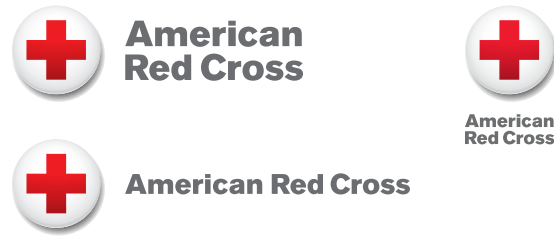


Overview

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](https://www.redcross.org/brand)).

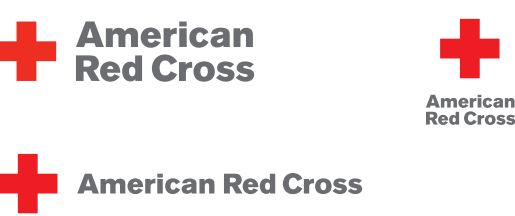
Logo suite

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

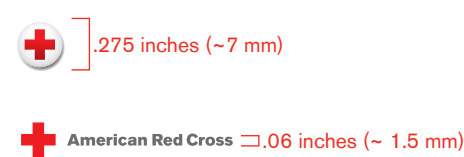


The classic logo should be used in disaster situations, corporate materials or when the marketing-oriented button logo is not appropriate. The wordmark can be used on its own when a button or classic logo appears in isolation elsewhere in a layout or when repetition of the full logo lockup would be distracting.

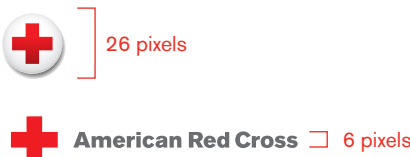
Wordmark family



Print minimum sizes



Digital minimum sizes



Clear space

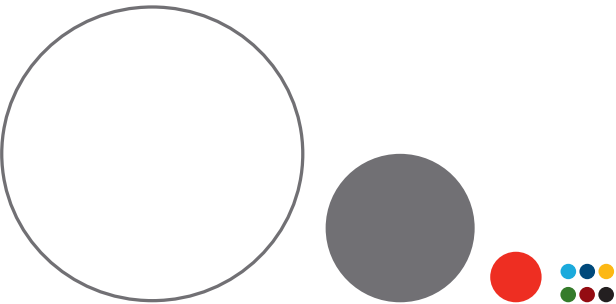
Clear space minimums are built into the logo files.

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.

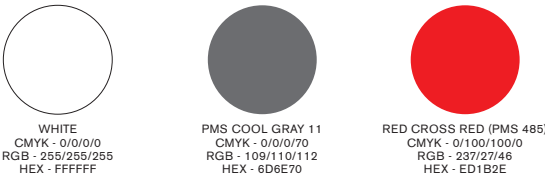
Color proportion

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

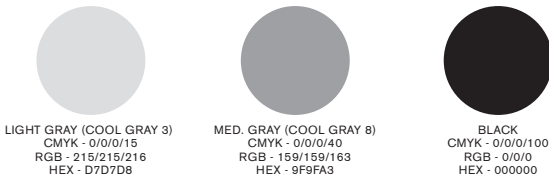


Color breakdowns

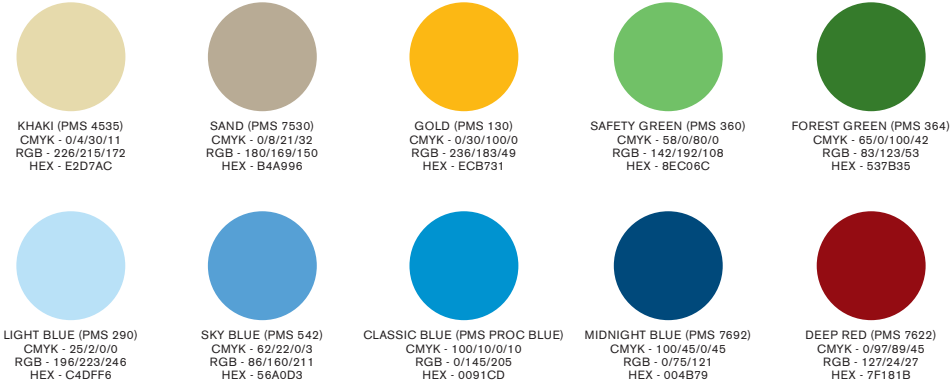
Primary



Neutral



Secondary



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

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.