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## The Human Rights Logo



Human Rights have a symbol! On 23 September 2011, the universal logo for human rights was unveiled in New York. After the initiative “A Logo for Human Rights” had called on everyone to send in their idea for a logo in May 2011, a prominent international jury (including human rights activists such as Aung San Suu Kyi, Ai Weiwei, Muhammad Yunus, Michael Gorbatchev and Jimmy Carter) together with the internet community selected the winning logo from more than 15,300 submissions. The winning design is by Predrag Stakic of Serbia and combines the shape of a hand with that of a bird. It is available to everyone at no cost as an open source product at [www.humanrightslogo.net](http://www.humanrightslogo.net).



### What is it about?

Nearly everybody knows that a heart symbolizes love and a dove means peace. But how can we depict human rights? There are 7 billion people living on this planet, all of them are carriers of human rights – and yet we have no way of transcending all borders to communicate this universal bond. The initiative “A Logo for Human Rights” has now filled this gap! As a universal symbol, the logo has much more than just a visual meaning: it can draw attention to human rights violations and gives a voice to those fighting for their rights. A logo is easily recognizable and helps people to identify with human rights. A logo carries its message across all language borders, fast and without words – given today’s information-overload on TV and through the internet, this is more important than ever.



Without explanations, it is often impossible to make out protesters' claims and requests



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## The Initiative

Since the initiative started on 3 May 2011, people from all over the world have participated in the competition. They sent in their own suggestions and rated the ideas of others. The result was impressive: 15,375 logo designs from over 190 countries. Everyone was invited to choose his or her favourite logo and motivate others to do the same, thereby creating a human rights logo for the people by the people.

## What's next?

For the logo to become a tool in people's efforts to peacefully promote and strengthen human rights, it needs to gain a higher public profile and worldwide recognition. This is where we need your support: Help us and all those human rights activists committed to establish the logo within civil society!

In the download-centre on our website [www.humanrightslogo.net](http://www.humanrightslogo.net) you will find different formats of the logo, templates for advertising material, press statements as well as all kinds of pictures and film material related to the universal logo for human rights. Download a human rights logo letter head (or create your own personal one), posters or labels for all kinds of products or put a picture of the logo on your website. Help us make the logo become a truly universal symbol for human rights everywhere!

