Support Life After Torture
Campaign Guide
WELCOME TO THE CAMPAIGN GUIDE

Welcome to the 2016 Campaign Guide for the Support Life After Torture campaign, creating awareness for the UN International Day in Support of Victims of Torture. This guide will help you create your very own 26 June campaign to raise awareness and support torture victims around the world. There are many ways to show your support, and we hope this guide will give inspire you, give you lots of ideas and help you create the tools you need to run a successful campaign.
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26 JUNE — SUPPORT LIFE AFTER TORTURE

The 26th of June (or June 26) became the UN International Day in Support of Victims of Torture for two reasons: firstly, it is the anniversary of the United Nations Charter from 1945; and secondly, it is the day in 1987 that the UN Convention Against Torture, one of the fundamental instruments in fighting torture, came into effect. Since 1998, organisations around the world have taken the opportunity to speak out on this day.

Support Life After Torture, 26 June, is the global campaign in support of victims of torture and their communities. It is an opportunity for all those who seek a world without torture to speak out.

In recent years, 100s of organisations from every region of the world have held events: given speeches; sang and danced; given testimonies of their experiences; organised conferences; marched in the streets; and taken part in the 26 June photo contest, where the best photographs are highlighted in the annual 26 June Global Report.

We hope that the campaign will continue to grow. We want more voices than ever before, including yours, and we want to support you in organising a successful campaign and bringing it to as many people as possible. Everyone can participate and show support for victims of torture. So, organise an event and join the voices of torture fighters around the world on 26 June.
26 June is our day – a day for victims, their families and those who fight against torture – and the IRCT wants to help spread a message of support. We want to inspire you through this campaign guide by providing you with ideas on how to plan an event, visual material, such as posters and logos and tips for using social media effectively. After the 26th of June, we will collect reports from organisations and centres and publish the yearly the 26 June Global Report, which focuses on photos and stories from your events. Copies of the Global Report are distributed, all over the world every year. This year, we encourage you to take lots of photos and share them with us. Not only to highlight your activities in the Global Report, on the web or social media, but also as a way to engage local participants in your campaign.
Creating your campaign
CREATING YOUR CAMPAIGN

To help with your campaign efforts, we have created a Campaign Toolkit full of ready-made material for you to download. This includes logo, posters, global reading, factsheets and many other tools that you can use in a variety of ways. No matter what kind of activity you are planning, t-shirts and posters are two simple, yet effective ways of bringing people together and showing support.

All the campaign elements and print material are all available for download online in the Campaign Toolkit.

DOWNLOAD TOOLKIT
Support Life After Torture is our official slogan and message for 26 June. It is a slogan that will be associated with the UN International Day in Support of Torture Victims, acting as a call to action for organisations and individuals alike. It speaks to the life after torture and the vital support victims of torture need to re-build their lives.

Support Life After Torture
— OUR SLOGAN

26 JUNE

The campaign slogan
The design concept builds on several themes that are associated with the problems faced by victims of torture. For example, it evokes the sensations of disassociation and disconnection that many victims express. The combination of whole and broken lines evoke processes of de-construction and reconstruction, and the colour and pattern allows one to think of a wall or a maze. The idea is to provide an image that provokes thought, while not having only one clear significance. Equally important, we hope that the logo will become a unique and unifying element for everyone who supports life after torture in all corners of the world. The logomark can be used with or without the campaign slogan, and it can be used as the fifth element. For more information on the fifth element see p. 51.
Core posters
POSTERS

At your event or leading up to it, make sure to have plenty of print and visual material to showcase or hand out. For example, print posters to place around your local community advertising the event, or put in flyers in your community with information on torture and what the public can do to help victims.

As part of the online Campaign Toolkit, you will find a set of ready-made posters available for download. The posters come in five languages: English, French, Spanish, Russian and Arabic. You can download the posters and print them locally. We suggest you put them on signs or hang them around your local area to raise awareness.

