are intent on derailing discussions by posting rude, defamatory, or off-topic messages. Threats or harassment should be reported to your supervisor immediately.

Consider people's dignity and right to privacy when posting photos/videos featuring or produced by them. If posting material that your audience may find distressing, include a [content warning](#).

Further guidance for spokespeople

Please follow all of the above guidelines, and consider these extra tips:

Am I a 'spokesperson'?

Yes, if you represent Amnesty in public or with key decision makers. This could be in the media, in social media or website content, as a key governance member, or even as a prominent Amnesty activist who often meets with MPs or speaks at public events. If you're unsure, please check with your supervisor, organiser or staff contact.

Always be non-partisan

If you explicitly affiliate your account with AIA, or you're an official AIA spokesperson, you may not advocate on behalf of a political candidate or political party on social media.

There is a difference between **being non-partisan** and **being political**. You *can* retweet things from MPs in order to criticise or congratulate them on a policy or position. You *can* include handles for MPs in tweets to ask them questions or send them a comment about a policy or position. You *should not* advocate for or denounce an entire political party, or share content that overly praises or disparages an MP or decision maker's character (ie. be respectful, post about the issue and not the person).

Posting your personal views on social media

If you explicitly affiliate your account with AIA, or you're an official AIA spokesperson, it may not be appropriate to publicly voice a view if it opposes AIA's position or if it may harm our objectives.

A spokesperson might be able to post views that oppose Amnesty's on personal accounts with high privacy settings, a clear disclaimer and a personal audience eg. a Facebook account with a group of people you know well. Unfortunately there's no foolproof way to ensure your opinions will remain private, so if you're posting opinions that differ from Amnesty's please ensure you make it clear you're talking in a personal capacity. Platforms are also constantly updating access levels and you'll need to keep an eye on privacy settings. You might try using a pseudonym or moniker for a private Facebook page, so it's harder for journalists or members of the public to find it. However: [Facebook hates accounts with 'fake' names](#) and may ban you; same with duplicate accounts.

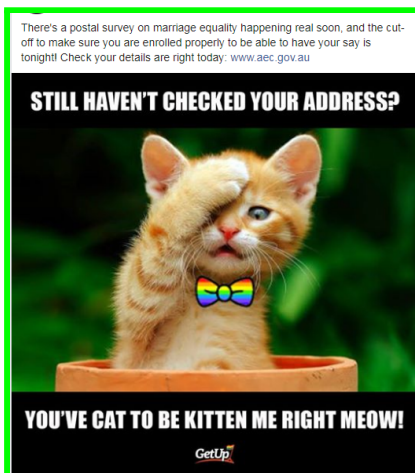
Twitter is a platform designed to announce people's opinions far and wide, so unless you want a completely anonymous twitter account for personal views, it may not be possible to use it for personal views which contradict Amnesty's position. Spokespeople: [read more about Twitter and GroupTweet \(auto-tweeting\)](#).

Can I post this?

Green light (fine to post):

- Information or content that has been posted on an official Amnesty website or social channel.

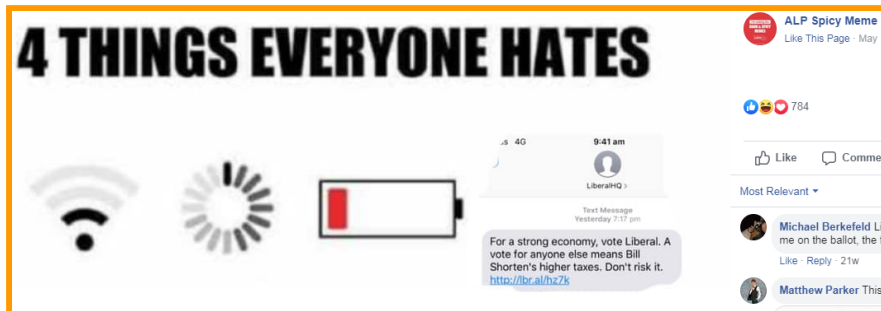
- Information from Amnesty that is publicly available and non-embargoed (ie. press releases, quotes, official statements).
- Comment or content that supports Amnesty positions, campaigns or strategic relationships.
- Personal opinions/comment/content on topics of interest to staff members that bear no relation to Amnesty's work.



Amnesty campaigner Joel isn't afraid to tweet @ and retweet our MPs. To maintain our non-partisanship, he focuses commentary on the issues at hand and party policies, rather than directing criticism at the political party or person.

