



Brand Visibility Policy

Version 1

28 December, 2022

I. Introduction

Equality Myanmar is a leading non-governmental organization working on protecting and promoting human rights in Myanmar. We produce a range of human rights materials, audio/visual tools, and other multimedia resources in order to address the lack of human rights information. We operate with a high visibility profile by publicity of our human rights and communication materials through its website, social medias, campaigns, events, and other communication platforms.

However, after military coup in February 2021, Equality Myanmar had high security risks that imperil its staff, beneficiaries, and operations. For security purposes, all public official references were avoided started from 1 February 2021. EQMM website or Social Media page were not operated at that time. Use of its logo on new IEC materials were avoided. We operated with a low visibility profile for two years after military coup by 1 February, 2021.

In 2022 EQMM opened its administrative office in Chiang Mai, Thailand and staff are relocated in the safer places. All employees are able to use encrypted communication for work-related correspondence.

EQMM believes the visibility is important to be made the aware of our presence, brand, and our work to the donors, stakeholders, partners, and beneficiaries with a secured communication strategy. However, we must consider brand visibility not affecting security risks to its organization, staff and families. This policy will guide us to ensure the EQMM's visibility in the implementation of projects and program activities and production and distribution of communication and human rights materials. This policy can be further updated to reflect the continually evolving nature of our work to take advantage of new events and evolving project plans and also the mitigation plan of security risks.

II. Purpose

The brand visibility policy aims to outline the keys principles of EQMM's brand, including how our brand is used and governed.

III. Definitions

- a. IEC and Audio-Visual Materials: are materials produced by the Equality Myanmar as follows
 - Publications (hard copy printed materials and electronic materials such as: leaflets, modules, posters, booklets, cartoon book, toolkits, human rights report, research report)
 - Electronic media (television, films, radios, animation, documentary, doodle art, talks, live event, photography, multi-media presentations, digital media files)
- b. Communication Materials: any materials, information or communications shared, transmitted or uploaded by the organization.
 - Website, social media platforms, emails,
 - All forms of advertising

- c. Advertising: the act or practice of calling public attention to one's product, service, need, etc. (Ref: Abram Hasher)
- d. Brand: a name, symbol, or other marker that businesses use to distinguish their products from the competitors' and foster a public identity (Ref: Investopedia)
- e. Logo: the organization will have two logos, 1) Equality Myanmar logo, 2) Equality Foundation logo. The logo is made of three symbols:
 - i. Flames represent human rights education
 - ii. Two hands represent disseminating human rights awareness
 - iii. Equal symbol represents promoting equality for all

IV. Guidelines

The brand visibility policy is a system of guidelines that apply to a range of visual applications for the organization.

1. Logo

Equality Foundation logo will be used for all types of communication materials related with the Equality Foundation matters.

Equality Myanmar logo will be used to calling public attention to our production of human rights materials (hard copies printed materials and electronic media), campaign or event activities, lobbying activities, and advertising. And the organization's website, Facebook page, and YouTube channel will be with the name and logo of Equality Myanmar.

2. Website and social media

The organization will post the activity news daily on its website and Facebook page to call public attention of visibility of EQMM's work. However, we may not post the activity photo to protect the security risks to our staff, beneficiaries, partners, and stakeholders.

3. Brand rules and procedures

a. Rules

The following rules must be applied in using EQMM's brand and logo.

- Consistent use of the brand, logo and design features (e.g., colors, font, etc.) both online and offline
- The correct and most appropriate version of our band is used for a particular purpose
- The logotype is unique. The version with a similar design or letters is prohibited.
- The design of the logotype must not be altered in any way.
- Our brand should always be reflected appropriately when we work with other organizations.
- Regardless of communication size or dimension, the logo can only ever be placed in five locations

