APHR BRANDING GUIDELINES

APHR FONT

Fonts
- Headings: Montserrat, size 12
- Sub-headings: Montserrat light, size 11.5
- Main Text: Lora, size 11

Format
- Justified
- Feature APHR logo in the first page header ONLY
- Page numbers (when included) should appear in the lower right corner (using subheading text font); may be accompanied by APHR logo to the left of page number

EMAIL SIGNATURES

Email signatures should adhere to the following format (Montserrat, size 12):

Name
Position
ASEAN Parliamentarians for Human Rights (APHR)
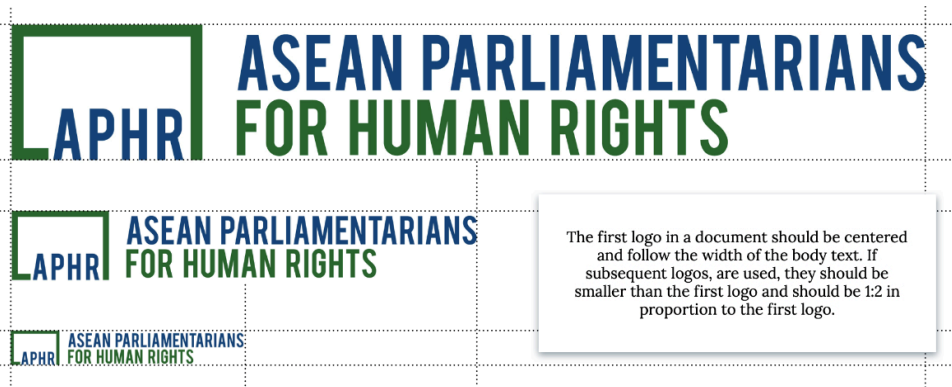+62 (0) 12 345 6789
email@aseanmp.org

www.aseanmp.org | Twitter: @ASEANMP | facebook.com/aseanmp

LOGO SPECIFICATIONS

APHR logos and branding materials can be found here:
https://drive.google.com/drive/u/1/folders/1Qlq3K8F88T4WavekgyhlNUx1BhKudpLT

The core elements include the APHR + box logo on the left with the full name, ''ASEAN PARLIAMENTARIANS FOR HUMAN RIGHTS' on the right-hand side.

The logo or name should NEVER be used independently. The box logo with the full name BELOW can ONLY be used if space does not permit use of the full logo, e.g. in social media profile images where only a small square image is allowed.

In Twitter's round profile picture format, please ensure that the corners of the logo are not cropped and that the logo can be seen in its entirety.

In square profile picture formats, like on Facebook, please make sure the logo fills as much of the visual space as possible.

Match the width of the full name with the width of the box logo.

The use of APHR logos in alternative colors such as black, white-on-black or grayscale as below should be used sparingly and if possible, never as the first instance of the logo's usage.

The main uses should be for footers, back-pages and additional references in a document.

APHR BRAND COLORS

The core color palette is shown below. It should be used on all our communications.
Blue: HEX #194778 / RGB (36,70,116)
Green: HEX#436038 / RGB (67,96,56)

When additional colors are needed, for instance in a chart, the additional colors listed below can be used.

HEX# EFBB40 RGB (239,187,64)	HEX# 929292 RGB (146,146,146)
HEX# 3076B5 RGB (48,118,181)	HEX# 518B47 RGB (81,139,71)
HEX# FFD367 RGB (255,211,103)	HEX# D6D5D5 RGB (214,213,213)
HEX# 3D9DF4 RGB (61,157,244)	HEX# 6FC165 RGB (111,193,101)

Text used within charts should follow APHR Typography - External Output specifications.

Example Chart

Add Color 3 7%
Add Color 2 8%
Add Color 1 10%
Primary Color 1 35%
Primary Color 3 11%
Primary Color 2 29%