



OUTRIGHT
ACTION INTERNATIONAL

Human Rights for LGBTIQ People Everywhere

BRAND & IDENTITY
STANDARDS GUIDE

TYPOGRAPHY

The typeface Lato should be used for all print and website body content.

Lato Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?&%\$!*

The typeface Montserrat (all caps) should be used for all print and website headlines and navigation.

Lato Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?&%\$!*

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?&%\$!*

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?&%\$!*

COLOR

The OutRight Action International color palette allows the brand to be communicated clearly and appropriately.

Red



C	0	R	237
M	99	G	28
Y	97	B	36
K	0		

Yellow



C	4	R	255
M	0	G	242
Y	93	B	0
K	0		

Orange



C	0	R	247
M	50	G	148
Y	99	B	30
K	0		

Purple



C	71	R	108
M	100	G	41
Y	16	B	123
K	4		

Green



C	78	R	63
M	17	G	153
Y	100	B	66
K	3		

Blue



C	90	R	32
M	64	G	98
Y	0	B	175
K	0		

Light Blue



C	47	R	120
M	0	G	210
Y	0	B	247
K	0		

Gray Blue



C	38	R	158
M	14	G	192
Y	12	B	209
K	0		

Charcoal Black



C	70	R	35
M	68	G	31
Y	64	B	32
K	74		

COLOR USAGE

The OutRight Action International logo has been designed for print and web. Color usage has been outlined to the right.

In print, it should be produced using a 4-color process (CMYK) as outlined on page 3.

For online usage, the logo should use the RGB breakdowns outlined on page 3.



Charcoal —
Black

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COLOR VARIATIONS

The OutRight Action International logo can be printed in grayscale.

The OutRight Action International logo can be printed in all black (CMYK 0/0/0/100).

The OutRight Action International logo can be printed in white on a black background.

The OutRight Action International logo can be printed in full color, with white text on a black background.



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COLOR VARIATIONS

The OutRight Action International horizontal logo can be printed in grayscale.



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The OutRight Action International horizontal logo can be printed in all black (CMYK 0/0/0/100).



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The OutRight Action International horizontal logo can be printed in white on a black background.



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The OutRight Action International horizontal logo can be printed in full color, with white text on a black background.



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LOGO USAGE

The OutRight Action International tagline “Human Rights for LGBTIQ People Everywhere.” should be incorporated as an introduction to most collateral and multimedia materials.

The OutRight Action International logo can only be used in horizontal and vertical formats. Always use the option shown.

Any orientation of the OutRight Action International logo and its tagline other than shown is not permitted.

When appropriate, the OutRight Action International logo can appear without the tagline.



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Human Rights for LGBTIQ People Everywhere

Vertical Version



OUTRIGHT
ACTION INTERNATIONAL

Vertical Version, no tagline

LOGO USAGE

Acceptable options are

- a) Vertical version, with tagline.
- b) Vertical version, without tagline.
- c) Horizontal version, with tagline.
- d) Horizontal version, without tagline.
- e) Icon only



Horizontal Version

OUTRIGHT
ACTION INTERNATIONAL
Human Rights for LGBTIQ People Everywhere



Horizontal Version, no tagline

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Icon Only

LOGO USAGE

The OutRight Action International logo elements should NEVER be rearranged or resized in any way.



The OutRight Action International logo elements should NEVER be compressed or stretched.



LOGO FILE USAGE

Along with this guide, a variety of logo files have been provided.

- EPS files are primarily meant for print usage. We have provided CMYK and RGB versions of each color logo file, as well as grayscale and black versions.
- PDF files are primarily for print usage. We have provided both CMYK and RGB versions of each color logo file, as well as grayscale and black versions.
- JPG files are primarily for online usage. We have provided CMYK and RGB versions of each color logo file, as well as grayscale and black versions.
- PNG files are primarily for online usage. We have provided CMYK and RGB versions of each color logo file, as well as grayscale and black versions.

For any questions or to request a specific file format, please contact Kaptiv8 at
info@kaptiv8marketing.com or 888.470.9997