Placement

- Top left corner

- Top right corner
- Centered
- Bottom left corner
- Bottom right corner

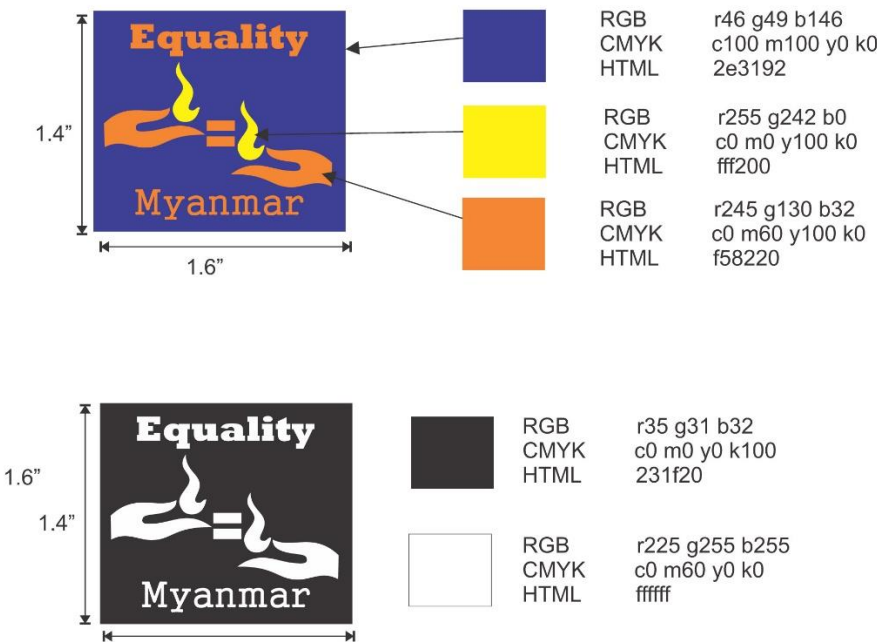
b. Procedures

- The staff member should coordinate with IT & Logistic Coordinator to making sure the correct and most appropriate version of our logo usage before the materials are produced or the adverting are released.
- The department head or concerned supervisor must approve the materials or advertainment using the organization's letter head or logo before publication or production or release. The department head or concerned supervisor will review all requests for approval in a reasonable time frame, having regard for production timelines.
- The approval for using logo or letter head for the internal purposes (e.g., inter memo or announcement, power point presentation, policy document, etc.) is not required.

