



BRAND & IDENTITY GUIDE

Version 1 | February 2011

I. Our Internal Brand

Let's start with how we talk about ourselves internally.
This is what binds us together into an enterprise.
This is the why and the how of what we do.

[OUR BIG IDEA]

Justice needs advocates.

Law can deliver justice and protect rights, but it does not happen automatically.

The law needs advocates to see that its promise is fulfilled. That's why we're building a global network to activate, empower and connect those who use legal tools to work in the public interest.

Our Big Idea is our core belief. It captures our reason for existence and a belief or offering that makes us different from everyone else who seems to do what we do. It is the mantra all of us within the organization should constantly repeat. Everything we communicate should point to, or at least never contradict, this Big Idea.

[SUPPORTING IDEAS]

The vision is global; the action is local.

Local advocates increase their impact when they connect to a global network.

Pro bono is pro-justice.

Supporting Ideas create further differentiation from us and everyone else.
They validate our authority and ownership of our Big Idea.

[SUPPORTING IDEAS]

The vision is global; the action is local. PILnet holds a universal vision of a rights-respecting world, but we take a pragmatic, localized approach when it comes to implementing it. By engaging with local advocates, listening deeply to their perspectives, and encouraging them to work strategically within cultural constraints, we help them to plant the seeds of change around the world.

Local advocates increase their impact when they connect to a global network. Our network brings together lawyers, educators, and thought leaders who are determined to use the law to deliver justice. We believe that direct contact with problems, solutions and people outside of everyday experience creates the enduring, individual alliances that give this growing global movement its power.

Pro bono is pro-justice. Justice should be available to everyone, not just those with money or power. From countries with a longstanding pro bono tradition to those who are just beginning to explore its potential, our network of lawyers offering uncompensated services “for the public good” is on the frontlines of the movement to ensure greater justice to the greatest number of people. Pro bono is a critical supplement to, not a replacement for, state-subsidized legal aid systems, which PILnet also works to strengthen.

Supporting Ideas create further differentiation from us and everyone else.
They validate our authority and ownership of our Big Idea.

II. Our External Brand

Now we're ready to turn our passions outward. Here are the basics of what we're telling the world, and some straightforward advice on how to stay true to our brand as we write and speak.

[VALUE PROPOSITION]

If you are an advocate for justice, we can help you deliver it.

PILnet is a global network of professionals united in the belief that law is the most powerful tool to deliver justice and protect rights. Our network aligns hundreds of local efforts into a powerful, worldwide movement for law that serves the public interest. Whether you're an attorney, educator, student, NGO leader or policymaker, we can help you achieve your vision of a rights-respecting world.

Our members share indispensable resources, opportunities for partnership and hard-won best practices that deepen impact and fundamentally change lives. You are not alone in your belief in the power of law. Join us and see that its promise to deliver rights and justice is fulfilled.

This is our elevator pitch. It is our Big Idea and Supporting Ideas turned outward into an offering that addresses our main target audience's needs.

II. Our External Brand

[OUR STORY]

Your knowledge of the law is more than just a job qualification; it's your potential to make a deep social impact. You hold in your hands the very real ability to create a more just world in which rights are respected. And with nearly all governments now claiming legitimacy based on the rule of law, there has never been a better time to demand that justice is delivered globally.

Inspired by this realization, a growing network of lawyers, NGO leaders, students and educators is forming across the globe, determined to wield law in the public interest. Our credo is simple: law has the potential to deliver justice. PILnet and its partners are committed to making sure that potential is fulfilled.

From country to country, injustice, and the tools to overcome it, takes different forms. We know this, and our work is as diverse as the regions in which we operate. In Hungary, we're leveraging the skills and influence of large law firms to improve the lives of Roma children facing routine discrimination. In China, we're assisting in the creation of national networks of local lawyers to protect migrants' rights, women's rights and the environment. We're helping to transform the civil legal aid system and legal education in Russia; while in Nigeria, Indonesia and Nepal we're supporting leading advocates in their fight for economic and social rights, anti-discrimination reform and public health. All of these efforts come together through our fellowship programs, conferences and global network of mutual support, sparking lifelong alliances between advocates.

PILnet challenges inequity and oppression driven by a simple belief: Law is a powerful tool for delivering justice and protecting rights. All it needs are advocates around the world, inspired advocates like you.

In order to make our value proposition tangible and emotional, our Brand Story helps us create human scale, compelling communications. It grounds our values in reality, defining heroes, conflicts and a vision of a better world that engagement with our enterprise can create. The Story should inspire all external communications. Borrow specific phrases and imagery from it. Expand upon it. Adapt it to specific communications needs. But never contradict it and never let it out of your sight.

