Brand identity at a glance

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.

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.

Print minimum sizes

American Red Cross 0.275 inches (~7 mm)

American Red Cross 0.06 inches (~1.5 mm)

Digital minimum sizes

American Red Cross 26 pixels

American Red Cross 6 pixels

Clear space

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

Color breakdowns

Primary

Secondary

Neutral

Color proportion

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

Typography

Name and use

Akzidenz-Grotesk Standard family is used to clearly and objectively communicate information.

Weight

Regular or Bold for headlines and subheads. Regular for body copy. Bold or italic for emphasis.

Cases

Upper- and lowercase or ALL CAPS.

Sentence case, NOT title case.

Colors

Preferred:

Red Cross Gray

When necessary:

Red Cross Black

Use sparingly:

Red Cross Red

White

Secondary colors

Voice

Georgia Regular family is used for storytelling, expressing opinions and calls to action.

Weights

Regular for headlines, subheads and body copy. Bold or italic for emphasis.

Cases

Upper- and lowercase or ALL CAPS.

Sentence case, NOT title case.

Colors

Preferred:

Red Cross Gray

When necessary:

Red Cross Black

Use sparingly:

Red Cross Red

White

Secondary colors

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 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.