

RESPONSIBILITY TO PROTECT

THE TEAM



Sam Baker



Natalia Bednarek



Sheila Cannon



Shelli Decker



Emeka Patrick



**RESPONSIBILITY
TO PROTECT**

- **Clarifies the initiative**
- **Communicates urgency and duty**
- **Appeals to those resistant**
- **Creates sense of action and focus**









**These three
pillars comprise
the foundation
R2P stands on.**



**The world is a dangerous place to live.
Not because of the people who are evil;
but because of the people who don't do
anything about it.**

Albert Einstein

**The Responsibility to Protect
Initiative is crucial to the ongoing
security of populations across
the world.**

**This visual identity and tagline
encapsulates the commitment
of the global community to...**

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Initiative is crucial to the ongoing
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**This visual identity and tagline
encapsulates the commitment
of the global community to...**

TAKE A STAND AGAINST MASS ATROCITIES

In the hands of us all

Tagline

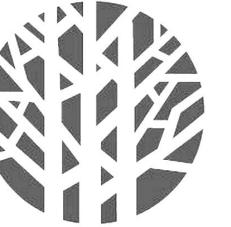
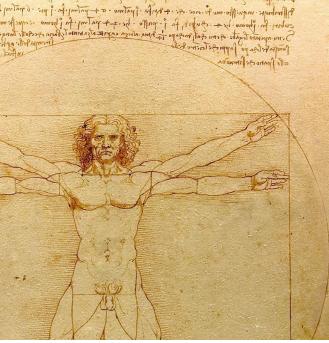


HUMAN RIGHTS



HANDLED
WITH CARE







**RESPONSIBILITY
TO PROTECT**



RESPONSIBILITY TO PROTECT

In the hands of us all



RESPONSABILIDAD
DE PROTEGER



保护责

ةيلووسْم
ةيلامحَل



RESPONSABILITÉ
DE PROTÉGER



ОТВЕТСТВЕННОСТЬ
ЗА ЗАЩИТУ



**Protection
Unity
Bold Action**

**Earth
Stability
Peace**

**Sunshine
Hope
Support**







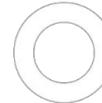
RGB
11 172 221



RGB
35 31 32



RGB
249 210 85



RGB
255 255 255



Proxima Nova Light + *Italic*

Proxima Nova Regular + *Italic*

Proxima Nova Semibold + *Italic*

Proxima Nova Bold + *Italic*

Proxima Nova Extrabold

Proxima Nova Black



**RESPONSIBILITY
TO PROTECT**
In the hands of us all.

Dear John,

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Bonnie
EVERYTHON.DK | @EVERYTHONDK

**RESPONSIBILITY
TO PROTECT**
In the hands of us all.

Stand against mass atrocities

CHRIS R. SMITH
Responsibilitytoprotect.org

P +1 212 212 9876 C +1 917 891 5068



Colors



RGB
11 172 221



RGB
249 210 85



RGB
35 31 32



RGB
255 255 255

Typography

Proxima Nova Light + *Italic*

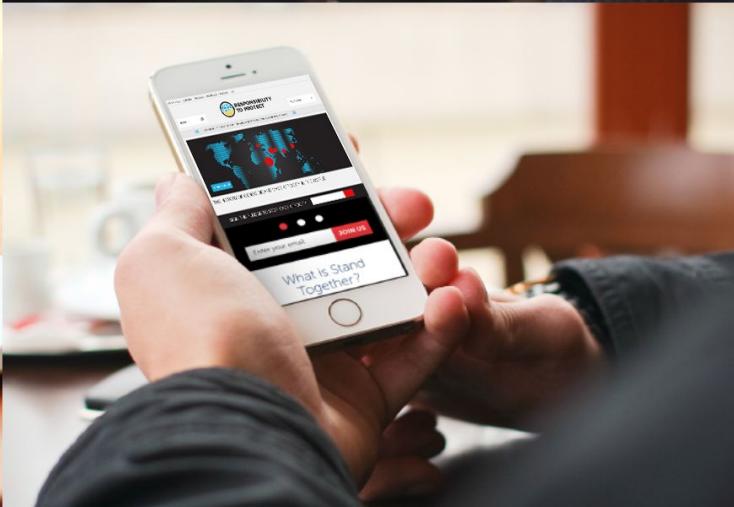
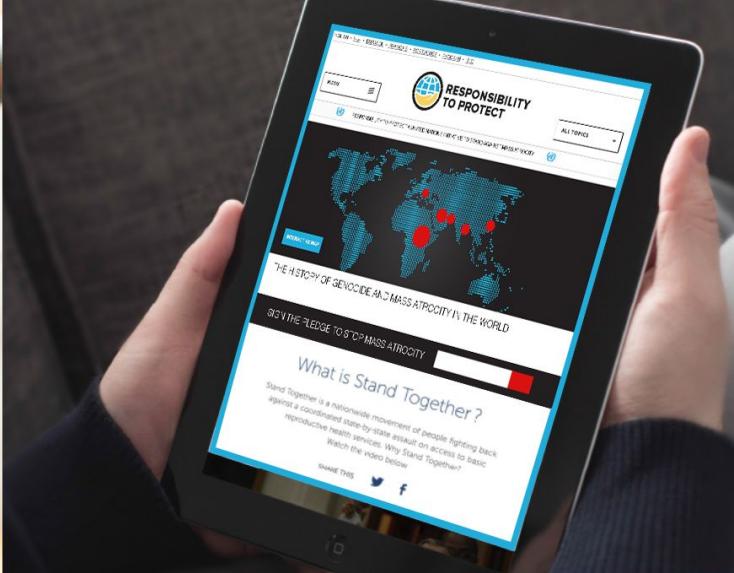
Proxima Nova Regular + *Italic*

