

**LIBERTY  
IN  
NORTH  
KOREA**

brand

**GUIDE**

# OVERVIEW

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is a global movement of people that support and work alongside the North Korean people to accelerate change.

This guide provides basic standards for design and communication to unite this global movement into one effective body of action.

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Questions about these guidelines?  
Contact Tony, our creative director!  
[tony@libertyinnorthkorea.org](mailto:tony@libertyinnorthkorea.org)

WHAT MAKES US DIFFERENT?

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You.

**Liberty in North Korea goes beyond the office of a non-profit.**

We are the collective energy and effort of a global movement of support for the North Korean people.

People just like you are educating and engaging the entire world on the vision of liberty in North Korea. This requires local action on a global scale. That is where you and thousands of people around the world play an integral role. As a part of this movement, you are not involved just to support an organization; you are involved to stand with and support the North Korean people.

Thank you for supporting the people and adding your time, talents, and energy to this movement of support.

VALUES

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People-focused

R E S P E C T F U L

Teachable

LIBERTY  
IN  
NORTH  
KOREA

Creative

P O S I T I V E

**TENACIOUS**

***ACTION-ORIENTED***



# LOGO

## The logo represents our vision.

North Korea has often been referred to as a "red box." We believe the North Korean people will achieve their liberty in our lifetime and we believe that change will come from inside the country. The vision of our organization is simply placed inside the "red box."

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# LOGO

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The logo is meant for more than a simple mark on stationary. It is a clear and bold symbol of our vision. Make sure it is on everything you make. Find new ways to share the vision through the logo: Stick it, stencil it, print it, post it, paint it.



## DESIGN TIP

The magic trick to the logo (or any logo) is to always make sure there is plenty of “white space.” Proper spacing allows the logo to attract the eye as a focal point in the middle of the space.



DO NOT use any other color for the logo's text.



DO NOT outline the logo.



DO NOT use our old logos. They're terrible.

# COLOR

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#dd3928

**C** 9%

**M** 93%

**Y** 100%

**K** 0%



DO NOT place black on top of red!

DO NOT place red on top of black!



**DO NOT use pure black for text.**

Use 90% black for text.

# TYPOGRAPHY

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Our typeface is Futura.

HOW you say things is just as important as WHAT you say. Use clear, smart typography to deliver your message. Work with a graphic designer to maximize your message through typography. In the absence of Futura, Helvetica can be used.

A b  
d B G  
e x  
a o S J



# TYPOGRAPHY

get  
CRAFTY



One of the most meaningful (and cost effective) ways to share a large message with your community is to get crafty. This movement's creativity will be more impactful than a mindless adherence to type standards.



## HOW WE TALK

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**One of the most effective things we can do as a movement is to keep our language consistent.**

North Korea has been massively misunderstood because of exaggerations, over generalizations, and inaccurate information. As the largest grassroots movement for the people, it is our responsibility to communicate an accurate and effective message. International media and policy makers are increasingly responding to the consistent and collective strength of our communication strategy.



HOW WE TALK

# Liberty in North Korea

(Our vision)



## WORKING WITH THE PEOPLE TO ACCELERATE CHANGE.

(Our mission)

The North Korean people are overcoming one of the greatest challenges facing humanity today.

**We can help.**



People over politics

# OUR KEY MESSAGES

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## The problem

North Korea is one of the greatest challenges facing humanity today.



## The solution

The North Korean people are the best solution, and they are already driving changes to overcome these challenges.



## Our role

We can stand with & support the North Korean people to accelerate these changes.





OUR FOCUS

# The focus of everything we do is the **North Korean people.**

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We intentionally put a lot of focus on the North Korean people, their potential as drivers of change, and our opportunity to mobilize alongside them to help empower them to accelerate bottom-up change in North Korea.

We strategically avoid focusing on Kim Jong-un and the regime because it distracts from one of the most amazing and hopeful aspects of North Korea—**the people**. As you know, the regime gets enough focus as it is, and our approach is to increasingly define North Korea by its people, rather than its politics.

**Promoting what you love > bashing what you hate.**



# WORDS TO USE

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## North Korean people

We intentionally put a lot of focus on the North Korean People, their potential as drivers of change, and our opportunity to mobilize alongside them to help empower them to accelerate bottom-up change in North Korea.

## Potential & Hope

The North Korean people have incredible potential and they are the best hope for liberty in North Korea.

## Accelerating Change

We can accelerate change in North Korea by supporting the people-driven changes already occurring. It is important to note that we are not changing North Korea, the North Korean people are doing that, but we can accelerate this change by working together.

## Empower

By standing with and supporting North Koreans, we can empower them as they drive changes.

## Possible & Positive

We believe the North Korean people will achieve their liberty in our lifetime. The North Korean people are an incredibly positive aspect of this challenge.

## Together

We work with the people. We are not just helping people, we are working together to find solutions. It's not Us and Them; we are all in this together.

# WORDS TO AVOID

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## ~~Victim & Suffering~~

These are disempowering words that create a perception of Us and Them. Many North Koreans are suffering, but many are active agents of change inside and outside their country, so labeling the people as victims is not completely accurate.

## ~~Saving~~

We are not "saving" North Korea or North Koreans. They do not need to be saved. What they do need is an international community to stand with and support them as they drive changes. We are working alongside North Koreans to accelerate change.

# MOST IMPORTANTLY

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YOU are

**LIBERTY  
IN  
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KOREA**

When you share about our work, wear a shirt, or host an event, YOU are representing this movement. The things you say and do will reflect on everyone else around the world working toward the same vision.

It is through YOUR words and actions, your respect for others, and your passion for change that people will be inspired to join us and stand with the North Korean people.

Liberty in North Korea is larger than any one person or group. We are all collectively responsible for the effectiveness of this movement for the people, and that begins with the words and actions of each individual.

*Questions about these guidelines?*

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