

Human Rights Festival

Logo/Identity Design

Initial Concepts

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Article 1.

All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.

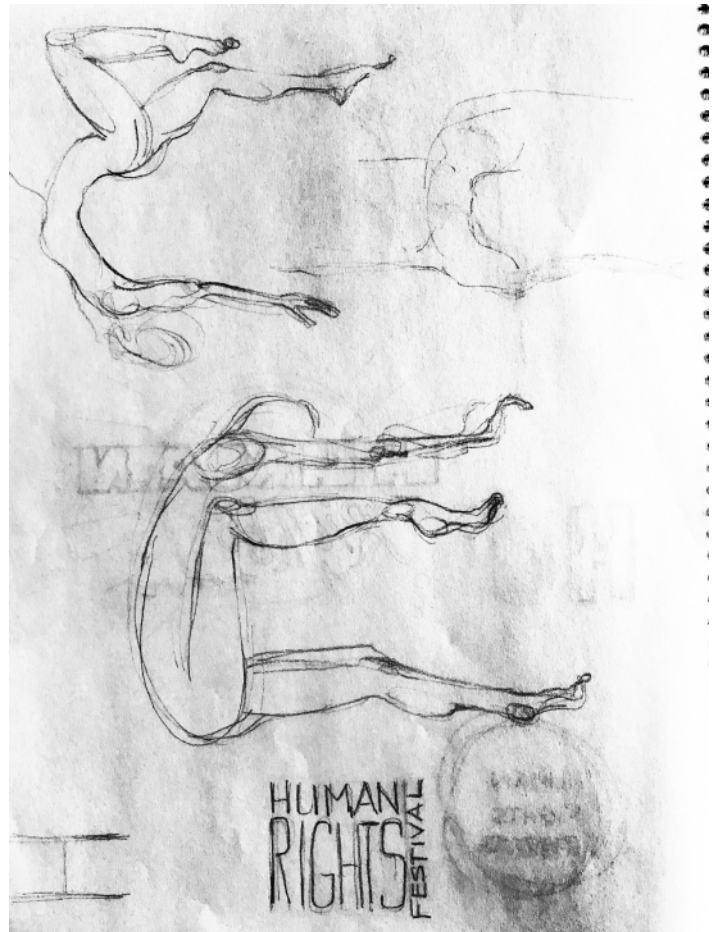
Everyone is entitled to all the rights and freedoms set forth in this Declaration, without distinction of any kind, such as race, colour, sex, language, political or other opinion, national or social origin, property, birth or other status. Furthermore, no distinction shall be made on the basis of the political, jurisdictional or international status of the country or territory to which a person belongs, whether it be independent, non-self-governing or under any other limitation of sovereignty.

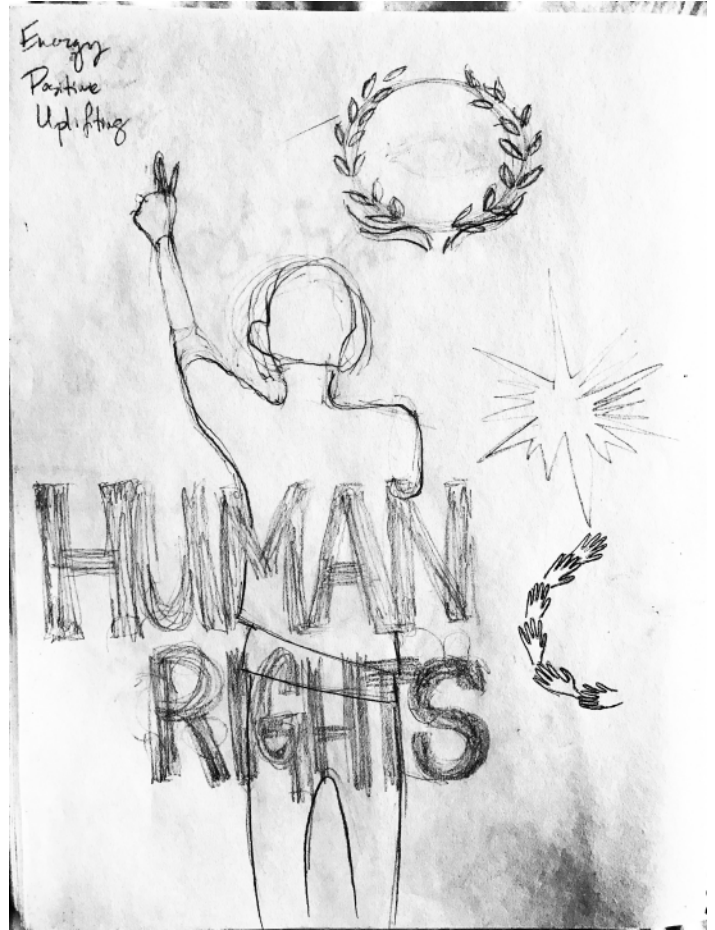
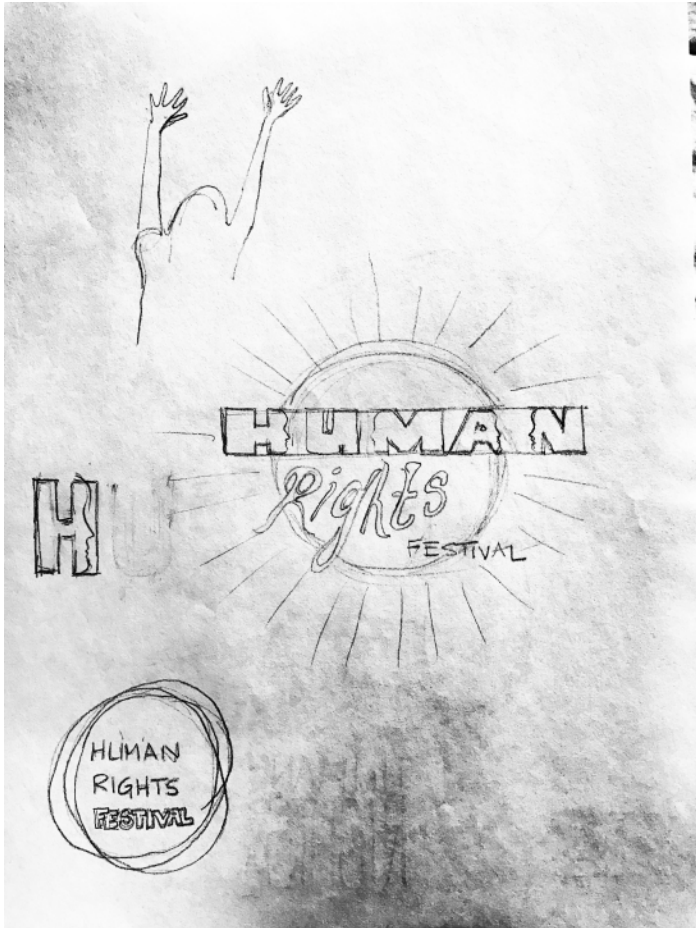
Right to life, liberty and security of person.



