

GO-HRE | GENEVA OFFICE
FOR HUMAN RIGHTS
EDUCATION

Identity & Brand Guidelines at a Glance

UPDATED 12/23/2023

GO-HRE Introduction

Headquartered in Geneva, Switzerland the Geneva Office for Human Rights Education (GO-HRE) provides Colega instruction materials at no cost.

We focus on children and youth worldwide, teaching them about their rights as stated in the Universal Declaration of Human Rights, as well as the Convention on the Rights of the Child.

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GO-HRE Mission Statement

Making human rights part of every child's education.

GO-HRE Brand Characteristics

The tone of the GO-HRE identity and brand elements should reflect reverence for the subject matter of human rights, while also feeling warm and approachable. Visual communications should be clean and information should be easily accessible across a broad spectrum of the human experience.

Our communication materials should be childlike, but not childish. Our primary audience is the teaching community. Our materials should appeal to instructors who are passionate about and seek to instill the importance of the Universal Declaration of Human Rights in all our children.

GO-HRE Wordmark & Logo

Wordmark

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Logo

GO-HRE

GO-HRE Wordmark & Logo

Wordmark refers to the artwork that includes the title or the organization. Logo refers to the artwork of the acronym. Consistency in application is key for brand recognition so please apply the following recommendations when using the wordmark or logo.

Wordmark



Use the wordmark as the primary visual identity of the organization, as long as space and legibility allows.

Logo



Use the logo when space or size may be restricted and the organizations title wouldn't be legible, or to avoid redundancy and overuse of the wordmark within a layout.

GO-HRE Wordmark & Logo | Colorways

The wordmark and logo are available in the following color formats to ensure legibility on dark or light backgrounds, and to accommodate single or two color applications.

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GO-HRE

GO-HRE Wordmark & Logo | Clearance & Minimums

Clearance is the approximate amount of space between the logo or wordmark and other elements in a layout. It's a guideline that helps avoid crowding. Minimums are the smallest size the logo or wordmark should appear in print and digital applications in order to maintain legibility.



GO-HRE | GENEVA OFFICE
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2.5" wide in print
180px wide in digital



GO-HRE

.75" wide in print
80px wide in digital

GO-HRE Wordmark & Logo | Misuses

It is important that the wordmark and logo appear in a consistent manner. Only use approved file formats of the wordmark and logo. Please do not try to recreate them or otherwise alter them.

- Do not try to recreate

GO-HRE

- Do not change the typeface

GO-HRE

- Do not distort

GO-HRE

- Do not change the colors

GO-HRE

- Do not turn into an outline

GO-HRE

- Do not adjust the spacing

GO-HRE

- Do not combine with another graphic

★ GO-HRE ★

GO-HRE Font Family | Montserrat

GO-HRE uses Montserrat, a versatile Google font that is universally available for use in print and web. Using the same font family increases brand recognition, simplifies the design process, and creates visual consistency across communications.

Regular

ExtraBold

Bold

SemiBold

Medium

Regular

Light

Thin

Italic

ExtraBold

Bold

SemiBold

Medium

Regular

Light

Thin

GO-HRE Font Family | Use

Using weights consistently organizes the information in a layout in a way that makes it easier to read.

Titles / Headlines

Our Mission **ExtraBold**

Our Mission **Bold**

Our Mission **Semibold**

Body / Content Copy

Human rights violations will remain a persistent global problem unless children and youth receive human rights education, inspiring them to care and make the changes necessary to create... **Medium**

Human rights violations will remain a persistent global problem unless children and youth receive human rights education, inspiring them to care and make the changes necessary to create... **Regular**

Human rights violations will remain a persistent global problem unless children and youth receive human rights education, inspiring them to care and make the changes necessary to create... **Light**

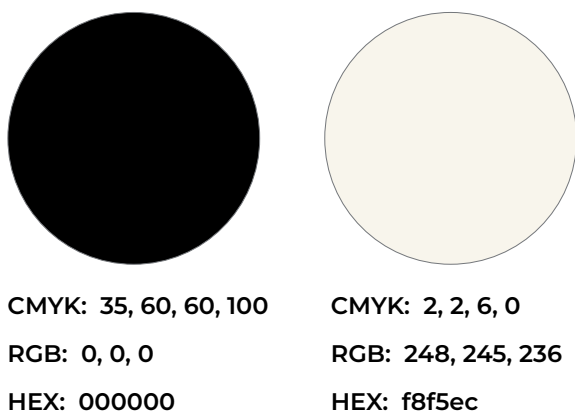
GO-HRE Color Palette

Color is another important identifier in our communications materials. Additional colors can be added to new layouts, but please make sure they coordinate well with the brand colors.