Another alternative is to create your own poster. One way to do this is to use the Adobe Indesign formatted template in the Campaign Toolkit. This allows you to insert the photo of your choosing into the global poster designs. Please remember to consult the design guidelines regarding logo, slogan, colours, images etc.
CORE POSTER WITH LOGOMARK

SUPPORT LIFE AFTER TORTURE

26 JUNE
CORE POSTER WITH DATE

26 JUNE

UN INTERNATIONAL DAY IN SUPPORT OF VICTIMS OF TORTURE

SUPPORT LIFE AFTER TORTURE

26 JUNE
CORE POSTERS IN VARIOUS LANGUAGES

Example of poster in Arabic

Example of poster in English, Spanish, Russian and French
This year's posters
THIS YEAR'S POSTERS WITH PORTRAITS
THIS YEAR’S POSTERS WITH THE DATE

26 JUNE
UN INTERNATIONAL DAY IN SUPPORT OF VICTIMS OF TORTURE

26 JUNE
UN INTERNATIONAL DAY IN SUPPORT OF VICTIMS OF TORTURE
Global reading
GLOBAL READING

The Global Reading is an important part of the campaign. This reading is universal and connects all the participants and supporters with one strong voice of support. It can be at any event you may be planning.

The Global Reading is available in English, French, Spanish and Arabic. They can be downloaded online along with the official logos, slogans and print materials, in the Campaign Toolkit.

DOWNLOAD GLOBAL READING
Factsheets
FACTSHEETS

Support Life After Torture — 26 June factsheets are also an important tool for educating, raising awareness and promoting change. The factsheets provide concrete information on the reality faced by many torture victims. They are created in different languages, focus on different themes that are connected with the life of torture victims and they outline different ways to support life after torture. The factsheets are envisaged as documents that should be engaging and leave space for local specificity. Therefore, they all have sections where campaigners, other users or recipients of the document can indicate what they or their government can do to support life after torture.

The factsheets are available in English, French, Spanish and Arabic. They can be downloaded online along with the official logos, slogans and print materials, in the Campaign Toolkit.

Available Factsheets:
• Support Refugees and Asylum seekers After Torture
• Support Documentation After Torture
• Support Life After Sexual Torture
• Support Rehabilitation After Torture

DOWNLOAD THE FACTSHEETS
Social media guide
When it comes to promoting your event, or sharing your message and support, social media has become a powerful tool for communicating out with the general public. There are many different social media platforms but the three most relevant are Facebook, Instagram and Twitter. For best results, we recommend using all three platforms simultaneously, linking them to one another. This way you'll reach a wider audience. Download the official social media logos for Facebook, Twitter and Instagram, Download the official Social media kit from the campaign toolkit.
GET ON INSTAGRAM

Do you or your organisation have an Instagram profile? If not, set up one to share pictures and campaign posters for 26 June. You can download the posters and visual material created for 26 June specifically formatted for Instagram from the online Campaign Toolkit. You can then simply upload the different images onto your organisation’s profile to promote your event or activity. You can also download formatted profile pictures. Remember that you can write practical information about your event in the caption of your post.

You may want to use your Instagram as a way of sharing victim stories. If you have a picture of a victim, and their consent to post their photo, you can link the post to your blog, podcast, Facebook page or Twitter profile where people can read the victim’s story.

Instagram post example
GET ON TWITTER

Are you on Twitter? If not, create an account to spread the word about your event or activity or to link to your blog or podcast. Make sure to send out information through your network using the #SupportLifeAfterTorture #26June hashtags to showcase the global force of our campaign. Alternatively, you can also use it as a platform to post victim stories. You can download already formatted profile and banner pictures for Twitter from the online Campaign Toolkit.
GET ON FACEBOOK

Is your organisation on Facebook? If not, then create a page. From this page you can create events and share content with your followers. You can also direct your followers to other relevant blogs or podcasts. You can download formatted profile and banner pictures for your Facebook Page from the online Campaign Toolkit. Don’t forget to promote your Facebook Page by inviting all contacts to like it. This will help raise your profile and spread the word.
CREATE AN EVENT FROM YOUR FACEBOOK PAGE & USE IT AS A PLATFORM

Remember to create your event or activity as an event on Facebook, explaining the details of when and where it will be held and inviting as many people as possible. Update the event regularly with news, information, or changes to the event. Advertise the event on your organisation’s main page, and share it with other organisations in your area.

