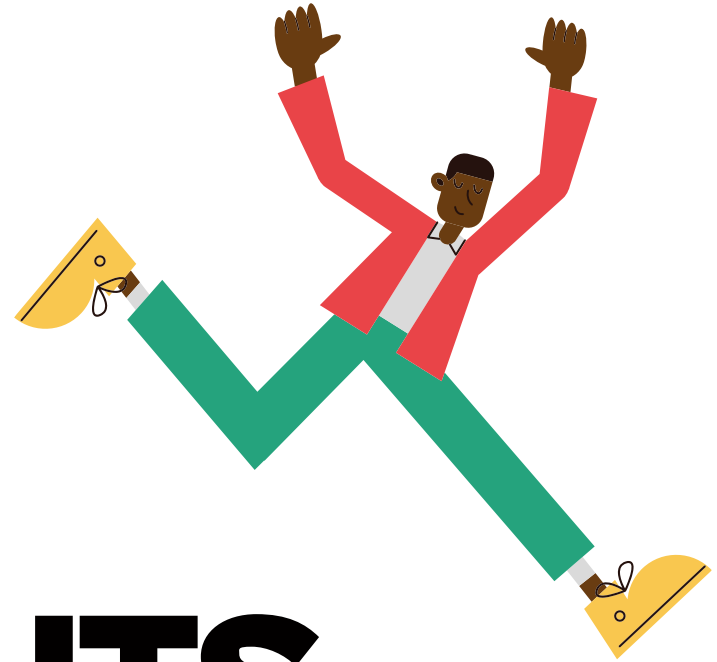


**RIGHTS
HERE**



**RIGHTS
NOW**



Comms Pack & Guidelines

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Communications & Media Pack

[JustRight Scotland](#) and [Human Rights Consortium Scotland](#) have collaborated to produce this communications and media pack for third sector and civil society organisations across Scotland.

This pack supports the launch of the “Rights Here. Rights Now.” campaign - a Scotland-wide storytelling and public engagement campaign highlighting how human rights affect everyday life and why stronger human rights protections matter.

The campaign aims to strengthen public understanding of human rights and build support for stronger protections, including a Human Rights Bill for Scotland.