Orange light (think twice/ask your supervisor for guidance):

- Comment or content that contradicts Amnesty positions, campaigns or strategic relationships (especially if you're an official AIA spokesperson).
- Comment or content on issues where Amnesty's position is contested or unclear (especially if you're an official AIA spokesperson).



This political meme might be a step too far if you represent Amnesty

Red light (don't post):

- Sensitive or confidential information obtained during the course of your work for Amnesty.
- Amnesty internal communications.
- Advocacy on behalf of a political candidate or political party (if you explicitly affiliate your account with AIA or are an official AIA spokesperson).
- Anything racist or that defames, bullies or belittles another person or group.

Examples

- [Rugby Australia sacked footballer Israel Folau over homophobic social media posts](#)
- [A former Immigration Department employee was sacked after criticising their employer on social media](#)
- [A Western Australia police officer found himself under investigation for his racist comments on Facebook posts](#)



Spokespeople should not advocate for a politician or political party on social media, including for the United Australia Party!

Non discriminatory & culturally sensitive language

Use culturally-sensitive language to maintain respectful cultural competence, and avoid offending readers' religious, ethnic or cultural identities.

Use adjectives (Muslim children, black people, Chinese communities, white prisoners) instead of nouns (Muslims, blacks, Chinese, whites).

Some common cultural terms are as follows:

Caucasian

This is an ambiguous term that should be avoided as it has different meanings when applied in US or Russian Federation contexts.

Indigenous Peoples

Always capitalise the word Indigenous when referring to Indigenous Peoples and Aboriginal when referring to Aboriginal Peoples.

Distinguish between Aboriginal and Torres Strait Islander Peoples. Use 'Aboriginal person' or 'Torres Strait Islander person' if referring to a singular person.

Do not use the nouns aborigines, natives, islanders or indigenes. Do not refer to Indigenous Peoples as minorities.

Use the terms communities or populations when you are referring to an actual, physical community or population. [See our full guide for more context.](#)

Minorities

Amnesty International uses this term to refer to non-dominant ethnic, religious or linguistic communities who may not necessarily be numerical minorities.

Some groups or communities may not wish to be referred to as minorities for various reasons. In such cases, use the terminology preferred by the group/community wherever possible.

Mixed race/mixed parentage

Both can be used depending on context. It may also be useful to use 'of X descent'. Eg. 'The daughter of the leader of the local community group, who is of Eritrean and Italian descent.'

Gender sensitive language

Take particular care not to use gender-biased language.

- Be as accurate and specific as possible. If a group of people includes both women and men, try to make this clear to the reader without suggesting that male is the norm.
Eg. Three hundred prisoners – 275 men and 25 women – have been denied medical care
(not: Three hundred prisoners, including 25 women ...)
'police officers' not 'policemen', unless you are sure that all those concerned are men.
- Avoid gender-biased terms and use more inclusive words.
Eg. people, humanity, human beings (not mankind), representative, spokesperson, chairperson, chair
- Use woman in preference to female where both are acceptable.
Eg. The woman passenger was severely injured.
- Use 'he', 'him' and 'his' only when the reference is to a particular man.
There are a number of ways to avoid using masculine pronouns in a gender-biased way:
Use the plural: "A lawyer needs his wits about him." becomes "Lawyers need their wits about them."
Delete the pronoun: "The prisoner serves the first six months but he is then released on remand."
becomes "The prisoner serves the first six months but is then released on remand."
Use an article in place of a pronoun: "The accused is entitled to contact his lawyer."
becomes "The accused is entitled to contact a lawyer."

Writing about people who identify as LGBTQIA+

The specific terms people use and identify with in matters of sexuality and gender identity vary widely from culture to culture. The LGBTQIA+ acronym often has national and cultural variations, and further research is needed into including further categories, such as asexual, is necessary.

LGBTQIA+ guidelines

- Avoid the term 'corrective' rape. 'Corrective' is sometimes used to describe the rapes that are happening to lesbian women in South Africa in order to 'cure' women of their lesbian sexual orientation. Please use the terms 'hate crimes' against lesbian women, or just rape targeting lesbian women. If the term 'corrective' rape is mentioned, single quotation marks must be used around 'corrective', rather than 'corrective rape' as a whole.
- Never use the phrase 'lifestyle choice', or any language that suggests that gender identity and sexual orientation can be/are chosen by an individual.
- Never use the word 'condition' when referring to intersex people, instead use 'variations' or 'differences'.