c. Logo Options

Logo Options

Equality Myanmar Logo colour palette



Font name - Rockwell Extra Bold and Gungsuh

Equality

Font name - Rockwell Extra Bold

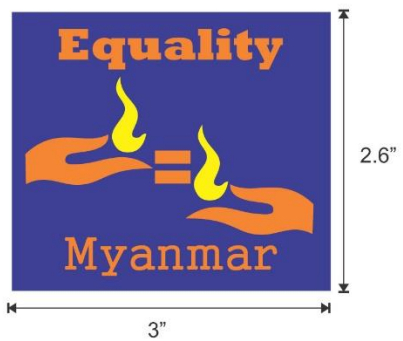
Myanmar

Font name - Gungsuh

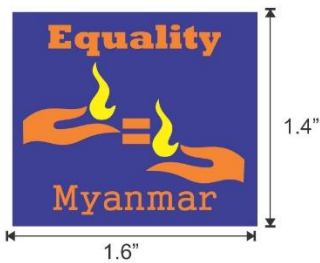
The Equality Myanmar Brand at work



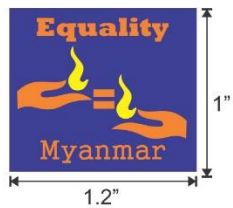
Publication Book & Poster



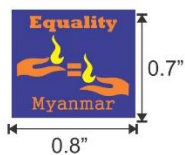
Size 2"X 1.7" inches



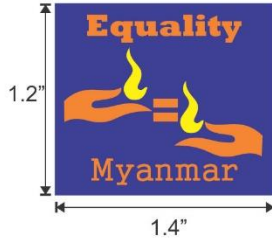
Size 1.2"X 1" inches



Size 0.8"X 0.7" inches

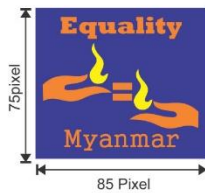
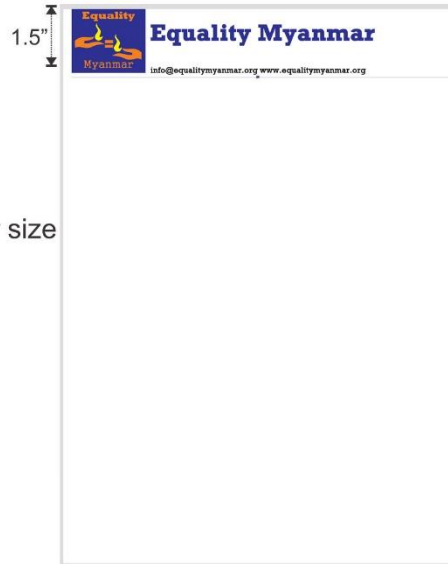