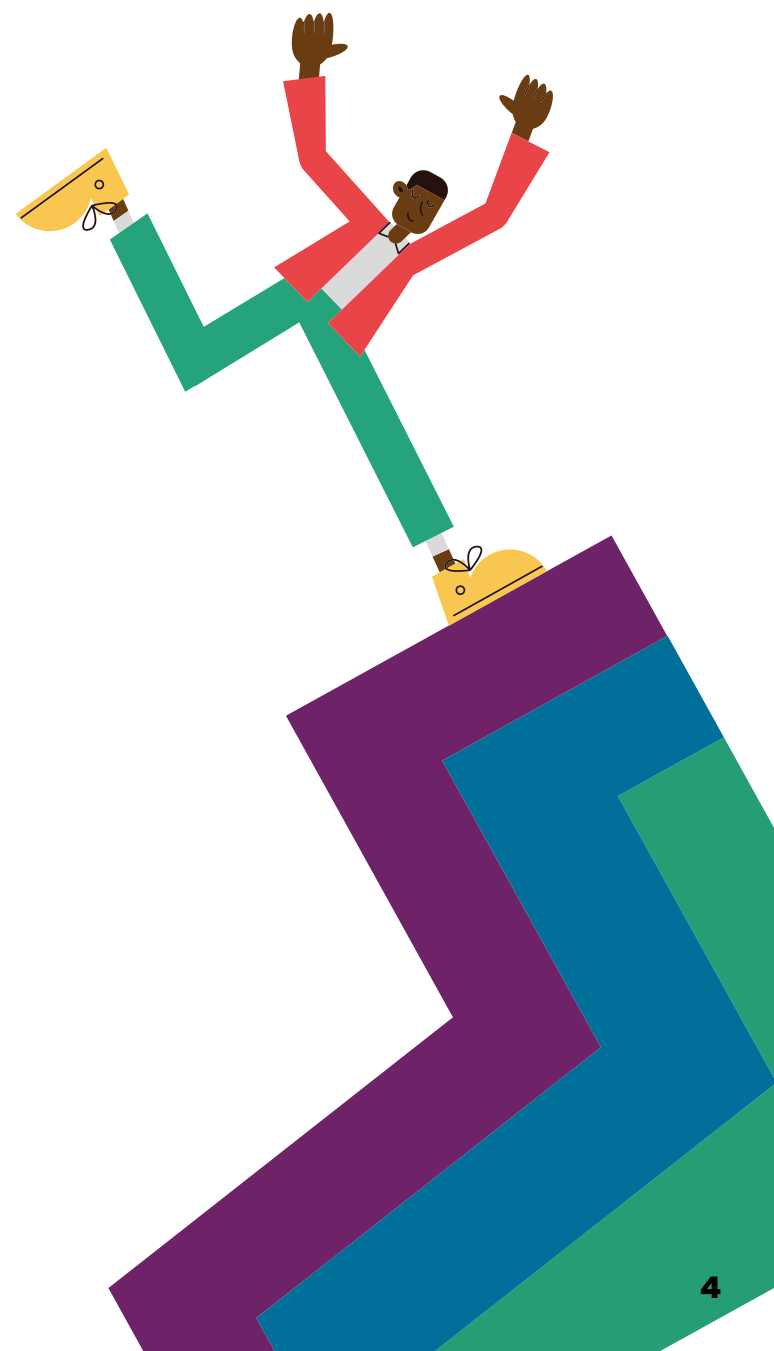
About the Campaign

Human rights are not abstract legal concepts. They shape our everyday lives — our health, our homes, our education, our dignity, our privacy, and our access to justice.

Across Scotland, people are experiencing the real impact of poverty, inequality, discrimination, inaccessible services, and barriers to essential support. Through lived-experience storytelling, this campaign aims to show why human rights protections matter to everyone.

The campaign features stories from people and communities across Scotland, covering themes including:

- Housing and homelessness
- Disability rights
- Healthcare and social care
- Education
- Children's rights
- Migration
- LGBT+ rights
- Access to justice
- Privacy and family life
- Environmental rights



Who We Are



[JustRight Scotland](#) is a human rights organisation that uses the law to defend and extend people's rights across Scotland.

Since 2017, we have provided specialist legal advice, representation, strategic litigation, and advocacy for people experiencing poverty, discrimination, trauma, and systemic exclusion, including refugees and migrants, survivors of trafficking and exploitation, women affected by gender-based violence, and families affected by deaths in custody.

Through four specialist legal centres, we support individuals to access justice while working closely with community organisations, public bodies, and partners across Scotland. By combining legal expertise, lived experience, strategic litigation, policy advocacy, training, and public legal education, we challenge injustice, improve access to rights, and drive lasting systemic change.

An illustration of a hand holding a megaphone, with yellow sound waves emanating from it.

We would like to thank all the human rights defenders who have shared their stories with us, our partners and the civil society organisations that have supported this campaign, as well as the Independent Human Rights Fund for Scotland and Corra Foundation, who provided funding towards it.



[Human Rights Consortium Scotland](#) is Scotland's network of civil society organisations and individual human rights defenders. We believe that human rights can make real and lasting difference to quality of life for everyone in Scotland.

We work towards two strategic outcomes:

- Scotland has a strong, collective civil society voice which is able to defend and promote human rights.
- Civil society can use human rights as a tool to strengthen democracy and deliver social justice in Scotland.

We do this by:

- raising awareness of, and support for, human rights;
- supporting civil society organisations to promote human rights within their activities;
- enabling others to hear and learn from the lived experience of those who face human rights issues
- working for the promotion and protection of human rights in Scottish and UK law, policy making and practice; and
- securing the enforcement of human rights law.