Your Facebook page is an ideal platform for sharing stories and information, especially about victim stories. Perhaps you have a collection of victims stories, or you want to focus on one story of life after torture. Facebook is a very good alternative to blogging or podcasting.

Please remember to obtain formal consent from any victims if you are using their photos or stories. You can read more on consent at the end of this guide.
Creating a blog is a great way to effortlessly share your message of support with the world. You can structure your blog in whatever way you think works best. Some options include focusing on one strong and moving victims story, several stories with a common theme, a picture blog, an informative list etc. You could also feature guest bloggers, such as victims telling their own story, or an expert from your organisation. This is an ideal way to use the theme of Life After Torture, to educate people on what life is like after torture as they can hear the voices of the victims themselves.

How to set up your blog:

- There are many free blogging platforms that allow you to easily set up your blog. However, we recommend these free and easy blog platforms: Wordpress.com or Blogger.
- You can customise your blog to fit the 26 June Support Life After Torture visual identity, by using the logos and elements available for download on the Campaign Toolkit.
- Remember to promote and share your blog through your social media pages, adding a link to the blog’s web address.
There are different ways to approach blogging. Some bloggers are very personal, sharing their own intimate stories of past and present experiences, while others share stories and information on behalf of other people. Some blogs may not be story based, but more about debating points of view or sharing information to about educate people on certain topics.

So first things first, you need to decide what type of blog yours will be:

- Sharing your own stories and experiences?
- Sharing stories and experiences on the behalf of others?
- Discussing topics related to torture?
- Informing and raising awareness and support?

If you are sharing the stories of others, it is of course very important that you have their consent. The same goes for sharing pictures of victims on your blog.

Things to remember:

- Keep content flowing on a continuous basis on your blog.
- Your blog posts do not have to be long, or even the same length each time. What’s important is keeping the content flowing so your readers have new things to read regularly.
- Have a voice! Everyone has a different way of thinking and a different tones of voice. What is important is that you have your own style and you stick to it.
Podcasts are a powerful tool when it comes to sharing victims stories and your own messages of support. Although podcasts demand more work to set up than a blog, they are well worth the effort. Even if your sound quality isn't perfect, you are still contributing to the global message of support. With a recording device and a little patience, anyone can publish a podcast.

One idea is to invite willing victims to share their stories on your podcast, using the theme of Life After Torture. In this way, you can either carry out a dialogue with the victim in question, or simply record them telling their story or thoughts on their experience.

How to create a podcast:

- There are lots of fantastic guides to creating a podcast and uploading it onto the iTunes Podcasts library. We recommend you use the official iTunes Podcast guide. This is a step-by-step guide to creating, submitting and managing your podcast.
- You can customise your podcast to fit the 26 June Support Life After Torture visual identity, by using the logos and elements available for download in the Campaign Toolkit.
- Remember to promote and share your podcast through your social media pages, adding a link to the blog's web address.
- Why not reach out to national and local podcasting forums and ask them to publish your podcast? This will widen your audience of listeners.
HOW TO MAKE YOUR PICTURE
BLACK AND WHITE IN THE RIGHT TONING
AND TO CREATE YOUR OWN PICTURE
WITH LOGOMARK OVERLAY
IN THE APP PICSART

Before making your own Instagram, Facebook or Twitter post, you need to grade your pictures correctly. We suggest that all pictures are with black and white toning. This can be done simply by picking the B/W filter. Be sure that there is a contrast in the picture.

You can edit the photo in the free app ‘PicsArt’. This app can help you create your own picture with logomark overlay for social media. Please look at the guideline for how to do this.

