# TECHNOLOGY + TRACIAL JUSTICE COLLABORATIVE

## **ABOUT US**

At the Technology and Racial Justice Collaborative (TRJC), we address the challenges brought by emerging technologies. As these technologies evolve, they may magnify existing racial disparities within our governance systems. In this context, TRJC serves as a clear and connecting force, bridging various voices within the advocacy field.

Our mission is straightforward yet impactful: to bring together stakeholders from different disciplines and backgrounds into a collaborative community. Whether you're a researcher studying algorithmic bias, an organizer pushing for fair policies, or a lawyer dealing with the complexities of technology law, TRJC is here to support you.

Together, we examine and counter the risks posed to civil liberties by the unchecked use of AI-driven technology in the criminal legal system. Our approach is based on inclusivity, transparency, and a strong commitment to tackling systemic injustices in our society.

Join us in this important mission. As the Technology and Racial Justice Collaborative, we can create a future where technology serves all communities fairly, leaving no one behind.

# **PRIMARY LOGO**

The primary logo serves as the cornerstone of the Technology and Racial Justice Collaborative from Vocaltype. Bayard is a brand, embodying its essence. It provides a powerful and consistent representation across all channels and platforms.

The first primary logo features a three-layered design with a prominent red plus sign. The second variation consists of a four-layered square with a plus sign at its center, accompanied by the abbreviation "dot" for "collaborative," resembling a camera recording's shining dot. Additionally, the frame surrounding the red symbolizes a recording frame (image-1), further reinforcing the collaborative's mission and vision.

The font we are using for the TRJC logo is Bayard (image-2), unique sans-serif typeface inspired by signs from the 1963 March On Washington For Jobs and Freedom.

# TECHNOLOGY + RACIAL JUSTICE **COLLABORATIVE**

Full

# TECH+

MINIMUM SIZE

96px wide.

TECHNOLOGY + 7

**RACIAL JUSTICE** 

**COLLABORATIVE** 

96px

The minimum size of the

logo for print application is

RACIAL **JUSTICE COLLAB** 

48px

### MINIMUM SIZE

The minimum size of the logo for print application is 48px wide.

TECH+ RACIAL **JUSTICE** COLLAB.

Vertical



- 1 Example of recording frame and dot.
- 2 Typeface Bayard

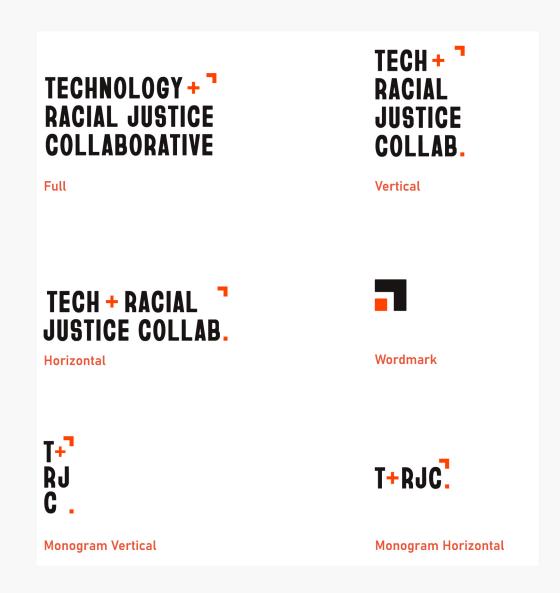
# **IDENTITY SYSTEM**

Our primary logo, though detailed, may be too intricate for smaller spaces.

To remedy this, we provide a variety of logo designs, each suited to different contexts. Instead of squeezing a logo into a small or cramped area, choose an alternative version to ensure optimum visual impact and clarity.

Our brand identity system is designed for adaptability, consistency, and brand recognition. Use the following guidelines to select the most appropriate version.

(For each version, check pages 5-6.)

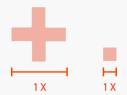


# **CLEAR SPACE**

Clear space, also known as negative space, refers to the area around the logo that is kept free from any other graphic elements. This space is crucial for setting the logo apart from surrounding content and ensuring its legibility, especially when the logo size is reduced.