Writing about people with disabilities

When writing about people with disabilities make sure that the language used does not unintentionally reinforce discriminatory views and attitudes. Opinions about language are varied and constantly changing. The following guidelines are intended to help avoid negative, offensive or insensitive terminology.

<u>Use</u>	<u>Avoid</u>
People with disabilities	Disabled people
Person with mental illness	Mentally ill person
Children with specific learning disabilities	The learning disabled

Use emotionally neutral terms:

<u>Use</u>	<u>Avoid</u>
She had a stroke	She is a stroke victim
He has cerebral palsy	He is afflicted with cerebral palsy
She has multiple sclerosis	She suffers from multiple sclerosis
He is a wheelchair user	He is confined to a wheelchair
Person living with AIDS	AIDS sufferer

Resources for people with disabilities

Wherever possible, publications should be made accessible to people with disabilities. Print magazines can be adapted to audio form for supporters who request it. Speak to the Brand Team or Story & Content Team for more information.

Acronyms, initials & abbreviations

Acronyms are initials that are pronounced as a word ie: Qantas, ASEAN, AIDS. Initials that are spoken as letters are referred to as initialism eg. UN, LMT, IS.

When using acronyms and initials, always type out the full name in the first instance, with the abbreviation in brackets, then use the shortened form thereafter.

The International Labour Organisation (ILO) is a ... if you want to find out more about the ILO ...

There are commonly accepted abbreviations, acronyms and initialisms that do not need spelling out in full. These are:

- eg
- ie
- etc
- HIV
- AIDS
- RSVP
- UN
- UK
- US
- Qantas
- weights and measurements – kg, mm etc

With an end full stop:

- No. (number, for example General recommendation No. 19)
- PS.

Lists

If each item is only one or a few words, do not give each point initial caps and only use punctuation after the last item. Eg.

‘Assistance is available in several forms:

1. monetary assistance
2. equipment modifications
3. advisory services.’

If each item is made up of one or more sentences, use a full stop at the end of each item. Eg.

‘The committee came to two important conclusions:

1. Research should be funded in the three priority areas.
2. Officers should develop guidelines for future investigations.’

Names & titles

Names of people

In formal communications, always use first and last names and title (if they have one):

John Smith
Mohamed al-Bin

Professor Joan Jones
Minister Raisi Yusuf

The reason for this is the person's sex, and which is their first or last name, is not always clear. In informal communications, use the person's full name and title in the first instance, then if their gender or name order is known, use their first name or title and surname:

John
Mohamed
Professor Jones
Minister Yusuf

Names of things

Always capitalise proper names of things and proper titles:

Australian Government
Minister for Immigration
Baker Street
Refugee Convention
University of Queensland
Prime Minister Julia Gillard
Oxfam

Always capitalise:

Indigenous people / Peoples
Aboriginal person
Italian etc

Headings and subheadings

Keep headings short – three to four words, no more than six. Add a sub-heading to provide explanation:

Uncensor
End internet repression in China

Write headings and subheadings in sentence case with no full stop, eg:

Help Afghan women fight for their rights
Stop violence against women
Find out about our campaign plans – not Find out About our Campaign Plans

Use single quotation marks in headlines and subheads, eg:

Confronting the 'war on terror'

Titles of legislation, documents

Write these in title case with words longer than three letters capitalised:

Article 6 of the Convention on the Rights of the Child
The Constitution of Australia

Do not capitalise general references:

The new constitution
The article
The convention

Numbers

Numbers – general

Numbers one to nine should be written in full. Numbers 10 and above must be written numerically:

There were nine axolotls.
There were 20 axolotls.

Other factors

There are some instances where words or numerals are always required. See the number styles below for specifics, but generally, use words for numbers that:

- start a sentence eg Twenty axolotls escaped, 10 remained.
- are part of a proper name eg Let's go to the 7-Eleven.
- are ordinal numbers eg fourth not 4th

Use numerals for numbers:

- used with a symbol of measurement 7°C, 34km
- that are decimal fractions 10.8
- in tables
- in a related series of numbers provided for comparison Chapters 1, 2 and 4.

Dates

The only correct way is 4 June 2013.
June 4 2013, 4th June etc are incorrect.

Spans of years can be written 12–14 years (unspaced en dash).

Sets of years do not need apostrophes, eg. 1900s.

Measurements

Use numerals.