[MYTHIC ELEMENTS OF OUR STORY]

The Hero (who is receiving our invitation)

Our hero is a lawyer, legal educator, or someone working for or with NGOs and governments, to draft or enforce laws. Confronted with the reality of her work, she struggles to remember what made her once believe law could be a tool for delivering justice, for all people.

The Mentor (the wise voice extending the invitation)

The mentor is a passionate advocate for the power of law to deliver justice. Equally idealistic and realistic the mentor teaches that there are many tools available, reminding the hero that she has the power and skills needed for her fight for justice, while coordinating and supporting the efforts of heroes all over the world.

The Invitation to Adventure (the call to action)

This is the language we use to invite the hero on the journey to join our global network of those advocating for justice.

Anyone who works with law

PILnet

**“Law is a powerful tool...
all it needs is inspired
advocates like you.”**

Brand Stories work because they contain mythic elements that resonate in our DNA. Our story was constructed based on these elements drawn from Joseph Campbell's Hero's Journey. As we tell deeper stories about our brand, you can recombine these elements to create new stories while remaining focused on who you are speaking to and where they fit in the larger story you are telling.

[WORDS OUR BRAND LOVES]

Advocates

Legal tools

Network

Pro bono

Alliance

Impact

Local context

Legal aid

Rule of law

Public Interest Law

Rights-respecting societies

[MESSAGING DO'S AND DON'TS]

Do: Educate people about our new name: PILnet.

We've been discussing and planning for our name change for months; but remember that our audiences may not be aware of the shift in our identity. In order to continue leveraging the relationships we have carefully built, remind people as frequently as possible through 2011 that PILI is now PILnet. Although you will tire of repeating it, the announcement will likely be news or a helpful reminder to our external audiences.

Don't: Assume people know who we are.

The good news is that the number of organizations doing work on behalf of public interest law is on the rise. The challenge is to ensure that people know that PILI, a leader in this movement, is still thriving — but under a different name. The more we educate our closest partners and affiliated groups, the more they will remember to educate our joint networks in turn. Don't assume that people know about our name change unless you have heard them reference our organization as PILnet, in your work and in representing PILnet with others.

[MESSAGING DO'S AND DON'TS]

Do: Emphasize our international work while creating locally-appropriate communications.

One of our greatest strengths is our international presence. However, our role and partnerships are different in different parts of the world, and so are the prevailing systems of justice. Some may lean on human rights as an entry point to understanding public interest law. Others may need to avoid any reference to human rights. Adapt the language in this guide to suit your local context, but...

Don't: Lose sight of the core ideas or suggest a “one size fits all” approach.

No one should create communications that contradict or stray completely from the Big Idea on p.3 or the Supporting Ideas on p.5. These are the core concepts that unite all of our work and make each of us stronger individually. You may choose to emphasize some ideas over others, but all PILnet communications must build from one or more of them. At the same time, as Supporting Idea #1 indicates (*the vision is global; the action is local*) do not suggest that we know exactly what works best in individual cases. Only people inside a legal community can understand their culture enough to properly apply our insights and leverage the partnerships available.

[MESSAGING DO'S AND DON'TS]

Do: Emphasize our reason for being — ensuring that law serves the public interest.

What does it mean for law to work in the public interest? Any government or political force that supports rule of law in theory should be held accountable to making it a reality. Our communications should focus on ways that our work protects and represents all people, not only a few or those with power. Highlight specific examples in your region such as helping to establish pro bono practices or educating migrant workers about their rights.

Don't: Create communications that imply we have a political agenda.

Our work in some countries may appear threatening or judgmental of systems in place. In communications, stress that we do not have a political or legal bias regarding how justice is delivered in different parts of the world. Emphasize that we work pragmatically and strategically, within cultural sensitivities. We must work toward reform and equitable enforcement of justice without suggesting we have an agenda beyond ensuring that where rule of law is claimed, it is in effect.

[MESSAGING DO'S AND DON'TS]

Do: Make our work concrete and highlight its impact.

To inspire interest and confidence in our work we must communicate about our power as a network, and the impact of our activities in real communities for real people. Our collective effort amplifies the impact of each individual: by joining PILnet, advocates gain invaluable access to resources, partnerships and best practices. Further, all of our work serves the public interest: emphasize the concrete ways this takes shape by referencing examples from the Brand Story (p.8) and others unique to your region. In particular when speaking to a donor audience, always point to results, referencing the systems we have developed or strengthened, and the lives we have improved.

Don't: Let vital audiences wonder “what a network really does.”

