

WE ARE ONE PEOPLE. WE ARE ONE WORLD. WE ARE

ONE



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## CONTENTS

**01** *INTRODUCTION*

**03** *WORDMARK*

**06** *COLOUR*

**09** *TYPOGRAPHY*

**12** *IMAGERY*

**14** *MISUSE*

# 01 INTRODUCTION

*Overview of our brand, our mission and our objective.*

*We are one.*

## **INTRODUCTION**

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# ***WE ARE ONE***

***WE NEED TO COME TOGETHER AS ONE TO GET THROUGH THIS.***

ONE, IS A BRAND THAT FOCUSES ON INFLUENCING LOCAL CITIZENS AND INFORMING THEM ABOUT THE REFUGEE CRISIS IN A WAY THAT WILL MOTIVATE THEM TO BE MORE INVOLVED AND PROACTIVE WITH THE REFUGEE CRISIS. WE WANT TO EMPHASIZE THE HEARTACHE AND SUFFERING THAT REFUGEES ARE EXPERIENCING AND LIVING THROUGH, WITH THE HOPE TO MOTIVATE PEOPLE TO HELP MAKE A DIFFERENCE. HOWEVER, WE ALSO WANT TO EMPHASIZE AND ENCOURAGE THE GOOD THAT WE HAVE DONE FOR REFUGEES THUS FAR.

# 02 WORDMARK

*A breakdown of the logo design, how it is to be used, and the variations of it in different applications.*

## WORDMARK

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### **WHY**

LIKE OUR CURRENT MOTO—WE ARE ONE—WE PUT EMPHASIS ON THE "ONE" FACTOR, WHERE COMING TOGETHER AS ONE WHOLE, RATHER A COLLECTION OF FRACTIONS IN THE SAME SPACE. THIS IS USED AS OUR DRIVER THROUGH THE EXHIBIT—THE REPETITIVE THEME AND THE DEVELOPED THEME OF "WE ARE ALL HUMAN".

**SPACING + SIZING**



**ONE BY ONE**

WHEN FRAMING THE LOGO, USE THE LOGO ITSELF AS A TOOL OF MEASUREMENT TO DETERMINE HOW MUHC WHITE SPACE IS TO BE LEFT AROUND IT.

USE THE **ONE BY ONE** FACTOR TO DETERMINE ITS SCALE OF THE LOGO WITHIN THE WHITE SPACE OF WHERE IT IS BEING PLACED.



**VARIATIONS**



**DRY WINTER ON GREY-47**  
TERTIARY APPLICATION. USE ONLY WHEN NECESSARY.



**MAJESTIC GOLD ON GREY-47**  
PRIMARY-ALTERNATE APPLICATION. USE WHEN PREDOMINANT COLOR SCHEME IS NOT POSSIBLE



**GREY-47 ON MAJESTIC GOLD**  
AS OUR PRIMARY-AUXILERY COLOR SCHEME.



**GREY-47 ON DRY WINTER**  
THIS IS THE PREDOMINANT COLOUR SCHEME. USED FIRST AND FOREMOST. COMES BEFORE THE PRIMARY ALTERNATE.

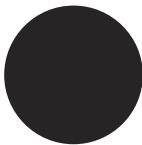
# 03 COLOUR

*Examples of how to treat our colour palette, and what each swatch is in rgb and cmyk.*



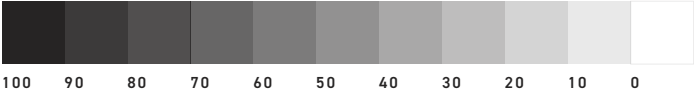


**COLOURS**



GREY-47  
#282626

OPACITY RANGE



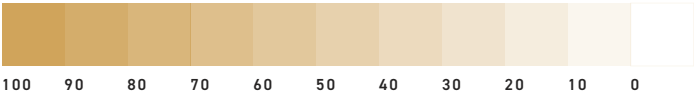
**USAGE**

USED FOR BACKGROUND COLOR AND TEXT ON WHITE COLOR. OPTIONAL ACCENT COLOR. USED FOR **DARK THEME** ONLY.



MAJESTIC GOLD  
#D0A45B

OPACITY RANGE



PRIMARY ACCENT COLOR FOR HIGHLIGHTING ON GREY BACKGROUND. ONLY USE ON DRY WINTER.