Use abbreviations for weights and measurements and use a space between the number and the measure:

14mm, 12cm, 5m, 8km, 12g, 10kg, 80km/h
30 °C or 30 degrees for Australian audience
tonne not ton
2.5 miles
US\$6
5 million

Time measurements: Generally, stick to the one to nine rule. Numerals and abbreviations are OK for tables, or for documents with lots of hour/minute measurements, eg. 2 hrs 5 mins.

Thousands

Numbers that are four digits or longer are in three-digit groups with commas: 250,000.

Millions

The word 'million' is spelled out, with a preceding numeral: Amnesty International's 8 million supporters.

Money and currency

Use numerals, eg. \$6

When writing for Australian distribution and speaking only of Australian dollars within the article, just use the \$ sign.

When writing for the web or international publications, dollar figures should be preceded by the relevant currency '\$':

US\$ for US dollars
A\$ for Australian dollars.

Currency other than dollars is in word form: 20 000 rupees, 20 euros.

When writing for international distribution only, give the US dollar or euro equivalent in brackets, for example \$20 (US\$15), 65 roubles (2 euros).

When writing about other currencies in articles for Australian distribution, give Australian dollars in brackets using just the dollar sign, for example 60 rupees (\$45).

Do not add '.00' for full dollar amounts.

Numbers greater than 999 are set with a comma after each group of three figures: \$12,000.

Percentages

Per cent is two words (not percent).

Only use the symbol % in headings, documents full of figures, or a table.

Always use numerals for percentages, even for figures below 9, except at the beginning of a sentence:

Only 30 per cent of people can flare their nostrils.

Ninety per cent of us rely on alarm clocks to wake up.

Spans of numbers

Use numerals with an unspaced en dash:

5–6 per cent

5 billion–6 billion

5m–6m.

8–12kg

Telephone numbers

No parentheses around the area code.

Numbers within Australia: 02 9217 7663

International: +61 2 9217 7663

Time

Write as 10am or 10.30am

10.00am is also acceptable, but be consistent within the publication.

Hours and minutes: Generally, stick to the one to nine rule. Numerals and abbreviations OK for tables, or for documents with a lot of hour and minute measurements:

The flight is three hours (general copy, follow one to nine rule)

A 30-minute drive (general copy, follow one to nine rule)

Thirty minutes drive (at the start of a sentence)

3.5 hours drive (numerals for fractions)

2 hrs 5 mins (tables)

Punctuation

Commas

Do not add a comma before the last item in a list e.g. Portugal, Spain and France.

Dashes and hyphens

Use a hyphen when:

- The second element begins with a capital (un-Australian)
- the second element is a date (pre-1914)
- an expression would be ambiguous without it (re-creation not recreation)
- dealing with two or more separate words (cold-shoulder, surface-to-air)
- the words that are used as compound adjectives (we are having sugar-free cake; he was a good-hearted boy).

Use an en dash (–) with a space either side to:

- connect similar thoughts and sentences
- signify an abrupt change.
Eg. Cycling to work is a healthy pastime – but not in traffic.

How we use images

Using images & stories

What types of images are out there?

Stock imagery

Images that have been 'staged' by a photographer, for use in advertising or marketing projects. The model has given permission for their image to be used for commercial purposes by signing a model release.

News/editorial imagery

Primarily sourced from news agencies or direct from photographers, these often include news and entertainment images that portray real-world people, places, events and things eg. a refugee rights rally. Unlike creative images, where the models or owners of property depicted in the images have signed releases, editorial images do not have releases so they cannot be used in every situation. You should only use these for informational purposes or to provide context. It should not be used to endorse a product or service.

Commissioned and volunteer photography

From people either contracted by Amnesty, or volunteering for Amnesty, to photograph people or events. The staff member responsible for managing the campaign or project will write a contract if needed, and a brief for the photographer. The staff member or volunteer is responsible for coordinating and recording consent from the people photographed and documenting for the rest of AIA how the images can be used.

If the IS has approved usage of an image (whether stock, news/editorial or commissioned), then this is deemed acceptable to use locally.

What images work with our brand to drive growth and impact?

[\(Full 2018 Amnesty communications research by GalKal here\)](#)

Images for acquiring new supporters / speaking to new audiences



Images should be: Basic human rights violations. Authentic, self-explanatory, person-centric and create a sense of urgency/immediacy.

Images shouldn't be: Staged, ambiguous, location-centric, not urgent.

Why?