It would be easy to think that our work is slow-moving and abstract — and sometimes that is the case. In communications discussing system reform and legal education, for example, be sure to balance the big picture with down-to-earth examples, such as legislation we helped draft or enact, or law students whose curricula expanded to include courses on ethics and public interest law.

[MESSAGING DO'S AND DON'TS]

Do: Highlight and leverage our Fellows and partners.

One of our greatest assets is our extraordinary network of Fellows. Highlight their important work whenever possible, and provide opportunities for them to speak directly about the value of their PILnet connection, through blog posts, networking events and testimonials in communications materials. Similarly, our work relies on partners at all levels — from the legal education community and NGOs, to governments and policymakers. Highlighting these partnerships will help us expand and deepen strategic relationships, while positioning PILnet as a key player who brings together the people and resources necessary to ensure real change.

Don't: Forget to reinforce PILnet's role.

As a network, PILnet represents a power that is greater than the sum of its parts. Be sure to note our role a leader or convener of collaborations with partners, and the ways our support amplifies the impact of our Fellows, during and after their formal fellowship period. *Note that we will not distinguish between “Former” PILnet Fellows and active ones.*

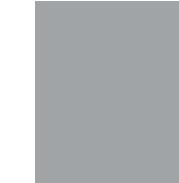
[MESSAGING DO'S AND DON'TS]

Additional program-specific do's and don'ts will be introduced after the staff retreat, pending board input on priorities for our communications.

III. Visual Guidelines

Now that we have our messaging aligned, it's time to see what our brand looks like. The following pages include guidelines that offer flexibility while ensuring consistency for all of our communications efforts worldwide.

[COLOR PALETTE]

| TEAL | BLUE | ORANGE | MAROON | DARK GREY | MED GREY | LIGHT GREY |
|---|---|---|--|---|---|---|
|  |  |  |  |  |  |  |
| PMS TBD | PMS TBD | PMS TBD | PMS TBD | PMS TBD | PMS TBD | PMS TBD |
| CMYK 89.53.44.21 | CMYK 98.82.46.56 | CMYK 2.80.100.0 | CMYK 47.87.57.55 | CMYK 70.60.58.43 | CMYK 62.50.48.17 | CMYK 39.30.30.0 |
| RGB 25.92.108 | RGB 1.32.60 | RGB 237.88.20 | RGB 83.30.48 | RGB 64.68.69 | RGB 101.106.109 | RGB 161.164.166 |
| HEX #195C6C | HEX #00203B | HEX #ED5815 | HEX #531E2F | HEX #414445 | HEX #656A6C | HEX #A1A4A6 |

Our color palette is reflected in our website, business cards, letterhead, newsletter template, and all other visual representations of PILnet. Maintaining a consistent brand palette is key to the success of our communications. Do not deviate from these colors — and avoid using pure black, even for text.

[TYPOGRAPHY]

The Mix

The Sans Light Plain

for body text **only**

Regular & Regular Italic
The quick brown fox
jumps over a lazy dog.
0123456789

Bold & Bold Italic
The quick brown fox
jumps over a lazy dog.
0123456789

BOLD SMALL CAPS
THE QUICK BROWN FOX
JUMPS OVER A LAZY DOG.
0123456789

Consequia solorporiti consent quas et mo modi dicaerumet et occaborrovit explacc aborepe lectatur, cor simi, int ulparchil magnis dem. Itat fugit liquam nam, accuscim rero blanduc iassitis ium unt iliqui commis il in natassunt aliquas commim liquiatem quaerrum volutas adistio rerferis appellam aliquissim sitaspe venditatur a quiat doluptias nonsequ iation niendigent modictem quas eaturerum eumquam laborpo restius et eos

et la que plitatus, sequam es sit aut earchit etmin etumquam as. Igeniminci nonsequia pa pe sum hit odigeni dent fuga. Nem earum dolorias et earumquia eossus lorem ipsum dolor. Doluptiam dolesque et invenimolore volupta quos aut quae preris suscium volentis dolorestrum intemquis ullibus dolupti beate volor min cum fuga. Santi tem fuga. Um rae plitate porro ea delenis vita eum dignatem ut volo dit evelit.

The Mix type family should always be used for headings, subheadings, titles, etc. The Sans Light should be used for all body copy.

[LOGO: PRIMARY FORMATS]

Tagline beneath
logotype



Tagline to the
right of logotype



Do not change the color, orientation, proportion, or any other element of the logo. The only variable for the primary logo formats is the placement of the tagline, which remains stacked on two lines whether underneath or beside the logotype. Do not place the primary logos on a texture, pattern, or solid color (an all-white logo may be used on a dark solid color if necessary).

