## Brand identity at a glance

## Logo suite

Logo files are available at redcross.org/brand.
Required 2 x clear space is indicated by blue lines. $1 \mathrm{x}=$ height and width of one arm of the cross.

Button logo family


The button logo was inspired by a vintage pin as an engaging symbol of enthusiastic participation. It is a personal, grassroots and unique expression for the Red Cross. Use this logo in any of its three forms for most printed marketing and communications materials as well as television, Web and email


The classic logo should be used in disaster situations, corporate materials exterior building signage or when the marketing-oriented button logo is not appropriate.

Flat disc logo family


Use the flat disc logo when you have a dark background or printing restrictions preclude using the button logo. (Note that the white circle behind the cross must be present, so this is not suitable for white backgrounds).

Print minimum sizes

.275 inches ( $\sim 7 \mathrm{~mm}$ )

American Red Cross $\sqsupset .06$ inches ( $\sim 1.5 \mathrm{~mm}$ )

Digital minimum sizes
(■) 26 pixels

American Red Cross $\sqsupset 6$ pixels

Clear space
Clear space minimums (shown above with blue lines) are built into the logo files.

Separating button graphic and wordmark As long as minimum size requirements are followed, the button can be separated from the wordmark and scaled on its own. Remember to include the wordmark in the viewing area.

## Color breakdowns

Primary

## Color proportion

Although individual pieces may vary, notice that the cumulative effect keeps the overall brand color balance.


## Typography

|  | Information | Voice |
| :---: | :--- | :--- |
| Name and use | Akzidenz-Grotesk Standard family is used to <br> clearly and objectively communicate information. | Georgia Regular family is used for storytelling, <br> expressing opinions and calls to action. |
| Weights | Regular or Bold for heads and subheads. <br> Regular for body copy. <br> Bold or Italic for emphasis. | Regular for heads, subheads <br> and body copy. <br> Bold or Italic for emphasis. |
| Cases | Upper- and lowercase <br> or ALL CAPS. | Upper- and lowercase. |
|  | Sentence case, NOT title case. | Sentence case, NOT title case. |

## Tone of voice

## How we talk is as important as what we talk about.

Uplifting. The work we create
will often be highly emotional, but never with a focus on the disaster. We want to leave disaster. We want to leave people with a feeling of hope and possibility. We want them to feel that they can make a American Rough the

Empowering. We are a brand that relies on people-both the people we help and those who embody the Red Cross and deliver on our mission. We wan everyone to feel empowered to be a part of this network, to help us make a difference in times of need.

Inviting. We are open and accessible to anyone and everyone who wants to assist s in our mission. We are not intimidating or directive.

Personal. Our care is selfless not self-serving. We treat every person we help and everyone who helps us as an individual. We want them to teel care and compassion every time we interact with them. We are not yelling our message from the ooftops. We treat every individual with respect