- Depicting basic human rights violations are most likely to trigger a response. Most of our audiences want to know that people actually need their help, particularly at the start of their relationship with Amnesty. They need to see people's suffering and vulnerability visually represented and be assured that their support is critical.
- For long-form comms with several images, there is an opportunity to also show progress and the potential positive outcome. These images should portray a mood of hope and empowerment, yet still convey a sense of needing support.

"They need to show things that are too taboo to talk about"
– Passionate Crusader, focus group research participant

Images for driving current supporters to take action



Images should: Hint at progress, hope and the collective support of the Amnesty movement; still show the vulnerability of people experiencing human rights abuses.

Why:

- Once part of the movement, it is important to communicate change, progress and momentum.
- Our existing supporters desire to understand how we're moving towards a positive outcome.
- The Amnesty brand should be more visible in imagery, to demonstrate the supporters' role in leading the movement.
- Again, they still need reassurance that their support is critical.
- Activists are particularly interested in seeing active demonstration of the fight against injustice. Use images of the Amnesty community taking action eg. at vigils, rallies, petitioning in the community.

"We want to see hope as well, otherwise why bother volunteering or donating?"

– research participant

Images for retention – showing success through empowerment



More of: Empowerment. Also: Solidarity, force, united, freedom, strong, independent.

Less effective: Fun, joy, delight, happiness.

Why?

- Our audience feels that Amnesty is more about empowerment than just aid. They want to see that their support is making a difference through images of independent, determined people with renewed strength, actively making a difference in their situation, rather than just seeing happiness depicted.

- Amnesty is about empowerment and our images of individuals should reflect this. This links to self-determination and fits with the human rights cause and brand.
- If our retention material has an 'ask', our audience still needs to know that they are needed – through images with a sense of urgency and that reflect the continuing fight against injustice.

“Images showing strength of community and affecting change; these are the positive ones showing the power of people” – research participant

A note on empowerment



Amnesty upholds the values of empowerment, persistence, integrity and courage in everything we do. These values should be represented in the images we choose. Amnesty is about showing ordinary people facing and often changing their situation, so we'll avoid portraying people as passive victims without dignity or somehow fundamentally 'other'.

Images of people in vulnerable situations, positions of distress or suffering hardship may be used at the acquisition and action stage to highlight the need for action and convey the urgency of their situation – but please consider carefully. Use the "gut rule" – if the person in the image was your mother, father, sister, brother, wife, husband etc - would you be comfortable using that image to help drive change?

Wherever possible, the story/context of any individuals will be told as part of the messaging/appeal/campaign. This sense of active commitment to change should also be reflected in photographs of our supporters, whose inclusion should reinforce not only that Amnesty is about doing, but that it is ordinary people – “people like me” – who are making a difference.

Tips for empowering subjects

[\(Adapted from Photographers Without Borders, 'Code of Ethics'\)](#)

[\(Content warnings guidelines\)](#)

- Care must be taken in photographing people in times of crisis. Do not exploit an individual's vulnerability at times of trauma or grief.
- Photograph all people with respect and dignity. Special care and compassion must be exercised with vulnerable subjects.
- All photographs must have free, prior and informed consent from the individuals portrayed. (all commissioned Amnesty photographs will follow ethical collection guidelines when photographing rights holders, but be careful with third-party photographs.)
- Do no harm. Individuals or groups may be put at risk of reprisal, violence, harassment by authorities or rejection in their communities as a result of exposing their identity or personal story through the publication of their image. Consult the appropriate campaigner if in doubt.

- Never misrepresent the individual, situation, context or location of the photo.
- Choose photos of people with diverse backgrounds: people of colour; minority groups; people who identify as L,G,B,T,Q, I or A; women and girls; people with disabilities; people of all ages including the elderly and youth.
- Include the context and a story in supporting copy/materials explaining the individual's story/how they have been mistreated to avoid perceptions of exploitation.

Stock imagery

(Courtesy of 'A Progressive's Style Guide', SumOfUs)

Where possible, use real photos to lend authenticity to the campaign. If stock imagery must be used, for instance where commissioned photos are not available, here are some questions to ask when choosing imagery.

Does the image:

- Play into racist or international stereotypes, such as the “sad African”, cute Indigenous kid in need of saving, ‘white saviours’ or the “all-American” blonde family?
- Play into sexist stereotypes, such as a male doctor or female housewife?
- “Out” people as LGBTQI who might not be out?
- Depict gratuitous violence – in other words, not essential to telling your story?
- Overtly sexualize the subject, especially women or children?
- Body-shame its subject for being too fat, thin, ugly, unhealthy, etc?