The Equality Myanmar Letter Head & Mail Signature

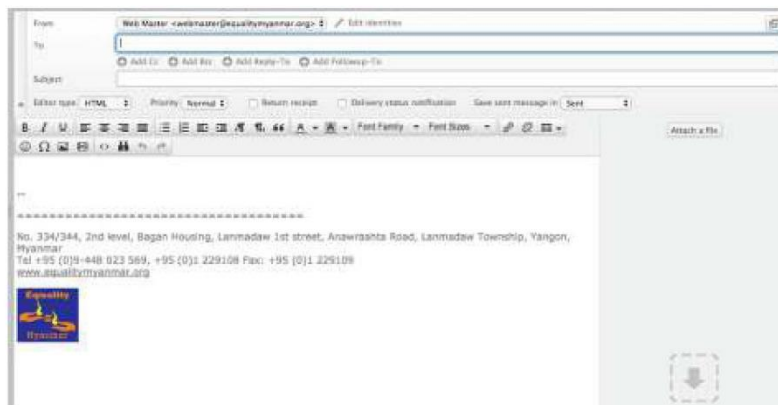


Letter Head 1.4"x1.2" inches

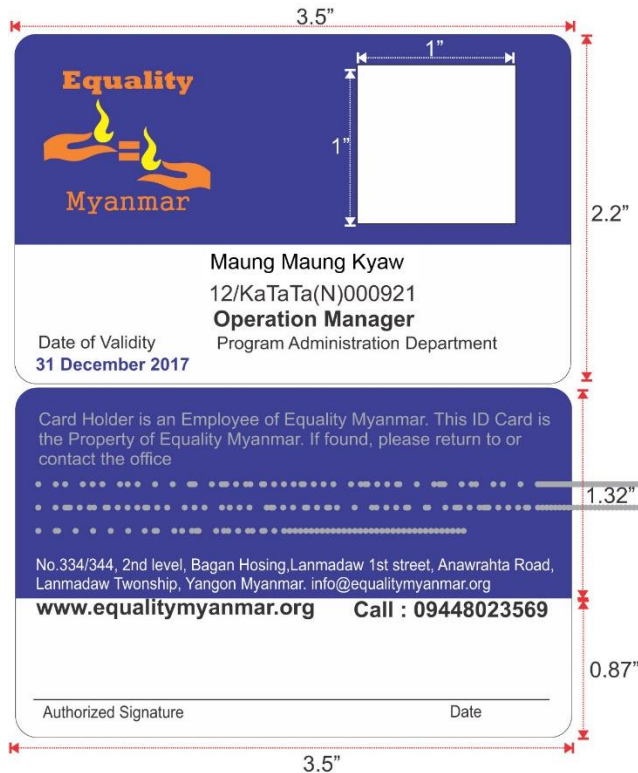
A4 paper size



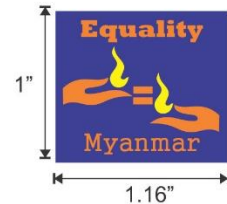
Email Mail Signature 85p x 75p
Pixel



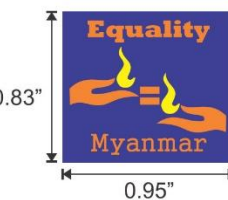
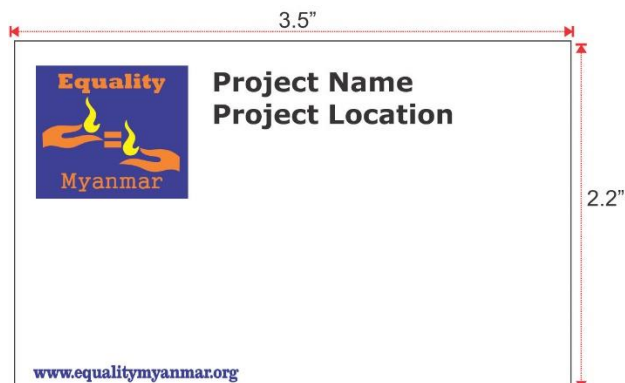
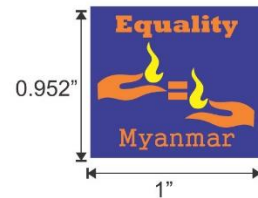
The Equality Myanmar ID & Business card



ID Card 1.16"x 1" Inches

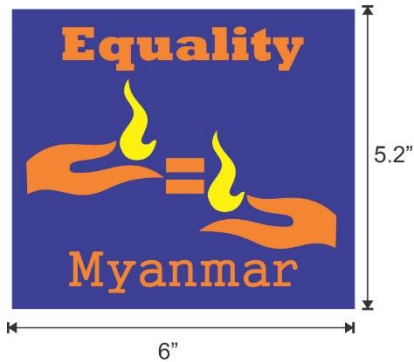


Business Card 1.0"x0.952" Inches



Project 0.95"x0.83" Inches

The Equality Myanmar Bunner



Bunner 2'X4' is EQMM Logo 6"X5.2" inches

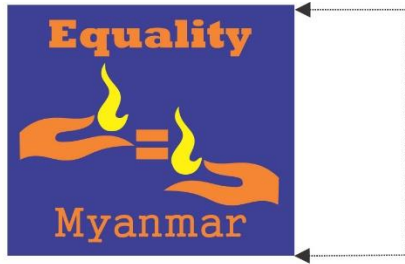
Bunner 6'X3' is EQMM Logo 6"X5.2" inches

Bunner 8'X4' is EQMM Logo 12"X10" inches

Bunner 10'X6' is EQMM Logo 12"X10" inches

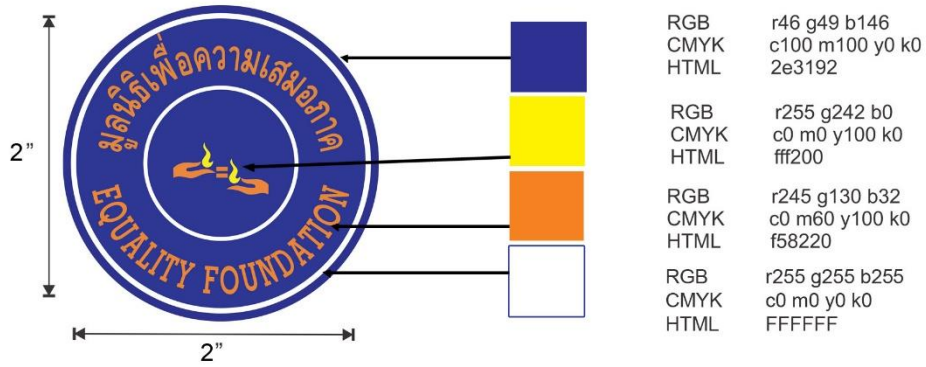
Bunner 12'X6' is EQMM Logo 15"X13.1" inches