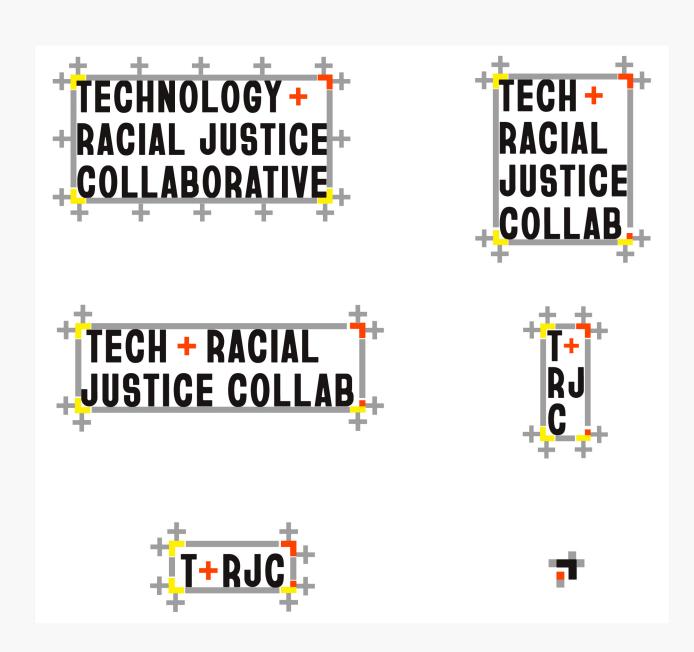
As a general rule, more clear space enhances the logo's visibility and impact.

At the very least, be sure to maintain clear space equivalent to the height of the "+" and "." elements on all four sides of the logo. This clear space requirement applies to all versions of the TRJC logo.



### **UNIT OF MEASUREMENT**

As the logo scales in size, this unit of measurement will scale with it.



# **LOCKUPS**

This page clarifies the usage of different lockups.

The file contains EPS vector files, specifically for design purposes. It also includes JPG and PNG files. The JPG file has a white background, while the PNG file has a transparent background.



# VERTICAL Lockup

Designed specifically for vertical efficiency, the vertical lockup fits perfectly in taller areas and places where a centered lockup would work better. For instance, this lockup could be used with the QR code.

Although we generally prefer the full horizontal logo, there are no specific restrictions preventing the use of this version.

TECH+ RACIAL JUSTICE COLLAB.

TECH+ TRACIAL JUSTICE COLLAB.

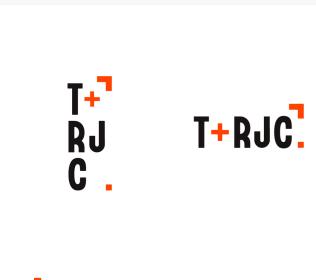
QR code When space is limited, the horizontal lockup can replace the full brand logo lockup. For instance, it can be used on the back of a business card or at the bottom of an email.

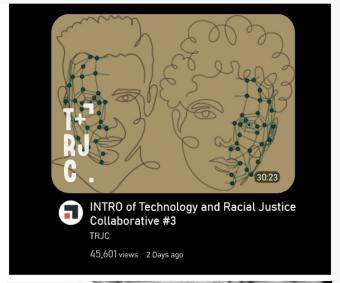
TECH + RACIAL JUSTICE COLLAB.



# MONOGRAM VERTICAL & MONOGRAM HORIZONTAL LOCKUP

When space is at an ultimate premium, the two lockups can replace the full brand logo lockup. They can be utilized at the end of document pages, on video covers, or on name tags. However, their usage should ensure that our brand name is clearly visible nearby.









40px

MINIMUM SIZE

The minimum size of those two logos for print application are 18px and 40px wide.