What We Aim to Achieve

The campaign aims to help build a Scotland where everyone's rights are respected, protected, and embedded in decision-making. It seeks to do this by:

- Increasing public understanding of how human rights affect everyday life
- Challenging misinformation and hostile narratives around human rights
- Reframing human rights as practical protections for everyone
- Strengthening the link between rights and everyday issues such as housing, healthcare, education, dignity, and the cost of living
- Encouraging political action and support for stronger human rights protections in Scotland



How You Can Support the Campaign

Support the launch of the campaign on 3rd September 2026 by:

- Sharing the campaign webpage - [Rights Here, Rights Now](#) where you will find video content and lived experience stories to amplify across your platforms.
- Adapting and using the suggested social media posts below, with copy provided for ease of use.
- Engaging your networks and communities in conversations about human rights.

The messages below are intentionally broad and adaptable so organisations can tailor them to their own audiences and areas of work.

Key Campaign Messages



Suggested Social Media Messages

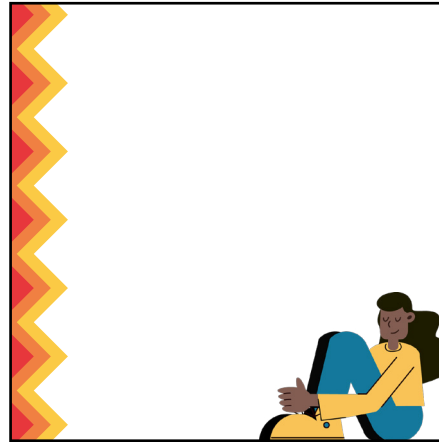


[Download graphic](#)

Post 1

Human rights are not abstract ideas - they shape our everyday lives. Housing, healthcare, dignity, education, and justice are human rights issues affecting people across Scotland every day.

We're proud to support #RightsHereRightsNow. [\[LINK\]](#)



[Download graphic](#)

Post 2

When people are forced to choose between heating and eating, wait months for healthcare, or face barriers to education and justice - human rights matter.

Support the #RightsHereRightsNow campaign: [\[LINK\]](#)



[Download graphic](#)

Post 3

Human rights are for everyone. They protect our dignity, safety, health, and quality of life.

Join us in supporting stronger protections for rights in Scotland. #RightsHereRightsNow [\[LINK\]](#)

TAG US

 [@rightshererightsnowscotland](#)

 [@Rightshererightsnowscotland](#)



[Download graphic](#)

Post 4

Real stories matter.

Through lived experiences from communities across Scotland, #RightsHereRightsNow highlights why stronger human rights protections matter to everyone. [\[LINK\]](#)

HASHTAGS

#RightsHereRightsNow

Campaign Stories

As part of the campaign, we will share lived-experience stories from people across Scotland, including individuals affected by poverty, disability discrimination, barriers to healthcare, housing insecurity, environmental injustice, and unequal access to essential services.

These stories highlight the real-life impact of human rights issues and why stronger protections matter.

 [Download accessible PDF](#)



Safeguarding

Some contributors to the campaign videos have shared experiences involving trauma, poverty, discrimination, or safeguarding issues. Please share campaign materials respectfully and avoid any harmful, stigmatising, or misleading commentary.



Privacy

Some contributors may have requested anonymity or limited visibility due to safeguarding, privacy, or personal circumstances.

- Please:**
- Use only the approved/final campaign materials provided
 - Do not edit, crop, or alter videos in ways that could identify contributors

Suggested privacy/sharing settings:

- Public posts are encouraged for campaign content to maximise reach
- Where additional safeguarding or sensitivity is required, organisations may wish to:
 - » share content only with followers/supporters rather than publicly
 - » disable comments where possible
 - » limit audience permissions in Facebook groups/pages
 - » avoid tagging identifiable individuals
 - » avoid using location tagging on sensitive content
 - » turn off remix/download permissions on Instagram Reels where appropriate
 - » moderate comments before publication if platform settings allow
 - » share via Stories rather than permanent feed posts for more sensitive content
 - » use closed/community groups where relevant and appropriately moderated

If sharing within closed/community groups, ensure moderation standards are in place.