DRY WINTER  
#F1F2F2

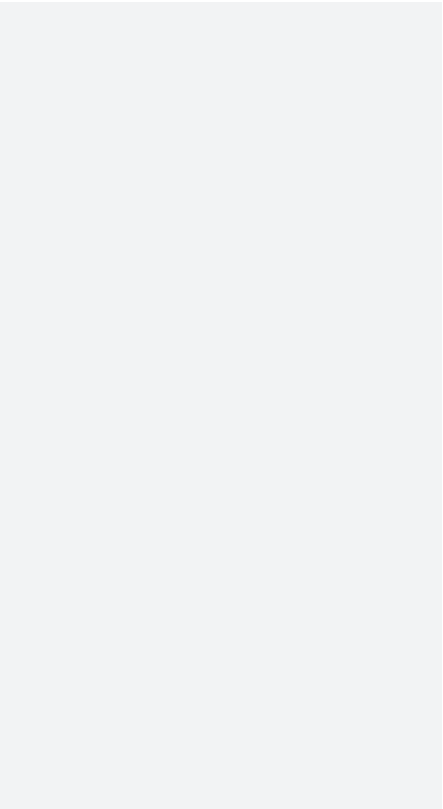
OPACITY RANGE



PRIMARY BACKGROUND COLOR FOR **LIGHT THEME**. USE DARK GREY FOR ACCENT ELEMENTS AND TEXT. USE GOLD SPARINGLY



**LIGHT THEME**



**66%**

DRY WINTER  
#F1F2F2

THE PRIMARY BACKGROUND COLOR FOR THE LIGHT THEM, IS DRY WINTER. IT CREATES A CONTRAST ON THE COLOR GREY-47. ONLY GREY 47 IS TO BE USED AS A TEXT COLOR FOR THE **LIGHT THEME**, AS DRY WINTER IS RESERVED FOR **THE DARK THEME**.



**25%**

GREY-47  
#282626

USING GREY-47 SPARINGLY, IT OUTLINES AND DARK AND PRIMARY LINES IN A DESIGN, AS WELL AS LARGE NUMBERS AND LIGHTER OPACITIES.

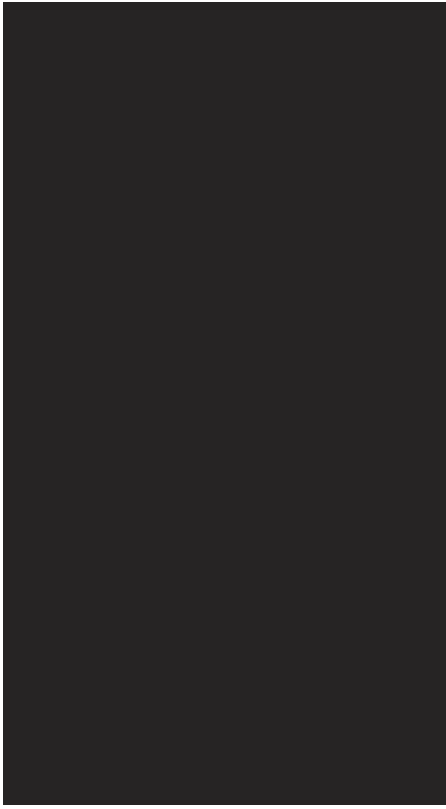


**9%**

MAJ. GOLD  
#D0A45B

MAJESTIC GOLD IS TO BE USED ONLY IN CERTAIN APPLICATIONS LIKE VECTOR PATTERNS,

**DARK THEME**



**66%**

GREY-47  
#282626

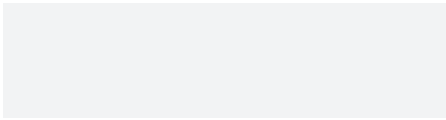
THE DARK THEME BACKGROUND COLOR, USE FOR CONTRAST ON LIGHT COLOURS AND LINE DETAILS.



**25%**

MAJ. GOLD  
#D0A45B

USED FOR BACKGROUND COLOR AND TEXT ON WHITE COLOR. OPTIONAL ACCENT COLOR. USED FOR **DARK THEME** ONLY.



