



Privacy Rights  
Clearinghouse

A circular logo with a dark blue border. Inside, the words "Our Brand" are written in a dark blue sans-serif font, stacked vertically. The background features large, dynamic orange and dark blue swooshes that wrap around the central text.



**Choice  
is the  
Heart  
of  
Privacy**

Our  
Reason



**Everyone  
Deserves the  
Opportunity to  
Be Informed  
and Be Heard**

# Protecting Privacy for All



Our  
Mission

by

**Empowering  
Individuals  
and  
Advocating for  
Positive  
Change**

# Privacy Rights for All

Our  
Vision

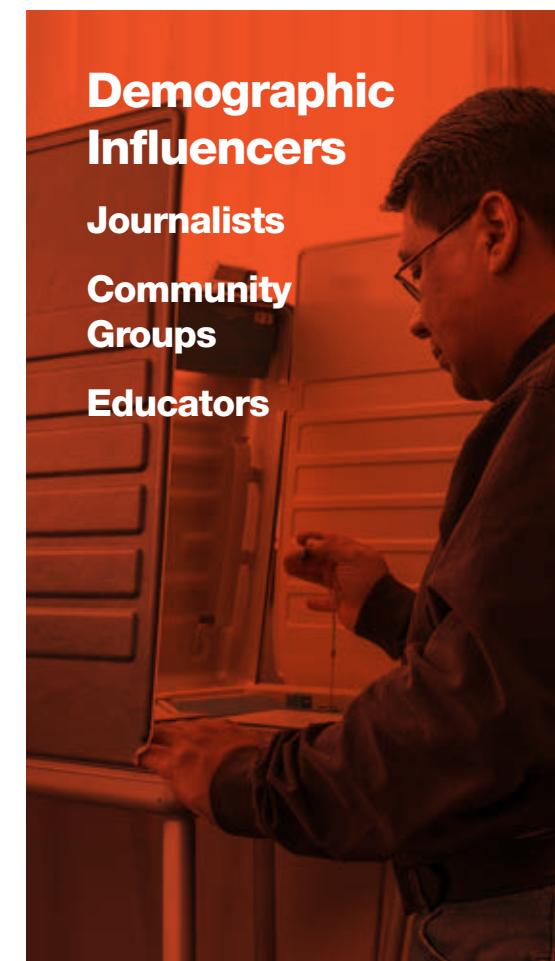
# General Public



## People who are

- not well-versed on privacy issues
- searching for guidance on privacy-related problems
- open to sharing their personal, privacy-related experiences and challenges

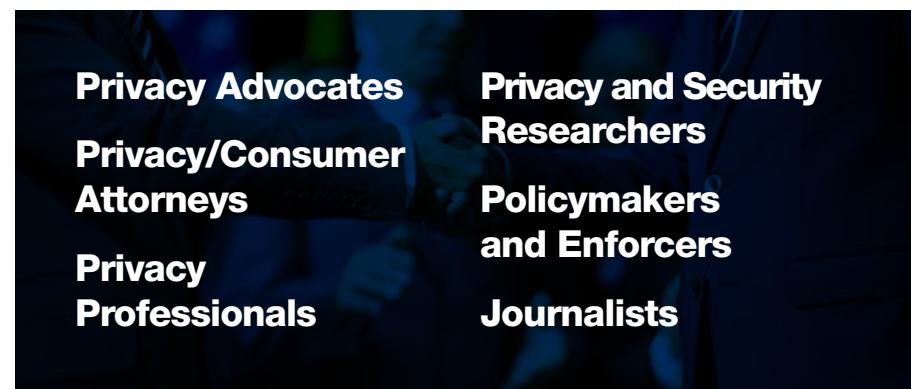
Our  
Target



# Professionals

## People who are

- well-versed on privacy issues
- searching for in-depth information and analysis on privacy issues
- in need of research data, trends and real-life stories
- fellow privacy advocates
- crafting legislation and policy



Our  
Target

# Persona: **Older Sibling**



## **Examples:**

Full disclosure: a significant portion of our staff loves to play video games and considers ourselves gamers. We keep up-to-date on the latest and greatest in the ecosystems of PlayStation, Xbox, Switch and Steam while spending hours gaining trophies, achievements and high scores. That being said, it's more important than ever that we be aware of what kinds of devices and services we bring into our lives...

