

Official Brand Guidelines



This reference document was created for the Canadian Red Cross and its affiliates to ensure the proper implementation of the Canadian Red Cross' visual identity across all media and applications. These guidelines align the Canadian Red Cross' visual identity with the International Red Cross Movement while representing the organization's core values, mission and Canadian heritage.

Following the rules presented here will ensure that all communications materials and third party applications are consistent and recognizable, while maintaining legibility and accessibility.

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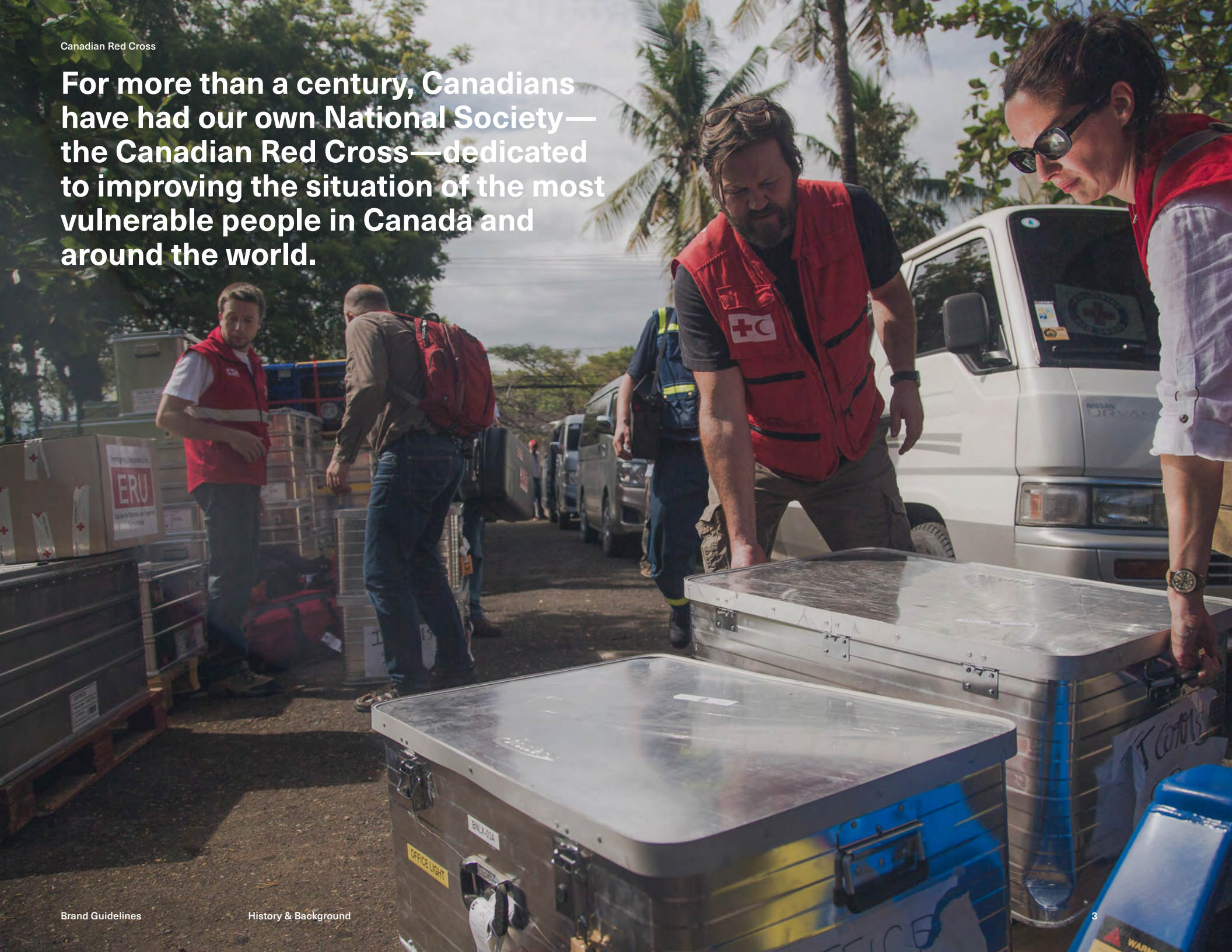
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For more than a century, Canadians have had our own National Society—the Canadian Red Cross—dedicated to improving the situation of the most vulnerable people in Canada and around the world.



History & Background

Our Mission & Vision

Our Mission

The Canadian Red Cross mission is to improve the lives of vulnerable people by mobilizing the power of humanity in Canada and around the world.

Our Network

The Canadian Red Cross is part of the largest humanitarian network in the world, the International Red Cross and Red Crescent Movement. This network includes the International Committee of the Red Cross (ICRC), the International Federation of Red Cross and Red Crescent Societies (Federation) and 189 National Red Cross and Red Crescent Societies dedicated to improving the situation of the most vulnerable throughout the world.

