Every organization has a specific public identity — an identity formed in part by the look of its printed materials, TV appearance, web site, etc. Each element of communication contributes to the overall impression that people have of the organization.

When an organization’s identification program is a coordinated one, it projects a unified character that effectively reinforces all of its activities. The Half the Sky movement is cutting across platforms to ignite the change needed to put an end to the oppression of women and girls worldwide, which is the defining issue of our time.

Consistent use of the visual identity will help increase the recognition and strengthen the presence of the brand in key media (digital, broadcast) and will imbue a sense of pride in the Half the Sky movement.

The purpose of this manual is to explain the components of Half the Sky visual identity program, to define its graphic design standards, and to illustrate how these standards should be applied.
The Half the Sky identity features two halves of a sky, creating an equal sign. The combination of the symbol and wordmark creates the logo.

Whenever possible in broadcasting and other digital media, the sky-image should include moving footage of slowly shifting clouds.
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Primary Logo

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Primary Logo
1.1 Introducing the Logo

This is the primary Half the Sky logo. While an alternate black and white version is provided for special conditions, this primary version should be used whenever possible.

Please note: Never reset the type or replace the sky image. Always use original artwork.
Primary Logo
1.2 Primary Logo Applications

The primary rendition of the logo is on a dark background. Always allow enough contrast with the background.

Artwork is provided for rare situations, where a white background could not be avoided.
Primary Logo
1.3 Color Palette

The reduced color palette helps to strengthen the identity's appearance.

Sky

White
CMYK 0/0/0/0
Spot white
RGB 255/255/255
HEX ffffff

Gray
CMYK 0/0/0/60
PMS Cool Gray 10
RGB 128/130/133
HEX 808285
To ensure readability and visual impact of the Logo, a minimum size has been established. The Logo should never be used smaller than 0.5 inches in height.

The area around the logo defines the minimum space that must be left between the Logo and any other graphic elements such as text, illustrations or borders. Wherever possible, allow even more space around the Logo.
In cases where the Logo appears in a competitive situation, it is placed on a black rectangle. The rectangle's size represents the safety area.
Half the Sky brand imagery features emotional photography of joyful women and girls. The emotions become highlighted by darkening the image background.
When using the Half the Sky Logo over a photographic image, the same rule of high contrast between the Logo and the background should be followed.

When applied on a photograph, the Logo should always appear on the flat, solid part of an image. It should never be used on an overly busy background.
Primary Logo

1.8 Misuse of the Logo

1. Do not change the color of the wordmark
2. Do not change the image inside the equal sign
3. Do not replace the wordmark with own type
4. Do not make outlines
5. Do not replace the image inside the equal sign
6. Do not distort the Logo
7. Do not make a one-color version of the Logo
8. Do not place a drop shadow under the Logo
9. Do not use the Logo on busy backgrounds
Primary Logo

1.8 Misuse of the Logo

- Do not use the symbol without the wordmark
- Do not use the Logo less than 0.5 inches in height
- Do not change the position of the wordmark in relation to the symbol
- Do not print the Logo on colored paper
- Do not place the Logo on a sky background
- Do not place the Logo on a background when there is no contrast
Stationary

2.1 Typography
2.2 Business Card
2.3 Letterhead
Stationary
2.1 Typography

Whitney Book / Book Italic

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepetur sint occaecat cupidatat non proident,

Whitney has been chosen as the primary typeface of the Half the Sky identity. It is a modern, legible sans-serif typeface, distributed by Hoefler & Frere-Jones.
Stationary

2.2 Business Card

The size of the business card is 3.5 in x 2 in. The principle typeface is Whitney, semibold weight for the name (9 pt type-size with a leading of 10.8 pt) and medium weight for all other information (7 pt type-size with a leading of 8.4 pt).
The letterhead's size is 8.5 x 11 in. The principle typeface on the letterhead is Whitney Book with a type-size of 10 pt and a 12 pt leading.

(Shown at 60% of actual size)
Digital Applications

4.1 Website
4.2 Facebook
4.3 iTunes
4.4 Banners
4.5 iPhone / iPad Wallpapers
Digital Applications

4.1 Website

The principle rules regarding the use of photography and the Logo apply as well on digital applications.
Digital Applications

4.2 Social Media

The Facebook "Timeline" gives an opportunity to place emotional and powerful photographs.

The Logo on black background works as a profile picture.
On iTunes the established look of the Half the Sky brand is maintained with a big emotional photograph and the Logo, prominently placed on the upper left corner of the picture.
The basic principle for placing the logo and text on a banner is to divide the full format by 4. The logo is placed on the upper left section, while text is placed in the lower left section, starting at the top of that section.
Digital Applications
4.4 Digital Banners

Large Rectangle
336 px x 280 px
Margin: 20 px

Leaderboard
728 px x 90 px
Margin: 10 px
Digital Applications
4.5 iPhone / iPad wallpapers

iPhone 4 wallpaper / lock-screen specifications:
960-by-640-pixel resolution at 326 ppi

iPhone 3GS wallpaper / lock-screen specifications:
480-by-320-pixel resolution at 163 ppi
Digital Applications
4.5 iPhone / iPad wallpapers

ipad 2/3 wallpaper / lock-screen specifications:
2048-by-1536-pixel resolution at 264 pixels per inch (ppi)
Promotional materials

5.1 Clothing Labels & Stickers
5.2 Physical Banners
Promotional Materials
5.1 Clothing Labels & Stickers

The Logo can be placed on dark clothing that allow sufficient contrast.
Promotional Materials
5.2 Physical Banners

Partner logos are placed on a dark background at the bottom of each banner. To make sure they do not interfere with the Half the Sky Logo, partner logos should be rendered in a single neutral color.

The Half the Sky logo is prominently placed on top, within a black background.