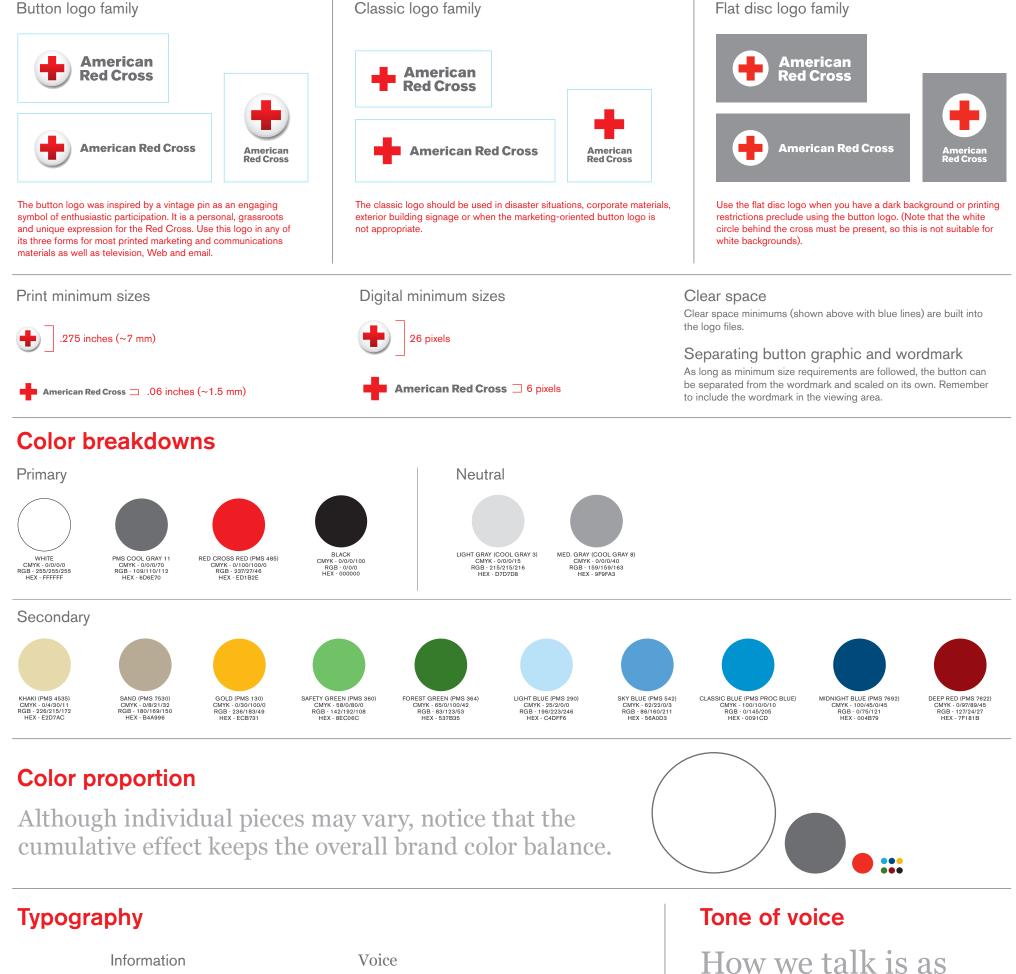


Logo suite

Logo files are available at redcross.org/brand.

Required 2x clear space is indicated by blue lines. 1x=height and width of one arm of the cross.



Information

Voice

Name and use	Akzidenz-Grotesk Standard family is used to clearly and objectively communicate information.	Georgia Regular family is used for storytelling, expressing opinions and calls to action.
Weights	Regular or Bold for heads and subheads. Regular for body copy. Bold or <i>Italic</i> for emphasis.	Regular for heads, subheads and body copy. Bold or <i>Italic</i> for emphasis.
Cases	Upper- and lowercase or ALL CAPS.	Upper- and lowercase.
	Sentence case, NOT title case.	Sentence case, NOT title case.
Colors	Preferred:	Preferred:
	Red Cross Gray	Red Cross Gray
	When necessary:	When necessary:
	Red Cross Black	Red Cross Black
	Use sparingly:	Use sparingly:
	Red Cross Red	Red Cross Red
	White	White
	Secondary colors	Secondary colors

RESTRICTED **DIGITAL USE**

When Akzidenz is unavailable in digital situations, use Arial. In addition, use Arial in external, customizable pieces. Akzidenz should be available on Red Cross computers. If not, email brandid@redcross.org.

Georgia is a system font and should be available on any Mac or PC.

important as what we talk about.

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

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 want 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 us 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 feel care and compassion every time we interact with them. We are not yelling our message from the rooftops. We treat every individual with respect.