Primary Brand Colors



Support Colors / Colega



Photography Examples

Photography can be sourced from stock agencies or can be provided by educators that utilize the GO-HRE curriculum. Our photography should be journalistic in tone, optimistic, bright and realistic. Images should be of a quality that reproduces well and doesn't appear blurry, out of focus or faded.



Photography Resources

unsplash.com
istock.com
adobestock.com
gettyimages.com
pixabay.com

Samples of free unsplash images:





The Geneva Office for Human Rights Education

Making Human Rights Part of Every Child's Education

Who We Are

Headquartered in Geneva, Switzerland, the Geneva Office for Human Rights Education (GO-HRE) provides instructional materials at no cost. We focus on children and youth worldwide, teaching them about their rights as stated in the *Universal Declaration of Human Rights* and the *Convention on the Rights of the Child*.

The Need

Human rights violations will remain a persistent global problem unless children and youth receive human rights education, inspiring them to care and make the changes necessary to create a better future.

Meeting the Need



Through human rights education, people acquire the knowledge, skills and commitment necessary to make a difference. We call our teaching resources **Colega**, meaning friend or colleague. **Colega's** logo represents children and their books, celebrating Human Rights Education. It suggests our child-centered approach to teaching and learning about Human Rights. For more about **Colega** go to go-hre.org.

Our Vision

A world where everyone values human rights. A world where people live in peace and dignity with each other.

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go-hre.org

Making Human Rights Part of Every Child's Education

Sample Application | Flier



The Right to an Education



The Right to Life, Freedom and Security



The Right to Marriage and a Family

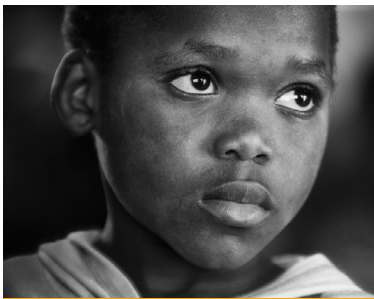


The Right to Protection from Torture or Bullying

Creating a culture that embraces human rights for everyone everywhere



The Right to Protection from Child Labor



The Right to Protection from Discrimination



The Right to Freedom of Religion or Belief



The Right to Legal Recognition

Email: HQ@go-hre.org
Geneva Office for Human Rights Education
8 Chemin William Barbey, Chambésy
Switzerland 1292

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go-hre.org

Making Human Rights Part of Every Child's Education

Sample Application | Home Page

GO-HRE | GENEVA OFFICE FOR HUMAN RIGHTS EDUCATION

Lessons Countries Languages Resources Contact



Geneva Office for Human Rights Education

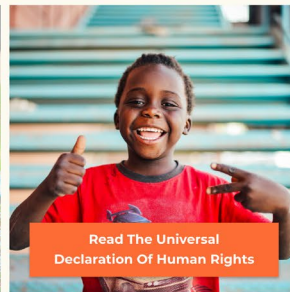
Making Human Rights Part of Every Child's Education



Headquartered in Geneva, Switzerland The Geneva Office for Human Rights Education (GO-HRE) provides **Colega** instruction materials at no cost.

Colega (the Portuguese word for friend) focuses on children and youth worldwide, teaching them about their rights as stated in the Universal Declaration of Human Rights, as well as the Convention on the Rights of the Child.

Important Background Information



Lessons & Languages

GO-HRE provides **Colega** learning materials at no cost for download in several different languages. We currently provide materials in English, French, Portuguese, Spanish and Tagalog.

Lessons In English

Lessons In French

Lessons In Portuguese

Sample Application | Country Page

GO-HRE | GENEVA OFFICE FOR HUMAN RIGHTS EDUCATION

Lessons Countries Languages Resources Contact



The United States

Colega uses a combination of 10 key points that combine to create successful human rights education for children. Our lessons include participatory methodologies with open ended question that engage children in the learning process. Our manuals, videos, worksheets and music options create easy access to the information contained in the Universal Declaration of Human Rights and or the Convention on the rights of the child.