If so, could you choose a different image that more fully represents our organisation's values?

Stock imagery should have the appropriate attribution.

These image libraries can be a good source of images that reflect the diversity:

- Austock Photo
- Getty Images – This is Australia Collection
- Getty Images – Disability Collection
- Shutterstock – Australian images
- Getty Images – Disability Collection, Lean In Collection
- Representation Matters – Ethnic + Social Diversity and Healthy Body Image
- Tonl – Diverse Stock Images
- Vice Media: The Gender Spectrum Collection

Imagery of Indigenous people

Indigenous communities are close-knit and have particular protocols around images. Even when non-identifying shots of a person are used, they are still likely to be recognised in the community. For this reason we need to take extra care when using photographs of Indigenous people, even when they are not necessarily connected to a campaign (eg. we may come into strife if we use stock imagery of an Indigenous person from one clan/language/group on an issue that's in a different area).

Follow the above guidelines, and be extra careful to note:

- Context: Only use Indigenous peoples' photos in a positive context. Even where stock images are used or consent has been given to use images we need to think beyond that consent, to potential harm in being associated with offending or criminality.
- Do not misrepresent the individual, situation, context or location of the photo.
- Don't use pics of identifiable kids with copy about statistics eg. Indigenous kids are 24 times more likely to end up in prison.
- Do use pics of kids when discussing positive solutions, role models etc.
- Safety: Given that individuals are likely to be recognised in the community, If individuals, even in stock imagery, may be seen negatively in connection with the content, do not use the image.

Check with the Indigenous Rights Team before using stock images or news agency images without a signed model release eg. [this Getty image](#) without a [model release](#). This applies where the images are of clearly identifiable people.

Check with the Indigenous Rights Team before using a commissioned image of Indigenous people for a new purpose – as the Indigenous rights team generally have to check consent with the person depicted.

Images are to be sent to the team with a clear deadline for when approval is needed. It can be promptly removed later if needed based on community feedback.

Images of deceased Indigenous people

Generally speaking there is a period after death that an image of an Indigenous deceased person is taboo. There's no hard and fast rule here, except to check before use with the Amnesty Indigenous Rights Team.

Photos of Indigenous people should be dated in the consent information. If the photo is more than 2 years old, please first check the Indigenous rights [photo inventory](#) (by searching the file name). If the person is deceased and the Indigenous rights team is aware it will be noted on the inventory. If you are still unsure check with the Indigenous rights team that the person has not passed away. If they have, it should be removed from use in consultation with the family.

If Amnesty International is notified or aware of that person who is in an image passes away, then work with the Indigenous Rights Team and affected family as quickly as possible to remove the photo (if that is what the family asks) and if the photo is purchased from an external agency (e.g. Getty Images) undertake to inform that agency.

Personal testimonials

Personal testimonials from someone experiencing human rights violations can bring an issue to life for the reader, and help them connect the concept to people.

When writing or editing their story, all of the points outlined above in 'empowerment' apply.

Consider how the testimonial is received by the reader: it can elicit pity – but it would be better if it engendered admiration for the person's strength in overcoming their plight.

Personal testimonials are best told as first-person; this positions the person as an active part of the push for change, and having licence over their own story.

The other main use for testimonials is to reflect the experiences of Amnesty activists: here testimonials should encourage the reader, by reflecting a journey that they too may be on.

Captions

Photos do not necessarily explain themselves. All images, including photos, maps or illustrations, used in print publications must be accompanied by a caption and a credit.

As a minimum, captions should name the event or person portrayed, and when and where the photo was taken.

Credit

All images must have a credit line. Credit lines are the only place you may use AI for Amnesty International.

© AI

© AI/[photographer's name] (if we are sharing copyright with the photographer)

© Joan Bloggs

© Jason Smith/AP

Copyright clearance

If an image does not belong to Amnesty International or has not been purchased for use by Amnesty International Australia for the specific purpose you wish to use it for, written permission to use it on the web or in print must be provided. An email from the copyright holder is sufficient but it must be kept on the shared drive so that it can be easily accessed. All information relating to attribution and identification of the photograph must be stored with the image file.

The fact a photograph appears on a website does not mean it is free for everyone to use. Photographs may be downloaded free from Amnesty International's database ADAM (intranet access is necessary) but must be used only in accordance with the usage agreements for each photograph.

Taking your own photos

In order for Amnesty International to be able to publish photos we need all identifiable people photographed to fill in a media consent form providing us with permission to use their image. We must also have signed consent from parents to use identifiable photos of people under 18.