**9%**

DRY WINTER  
#F1F2F2

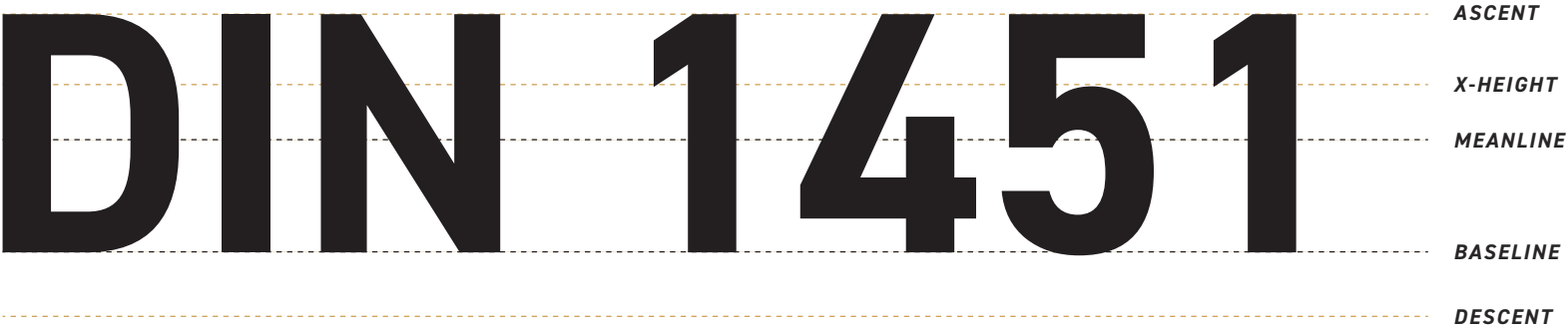
USED FOR BACKGROUND COLOR AND TEXT ON WHITE COLOR. OPTIONAL ACCENT COLOR. USED FOR **DARK THEME** ONLY.

# 04 **TYPOGRAPHY**

*The two fonts selected to represent and complete the overall aesthetic of our brand.*

FONTS

TYPOGRAPHIC ANALYSIS OF LINOTYPE DIN 1451



DIN 1451

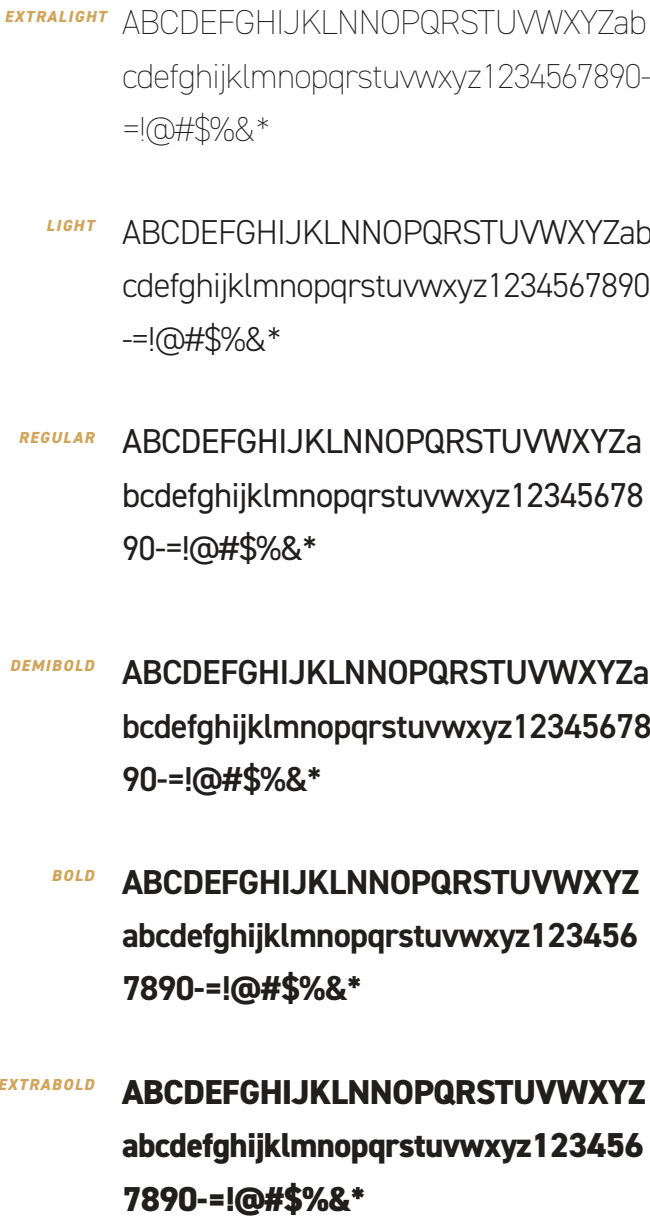
ORIGINALLY DESIGNED FOR INDUSTRIAL USES, THE FIRST DIN-TYPE FONTS WERE A SIMPLIFIED DESIGN THAT COULD BE APPLIED WITH LIMITED TECHNICAL DIFFICULTY. WE CHOSE DIN TO BE OUR PRIMARY FONT—ONE THAT IS APPLIED TO TITLES, SOME BODY COPY, SUBTITLES, AND PULL QUOTES. ITS ROUNDED EDGES AND RECTANGULAR FORM GIVE EACH WORD A BOLD AND *DEFINED* IMPACT.