Here are some steps to guide you through the app PicsArt:

• First, you pick the photo you want to use from your photo stream via the orange plus button in the bottom center of the app.
• When you’ve picked it, if it’s not a square already, crop it using the crop button and make it 1:1.
• Then you choose the filter called B/W in ‘Effects’.
• If it’s too flat in the colours, you can go to ‘Tool’ and then choose the ‘Adjust’ button, where you can adjust the ‘Contrast’, until it looks okay.
• Then you can ‘Add Photo’, which should be the fifth element. This you download from the online campaign tool kit.
• Then pulling out the corner of the fifth element, you can adjust it in size, so it nearly fills out the photo. This is also where you adjust the opacity, which should be set to 210.
• Then its ready for upload on any of your social media.
SCREENSHOT-GUIDE TO USE GET THE PHOTO B/W AND CREATE YOUR OWN PICTURE WITH LOGOMARK OVERLAY
Branding
EXAMPLES OF THE LOGO ON A T-SHIRT

Front

Back
EXAMPLES OF THE LOGO ON A T-SHIRT

Front

Back

SUPPORT LIFE AFTER TORTURE

26 JUNE
EXAMPLES OF THE LOGO ON STATIONARY

COMPANY NAME
ATT: NAME
ADDRESS LINE 1
ADDRESS LINE 2
POSTALCODE AND CITY
COUNTRY

HEADLINE

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biamnem em fugu. Leesi divugis et exte voluptrrem faciunet de camar fugi-
tructare adignix cose. Ilatur et facium colonises donete cius.

Kind regards,
Mr. Xx
Title

ORGANISATION XXX
COUNTRY
ADDRESS LINE XXX
BUILDING NO. XXX
XXXX CITY, XXXT
COUNTRY
MAIL@MAIL.Org

SUPPORT LIFE AFTER TORTURE
26 JUNE
What kind of event do you want to plan?
What kind of event do you want to plan?

Art and culture often have the potential to inform about human rights abuses (at the personal and collective level), enhance the public’s understanding of torture, foster solidarity and social change and can help the healing process. Many organisations around the world choose to celebrate 26 June with events, such as theatre shows, musical performances, traditional dances and art exhibitions. Artistic and cultural activities attract a high-level of interest from the general public, generating more visibility and space for anti-torture voices, and creating a sense of excitement and hope. In many cases, cultural activities can be the product of different types of rehabilitation services at centres, such as art or music therapy.

Other ideas for activities may include:

- Film screenings
- Murals painting
- Animations and other ways of digital story telling
- Circus performances
- Spoken poetry
Conferences and lectures have previously proved a successful approach to marking 26 June. By gathering a group of experts for a scientific or educational conference, you can address the different ways torture affects the life of a victim - or the psychosocial rehabilitation methods or legal access to justice. Conferences can target different audiences depending on your topic and your approach. If you want to raise awareness more broadly, you can host a seminar at a local university and invite experts from various anti-torture organisations.

To target political and government officials, a conference is also useful. Torture rehabilitation centres within the IRCT network often use 26 June to gather local human rights defenders to develop ways to combat torture within their local contexts.

To organise a talk or conference:

- Invite well-known, or high profile speakers; this will draw a larger crowd. Make sure to contact speakers well in advance.
- Keep a broad range of attendees in mind. Think about university students, human rights defenders, government officials, local offices of inter-governmental bodies or international organisations, embassies, political parties, military groups and the police.
- Don’t forget to promote your talk or conference - invite people through your social media channels and get the word out about your event. See our section on Social Media for more on this.
The 26th June can be a good day for advocacy activities as the day can be used as a platform to reach audiences that may not usually be reachable. Activities offer us the momentum of the day to push decision makers to commit to concrete action such as adopting anti-torture laws, making public statements of no tolerance for torture, or announcing reparations mechanisms for victims.

The advocacy activities taking place include meetings with key national decision-makers, political protests, petitions or letter writing campaigns and the launching of reports exposing the situation of torture and ill-treatment. All of these activities seek to make governments, politicians and other decision makers take action to support life after torture.

If you would like advice on the execution of specific advocacy activities, please contact the IRCT advocacy team at aki@irct.org

ADVOCACY ACTIVITIES
What kind of event do you want to plan?

Many other activities can be organised in commemoration of 26 June, such as tree planting, prayer ceremonies, candle-light vigils and outreach activities, including visits to prisons.

Sport games are also very popular. Invite a youth club for a soccer tournament or for kite flying. You could even have specially created t-shirts or sport kits, by using the Support Life After Torture logo available for download on in the Campaign Toolkit (please see Campaign Toolkit for stationary design ideas).