Please monitor comments where possible and remove harmful, abusive, discriminatory, or misleading content.

If your organisation has safeguarding concerns or receives negative engagement relating to campaign contributors, please contact comms@justrightscotland.org.uk.

Ensuring Accessibility and Reach

Sharing Videos On Social Media

We encourage organisations to upload campaign videos directly to their own social media platforms rather than reposting from another account where possible. Native uploads tend to perform better across platforms and improve accessibility and audience reach.

Instagram

- Recommended formats: Reel, Story, or Grid post
- Use vertical video where possible for Reels and Stories (9:16 format)
- Keep captions concise and accessible, although the videos will have subtitles
- Include campaign hashtags and tags
- Tag campaign partners including [JustRight Scotland's Instagram](#); [HRCS' Instagram](#)

Facebook

- Upload videos directly to Facebook for better visibility
- Vertical or square videos generally perform best on mobile
- Subtitles for accessibility are already in place
- Include a short introduction to the story and campaign link in the post text
- Tag campaign partners including [JustRight Scotland's Facebook](#)

Accessibility

Please ensure content shared from the campaign is accessible wherever possible, including:

- Alt text for images
- Captions for videos
- Clear and accessible language



Your Voice Matters

Your words, platforms,
and communities have the power
to shape public understanding and
influence decision-makers.

Together, we can help ensure
human rights are understood not
as abstract ideas, but as everyday
protections that matter
to everyone in Scotland.



Logo

Our logo uses a bold typeface alongside arrow symbols created from shapes taken directly from within the letterforms themselves. The arrows communicate movement, direction and the “here and now” nature of the campaign.

A linear version of the logo has also been developed for smaller reproduction sizes or applications where a more compact layout works better.

[Download Logo Files](#)

The clear space is different for each of the logos as shown by ‘X’.

Minimum Size

Primary Logo

20mm wide x 10mm high

Linear Logo

25mm wide x 5mm high



Typography

Cabinet Grotesk Black

This is the font used in the logo and should be used for headings and very short pull out copy only - approximately 5 words or less.

Cabinet Grotesk Medium

Can be used for pull outs or quote that exceed 5 words.

 [Download Cabinet Grotesk](https://www.fontshare.com/fonts/cabinet-grotesk)

(<https://www.fontshare.com/fonts/cabinet-grotesk>)

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Source Sans Pro

Source Sans Pro Light - Primary body copy

Source Sans Pro Semibold

Reserved for pull out text and headings Other weights are available and can be used at discretion but anything above Semibold should be avoided as it can fight with Cabinet Grotesk Black.

 [Download Source Sans - Google](https://fonts.google.com/specimen/Source+Sans+3?preview.layout=grid&query=source+sans+pro)

(<https://fonts.google.com/specimen/Source+Sans+3?preview.layout=grid&query=source+sans+pro>)

 [Source Sans - Adobe](https://fonts.adobe.com/fonts/source-sans/details/%7B%7Bdesigner.instagram_url%7D%7D?api=logout&client_id=TypeKit2&ef_id=Cj0KCQjw4orUBhCjARIsAIBF3qwsHxi57Qwuadcb9dXVXZ8iwwbPn7oWST2Bj4uFZZTDXQyrhISb8xYaAr1eEALw_wcB%3AG%3As%23old_hash&from_ims=true)

(https://fonts.adobe.com/fonts/source-sans/details/%7B%7Bdesigner.instagram_url%7D%7D?api=logout&client_id=TypeKit2&ef_id=Cj0KCQjw4orUBhCjARIsAIBF3qwsHxi57Qwuadcb9dXVXZ8iwwbPn7oWST2Bj4uFZZTDXQyrhISb8xYaAr1eEALw_wcB%3AG%3As%23old_hash&from_ims=true)

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Colour

Primary Colours

Our primary colours are Rich black on white. Secondary colours can be used for decorative graphic elements or text as shown in the accessibility chart.

Tints should be avoided to keep the strong punchy feel of the brand.