Our Vision

The Canadian Red Cross is the leading humanitarian organization through which Canadians demonstrate their caring for others in need.

How does our brand contribute to our vision?

When we strive for effective, transparent communication that adheres to our vision, it demonstrates:

1. Our leadership and commitment to the work we do
2. Our pride in our strongest asset: the red cross emblem, the internationally-recognized symbol of protection

History & Background

Who We Are

Our Brand Positioning

This is how we view ourselves in a wider context. For those with a desire to protect what's precious, the Canadian Red Cross is the movement that unleashes and empowers the hero inside us all.

Our Brand Attributes

What are brand attributes? Think of them as personality traits. For example, two people can share the same values, but each one will express them in a different way. Therefore, our brand positioning is how we collectively deliver our brand attributes, and carry out our mission, vision and values.

We have five brand attributes, which should be reflected in everything we do and in all of our communications:

- 1. Trustworthy**
- 2. Connected**
- 3. Energetic**
- 4. Progressive**
- 5. High Quality**

History & Background

Our Emblem

Governments have the option to choose which emblem their National Society will use: a red cross, a red crescent or a red crystal. In 1909, the Government of Canada decided that the Canadian National Society would be represented with a red cross.

There are two main uses of the emblems: the “protective use” and the “indicative use”.

Protective Use

In armed combat, the emblems are a visible sign of the protection given to the medical personnel, equipment and buildings of the armed forces under international law. That protection extends to certain humanitarian organizations working alongside the military to relieve the suffering of the wounded, prisoners and civilians. When used in this way, it is referred to as “protective use”.

Indicative Use

National Red Cross and Red Crescent Societies around the world are allowed to use an emblem to identify themselves along with their national name as part of a global network known as the International Red Cross and Red Crescent Movement. This use is called “indicative use” and it is how we use our logo: to identify our work.

History & Background

Division of Assets

What should be used as a symbol of first aid?

International organizations recommend using a white cross on a green background to identify a first aid kit or supplies, or a first aid treatment situation. This symbol is widely used in Canada and abroad.

Most Common Misuses

Unauthorized appearance of a red cross on a white background.

This type of misuse frequently happens on business signage and logos, advertising and marketing materials, music videos and video games, first aid kits and first aid posts, medical supplies and facilities.

To Report A Misuse:

1. Use the online form available at:

redcross.ca/who-we-are/about-the-canadian-red-cross/red-cross-emblem

2. Contact your branch

The report of the misuse will then be forwarded to the appropriate Canadian Red Cross staff member. In most cases, individuals, businesses or other entities voluntarily stop misusing the emblem once notified. Emblem misuse is against the law and can result in a fine, as well as forfeiture of the products connected to the misuse.

INTERNATIONAL COMMITTEE
OF THE RED CROSS



INTERNATIONAL FEDERATION OF RED CROSS
AND RED CRESCENT SOCIETIES



PROTECTIVE EMBLEM



INDICATIVE EMBLEM WORDMARK



INDICATIVE EMBLEM ROUNDEL



History & Background

Department of Foreign Affairs, Trade and Development

The Canadian Red Cross works in partnership with Global Affairs Canada (GAC) on implementing a variety of humanitarian assistance programs that includes but is not limited to Emergencies, Health, Capacity Development and our strengths with the Canadian public.

Acknowledgment of Contribution

The Organization shall acknowledge GAC's Contribution in the following manner:

- A) By clearly and prominently identifying the Contribution to the public, using all promotional tools provided by GAC and wording satisfactory to GAC, such as "The Government of Canada provides funding for this initiative";
- B) By acknowledging the Contribution in any public reference to the Initiative such as but not limited to announcements, interviews, speeches, press releases, publications, signage, websites, advertising and promotional materials and advertising;
- C) By presenting all Government of Canada identifiers in a manner compliant with the Public Recognition Guidelines for Global Affairs Canada Development Partners, available at: http://international.gc.ca/world-monde/funding-financement/public_visibility_recognition-visibilite_reconnaissance_publique.aspx?lang=eng On all paper and web based documents.

Only one official government symbol should be used for inclusion on project materials and communications products. In most cases, the Canada Wordmark is the preferred option since it can be displayed larger than either the signature of the Government of Canada or that of a department. The Canada Wordmark is also readily recognized by the Canadian public as a symbol of the Government of Canada.

For visual acknowledgement of two or more federal institutions, either the Canada Wordmark or Government of Canada signature is used. Within Canada, and solely supported by GAC, the GAC Wordmark is the preferred option.