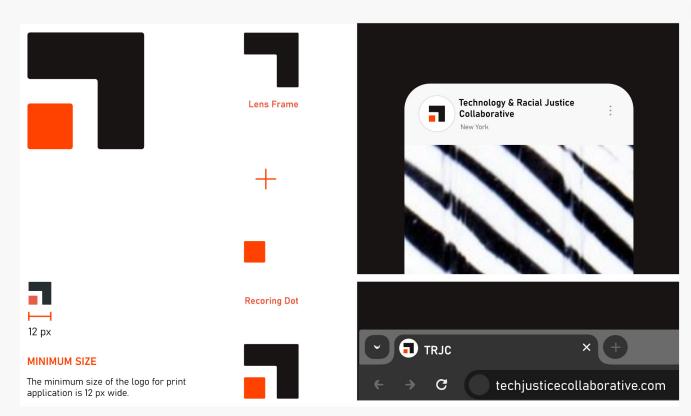
# WORDMARK Lockup

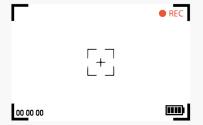
When space is limited, the TRJC Icon provides a concise representation of our brand.

It's crucial that our brand name is clearly visible whenever the icon is used. For instance, if the icon is used on a website, our brand name should be easily readable nearby. This strategy enhances brand recognition across various platforms.

The icon consists of two distinct shapes, each symbolizing key aspects of TRJC's brand ethos:

The top-right frame symbolizes a camera frame for recording, representing surveillance monitoring, a central theme of TRJC. The red dot indicates recording status, underlining our focus on surveillance and technology-related issues.





# **BRAND COLORS**

Each brand logo lockup offers various color options suitable for different background types, tones, and colors. When unsure, prioritize the most legible version and color of the logo for the given background.

For printed materials, ensure special attention is paid to maintain logo legibility on the final media or material used.

TECH+ TECH+ 1 TECHNOLOGY + TECHNOLOGY + RACIAL RACIAL RACIAL JUSTICE RACIAL JUSTICE **JUSTICE JUSTICE COLLABORATIVE COLLABORATIVE** COLLAB. COLLAB. TECH+ 7 TECH+ 7 TECHNOLOGY + TECHNOLOGY + RACIAL RACIAL RACIAL JUSTICE RACIAL JUSTICE JUSTICE **JUSTICE COLLABORATIVE COLLABORATIVE** COLLAB. COLLAB. TECH + 7 TECH+ " TECHNOLOGY + TECHNOLOGY + **RACIAL** RACIAL JUSTICE RACIAL JUSTICE **JUSTICE JUSTICE** COLLABORATIVE **COLLABORATIVE** COLLAB. COLLAB. TECH+ 7 TECH+ TECHNOLOGY + TECHNOLOGY + RACIAL RACIAL JUSTICE RACIAL JUSTICE JUSTICE **COLLABORATIVE COLLABORATIVE** COLLAB. COLLAB.

# **BRAND COLORS**

The TRJC brand should be primarily represented by the color palette shown on the right. This color chart includes CMYK, RGB, Hex values for TRJC palette.

Take care to ensure accurate color reproduction is applied to every reproduction. For print applications, use CMYK. For web/screen applications, use RGB or Hex values.

Our brand logo should not be represented by any color that is not specified here.

TRJC BLACK	HEX RGB CMYK	#191414 25 20 20 84 82 82 69			
TRJC RED	HEX RGB CMYK	#FF4201 255 66 1 0 85 93 0	TRJC YELLOW	HEX RGB CMYK	#D8BF88 216 191 136 20 27 51 0
TRJC GREEN	HEX RGB CMYK	#007A68 0 122 104 86 43 67 2	TRJC WHITE	HEX RGB CMYK	#F5EDDA 245 237 218 6 8 17 0
		#A4243B			
		#213817			
		# <b>D</b> 38300			
		#EFEFEF			#00 <b>B7C</b> 4
		#00384 <b>B</b>			#BAD7F2

