

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, as this is not suitable for white backgrounds).

Print minimum sizes



Digital minimum sizes



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 used on its own. Remember to include the wordmark in the viewing area.

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

Tone of voice

How we talk is as

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RS Peters



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