Participatory photography workshops are also simple to organise. These workshops can be a powerful way to show the reality of Life After Torture. If you do not have professional photography equipment, most smart phones will do nicely for taking pictures. As an added benefit, you will be able to use the photos to present your work and as a contribution to the Global Report.

CHECK OUT THESE STEPS TO BETTER PHOTOGRAPHY
How to use the logopack
HOW TO USE THE SLOGAN

The fainted red around the slogan is an 'exclusion area' and must be clear, so please do not add any text here. The horizontal exclusion zone is equal to one half slogan. The vertical exclusion zone is equal to a square, where the height is the same as one half logomark with slogan.

![Diagram showing the exclusion areas around the slogan]

The minimum clear space of the slogan
HOW TO USE THE SLOGAN

The slogan can be placed in any corner of your poster or paper. There can only be one logomark per format.

Placements of slogan
HOW TO USE THE LOGOMARK WITH SLOGAN

The fainted red around the slogan is an ‘exclusion area’ and must be clear around the logomark with slogan, so please do not add any text here. The horizontal exclusion zone is equal to one half logomark with slogan. The vertical exclusion zone is equal to a square, where the height is the same as one half logomark with slogan.

The minimum clear space of the slogan.
HOW TO USE THE LOGOMARK WITH SLOGAN

The logomark with slogan can be placed in any corner of your poster or paper. There can only be one logomark per format.

Placements of slogan
HOW TO USE THE LOGOMARK

The faint red around the slogan is an ‘exclusion area’ and must be clear around the logomark with slogan, so please do not add any text here. The exclusion zone is equal to one half Logomark in each direction.

The minimum clear space of the logomark
The logomark can be placed in any corner of your poster or paper. But there can only be one logomark per format.
HOW TO USE THE FIFTH ELEMENT

Examples of three different formats

The fifth element is the logomark used in big sizes. It should always be placed inside of the margins of the poster, paper or document. The fifth element should always be at top of the product. It can be placed on top of images, or it can simply be used alone. When placed on top of images, the opacity of the fifth element should be set to 85%. For examples of the fifth element in use please see p. 14 for one of many examples.
Typography
As part of our visual identity we have chosen to use a typeface called Italian Plate, created by Playtype Foundry. We have chosen to use four of the available weights within the Italian Plate type family: Extra Bold, Bold, Regular and Light. We recommend that you use the four weights in the following way:

- **Bold** and **extra bold** for headlines
- **Regular** for body text
- **Light** for quotations and legends (image texts)
- **Regular Italic** can be used for emphasising point or quotations

Italian Plate does not cover Russian and Arabic characters. In these cases we suggest you use the Arial or Helvetica typefaces.
FALL-BACK TYPOGRAPHY

If you do not have Italian Plate installed on your system, we recommend to use Arial as a fall-back font.

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**TYPOGRAPHY FOR ARABIC & RUSSIAN**

When creating content for Arabic or Russian you should use the system-font *Arial*.

<table>
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<th>Russian</th>
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<tr>
<td>Arial Bold</td>
<td>Arial Bold Italic</td>
</tr>
<tr>
<td>قدعاسم</td>
<td>ПОМОЩь</td>
</tr>
<tr>
<td>Arial Black</td>
<td>Arial Black</td>
</tr>
<tr>
<td>قدعاسم</td>
<td>ПОМОЩь</td>
</tr>
</tbody>
</table>
Colours
HOW TO USE THE COLOURS

Support Life After Torture — 26 June, uses three colours: red, white and black. To maintain a collective appearance and strong image, it is important that no additional colours are used when creating material for 26 June. All of the three colours are used equally in the visual identity; however, there are a few rules to remember that we have listed on the following pages.
<table>
<thead>
<tr>
<th>Colour</th>
<th>RGB</th>
<th>CMYK</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLACK</td>
<td>0, 0, 0</td>
<td>100, 100, 100</td>
<td>Pantone Black U/C</td>
</tr>
<tr>
<td>WHITE</td>
<td>255, 255, 255</td>
<td>0, 0, 0</td>
<td>White</td>
</tr>
<tr>
<td>RED</td>
<td>255, 20, 60</td>
<td>0, 100, 50, 0</td>
<td>Pantone 1925U, 1925C</td>
</tr>
</tbody>
</table>
ALWAYS USE MORE THAN ONE COLOUR ON EVERY FORMAT

Do's

You must always use at least two colours. e.g. when the logomark is red – the text and logo must be black or white, and vice versa.

