



TEMPLO teams up with corporate watchdog RAID to expose injustice

New visual identity holds the powerful to account



All images are courtesy of TEMPLO and RAID

On a mission to fight corporate wrongdoing and stand up for human rights, Raid works at the intersection of law and activism. Measured, steady and focused on long term systemic change, the brand was lawyer-ly to its core – accurate, forensic – yet this failed to fully capture the tenacious, challenging spirit of the organisation. As the organisation had growing ambitions, they needed a versatile visual identity that enables them to tackle challenging issues and to expand their reach with the general public, all while maintaining a serious tone.

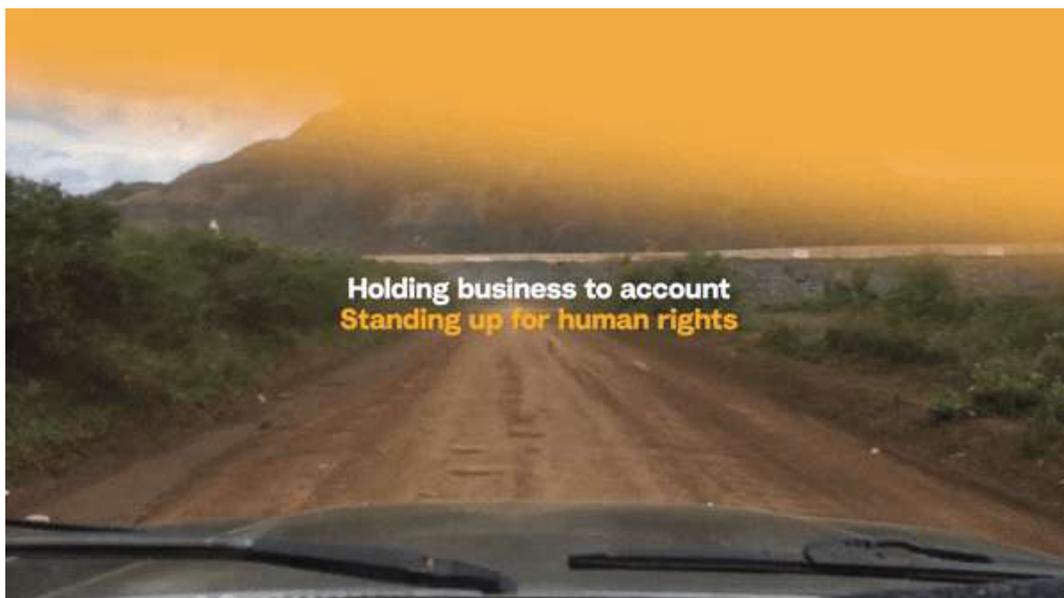
Over the course of a year, TEMPLO worked with executive director Anneke Van Woudenberg and the wider RAID team to develop the brief. They oversaw a total brand refresh and designed the new visual identity, resulting in a fluid visual system and introducing an eye-catching orange to their palette, punchy contemporary font and a logo which captures the ethos of their approach as the beam of a flashlight now projects from the rounded edges of 'R' in RAID, demonstrating their role in exposing injustice.

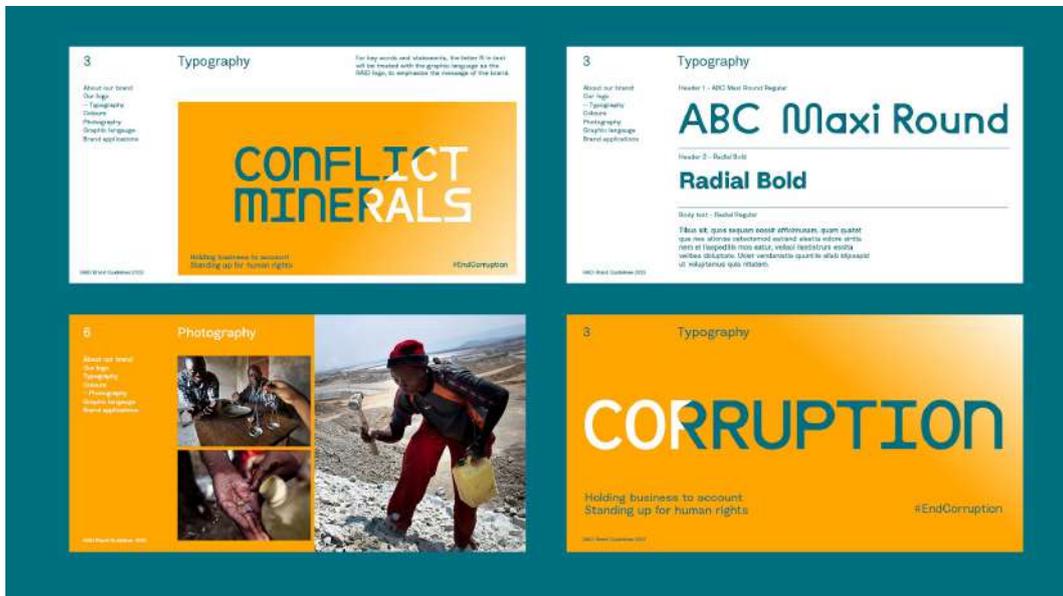


The expanded colour palette allows RAID to add forensic lines for further emphasis and present their evidence and findings in an engaging way. Additionally, as every piece of communication from RAID is grounded in evidence – either testimony from people with direct experience, or findings from their expert team of researchers – written content is crucial to how RAID shares their work. The updated typeface is contemporary, bold and has a number of weights to choose from, introducing an element of expression to the wider identity. Photography and films also now take a more prominent position on their website and in campaigning material, showing first hand the impact Raid's work is having on the world.

"We're in the middle of a crisis of human rights, and it's only going to get worse as global demand for these essential minerals skyrockets. It's urgent we tackle this problem now and hold those responsible to account – and design has the power to push this fight to the next level."

– Anoushka Rodda, co-founder, TEMPLO





Digging deep into injustice

Recent important projects for RAID include work exposing human rights abuses associated with cobalt mining in the Democratic Republic of the Congo. Cobalt mining is the often overlooked industry behind contemporary digital technologies, such as laptops and smartphones, and is also vital for green infrastructure like electric cars or wind turbines.

In these mines, abuse and exploitation of the workers is rampant. There is rarely any personal protective equipment, child labour is present and the mines themselves collapse due to a lack of health and safety standards. Existing government regulations are often undermined and neglected, while locals are evicted when new resources are discovered. This industry is interlinked with efforts to address the climate crisis, and exposing the human cost of mining is crucial for a just transition.

With a focus on driving long term systematic change, many years of legal advocacy work underpin everything RAID does. They also send people on the ground to investigate conditions by speaking with workers on the inside and the local communities who are impacted by corruption. The result of their campaigns include legal cases to bring companies, investors and governments to account. And now, with a brand identity that meets their ambitions, RAID is continuing to make a serious impact on the world, especially around climate change.



"We worked with RAID to redefine their visual identity, empowering their expert team to share a powerful message about the devastation wrought by corruption and abuse. Through a design system which thoughtfully introduces a human element, it's impossible to ignore this injustice any longer."
– Pali Palavathanan, co-founder, TEMPLO



Notes for editors

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TEMPLO

TEMPLO is a cause-led branding and communications agency committed to using the positive power of design for social change.

Founded by Anoushka Rodda and Pali Palavathanan, TEMPLO works in close collaboration with a selective list of clients to deliver authentic and impactful communications.

Over the past decade, they have partnered with the United Nations, Climate Change Committee, Migrant Help, Amnesty International, to tackle issues across climate change, human rights and community empowerment.

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