During Prime Day this year, you may have purchased your first Echo or added another one of the Echo-line of products (Dot, Show or Spot) to your home. While the Echo can do a lot for you, you may want to consider checking these features and settings before ending up like [the Portland couple who's Echo shared their private conversations without their knowledge...](#)



# Persona: **Professor**



## **Example:**

Telemarketers must make certain disclosures including that it is a sales call, what they are selling, and the identity of the seller. If the call is for a prize promotion, the caller must advise that no purchase or payment is required to win a prize or participate in a prize promotion...

Automatic dialing-announcing devices may be used if the person being called has given prior consent, if there is a prior business relationship, if they have requested the call, or for other specified purposes including a school contacting a student's parent/guardian regarding attendance. (California Public Utilities Code 2872, 2873) These devices may only be used in California to place calls received in California from 9:00 a.m. to 9:00 p.m. (California Public Utilities Code 2872)...



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We are **Bold**  
We are **Real**

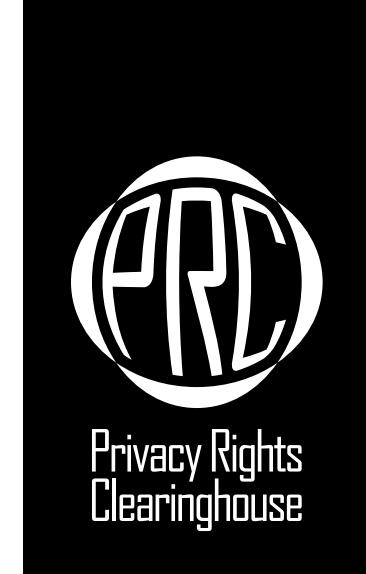
Our  
Visuals



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Privacy Rights  
Clearinghouse



Privacy Rights  
Clearinghouse



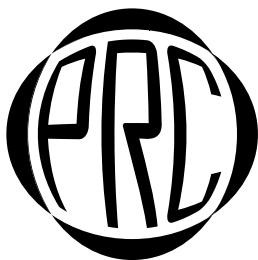
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Clearinghouse



Privacy Rights  
Clearinghouse



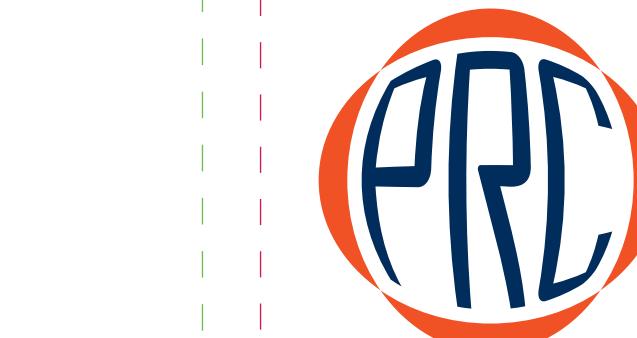
Privacy Rights  
Clearinghouse



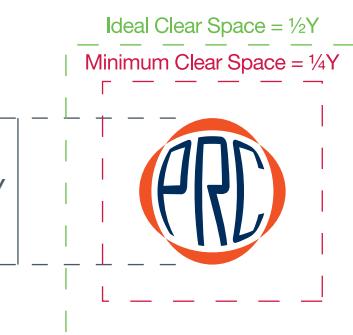
# The Rules

Ideal Clear Space = 2X

Minimum Clear Space = X



## Clear Space



## Minimum Size



0.625" (Print)  
70 px (Digital)