Dont's

Never use one colour only.
Imagery
INFORMED CONSENT

Many of you will be using photos for your campaign materials and will be sharing and publishing photos from your activities. When doing this, it is important to consider whether informed consent from the person(s) depicted is necessary and if so, whether it has been given. Where this question is regulated in national legislation, this should always be followed. In additions, the IRCT encourages you to consider the following guiding principles:

- Photos taken during public events or in large crowds in public space can be used without prior informed consent. During public events, participants should be made aware that photos will be taken. Individuals who do not want to have their photo published can than actively avoid this.
- Photos taken of individual or groups who are identifiable can only be published if informed consent is given by every identifiable individual. You can download IRCT’s informed consent form here. If the photos are to be transferred and used by other organisations or individuals, specific informed consent is required for this transfer.
- You do not need informed consent to publish photos of persons in public who cannot be identified.

In addition to the principles outlined above, it is important to consider the following when publishing photos:

- Will public exposure subject the person in the photo to increased security or safety risks?
- Will public exposure subject the person in the photo to additional emotional or psychological harm?
- Are there any concerns that the person in the photo may have been vulnerable to coercion or undue influence to provide testimony or consent to its publication?

Please find the The Dóchas Code of Conduct on Images and Messages here.
For tips on how to take good photos see here.
For this year’s campaign, our image style is about capturing life in the moment. Therefore, all pictures should have a snapshot quality to them and not seem too be set-up or posed. The images should convey a sense of documentary photography.

The images used for our campaigns should be of the victims, their relatives or other acquaintances. All images should be portraits, either up close facial portraits or full body portraits of one person or more.

The portraits can show the surroundings, or location of the story we want to tell about the life after torture (eg. livingroom, garden, care centre, treatment room).
We suggest using black and white images in order to streamline all pictures in use under one colour expression. It is also important to grade the photos so they don’t become flat in their expression. They should have a high contrast – not too light or too dark.

**Do’s**

![Image](image1.png) ![Image](image2.png) ![Image](image3.png) ![Image](image4.png)

**Dont’s**

![Image](image5.png) ![Image](image6.png) ![Image](image7.png) ![Image](image8.png)
PHOTOS DO’S AND DON’TS

Below we have given you some example of the do’s and don’ts when it comes to taking and using photos for 26 June Support Life After Torture.

It is important that all photos portray a thoroughness and show the complexity of dealing with life after torture. Therefore, the pictures should avoid being ‘overly joyful’.

Do’s

Dont’s
When it comes to creating imagery and taking photos for the global report, there are no rules or restrictions. These photos can be of anything and everything connected with your 26 June events and activities. The photos can be sombre or more upbeat, they can be of one person or a group - it’s up to you! We want to gather as much material as possible, to help spread and share our message of support. So please send us your photos after the 26 June, for the chance to appear in the Annual Global Report for Support Life After Torture. For more information go to p. 61 gaining consent for imagery.
Ideas for next year's campaign
IDEAS FOR NEXT YEAR'S POSTERS

WHAT IS TRUST AFTER TORTURE

WHAT IS FAMILY AFTER TORTURE

WHAT IS HOME AFTER TORTURE

NAME: [Name]
AGE: [Age]

Short story about who the person is and what her relation is to torture victims.

WHAT IS TRUST AFTER TORTURE

WHAT IS FAMILY AFTER TORTURE

WHAT IS HOME AFTER TORTURE

SUPPORT LIFE AFTER TORTURE
26 JUNE
IDEAS FOR NEXT YEAR'S POSTERS

SUPPORT LIFE AFTER TORTURE
26 JUNE

APOY A LA VIDA DESPUÉS DE LA TORTURA

إدعموا الحياة ما بعد التعذيب
Thank you for your support.

We look forward to hearing about your 26 June campaigns — Good luck!