



Branding **Identity**

Logo / Brand

AST – Advocates of Silenced Turkey is a nonprofit organization dedicated to advocating for human rights, democracy, and freedom of expression. **Our name, Silenced Turkey, reflects our mission: to be the voice of those who have been silenced due to oppression, injustice, and human rights violations.** Through advocacy, research, and humanitarian support, we strive to raise awareness and take action against violations of fundamental freedoms.

Our logo represents resilience, justice, and the unwavering commitment to truth. As AST, we stand for the right to speak, the right to be heard, and the right to live in dignity.

Original Logo



Original Logo Horizontal



**AST
Publishing**



Logo Usage Guidelines

Logo on Colored Backgrounds

- The AST logo must contrast well with the background to remain readable.
- For dark backgrounds, use a white or light-colored version of the logo.



Social Media Logo

Since social media platforms primarily use circular profile pictures, the AST logo must be adapted to fit within this format while maintaining its integrity and readability. Below are the specific guidelines for using the AST logo on social media.



Typography & Font Guidelines

Typography plays a crucial role in establishing the visual identity of AST (Advocates of Silenced Turkey). Our chosen fonts reflect professionalism, credibility, and a commitment to advocacy and justice. The combination of serif and sans-serif typefaces ensures readability, elegance, and a modern yet timeless aesthetic.

1. Logo Typeface

- **Font:** Babes Neue
 - **Usage:** Exclusively for the AST logo.
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2. Website Typeface

- **Font:** Poppins + Open Sans
- **Usage:** Primary font for website headings, articles, and key content.

3. Books & Publications Typefaces

To maintain a professional and readable layout across print and digital publications, AST uses a combination of serif and sans-serif fonts.

- **Garamond:** Ideal for long-form content, books, and reports due to its classic and authoritative appeal.
- **Raleway:** Used for section headings and emphasis within publications, offering a clean and modern contrast.
- **Myriad Pro:** Applied in presentations, infographics, and visual materials for a contemporary and neutral feel.
- **Montserrat:** Used for callouts, highlights, and supporting elements in digital and print layouts, ensuring clarity and impact.

Brand Colors



Color is a key element of AST's identity, representing trust, advocacy, and strength. Below is the full brand color guide, including black and white variations for the logo to ensure versatility across different media.

PRIMARY COLORS

Deep Blue

- **HEX:** #2a4b8c
- **RGB:** 42, 76, 140
- **CMYK:** 70, 46, 0, 45

Warm Orange

- **Hex:** #de6f33
- **RGB:** (222, 111, 51)
- **CMYK:** (0, 50, 77, 13)

SECONDARY COLORS

Soft Gray-Blue

- **HEX:** #99aabf
- **RGB:** 153, 170, 191
- **CMYK:** 20, 11, 0, 25

Light Blue

- **Hex:** #41b7d3
- **RGB:** 65, 183, 211
- **CMYK:** 69, 13, 0, 17

Bright Red

- **Hex:** #ef233c
- **RGB:** 239, 35, 60
- **CMYK:** 0, 85, 75, 6



Usage Guidelines

Use CMYK values for printed materials to maintain accurate colors. Use RGB values for digital applications such as websites, social media, and presentations. Maintain brand consistency by not altering these colors in any way.

