Call it racism.

Race Equality Brand Guidelines

January 2021
Introduction

This resource has been produced by AHE to be used by further and higher education institutions across Scotland to raise awareness of racism and racial harassment and signpost support and reporting mechanisms. These resources are aimed at those who are responsible for overt or covert racial harassment as well as those who require support.

This document provides important visual and verbal guidelines for anyone working within or on behalf of this project. The aim of the document is to raise awareness of the campaign's brand elements and help ensure a strong level of consistency and coherence across all communications.

Supporting resource files are available, including logos, electronic templates, texts, etc. To request these or if you need clarification about using this guide, please contact:

XXXX@XXXX.co.uk

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Call it racism.

Offensive questions, stereotypes and ‘jokes’ have a lasting impact on individuals, affecting their mental health, career progression and overall welfare at university.

It’s time to stop sweeping these microaggressions under the rug. Call racism out for what it is and challenge unacceptable behaviour. It’s time to take a stand.

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Challenge racist behaviour.

Racist behaviour can be as subtle as a change in tone or choice of words. That doesn’t make it any less harmful.

Higher educational institutions are systematically racist and many BAME staff and students have felt excluded, harassed or physically unsafe on this campus. It’s time to challenge racism and demand a better university experience for all.

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Change racist structures.

We need to challenge racism at every level.

From policy changes to fair representation, targeted training programmes and disciplinary action, tackling racism should be a top priority in all institutional processes.
Our Pledge

Racism exists on our campuses and in our society. Call it what it is and reject it in all its forms. We stand united against racism.
Gaelic copy/examples

Gaelic translations to follow once the race statement is signed-off
Colours

A simple 2 colour duo palette has been used to create our campaign material.

Adherence to the colour palette will help to provide cohesion across materials, making them instantly recognisable.

Note that CMYK should be used for print and RGB is to be used for digital.

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Typefaces and Accessibility

Accessibility was a main driver in the development of the final design.

The microaggressions, heading and details at the bottom of the poster all use sentence case (where only the first letter is capitalised). Larger font sizes, crisp black and red copy and the use of white space all make the content easier to read.

The three calls to action “Call it Racism”, “Challenge Racist Behaviour” and “Change Racist Structures” will always be followed by a circular full stop. This was deemed less harsh than the square full stop, which is part of the typeface used for other headings and text.

The square full stop can be used in these other instances, where the circle is only reserved for the three main statements.
Microaggressions

Microaggressions are everyday interactions that send denigrating messages or negative racial slights to an individual or group. Compared to more overt forms of racism, racial microaggressions are subtle and insidious, often leaving the victim confused, distressed and frustrated and the perpetrator oblivious of the offense they have caused.

This campaign features microaggressions prominently to attempt to educate audiences on the offence and harm they cause by making such remarks.

The microaggressions chosen have been based on lived experiences from the project steering group and fit within the three main headings, "Call it Racism", "Challenge racist behaviour" and "Change racist structures".

Call it racism.

- You’re Asian so you must be an IT expert, right?
- You’re a good westernised Muslim though
- You’re pretty progressive for a Middle Eastern woman
- Do women in your country go to university?
- Your accent, where are you originally from?
- Did your parents meet before they got married?
- Do you have hair under your hijab?
- Do you sleep in your hijab?
- I have no problems with you, it’s your religion I don’t respect.
- You don’t look Indian
- You could pass for European
- I don’t think of you as black
- I just don’t see colour
- I just think you’re unorthodox
- You just look like you’ve got a tan
- But you’re not like ‘them’
- I’m not racist but…
- If they don’t like it, they should go home
- Your eyes are pretty wide for a Chinese person
- Do people eat insects in your country?
- No, you’re English is better than my (insert language they don’t know a word of)
Microaggressions (continued)

**Challenge racist behaviour.**

- “Well, in this country we believe this…”
- I’ve been excluded from group work for the whole course
- I’ve tried to join in the discussion but have been completely ignored
- Cutting in front of me in queues like I don’t exist
- Taxis have opted to pick up someone else when I’ve hailed them first
- Being forgotten about at a restaurant while others were served all around me
- People invading my space and being disrespectful to my belongings
- Being the only one asked to produce ID in a group of white people
- Routinely harassed at airports because of my race
- Encountering confrontational staff at customs despite having valid ID and travel documents
- I was asked to leave a popular white night club for a made-up reason

**Change racist structures.**

- Being made to move departments after ‘annoying’ a white colleague
- Marginalising the impact of anti-Muslim bias at universities
- Not believing that the impact of racism against certain groups would be a worthy PhD topic
- Questioning the purpose of Black History Month
- Downplaying the importance of funding BAME-related projects
- White teaching staff belittling the impact of institutional racism
Customise

Further and higher education is an integral part of Scottish society and therefore has a key role to play in tackling racism.

Our poster template is customisable and can be edited to reflect your university or college’s details.

Please note, only the logo, microaggressions and further information at the bottom of the poster can be edited to signpost resources and contact details. Do not alter the main title.
Do's and don'ts

Templates should only ever be used as supplied.

1. Do not change main heading colours.
2. Do not replace the font or try to recreate the heading with normal type.
3. Do not rotate the heading.
   It should always be positioned horizontally.
4. Do not add drop shadows or similar effects.
5. Do not distort or stretch in any way.

Call it racism.

**DO NOT** change the font

Call it racism.

**DO NOT** change the colour

Call it racism.

**DO NOT** add any special effects
Anti-racist Ally stamp

The Anti-racist Ally stamp can be used in email signatures.

(Other uses TBC?)
Email footer

Consistency across communications extends to email.

All email footers which make use of the Anti-racist Ally stamp in their signature should adhere to the brand guidelines and refrain from altering any supplied templates.
Call it racism. Brand application
Web banner

You just look like you’ve got a tan.
Do you have hair under your hijab?
Do people eat insects in your country?
I just don’t see colour.
I don’t think of you as black.

EQUITY, DIVERSITY & INCLUSION

Race equality

The University is committed to eliminating institutional, structural and individual racism that allows racial inequalities to perpetuate. We’re striving to create a more diverse and inclusive university and provide here some examples of the work we are doing in this area.

- Race Equality Charter
- Respect at Edinburgh
- Other University Initiatives
- How to stand against racism: from ally to anti-racist advocate
Social media

Post examples for various social media platforms:

1. Linkedin
2. Twitter
3. Facebook
4. Instagram
Poster template

You just look like you’ve got a tan.
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Offensive questions, stereotypes and ‘jokes’ have a lasting impact on individuals, affecting their mental health, career progression and overall welfare at university.

It’s time to stop sweeping these microaggressions under the rug. Call racism out for what it is and challenge unacceptable behaviour.

It’s time to take a stand.

#callitracism

Call it racism | Challenge racist behaviour | Change racist structures
Post card template

You just look like you’ve got a tan.
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Call it racism.

*Indicates a mandatory field

Name:
Address:
*Postcode:
Email address:

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Call it racism
Challenge racist behaviour
Change racist structures
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Call it racism | Challenge racist behaviour | Change racist structures
Tackling Racism on Campus

How comfortable do you feel about your own understanding of racism?

How will you begin to address recommendations contained in the Statement of Intent?
Animation
Contact us
racecharter@advance-he.ac.uk
+44 (0)3300 416201
www.advance-he.ac.uk