[Click here to learn more about how Colega works.](#)

Educational materials in English



Important Background Information





FIND US ON SOCIAL MEDIA NEWS & REPORTS SECTIONS OUR AFFILIATES

UK: Temporary Accommodation Violates Children's Rights / February 9, 2022 Links to Human Rights Articles Teaching Resources David M. Kennedy Center for International Studies

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Lessons Countries Languages Resources Contact

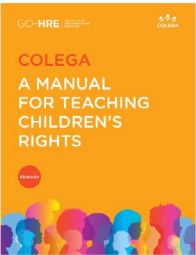
English Colega Manuals

Through human rights education, you, your family and your community can gain the knowledge, skills and willingness to make a positive difference. We call our approach Colega. Colega is your friend, your partner, your partner in teaching and learning about human rights. These materials, this site, our organization and everything we have is for you, teachers and students. Colega is intended to help you develop the skills and attitudes that promote equality, dignity, plurality, tolerance and respect in your community, society and throughout the world.

Scroll down to access our manuals in English.

Manuals in English

For Primary Ages

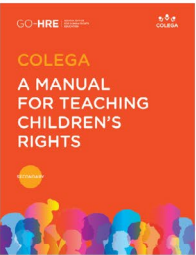


Download

Course Contents:

- Cover and Table of Contents
- Lesson 1 A&B: Born Free
- Lesson 2 A&B: I Have Rights
- Lesson 3 A&B: Is This Discrimination?
- Lesson 4 A&B: Family, a Beautiful Thing
- Lesson 5 A&B: Love at Home
- Lesson 6 A&B: I Can Choose!
- Lesson 7 A&B: Words Make a Difference
- Lesson 8 A&B: My Right to Be Me
- Lesson 9 A&B: Child Labor Is Just Not Fair!
- Lesson 10 A&B: I Get to Go to School
- Facilitator Toolkit


For Secondary Ages



Download

Course Contents:

- Cover and Table of Contents
- Lesson 1 A&B: Born Free
- Lesson 2 A&B: I Have Rights
- Lesson 3 A&B: Is This Discrimination?
- Lesson 4 A&B: Family, a Beautiful Thing
- Lesson 5 A&B: Love at Home
- Lesson 6 A&B: I Can Choose!
- Lesson 7 A&B: Words Make a Difference
- Lesson 8 A&B: My Right to Be Me
- Lesson 9 A&B: Child Labor Is Just Not Fair!
- Lesson 10 A&B: I Get to Go to School
- Facilitator Toolkit



Sample Applications | Letterhead & Business Card

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www.go-hre.org

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go-hre.org

8 Chemin William Barbey | 1292 Chambèsy, Switzerland

Sample Applications | Trifold Brochure



WHO WE ARE

The Geneva Office for Human Rights Education provides its **Colega** instructional materials at no cost. Our aim and purpose is teaching children and youth about their rights as agreed in the *United Nations Universal Declaration of Human Rights*, and *Convention on the Rights of the Child*.

THE NEED

Human rights violations will remain a persistent global problem unless children and youth receive human rights education, inspiring them to care and make the necessary changes to create a better world.

MEETING THE NEED

Through human rights education, people acquire the knowledge, skills and commitment necessary to make a difference. Our interactive lessons are called **Colega**, by which we mean "your friend or colleague" in teaching and learning about human rights.



Find more information and resources at go-hre.org



Information for Parents: Helping Children Know Their Human Rights

We all have rights just because we are human beings. When we know our rights and stand up for ourselves and others, we are all happier and we build a more peaceful world. Rights are of little value to us if we don't know that we have them!

What is Human Rights education?

It is learning that builds knowledge and skills, as well as empathetic attitudes and behaviors toward others. **Colega** encourages children to think about how they interact with others and how they can change their behavior to reflect human rights values.

It helps develop communication skills and critical thinking necessary for a free and safe world where justice and respect can prevail. It encourages the practice of kindness, cooperation and inclusion.

Human rights education engages the heart as well as the mind in fostering the desire to protect and promote the rights of all people.

And finally, Human rights education affirms the interdependence of the human family through dignity, freedom and justice for all.