DO NOT USE THIS FONT FOR MAIN BODY IN PRINT APPLICATIONS.

TYPOGRAPHY ON COLOR



WEIGHTS



## **FONTS**

## TYPOGRAPHIC ANALYSIS OF FONT FONT FIRA SANS

# Fira Sans

**ASCENT**

### X-HEIGHT

**MEANLINE**

**BASELINE**

**DESCENT**

## Fira Sans

## FIRA SANS

FIRA SANS (INITIALLY CALLED FEURA SANS) IS A HUMANIST SANS-SERIF TYPEFACE DESIGNED BY ERIK SPIEKERMANN, RALPH DU CARROIS, ANJA MEINERS AND BOTIO NIKOLTCHEV OF CARROIS TYPE DESIGN FOR THE FIREFOX OS. FIRA SANS IS A FREE LICENSED FONT WHICH MAKES FOR AN EASY DISTRIBUTION OF ITS FILES WITHOUT LEAGAL ISSUES. USE THIS PRIMARILY FOR **BODY COPY ONLY**. ARTICLE FONT SIZE AVERAGE IS **9 PT**.

**USE ONLY AS BODY COPY.**

## TYPOGRAPHY ON COLOR

Fira  
Sans

Fira  
Sans

Fira  
Sans

Fira  
Sans

Fira  
Sans

## WEIGHTS

**EXTRALIGHT** ABCDEFGHIJ KLNNOPQRSTUVWXYZab  
cdefghijklmnopqrstuvwxyz123456789  
0-=!@#%\$&\*

**LIGHT** ABCDEFGHIJ K L N 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 1 2 3 4 5 6 7 8  
9 0 - = ! @ # \$ % & \*

**REGULAR** ABCDEFGHIJKLMNOPQRSTUVWXYZa  
bcdefghijklmnopqrstuvwxyz123456  
7890-=!@#\$%^&\*

**DEMIBOLD** ABCDEFGHIJKLMNOPQRSTUVWXYZa  
bcdefghijklmnopqrstuvwxyz123456  
7890-!@#\$%&\*

**BOLD** ABCDEFGHIJKLMNOPQRSTUVWXYZa  
bcdefghijklmnopqrstuvwxyz123456  
7890-=!@#\$%&\*

**EXTRABOLD** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz1234  
 567890-=!@#\$%&\*

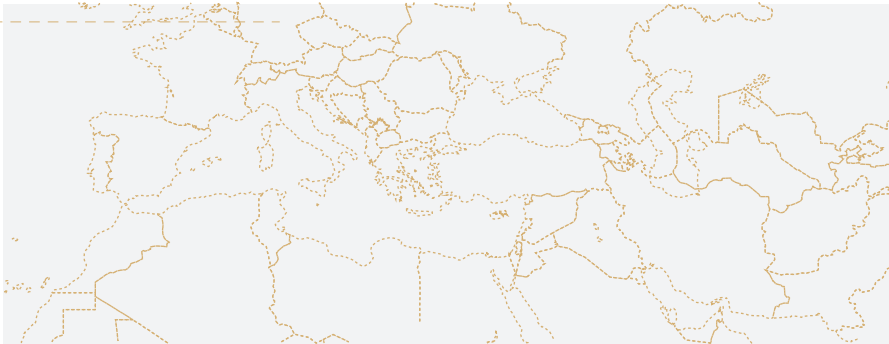
# 05 IMAGERY

*The different types of vectors and imagery that we used and how each can be used in certain applications.*

**VECTOR MAPS**

THE VECTOR MAP USED IS OF THE COMPLETE EARTH. DETAILS BELLOW.