Proxima Nova Semibold + *Italic*

Proxima Nova Bold + *Italic*

Proxima Nova Extrabold

Proxima Nova Black

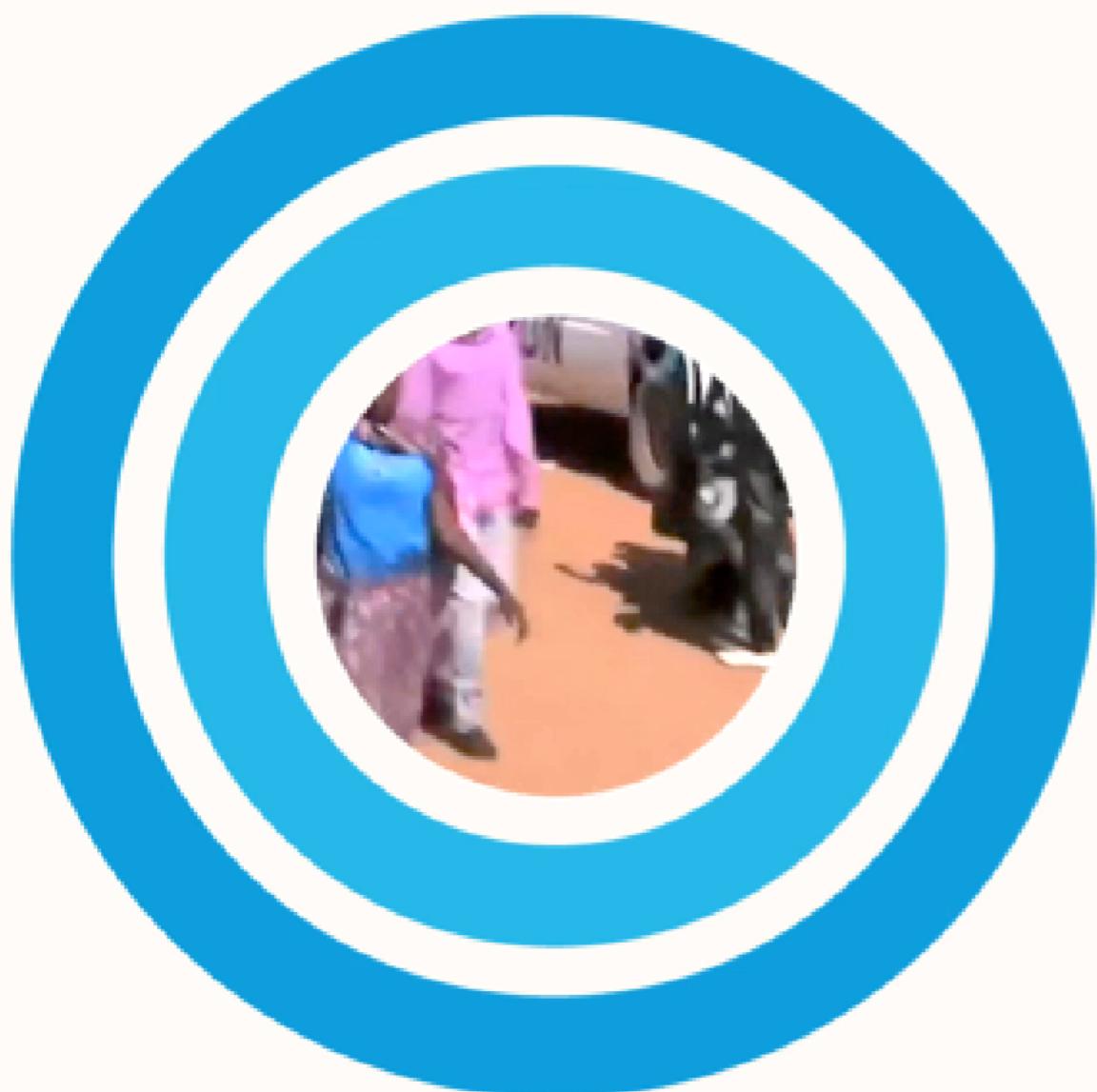






THE INITIATIVE

Our
World



RESPONSIBILITY
TO PROTECT

Stand Against Mass Atrocities
It's In The Hands Of Us All



Our
Neighbors



Stand Against Mass Atrocities
It's In The Hands Of Us All



Our
Responsibility



Stand Against Mass Atrocities
It's In The Hands Of Us All



SAYANGI KUALA LUMPUR

Our
World

Our
Neighbors



Our
Response

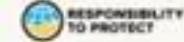


Stand Against Mass Atrocities
It's In All Our Hands



Stand Against Mass Atrocities
It's In All Our Hands

• BRANDVISION •



Stand Against Mass Atrocities
It's In The Hands Of Us All

• BRANDVISION •

#HandsOfUsAll





#HandsOfUsAll





SOCIAL MEDIA CAMPAIGN

The Twitter profile page for the United Nations (@UN) features the UN logo and a large image of a woman feeding a child. The pinned tweet reads: "Committed to ending genocide and crimes against humanity! #R2P #handsofusall". Below the tweet is a photo of a man with a hand that says "I REFUSE TO BE A BYSTANDER TO GENOCIDE". The page has 44.6K tweets, 1,065 following, 6.79M followers, 511 likes, and 34 lists.

A tweet from Harper's Bazaar (@harpersbazaar) featuring actress Natalie Portman. The image shows her with her hand resting on her chin, with the text "HANDS OF US ALL" written on it. The tweet reads: "Natalie Portman: Together We Will End Genocide #handsofusall". The post has 23 retweets and 64 likes.

A tweet from National Geographic (@NatGeo) featuring a photo of a man named Saleem al Harazi, who lost both eyes to a sniper. The image shows him being cradled by his mother. The tweet reads: "Crisis in Yemen leaves man blind in both eyes after being shot by snipers." The post has 316 retweets and 401 likes.