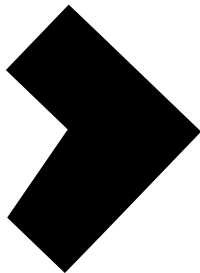
[Download ASE files](#)

Rich Black

HEX: #000000

CMYK: 40 | 40 | 40 | 100

RGB: 0 | 0 | 0



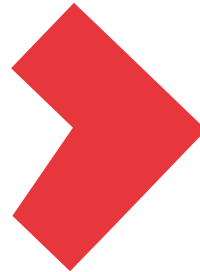
Secondary Colours

Red

HEX: #EF4347

CMYK: 0 | 89 | 73 | 0

RGB: 231 | 54 | 60



Yellow

HEX: #F9C74F

CMYK: 2 | 22 | 80 | 0

RGB: 250 | 202 | 68



Blue

HEX: #03739A

CMYK: 89 | 47 | 24 | 3

RGB: 0 | 111 | 154



Orange

HEX: #F5834B

CMYK: 0 | 60 | 77 | 0

RGB: 240 | 127 | 66

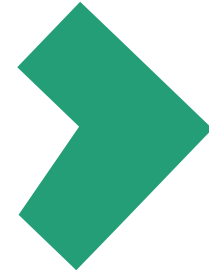


Green

HEX: #26A37D

CMYK: 78 | 11 | 65 | 1

RGB: 35 | 158 | 118

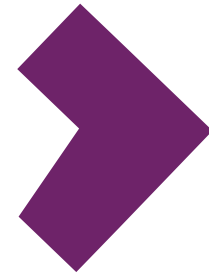


Purple

HEX: #6D2770

CMYK: 67 | 100 | 23 | 9

RGB: 110 | 35 | 105



Colour

Accessibility Chart

- AA Standard
- Body
(non-bold 14pt or below)
- Large Text
(non-bold 18pt+, or bold 14pt+)
- ★ Functional Graphic elements
(e.g. buttons, graph data, functional icons)

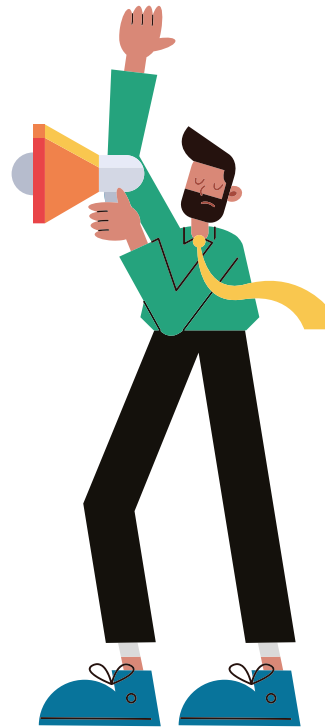
Red							LARGE ★	LARGE Body ★
Orange						LARGE ★		LARGE Body ★
Yellow					LARGE ★	LARGE Body ★		LARGE Body ★
Green							LARGE ★	LARGE Body ★
Blue			LARGE ★				LARGE Body ★	LARGE ★
Purple		LARGE ★	LARGE Body ★				LARGE Body ★	
White	LARGE ★			LARGE ★	LARGE Body ★	LARGE Body ★		LARGE Body ★
Black	LARGE Body ★	LARGE Body ★	LARGE Body ★	LARGE Body ★	LARGE ★		LARGE Body ★	
	Red	Orange	Yellow	Green	Blue	Purple	White	Black

Supporting Graphics

A selection of figures are supplied in the comms pack for use throughout the campaign materials.

These should always be used in the brand colours and sparingly on the page. They are supplied as eps files and you have the freedom to mix and match elements such as heads, hands and arm positions to suit your requirements.

[Download Figures](#)



Supporting Graphics

➤ A selection of ornaments created from elements of the logo are also included.

For example, these can be used to enhance visual hierarchy, lead the eye around the page or separate sections. They are playful... have fun with them!

➤ [Download Graphics](#)

