



promoting, protecting and preserving human rights

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HRC new brand identity unveiled in recognition of International Human Rights Day

The Human Rights Commission (HRC) introduces today a new brand identity to better align itself with the universal logo for human rights. The new logo features a stylized bird in flight, with an outstretched wing which symbolizes a hand, all underpinned by a bold equals sign representing equality for all. The vibrant green is symbolic of land and the blue representational of the sea to illustrate the Cayman Islands.

The universal logo for human rights was selected following an international initiative “A Logo for Human Rights” which started in 2011, the initiative had the goal of creating an internationally recognised symbol to support the global human rights movement and draw attention to human rights violations. The competition received over 15,000 submissions from over 190 countries with the final logo unveiled on 23 September 2011 designed by Predrag Stakic of Serbia which combines the shape of a hand with that of a bird.

While 2020 has presented many challenges locally and globally, the Human Rights Commission celebrates 10 years of existence and making strides in the promotion, understanding and observance of human rights in the Cayman Islands. The Commission felt it fitting to use the end of 2020, and specifically December 10, International Human Rights Day which this year has the theme ‘Recover Better – Stand Up for Human Rights’, as an opportunity to refresh and usher in 2021 during which the Commission aims to increase its presence with a number of planned initiatives.

“We’re delighted to share our new image with the public on International Human Rights Day,” explained Human Rights Commission Chairman Dale Crowley. “The new logo better aligns with global standards and whilst the use of the Cayman Islands Coat of Arms was a longstanding staple, some basic research proved that it presented a disconnect with the Human Rights Commission’s purpose as a wholly independent body that is not subject to the direction or control of any person or authority.”



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The new Human Rights Commission Logo



The universal Human Rights Logo

Pictures and captions

Photo1: Human Rights Commission Chairman, Dale Crowley presents His Excellency, Martyn Roper OBE, with a HRC polo shirt with the new logo on Thursday, 10 December 2020.

Photo2: HRC Chairman, Dale Crowley and His Excellency, Martyn Roper OBE display the new HRC logo on Thursday, 10 December 2020.

Photo3: Human Rights Commission Members unveil the new HRC logo, on 10 December 2020. **Members (L-R)** Deborah Barker Roye, Dorothy Scott, Dale Crowley, Joni Kirkconnell and Nick Quin.



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For more information on the Commission or to learn more about the Bill of Rights, Freedoms and Responsibilities, call 244-3685 or visit our website and LinkedIn and Facebook pages at www.humanrightscommission.ky , <https://www.linkedin.com/company/human-rights-commission> and www.facebook.com/cihrc

Ends.