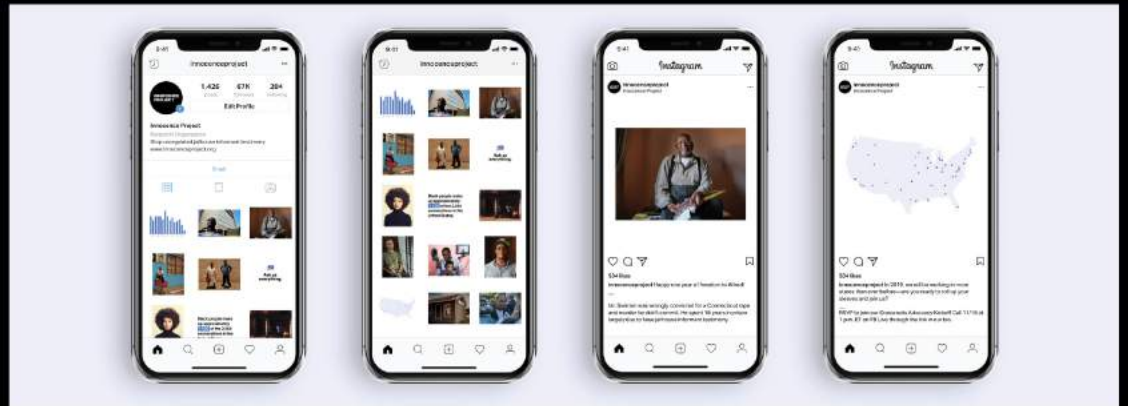
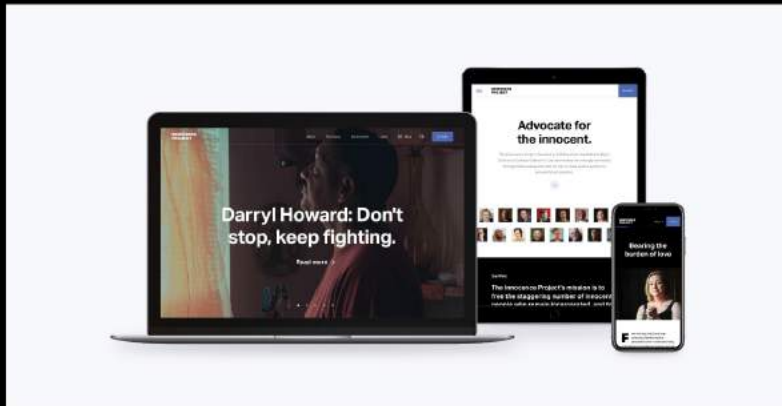


THE INNOCENCE PROJECT

Carly Johnson

RESEARCH



The Innocence Project, founded in 1992 by Peter Neufeld and Barry Scheck at Cardozo School of Law, exonerates the wrongfully convicted through DNA testing and reforms the criminal justice system to prevent future injustice.

Mission:

1. Exonerate
2. Improve
3. Reform
4. Support
5. Educate

LOGO

INNOCENCE PROJECT



**INNOCENCE
PROJECT**

**INNOCENCE
PROJECT**

Originally, the logo was designed to symbolically represent the mission of the Innocence Project: to exonerate wrongfully convicted individuals through DNA testing. However, as technology has improved, there are now a lot more ways to prove someone's innocence than just DNA.

The new logo, designed by Madeo Studio, is comprised of a series of blocks that individually represent a specific case, exoneration, or legislative victory that together help to restructure and rebuild our country's criminal justice system in a manner that is more just and fair for everyone that is involved.

SCRIPT: OPTION #1

Malcolm Alexander: 38 years.

George Allen: 30 years.

James Bain: 35 years.

In the United States, since 1989, 2,535 innocent inmates served a total of 18,250 years for crimes they did not committ.

Despite these appalling statistics, there are ways that each and every single one of us can help. Join a movement of 500,000+ supporters on a mission toward criminal justice reform at <https://www.innocenceproject.org/>.

SCRIPT: OPTION #2

Darryl Hunt, at 19 years old, was convicted for first degree murder.

His innocence was proved time and time again; however, it wasn't until 19 years later when the true perpetrator was identified that Hunt was finally exonerated.

In the United States, since 1989, 2,095 innocent inmates served a total of 18,250 years for crimes they did not committ.

Join a movement of 500,000+ supporters on a mission toward criminal justice reform at <https://www.innocenceproject.org/>.

SCRIPT: OPTION #3

Malcolm Alexander: 38 years.

George Allen: 30 years.

James Bain: 35 years.

From 1989–2019 in the United States:

2,535 innocent inmates exonerated.

A total of 18,250 years in prison.

Currently:

1 in 25 on death row are innocent.

2 million incarcerated.

40,000 of those are innocent.

Join the movement toward criminal justice reform now.

www.innocenceproject.org.

SCRIPT: FINAL

Malcolm Alexander: 38 years.

George Allen: 30 years.

James Bain: 35 years.

From 1989–2019 in the United States:

2,535 innocent inmates were exonerated after spending a total of 18,250 years in prison.

Currently:

1 in 25 on death row are wrongfully convicted.

With approximately 2.3 million people incarcerated, 40,000 of those are innocent.

More people are behind bars in America than there are living in Philadelphia.

Join the movement toward criminal justice reform now.

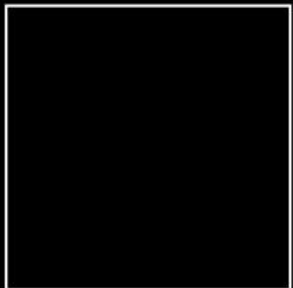
www.innocenceproject.org.

TYPEFACE

Gilroy ExtraBold

Gilroy Light

COLOR PALETTE



STYLE INSPIRATION

Courts refused to allow
DNA testing while
Ledell Lee was alive,
because the request
came "too late."

INNOCENCE
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My brother proclaimed
his innocence until
his dying breath.

— Patricia Young, Ledell Lee's sister

INNOCENCE
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BREAKING NEWS

We're suing for the
release of evidence
that could exonerate
Ledell Lee.

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STYLE FRAMES

Malcolm Alexander: 38 years.
George Allen: 30 years.
James Bain: 35 years.

18,250

years in prison.

Join the *movement* toward
criminal justice reform now.

**INNOCENCE
PROJECT**

Malcolm Alexander: 38 years.

George Allen: 30 years.

James Bain: 35 years.

18,250

years in prison.

Join the *movement* toward
criminal justice reform now.

'INNOCENCE PROJECT

STYLE FRAMES

Malcolm Alexander: 38 years.
George Allen: 30 years.
James Bain: 35 years.

18,250
years in prison.

Join the *movement* toward
criminal justice reform now.

**INNOCENCE
PROJECT**

FINAL LOOK

Malcolm Alexander: 38 years in prison.
Conviction: Sexual Assault

From 1989–2019
in the **United States**,

2535 innocent
inmates were exonerated
after spending:

18250
years in prison.

1 in 25
on death row
are wrongfully
convicted.

**INNOCENCE
PROJECT**

www.innocenceproject.org

THANK YOU.