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

2.75 inches (~7 mm)

American Red Cross

.6 inches (~1.5 mm)

American Red Cross

Digital minimum sizes

26 pixels

American Red Cross

Clear space

6 pixels

American Red Cross

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.

Color breakdowns

Primary

Neutral

Secondary

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.

Colors

Preferred:

Red Cross Grey

Preferred:

Red Cross Grey

When necessary:

Red Cross Black

When necessary:

Red Cross Black

Use sparingly:

Red Cross Red

Use sparingly:

Red Cross Red

White

White

Secondary colors

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

RESTRICTED DIGITAL USE

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

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.

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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