# OTHER CHOICES

TECHNOLOGY + TECH + RACIAL RACIAL JUSTICE JUSTICE COLLABORATIVE COLLAB.	TECHNOLOGY + TECH + TRACIAL RACIAL JUSTICE JUSTICE COLLABORATIVE COLLAB.
TECHNOLOGY + TECH + 7 RACIAL JUSTICE JUSTICE COLLABORATIVE COLLAB.	TECHNOLOGY + TECH + TRACIAL RACIAL JUSTICE JUSTICE COLLABORATIVE COLLAB.
TECHNOLOGY + TECH + TRACIAL JUSTICE COLLABORATIVE COLLAB.	TECHNOLOGY + TECH+ RACIAL JUSTICE COLLABORATIVE COLLAB.
TECHNOLOGY + TECH + TEC	TECHNOLOGY + TECH + RACIAL RACIAL JUSTICE COLLABORATIVE COLLAB.

# **LOGO MISUSE**

This page illustrates how not to use the TRJC logo. These examples represent some of the most common errors, but do not necessarily constitute an exhaustive list. To maintain consistent appearance and presentation of the TRJC logo. follow the guidelines outlined in this document.

Never attempt to alter, redesign, or add to the TRJC logo lockup

TECH+ RACIAL **JUSTICE** COLLAB.

Do not change the logo color outside of the approved palette.

TECH+ **JUSTICE** COLLAB.

Do not apply a gradient or pattern fill to the logo

TECH +

Do not outline the logo

TECH+ 7 RACIAL

Do not stretch, distort, or warp the logo in any way

**JSTICE** COLLAB.

Do not crop or cut off the logo.

TECH + 1 **RACIAL JUSTICE** COLLAB.

the Word mark.

colors, patterns, or busy backgrounds effect to the logo

JUSTICE

Do not change the typeface or recreate Do not position the logo over off-brand Do not add a drop shadow or any other

# TYPOGRAPHY In MailChimp

Typography is essential to conveying the TRJC brand's essence, shaping our visual identity through the arrangement of letters, numbers, and symbols. Due to the font usage limitations in Mailchimp and our visual branding needs, we primarily use the Bayard font in picture format, and Google's Gilda Display font.

For titles, we use Bayard, typically presented in regular style to show the weight differ of the font.

In body texts and subtitles, we use Gilda Display, a pleasant serif typeface from Google. We also use its variant for typographic accents.

Please note that any typeface not mentioned in this section is not authorized for use in Mailchimp. In exceptional cases where custom fonts are impractical. default system serif fonts like Times New Roman should be used.

### Title

### VTC BAYARD REGULAR

Regular size as same as given in Mailchimp

### ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

### Sub Title

Gilda Display Regular Regular size as same as given in Mailchimp

# ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

### **Body Text**

Gilda Display Regular Regular 12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

### Other Information

Gilda Display Regular Regular 10pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

# TYPOGRAPHY IN WEBSITE

Typography plays a crucial role in conveying the essence of the TRJC brand. It involves the arrangement of letters, numbers, and symbols, forming our visual identity.

For titles, we use Bayard, typically in regular style to showcase the font's weight difference. When considering coordination and website suitability, we use Bahnschrift - a free variable font. Its variant is also used for typographic accents.

Please note that any typeface not mentioned in this document is unauthorized for use. In exceptional cases where custom fonts are impractical, default system non-serif fonts like Helvetica should be used.

# TITLE SAMPLE Subtitle Sample

This sentence is an example of how body text looks like with other fonts.

Extre Information will using this style with underline.

Quotes & Extra notes and added information can use this font.

Title

# VTC BAYARD

Regular 36pt

# ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Subtitle

### **Bahnschrift**

SemiBold SemiCondensed 18pt

# ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

**Body Text** 

### Bahnschrift

SemiLight 12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Other information

Gilda Display Regular SemiLight SemiCondensed 10pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

MINI text

Gilda Display Regular SemiLight 8pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

# **PATTERN**

Patterns are crucial for brand recognition, adding depth to the identity and creating a memorable experience. They effectively establish recognition across all business touchpoints.

maintaining cohesive branding. You can use these patterns in the background of a website, within videos, or printed on products as part of the TRJC branding identity.