Whenever you take a photo:

1. Get the names of people in photos as you take them and ask them to read and sign a media consent form. Make sure to print off copies of the form before the event. When photographing crowd shots or

large public demonstrations it's not necessary to ask for individuals' consent – however please ask for consent of any people you're shooting close up.

2. Record the photo number (camera allocated number) and the name of the person on the running sheet.
3. For Amnesty events with an 'entry' area, a standard sign at the registration/entry to the event is acceptable. You may also add this note on event notices/invites. If someone requests not to be photographed, the volunteer or staff member informed must go through the final photos and delete any of the individuals.
4. Go for quality not quantity – this saves file space and precious search time. Pick your best couple of photos and send them to your Community Organiser. Include the relevant signed consent forms and running sheet.
5. We MUST get permission from a parent or guardian for identifiably photographing people under 18.
6. After the event please provide your Community Organiser with:
 - The high resolution (over 600kb) photo files as jpegs.
 - The list of people you photographed and the signed media releases.
7. Amnesty International Australia will have unlimited use, in both print and online media, of the photos provided. We prefer joint copyright – meaning the photographer and AI will be credited eg © John Smith/AI. If the photographer line is left blank on the running sheet then the photos will be © AI. The photographer can also use the images but please ensure you indicate joint copyright credit.
8. We do not intend to sell the photos. If you wish to do so, please contact AI first. Please feel free to contact your community organiser if you have any queries.

Design files, logos & colours

Design files

Logo files, slides and letterhead templates can be found in our [local folder here](#).

The Amnesty International Brand Hub is a global resource that includes visual design, templates and tools. It can be [located here](#).

Supply of logo to external organizations

The logo should only be supplied for use by external organisations after checking with the Brand Team. You must ensure that the usage is to the benefit of Amnesty International and will not be used to promote activities or ideas outside of Amnesty International's values, or be used by another organisation for commercial gain. Always keep a record of the approval and usage.

Our local AIA logo files can be [found here](#). For detailed guidance and standards on using the Amnesty International logo, candle and colour swatches, please visit the [Amnesty brand hub](#).

Logo usage

Positioning

Our logo signs off all our communications. Whenever possible it should be positioned in the bottom-right corner.

Partnerships

When our logo appears next to a partner's logo, our clear space principles should always be applied. Logos should be equal sizes, and where possible, our logo should be placed on a yellow background.

Campaigns

When using the logo in our campaigns, lead with the campaign word mark and sign-off with the Amnesty logo. Campaign wordmarks should complement our logo but not overpower it. The Amnesty logo should never be modified as part of a campaign wordmark.

Social media use

While we opt for using the complete logo in communications, you can use the candle without the wordmark when the Amnesty logo and name is already well established in context. For example - on social media assets we don't use the full logo-lock up, because we're posting from an Amnesty International account.

Use of Amnesty International Australia and ABN with logo

The full name and ABN written as 'Amnesty International Australia ABN 64 002 806 233' as well as the logo, must be included somewhere on any public documents. This is particularly important in relation to fundraising materials, where there must be no doubt that people are giving their money to Amnesty International Australia and not Amnesty International.

Examples of where the full name and ABN are required include: Letterhead, brochures and appeals, annual reports and notices of meetings, and any campaign materials that are accompanied by a request for money. It is not necessary for the web.

If in doubt, ensure the full name and ABN appear somewhere on the document, and definitely as part of any fundraising form in the document.

Logo lock-up designs

The full Amnesty logo lock-up is made up of three elements within a defined rectangular box - the wordmark *Amnesty International*, the Amnesty candle and tagline *Defending Human Rights*. These elements are locked together - we never change the proportions, position or spacing between them.

Using the tagline with our wordmark helps audiences better understand what we do as an organisation, and overcome the misunderstanding that we're a humanitarian organisation providing front-line support services on the ground.

Where space allows, use the full Amnesty lock-up logo (see below for Integrating Challenge Injustice logo). If space does not allow, use the Amnesty lock-up singularly.

Primary logo use

The main lock-up logo has the 'Amnesty yellow' background and black tagline.



Secondary logo use

A full black and white version as well as a version with a white tagline exist only to meet background contrast requirements.



Integrating Challenge Injustice logo

Using our Challenge Injustice logo alongside our full lock-up Amnesty logo helps reinforce our brand narrative and motivate more people to support us.