SOCIAL MEDIA CAMPAIGN



Don Cheadle 

@IamDonCheadle

OFFICIAL Don Cheadle - It takes a long time to learn how to play like yourself. - Miles Davis

Earth

Joined December 2010

 [Tweet to Don Cheadle](#)



The Wall Street Journal 

March 18 at 4:35am · 

Like Page

Mark Zuckerberg shows his support for Responsibility to Protect Initiative. on [Mark Zuckerberg's Facebook post](#).

"This is will be a vital and enduring commitment to prevent war crimes, genocide, crimes against humanity and and ethnic cleansing. The United Nations' Initiative is an essential step in securing the safety of our global neighbors....keep reading

BLOGS.WSJ.COM

472

65 Comments 31 Shares

Like Comment Share



 **unitednations** Lebanon 

8,221 likes 3d

unitednations Angelina Jolie Pitt, UNHCR's Special Envoy, met with Syrian refugees in **#Lebanon** this week. "On this day, the 5th anniversary of the Syria conflict, that is where I had hoped I would be: in Syria, helping **#UNHCR** with returns, and watching families I have come to know be able to go home. It is tragic and shameful that we seem to be so far from that point." "I spent time this morning with a mother who was paralysed after being shot. Stand against war crimes, genocide, crimes against humanity and and ethnic cleansing. **#HandsOfUsAll**

 Add a comment... 

- “Stand together against mass atrocities
#HandsOfUsAll”
- “End mass atrocities. Protect, Encourage,
Action **#ResponsibilityToProtect**
#HandsOfUsAll”
- “Ending mass atrocities is in the hands of us
all **#HandsOfUsAll #ResponsibilityToProtect**”



#HandsOfUsAll



**RESPONSIBILITY
TO PROTECT**

Thank you