What Human Rights are taught?

Each person's right to . . .

- Equality
- Life, Freedom and Safety
- Protection from Discrimination
- Protection from Bullying
- Marriage and Family
- Freedom of Religion or Belief
- Right to Legal Recognition
- Freedom of Expression
- Protection from Child Labor
- Education

Reaching for a world where everyone values human rights, enabling all to live in peace with one another.

How can you as a parent help?

The 30-minute **Colega** sessions will be taught to your child in school by their teacher once a week over 20 weeks (two terms).

We urge you to ask your child about what they are learning. Please discuss the topics they bring home. Your child will be given a chance to share with their classmates what they have done during the week.

We should all work together to make sure that everyone can enjoy all their rights.

When we protect the rights of others, we protect our own rights, and everyone benefits.

"We must not just educate our children to know and to do, we must also educate them to be and to live together."

- Jacques Delors



Making Human Rights Part of Every Child's Education

go-hre.org

Sample Applications | Cobranded Pop-up Banner



COLEGA



Encuentre más información y recursos en:
go-hre.org

GO-HRE | GENEVA OFFICE
FOR HUMAN RIGHTS
EDUCATION
Oficina de Ginebra para la Educación en Derechos Humanos

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FOR HUMAN RIGHTS
EDUCATION
Oficina de Ginebra para la Educación en Derechos Humanos



COLEGA

Los Derechos Humanos
Formarán Parte de la Educación
de Cada Niño, Niña y Adolescente.
Encuentre más información
y recursos en:
go-hre.org

Social Media | Why It's Important

Social media is an integral tool for promoting our Colega educational materials and for increasing overall awareness of the cause for our universal human rights. Our posts should always follow a tone that is consistent with the rest of the materials we produce in print and on-line. There are several key things to consider when making posts to our accounts. Our posts should always;

Build trust: Posting on social media builds trust between us and our followers as we demonstrate our authentic voice and knowledge of the mission of achieving universal human rights.

Promote the cause: Our posts should always promote the cause of universal human rights. We post details about events, educational forums, country visits, statistics, panel discussions, success stories or governmental proclamations relevant to the promotion of human rights.

Expand reach: Social media allows us to reach new people and share our message and mission with them.

Section Two



Colega Introduction

GO-HRE educational materials are produced under the name Colega. Colega (the Portuguese word for friend) focuses on children and youth worldwide, teaching them about their rights as stated in the *Universal Declaration of Human Rights*, as well as the *Convention on the Rights of the Child*.

Colega Logo

Logo



The Colega logo is designed to highlight the Portuguese word for friend combined with the interpretation of children and their books. The logo should appear with consistency on all of our education materials, and in conjunction with the GO-HRE logo or wordmark where appropriate.

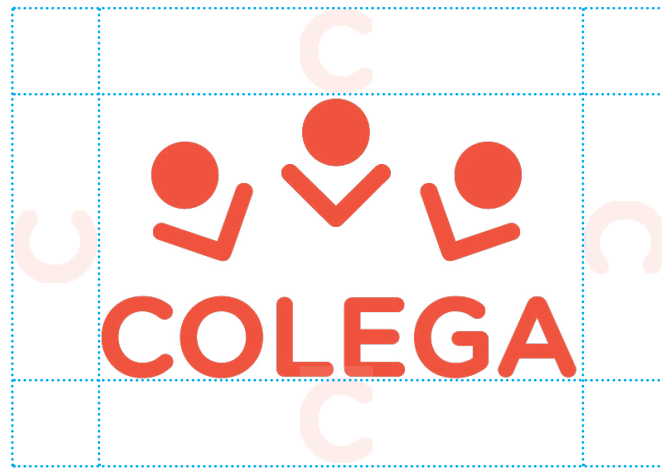
Colega Logo | Colorways

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Colega Logo | Clearance & Minimums

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.675" wide in print
60px wide in digital

Colega Logo | Misuses

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- Do not try to recreate



- Do not distort



- Do not change colors



- Do not turn into outline



- Do not adjust spacing



- Do not change typeface



- Do not combine with another graphic



- Do not change the orientation

Colega Font Family | Montserrat

Colega uses the same family of fonts use by GO-HRE, Montserrat. It is a versatile Google font that is universally available for use in print and web. Using the same font family increases brand recognition, simplifies the design process, and creates visual consistency across communications.