**DRY WINTER** BACK >> **MAJ. GOLD** STROKE  
DASHED STROKE **0.25pt**  
OPACITY **85%**



**GREY -47** BACK >> **MAJ. GOLD** STROKE  
DASHED STROKE **0.5pt**  
OPACITY **70%**



**MAJ. GOLD** BACK >> **GREY-47** STROKE  
DASHED STROKE **0.5pt**  
OPACITY **75%**



**LINE DESIGN**

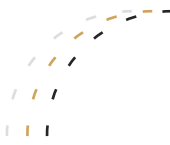
THERE ARE A VARIETY OF PATTERNS USED IN THE BRAND. DOTTED AND HALFTONE PATTERNS ARE COMMON EFFECTS USED THROUGHOUT THE BRAND.



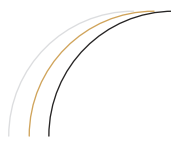
**LINEAR** — 2pt Stroke — 0.3pt Dash — 10pt Gap



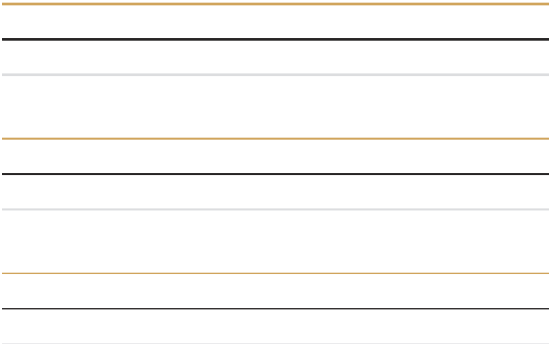
**RADIAL 1**  
2pt Stroke  
0.3pt Dash  
10pt Gap  
Edge Round



**RADIAL 2**  
1pt Stroke  
4pt Dash  
5pt Gap  
Flat Edge



**RADIAL 3**  
2pt Stroke  
NO Dash  
NO Gap  
Flat Edge





# 06 MISUSE

*Identifying the potential misuse of our logo and brand.*



## DON'TS



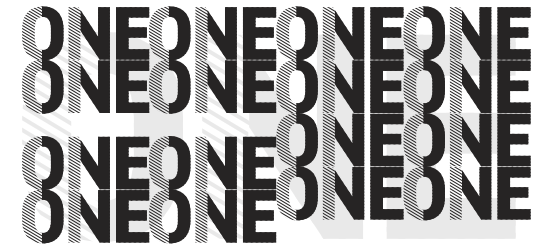
### DO NOT RESCALE

AVOID RESCALING THE LOGO WITHOUT HOLDING SHIFT. THIS WILL NOT BE TOLERATED.



### DO NOT ALTER COLOR

THERE IS A REASON THE LOGO IS THE WAY IT IS. AVOID ADDING COLOURS TO THE LOGO IN ANY LETTER.



### DO NOT DISOBEY LAYOUT GUIDE

DO NOT REPEAT THE LOGO TO CREATE TEXTURED BACKGROUND FOR OPAQUE UNVERLAYS AND ETC.



### DO NOT ADD STROKE

DONT ADD A STRKOE TO THE LOGO. CURRENT LOGO ONLY HAS A FILL AND NO STROKE.



### DO NOT CROP

CROPPING OR ADJUSTING THE WHITE SPACE WITHIN THE LOGO IS NOT TO BE DONE. KEEP THE LOGO WHOLE.



### DO NOT CREATE EFFECTS

EFFECTS ON LOGO ARE NOT TO BE USED. DROP SHADDOWS, BLURS, ETC.

**DNE**