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Symbolism

Roundel - symbolising the world and “wholeness”.

Yin and Yang - representing opposite forces interconnecting in the natural world.

Flowers - simplified to represent the lotus flower, relating back to the Buddhist origins of the “Right Livelihood” name - the traditional Buddhist teaching of the Eight-Fold Path to Enlightenment, that focusses on ethical and honest work. Four petals on each flower symbolise the new four areas - Honour, Support, Educate and Inform and the other four symbolise the four core values - Courageous, Committed, Action-oriented and Visionary. Two flowers facing in towards each other, rather than out, symbolise connection.

Infinity symbol - This subtle addition is made by the two touching petals, and signifies the endless work and vision of a just, peaceful and sustainable world.
OUR LOGO SUITE

THE RIGHT LIVELIHOOD AWARD

RIGHT LIVELIHOOD AWARD LAUREATE
The colour logo should only be placed onto a white or light grey background.

The colour logo should never be placed onto a conflicting dark grey background. The reverse white logo should be used instead.

The colour logo should also never be placed onto a coloured background. The reverse white logo should be used instead.

The colour logo should never be placed over an image. The reverse white logo should be used instead.

The logo should never be placed onto a colour that is not part of the brand colour palette.

The image must be dark enough to ensure sufficient contrast between the logo and image.
OUR LOGO
(Size)

3cm minimum print size
150px minimum screen size

Our logo should never be smaller than 3cm wide for print or 150px for digital. Any smaller will result in illegible text. Our logo should always be used with the accompanying text. However, if the logo needs to be smaller than the above dimensions for materials such as badges, keyrings etc, we recommend using the roundel without text.

The logo should be 5cm wide on all printed stationery (letterheads, with compliments, envelopes, etc.) and should sit on the left-hand side of any layout, unless used on the special cover page grid design (see page 15 for example).

There must always be plenty of breathing space around the logo. The clear space should never be smaller than the height of the word Right or Livelihood in the logo (see example above).
TYPOGRAPHY
(Print)

Aa
Century Schoolbook
   Regular

HEADINGS
   - 18pt font size -
   - 24pt leading -

Introduction paragraph
   - 12pt font size -
   - 18pt leading -

First words in body text
   (new page)
   - 14pt font size -
   - 20pt leading -

Quotes
   - 13pt font size -
   - 20pt leading -

Aa
Century Schoolbook
   Italic

Aa
Avenir Light

Aa
Avenir Heavy

Body text
   - 11pt font size -
   - 16pt leading -

Photo credits
   - 7pt -

Featured body text
   - 11pt -
   - 16pt leading -
We honour and support courageous people and organisations that have found practical solutions to the root causes of global problems.

The Right Livelihood Award was established in 1980 to honour and support those “offering practical and exemplary answers to the most urgent challenges facing us today”. It has become widely known as the ‘Alternative Nobel Prize’ and there are now 162 Laureates from 67 countries.

Presented annually in Stockholm at a ceremony in the Swedish Parliament, the Right Livelihood Award is usually shared by four Recipients. The prize money shared by all Laureates is SEK 3 million (2015) but not always all Laureates receive a cash award.

Often an Honorary Award is given to a person or group whose work the Jury wishes to recognise but who is not primarily in need of monetary support. The prize money is for ongoing successful work, never for personal use.
The day is not far when discrimination against people based on who they love will also be left behind in the wastebasket of history.

A societal movement has to shake and transform the society. It has to be human and touch every section of society. A movement has to have longevity. It has to respond to new needs.

1991 Laureate Medha Patar

No author attribution

With author attribution
<table>
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<th>RGB</th>
<th>HEX</th>
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<td>0, 105, 118</td>
<td>#026975</td>
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<tr>
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<td>60, 60, 59</td>
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</tbody>
</table>

To be used on text
PHOTOGRAPHY
(Guidelines)

Our photography should be captivating and tell a story of positivity and hope. Tightly cropped profile photos create intrigue and emotion. Location photos should show natural human interaction and capture whatever is happening in that moment. The photo should be able to speak for itself when words cannot.
PHOTOGRAPHY
(Guidelines)

Photography shot with clear background areas like the examples shown are ideal, as they allow for a full-page background layout for publications, posters etc.

There should be enough clear space in the image to be able to place text on without being obstructed. Working in quarters or halves is an effective way of achieving this.

Alternatively, an image with a background that can be easily extended or cloned is acceptable.
PHOTOGRAPHY
(Crediting the photographer)

© (L-R) Rosalie de Brum, Jakob von Uexkull, Tony de Brum, photo by Wolfgang Schmidt / The Right Livelihood Award

Laureate / subject’s name

Photographer’s name

Image credits should follow the same format as the example shown and be placed on the bottom outer corner of the page.

We recommend that the text be 7 - 9pt in size and Avenir Light. Lists should be separated by a semicolon.
BRAND APPLICATION
(Annual Report)
BRAND APPLICATION
(Business cards)