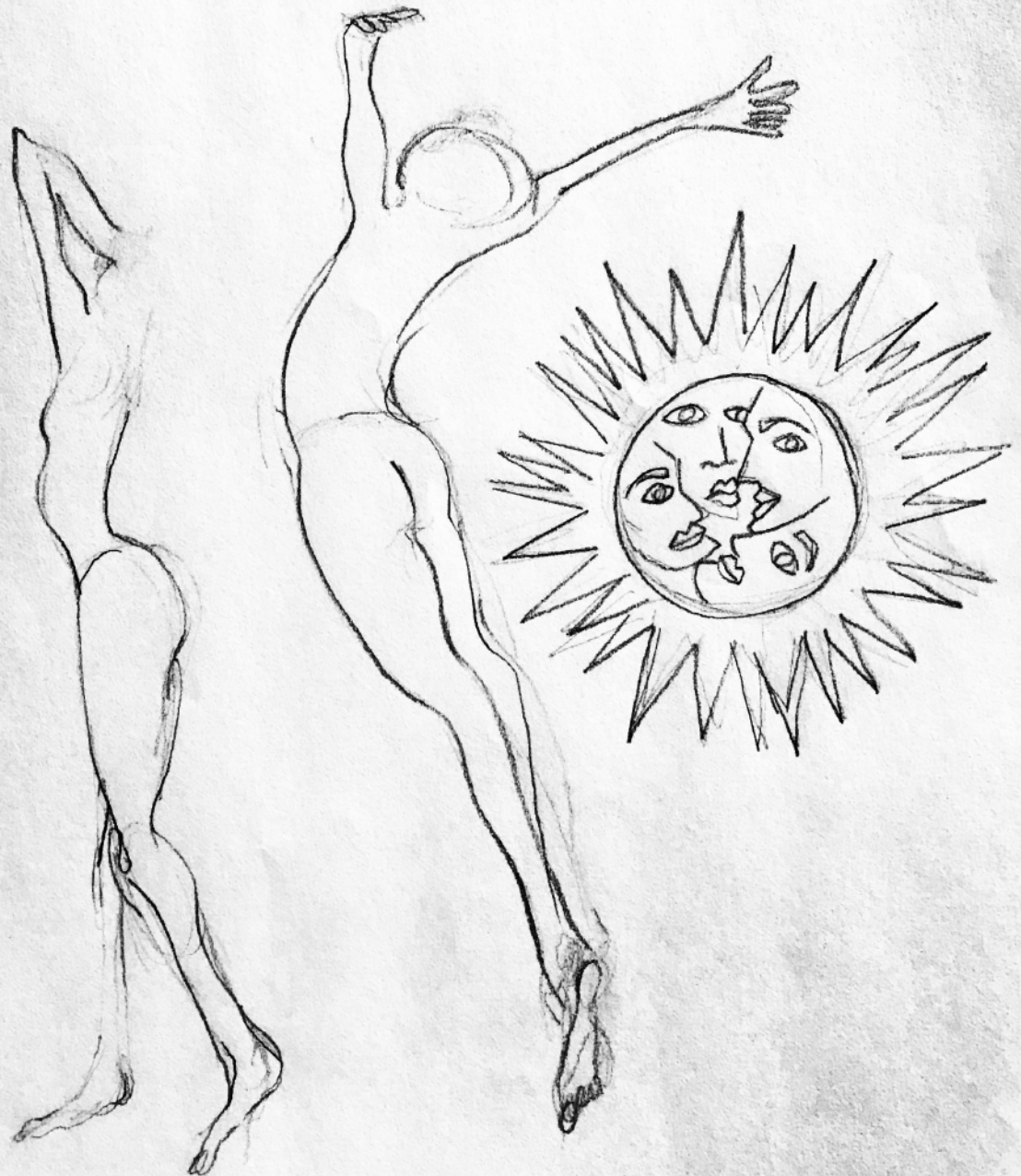
**HUMAN RIGHTS**

**HUMAN RIGHTS**





HUMAN RIGHTS FESTIVAL

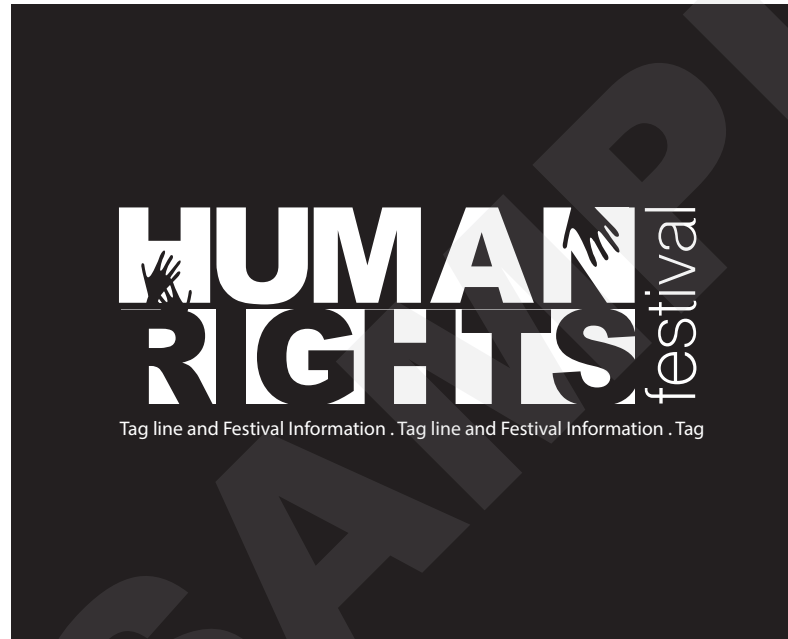




Tag line and Festival Information . Tag line and Festival Information . Tag



Tag line and Festival Information . Tag line and Festival Information . Tag



Tag line and Festival Information . Tag line and Festival Information . Tag

Powerful, positive, & full of energy, this 1st concept uses a semi-patriotic color palette also derived from the color choices provided by client. While making a statement, this logo retains a touch of humanity & a sense of fun.

- Bold
- Brave
- Magnetic



Hand-drawn & then digitized by the designer, this gesture style logo is based on an actual figure. It represents vitality, persistence, & hope. The bold, distressed font coupled with a light, playful font, adds contrast and versatility.

- Inspiring
- Hopeful
- Artistic



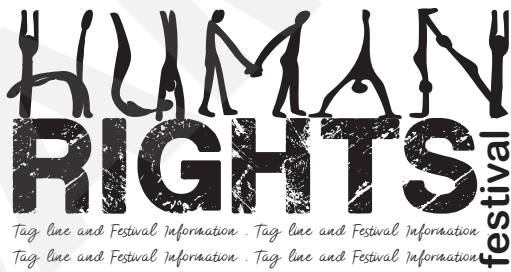


Hand-crafted by the designer, the lettering of this logo is inspired by retro design as well as modern art. It is unique and versatile.

- Hip
- Edgy
- Artistic



*Tag line and Festival Information . Tag line and Festival Information*  
*Tag line and Festival Information . Tag line and Festival Information*



*Tag line and Festival Information . Tag line and Festival Information*  
*Tag line and Festival Information . Tag line and Festival Information*



*Tag line and Festival Information . Tag line and Festival Information*  
*Tag line and Festival Information . Tag line and Festival Information*

The lettering, also hand-crafted by the designer is custom-made for this concept. Human figures leaning on, helping each other convey a sense of community; while a multi-colored palette symbolizes diversity. This design is highly customized & one of a kind..

- Powerful
- Creative
- Artistic



Utilizing the universal symbol for Human Rights, this concept is strong, powerful, & iconic. It has a revolutionary vibe & would look awesome on t-shirts, hats, & other merchandise.

- Fierce
- Strong
- Current