Regular

ExtraBold

Bold

SemiBold

Medium

Regular

Light

Thin

Italic

ExtraBold

Bold

SemiBold

Medium

Regular

Light

Thin

Colega Font Family | Use

Using weights consistently organizes the information in a layout in a way that makes it easier to read.

Titles / Headlines

Our Mission **ExtraBold**

Our Mission **Bold**

Our Mission **Semibold**

Body / Content Copy

Human rights violations will remain a persistent global problem unless children and youth receive human rights education, inspiring them to care and make the changes necessary to create... **Medium**

Human rights violations will remain a persistent global problem unless children and youth receive human rights education, inspiring them to care and make the changes necessary to create... **Regular**

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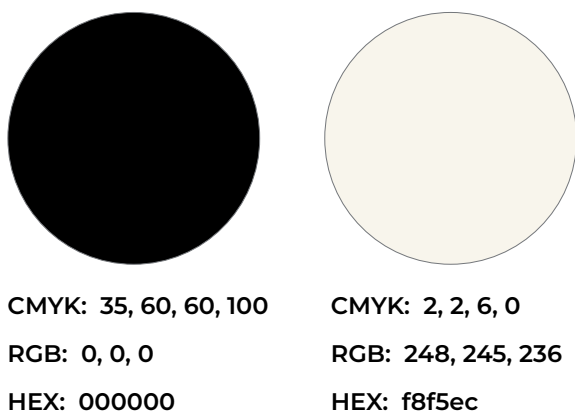
Colega Primary Color Palette

Color is another important identifier in our communications materials. Use the logo in the colors provided. Additional colors can be added in layouts (see manual covers), but please make sure they coordinate with the brand colors.

Primary Brand Colors



Support Colors / Colega



Colega Support Color Palette

Individual color combinations have been created for the different language versions of our Colega material. This is an important way of differentiating the languages in our system. Please use the assigned color palettes for each language.



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COLEGA

A MANUAL FOR TEACHING CHILDREN'S RIGHTS

PRIMARY



GO-HRE | GENEVA OFFICE
FOR HUMAN RIGHTS
EDUCATION



COLEGA

A MANUAL
FOR TEACHING
CHILDREN'S
RIGHTS

SECONDARY



GO-HRE | GENEVA OFFICE
FOR HUMAN RIGHTS
EDUCATION



COLEGA

UN MANUEL
POUR ENSEIGNER
LES DROITS
DE L'ENFANT

PRIMAIRE



GO-HRE | GENEVA OFFICE
FOR HUMAN RIGHTS
EDUCATION



COLEGA

UN MANUEL
POUR ENSEIGNER
LES DROITS
DE L'ENFANT

SECONDAIRE



GO-HRE | GENEVA OFFICE
FOR HUMAN RIGHTS
EDUCATION



COLEGA

UM MANUAL PARA ENSINAR OS DIREITOS DAS CRIANÇAS

PRIMÁRIO



GO-HRE | GENEVA OFFICE
FOR HUMAN RIGHTS
EDUCATION



COLEGA

UM MANUAL PARA ENSINAR OS DIREITOS DAS CRIANÇAS

SECUNDÁRIO



GO-HRE | GENEVA OFFICE
FOR HUMAN RIGHTS
EDUCATION



COLEGA

**UN MANUAL PARA
LA ENSEÑANZA
DE LOS DERECHOS
DE LOS NIÑOS**

PRIMARIO



GO-HRE | GENEVA OFFICE
FOR HUMAN RIGHTS
EDUCATION



COLEGA

**UN MANUAL PARA
LA ENSEÑANZA
DE LOS DERECHOS
DE LOS NIÑOS**

SECUNDARIO



GO-HRE | GENEVA OFFICE
FOR HUMAN RIGHTS
EDUCATION



COLEGA

CẨM NANG HƯỚNG
DẪN GIẢNG DẠY VỀ
QUYỀN CỦA TRẺ EM

SƠ ĐẲNG



GO-HRE | GENEVA OFFICE
FOR HUMAN RIGHTS
EDUCATION



COLEGA

CẨM NANG HƯỚNG DẪN GIẢNG DẠY VỀ QUYỀN CỦA TRẺ EM

SƠ TRUNG



Thank You