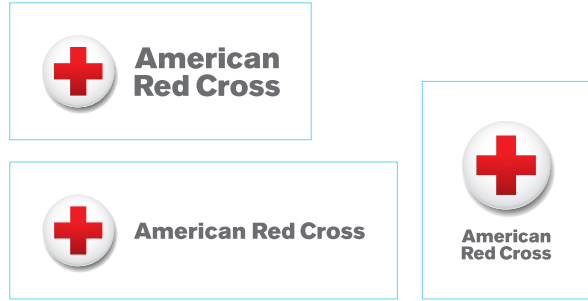# American Red Cross

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.

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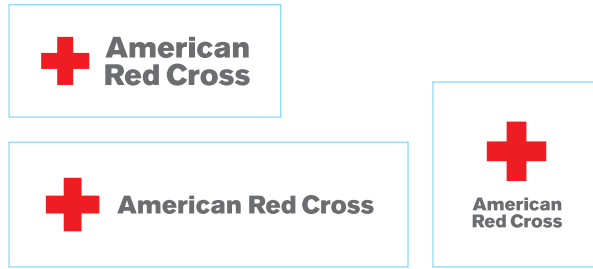
The classic logo should be used in disaster situations, corporate materials, exterior building signage or when the marketing-oriented button logo is not appropriate.

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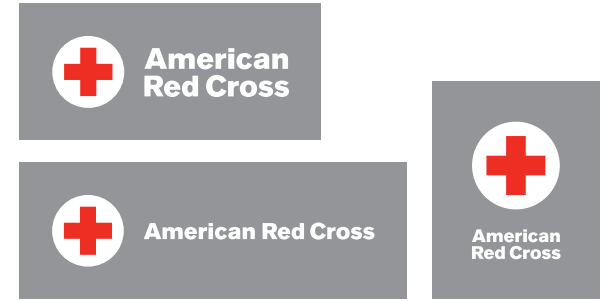
Use the flat disc logo when you have a dark background or printing restrictions preclude using the button logo. (Note that the white circle behind the cross must be present, so this is not suitable for white backgrounds).

Print minimum sizes

 .275 inches (~7 mm)

American Red Cross .06 inches (~1.5 mm)

Digital minimum sizes

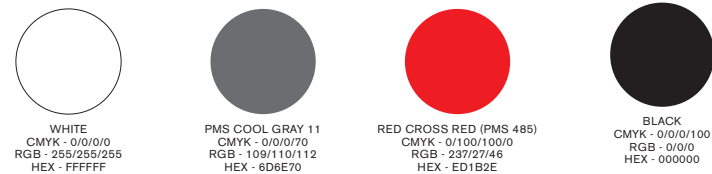 26 pixels
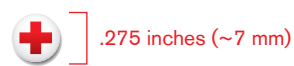
American Red Cross 6 pixels

Clear space

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

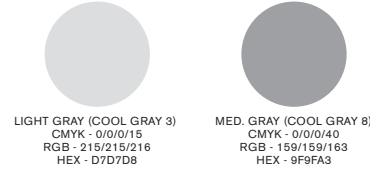### Separating button graphic and wordmark

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.
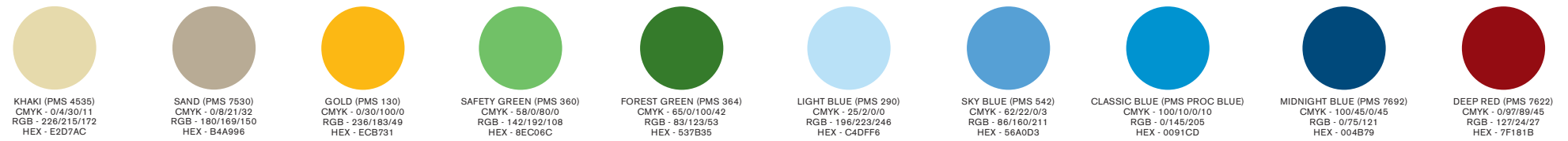

Color breakdowns

Primary

WHITE	PMS COOL GRAY 11	RED CROSS RED (PMS 485)	BLACK
CMYK - 0/0/0/0	CMYK - 0/0/0/70	CMYK - 0/100/100/0	CMYK - 0/0/0/100
RGB - 255/255/255	RGB - 109/110/112	RGB - 237/27/46	RGB - 0/0/0
HEX - FFFFFF	HEX - 6D6E70	HEX - ED1B2E	HEX - 000000

Neutral

LIGHT GRAY (COOL GRAY 3)	MED. GRAY (COOL GRAY 8)
CMYK - 0/0/0/15	CMYK - 0/0/0/40
RGB - 215/215/216	RGB - 159/159/163
HEX - D7D7D8	HEX - 9F9FA3

Secondary

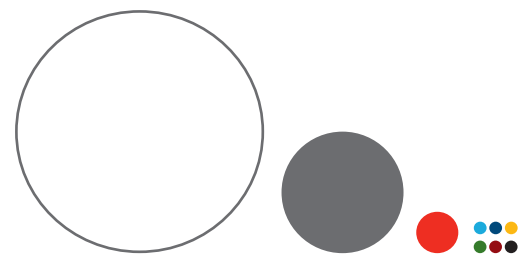| KHAKI (PMS 4535)	SAND (PMS 7530)	GOLD (PMS 130)	SAFETY GREEN (PMS 360)	FOREST GREEN (PMS 364)	LIGHT BLUE (PMS 290)	SKY BLUE (PMS 542)	CLASSIC BLUE (PMS PROC BLUE)	MIDNIGHT BLUE (PMS 7692)	DEEP RED (PMS 7622)
CMYK - 0/4/30/11	CMYK - 0/8/21/32	CMYK - 0/30/100/0	CMYK - 58/0/80/0	CMYK - 65/0/100/42	CMYK - 25/2/0/0	CMYK - 62/22/0/3	CMYK - 100/10/0/10	CMYK - 100/45/0/45	CMYK - 0/97/89/45
RGB - 226/215/172	RGB - 180/169/150	RGB - 236/183/49	RGB - 142/192/108	RGB - 83/123/53	RGB - 196/223/246	RGB - 86/160/211	RGB - 0/145/205	RGB - 0/75/121	RGB - 127/24/27
HEX - E2D7AC	HEX - B4A996	HEX - ECB731	HEX - 8EC06C	HEX - 537B35	HEX - C4DFF6	HEX - 56A0D3	HEX - 0091CD	HEX - 004B79	HEX - 7F181B

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 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 *Italic* for emphasis.	Regular for heads, subheads and body copy. **Bold** or *Italic* for emphasis.
Cases	Upper- and lowercase or ALL CAPS. Sentence case, **NOT** title case.	Upper- and lowercase. Sentence case, **NOT** title case.
Colors	Preferred: Red Cross Gray When necessary: Red Cross Black Use sparingly: Red Cross Red, White, Secondary colors	Preferred: Red Cross Gray When necessary: Red Cross Black Use sparingly: Red Cross Red, White, 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.

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.

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