Overview
This poster contains the most basic rules for implementing the visual identity system and should be used as a reference in conjunction with the full guidelines (available on redcross.org/brand).

**Logo suite**
**Button logo family**

![American Red Cross](image1)
![American Red Cross](image2)

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**

![American Red Cross](image3)
![American Red Cross](image4)

The classic logo should be used in disaster situations, corporate materials or when the marketing-oriented button logo is not appropriate. The wordmark can be used on its own when a button or classic logo appears in isolation elsewhere in a layout or when repetition of the full logo lockup would be distracting.

**Wordmark family**

![American Red Cross](image5)
![American Red Cross](image6)

Use sparingly: when the marketing-oriented button logo is not appropriate. The wordmark can be used on its own when a button or classic logo appears in isolation elsewhere in a layout or when repetition of the full logo lockup would be distracting.

**Print minimum sizes**

<table>
<thead>
<tr>
<th>Logo</th>
<th>Minimum Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Red Cross</td>
<td>3/8 inches (~7 mm)</td>
</tr>
</tbody>
</table>

**Digital minimum sizes**

<table>
<thead>
<tr>
<th>Logo</th>
<th>Minimum Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Red Cross</td>
<td>26 pixels</td>
</tr>
</tbody>
</table>

**Clear space**

Clear space minimums are built into the logo files.

**Separating button graphic and workmark**

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 proportion**

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

**Color breakdowns**

**Primary**

- Red Cross Red (PMS 485)
- Red Cross Black
- Red Cross Gray

**Neutral**

- Light Gray (Cool Gray 3)
- Midnight Blue (PMS 7692)
- Classic Blue (PMS 542)

**Secondary**

- Forest Green (PMS 364)
- Sand (PMS 7530)
- Sky Blue (PMS 542)

**Typography**

**Information**

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

Weights:
- Regular for body copy.
- Bold or Bolder for emphasis.

Cases:
- Upper- and lowercase
- ALL CAPS
- Sentence case, NOT title case

**Voice**

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

**Weights**

- Regular for heads, subheads and body copy.
- Bold or Bolder for emphasis.

- Upper- and lowercase
- Sentence case, NOT title case

**Colors**

- Preferred: Red Cross Grey
- When necessary: Red Cross Black
- Use sparingly: Red Cross Red
- White

- Preferred: Red Cross Black
- When necessary: Red Cross Red
- Use sparingly: Red Cross Red
- White

**Tone of voice**

**Upifting**

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.

**Inviting**

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

**Empowering**

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.

**RESTRICTED DIGITAL USE**

When Akzidenz is unavailable in digital situations, it is acceptable to use Arial as a substitute. Do not use Arial for any printed materials. If Akzidenz is needed, download it from Brand Central.

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

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