Logo Options

Equality Foundation Logo Colour Palette



Font name - Rockwell

EQUALITY
FOUNDATION

The EQUALITY FOUNDATION Logo and Brand at Work



T-Shirt 2"x 2" inches

Publication Book & Poster



2"x 2" inches



1.5" x 1.5" inches



1" x 1" inches

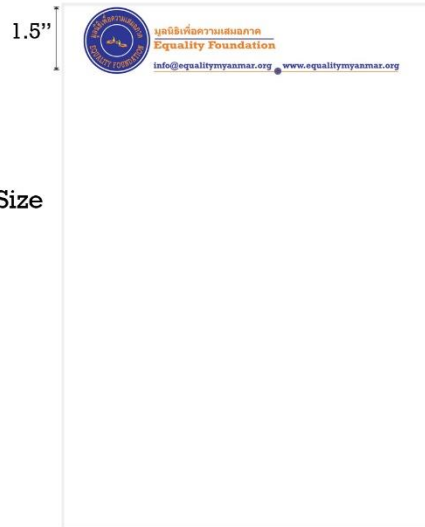


0.7" x 0.7" inches

The EQUALITY FOUNDATION letterhead and Mail Signature



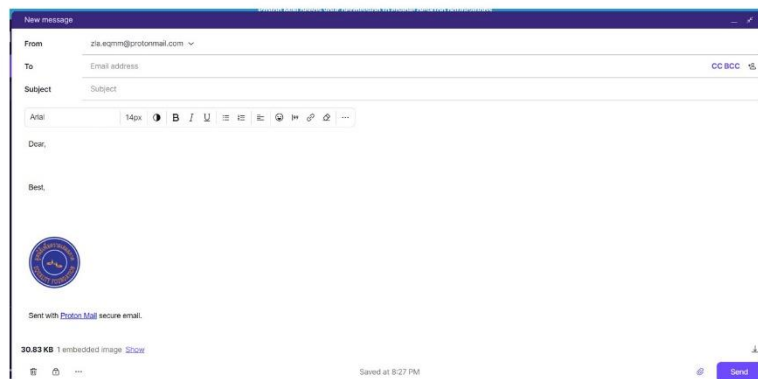
Letter Head 1.5" x 1.5" inches

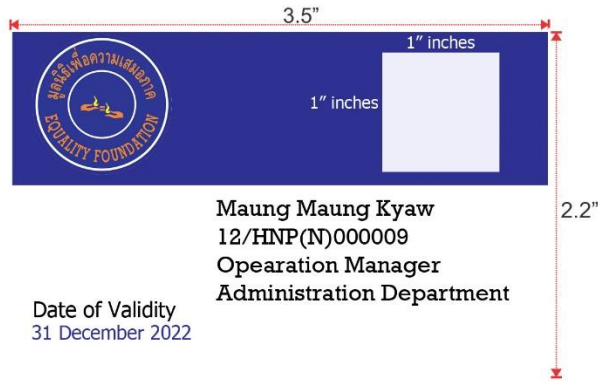


A4 Paper Size

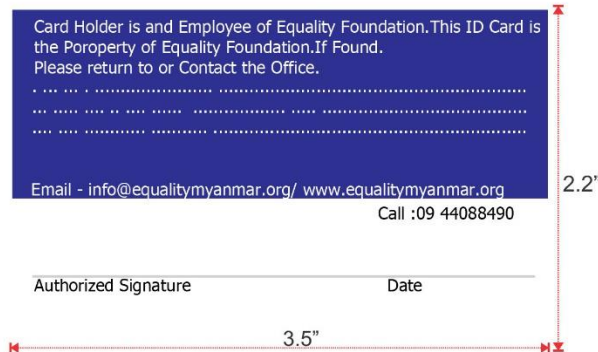


Email Signature 0.5 Pixel





ID Card 1.5" inches



Business Card 1" inches



Project Card 1.5" inches

The Equality Foundation Bunner



Bunner 2'X4' is EQFD Logo 5''X5'' inches

Bunner 6'X3' is EQFD Logo 5''X5'' inches

Bunner 8'X4' is EQFD Logo 12''X12'' inches

Bunner 10'X6' is EQFD Logo 12''X12'' inches

Bunner 12'X6' is EQFD Logo 15''X15'' inches