[LOGO: SECONDARY FORMATS]

Solid mark
and URL



pilnet.org



pilnet.org



pilnet.org

Facebook profile
picture



PILnet

The secondary logo formats may be used in print and web collateral as alternatives to the primary logo, or if the primary logo has already been featured elsewhere in a document (such as on the backs of business cards). The solid mark and URL may also be used in white on a dark background.

[THE BRAND IN ACTION: WEBSITE DESIGN]



The PILnet website is the primary example of our visual identity.

Photography

A rotating slideshow is the focal point of the homepage. A semitransparent overlay holds language to illustrate key concepts for each slide.

Palette & Typography

The design's palette is restricted to the brand colors, and the typography is restricted to the brand type families (*Arial* is used for web body text).

Language

The language used throughout the site is consistent with the guidelines set forth in this document.

Design Elements

Double pinlines, diagonal stripes, and solid bars at the top and bottom of modules and photographs are used throughout the site as branded design elements.

Logo

The PILnet logo is surrounded by plenty of white space and is not placed upon texture, pattern, or solid color.

[THE BRAND IN ACTION: LETTERHEAD & BUSINESS CARDS]



Our print collateral is designed to be functional and simple, yet still expressive of the PILnet brand.

Color Bars

Solid bars of orange and maroon bleed off the bottom edge of the letterhead and business card.

Palette & Typography

The design's palette is restricted to orange, maroon, and grey, and the typography is restricted to the brand type families (*Helvetica* is used for letter body text).

White Space

Plenty of white space keeps the pieces open and clear to keep emphasis on key information.

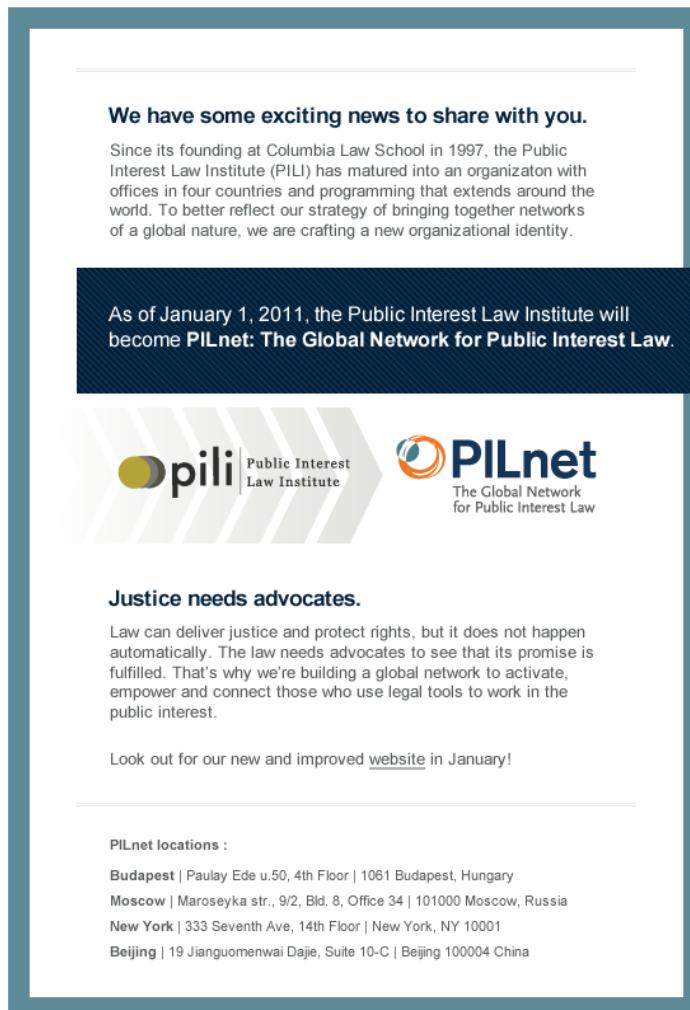
Double Pinlines

Double pinlines serve as separators beneath the logo. Note that the pinlines bleed off the left edge but not the right, as in the pages of this document.

Logos

The PILnet logo is surrounded by plenty of white space. On the back of the business card, the solid mark with URL appears in white.

[THE BRAND IN ACTION: EMAIL NEWSLETTER]



For cross-platform, cross-browser compatibility, the email template is a simple interpretation of the website's branding language.

Palette & Typography

The design's palette is restricted to teal, blue, and grey, and the typography is restricted to Arial for HTML compatibility.

White Space

Plenty of white space keeps the newsletter open and clear so the emphasis remains on key information.

Diagonal Striped Box

Echoing an element used on the website, the blue box has subtle diagonal stripes. White text is used for maximum contrast.

Teal Border

The teal border that surrounds the template echoes the border surrounding the website's homepage slideshow.