We can use our Challenge Injustice logo singularly when the Amnesty logo and name is already well established in context, eg. our social media profiles. On other materials, the logos are encouraged to be used together where space allows.

Logos go in the corners that make sense for your material.

We have black, white and yellow variations of the Challenge Injustice logo; and these variations exist with and without the candle. These variations exist so you can appropriately pair the Amnesty logo with Challenge Injustice.



CHALLENGE INJUSTICE.



CHALLENGE INJUSTICE.



Example: Donor gratitude gift card. Full primary lock-up logo.

YOUR GIFT DETAILS

Name: _____

Amount: \$ _____

single gift
 every 4 weeks starting on: ____ / ____ / ____

All donations of \$2 and over are tax-deductible in Australia.

Example: Activist resource. Full lock-up logo (with white tagline due to black background) and white Challenge Injustice logo.



Example: Social graphics shared on Amnesty Australia Instagram with Challenge Injustice logos in black and white.



Colours

Primary colour use

Yellow is our brand colour to identify the brand and to symbolise intervention. We use yellow to highlight injustice. We use it to add impact and to draw attention to the key messages in our communications. We use it to ensure our voice is always heard.

Secondary colour use

Black is the main secondary colour to yellow. It is designed to add strong contrast helping yellow really stand out and also when black is the only option.

There is a set of secondary greys which should be used sparingly so as not to compete with Amnesty Yellow - for example in information graphics and references in reports. The Cool Greys can be used online to aid legibility.

Primary colours

PANTONE PROCESS YELLOW	4 COLOUR PROCESS C:0 M:0 Y:100 K:0	ON SCREEN #FFFF00	ON SCREEN R:255 G:255 B:0
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Secondary colours

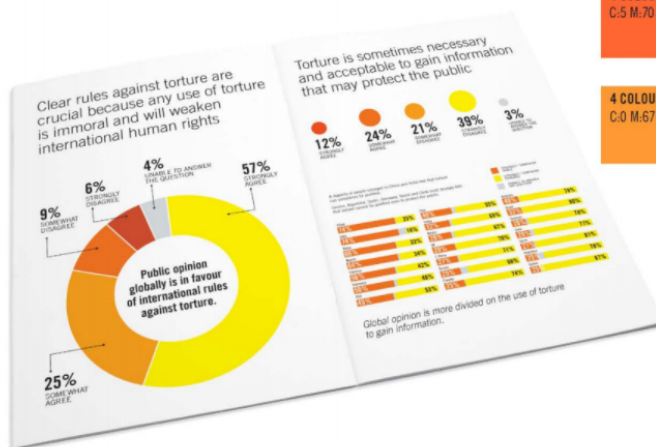
PANTONE PROCESS BLACK	4 COLOUR PROCESS C:0 M:0 Y:0 K:100	ON SCREEN #000000	ON SCREEN R:0 G:0 B:0
PANTONE COOL GREY 3	4 COLOUR PROCESS C:7 M:4 Y:6 K:14	ON SCREEN #C5C5C5	ON SCREEN R:197 G:197 B:197
PANTONE COOL GREY 8	4 COLOUR PROCESS C:20 M:11 Y:12 K:30	ON SCREEN #939598	ON SCREEN R:147 G:149 B:152
PANTONE COOL GREY 11	4 COLOUR PROCESS C:30 M:17 Y:8 K:51	ON SCREEN #7A7D81	ON SCREEN R:122 G:125 B:129

Complementing yellow colour use

If an extended colour palette is ever required, eg. complex charts and graphs, then, drawing reference from the candle flame, oranges and reds should be used. But do not go too bright or overwhelm our core colours.

Complimentary colours

4 COLOUR PROCESS C:14 M:84 Y:95 K:4	ON SCREEN #CC333	ON SCREEN R:80 G:20 B:20
4 COLOUR PROCESS C:5 M:70 Y:100 K:1	ON SCREEN #FF6633	ON SCREEN R:255 G:102 B:51
4 COLOUR PROCESS C:0 M:67 Y:88 K:0	ON SCREEN #FF9933	ON SCREEN R:255 G:153 B:51



Resources

[Brand Intranet](#)

[Brand resources local folder](#)

[Global Amnesty International Brand Hub](#)

[Communication messaging template for campaigns](#)

[Communication messaging template for non-campaigns](#)

[Writing for web: cheat sheet](#)

[Twitter & group-tweet guidelines](#)

[Indigenous campaigning style guide](#)

[Content warning guidelines](#)

[Representing Amnesty policy](#)