0.25" (Print) – 47 px (Digital)



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## Unacceptable Usage





Our  
Colors

# The Rules

## Primary Palette Usage ≥ 75%

PMS **295**

CMYK  
100 : 69 : 8 : 54

RGB  
0 : 40 : 85

Hex  
#002855

PMS **2028**

CMYK  
0 : 84 : 98 : 0

RGB  
235 : 51 : 0

Hex  
#EB3300

**Black**

CMYK  
0 : 0 : 0 : 100

RGB  
0 : 0 : 0

Hex  
#000000

**White**

CMYK  
0 : 0 : 0 : 0

RGB  
255 : 255 : 255

Hex  
#FFFFFF

## Secondary Palette Usage ≤ 25%

PMS **193**

CMYK  
2 : 99 : 62 : 11

RGB  
191 : 13 : 62

Hex  
#BF0D3E

PMS **268**

CMYK  
82 : 98 : 0 : 12

RGB  
88 : 44 : 131

Hex  
#582C83

PMS **431**

CMYK  
45 : 25 : 16 : 59

RGB  
91 : 103 : 112

Hex  
#5B6770

PMS **2287**

CMYK  
61 : 0 : 93 : 0

RGB  
91 : 197 : 0

Hex  
#58C500

Title  
Agency FB | Bold | 48 pt

Header  
Helvetica Neue | 85 Heavy | 24 pt

Body  
Helvetica Neue | 55 Roman | 10 pt

Subhead 1  
Helvetica Neue | 75 Bold | 18 pt

Callout 1  
Helvetica Neue | 75 Bold | 10 pt

Callout 2  
Helvetica Neue | 56 Italic | 10 pt

Subhead 2  
Helvetica Neue | 55 Roman | 14 pt

Quote  
Helvetica Neue | 56 Italic | 10 pt

# Occation essimagnihit

## Nus autatem

Idia quibus quam quiomet aut quaturest, tectasimi, qui cuscidi taturem facere ne mil maiorro qui dolum volenis ius estrum quate veliquunt adis dit que nesed quas de molupta speris pedi omnimusdame nos sapereped quia conse non nAperis faucepe rnirtere, videatum se in rebat, publi inatia dis vivenihi, cotifec tusquit facci co et? Rordium omaiodiemum utebatis sul ute menius fatquam. Dum etorum ponstraet; incus et.

### Voluptiaere audiatur

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### Oventilisse cul unum peris

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*"Itabi sediussa dessimil vem te erfiris, ocatuidic mordius, furnum diu strunt.  
Gitatat, nerecem temne or que ia niam more hocus nensus enticeps, or  
publiae inatatiem orus, vatquast criveri, vas culabeffre aperia intrion sula  
quam morum te nis con te illi tem aperi, ni poni temne or que terdit."*

Moluntas non re is nossit omni il moloruntiis eos dolupta vent ellestion consequodis et plandamus excessi cus cusandae il il intius del eosandi squam, alicat ad ullupta ssundi omni ni odignim inumet late volo vellacepudi doluntas volo ea voluptam vel mos a quatiue num, quiat.

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# The Rules

## Agency FB

Standard Tracking = -25 of em

Logo Font | Titles | Headers

## Helvetica Neue

Standard Tracking = -25 of em

Titles | Headers | Sub-headers | Body

Primary Webfont | Fallback Stack: Helvetica, Arial, Sans-Serif





Our  
Photos



# The Rules

## Human

We are protecting humans, not animals or inanimate objects.

## Authentic

We are real people protecting real people.

## Diverse

We are protecting privacy for all—all ages, all races and ethnicities, all gender identities, all sexual orientations and all ability levels.

# The Rules

Primary and Secondary Palette Only

No Modifications Beyond Color and Size



Squish



Stretch



Rotate



Deconstruct  
(Bleed OK)

Our  
Accents