More information on logos can be found here:

http://international.gc.ca/world-monde/funding-financement/signature_wordmark-signature_mot-symbole.aspx?lang=eng

Details on usage and examples of placement can be found here:

http://international.gc.ca/world-monde/funding-financement/recognizing_results-reconnaître_resultats.aspx?lang=eng

GOVERNMENT OF CANADA LOGO

Canada 

GOVERNMENT OF CANADA ENGLISH PRIMARY WORDMARK



Government
of Canada

Gouvernement
du Canada

GOVERNMENT OF CANADA FRENCH PRIMARY WORDMARK



Gouvernement
du Canada

Government
of Canada

DEPARTMENT OF FOREIGN AFFAIRS, TRADE AND DEVELOPMENT ENGLISH PRIMARY WORDMARK



Global Affairs
Canada

Affaires mondiales
Canada

DEPARTMENT OF FOREIGN AFFAIRS, TRADE AND DEVELOPMENT FRENCH PRIMARY WORDMARK



Affaires mondiales
Canada

Global Affairs
Canada

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Visual Identity

Introduction

The Canadian Red Cross identity consists of two main elements: the roundel and the wordmark. These logos are used for different purposes and should never be used together.

The roundel is the primary logo of Canadian Red Cross, and is used in large, standalone applications to identify personnel, buildings, and objects that belong to the organization.

The wordmark is the secondary logo, used when the logo is accompanied by secondary information like name of places, buildings, contact information, etc. Due to its larger type size, the wordmark works especially well for smaller uses and applications that are viewed from a distance, such as signage.

CANADIAN RED CROSS BILINGUAL ROUNDEL



CANADIAN RED CROSS BILINGUAL WORDMARK



**Canadian
Red Cross**

**Croix-Rouge
canadienne**

Visual Identity

Usage Reference Chart

USAGE	 Roundel	 Canadian Red Cross Croix-Rouge canadienne Wordmark
Vehicles, Buildings, & Signage – Logo Only Case Specific	●	
Buildings, & Signage – Logo & Information Approval from Communications must be obtained before ordering or creating any signage.		●
Stationery The Wordmark will sometimes need to be used for campaign specific reasons or when space does not allow for the Roundel.	●	
Vests, Badges & Garments Case specific	●	●
Internal Communications Case specific	●	●
Online Applications Website, marketing emails, portals, microsite etc.		●
Partnership Lockup		●
Online Advertising or Advertising with Online Components		●
Print Advertising without Online Components	●	
Video	●	

Visual Identity

Roundel

Visual Identity — Roundel

Introduction



Visual Identity – Roundel

Versions

There are two variations of the Canadian Red Cross roundel. The primary version is used for all regions with the exception of Québec. A localized French language version has been created for Québec and is to be used for any materials in that region.

The black and white versions of the roundel should only be used when colour printing is not available. **In all cases, usage must be approved by brand representatives from Communications. Usage must be approved by brand representatives in Philanthropy for fundraising related initiatives.**

CANADIAN RED CROSS ROUNDEL
WITH OUTLINE (FULL COLOUR)



CANADIAN RED CROSS ROUNDEL
WITHOUT OUTLINE (FULL COLOUR)



CANADIAN RED CROSS ROUNDEL
WITH OUTLINE (BLACK & WHITE)



CANADIAN RED CROSS ROUNDEL
WITHOUT OUTLINE (BLACK & WHITE)



CANADIAN RED CROSS QUÉBEC ROUNDEL
WITH OUTLINE (FULL COLOUR)



CANADIAN RED CROSS QUÉBEC ROUNDEL
WITHOUT OUTLINE (FULL COLOUR)



CANADIAN RED CROSS QUÉBEC ROUNDEL
WITH OUTLINE (BLACK & WHITE)



CANADIAN RED CROSS QUÉBEC ROUNDEL
WITHOUT OUTLINE (BLACK & WHITE)



Visual Identity – Roundel

Construction & Usage

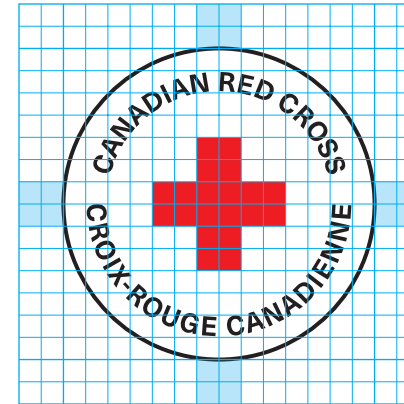
The roundel must only be used in applications specified in the chart on page 4, and should under no circumstances be distorted, stretched, or modified any way. To maintain maximum impact, the roundel must have a safe space around it equal to 1/3 of width and/or height of the red cross.

To maintain legibility and readability, the roundel may not be used at a size smaller than 1 inch.

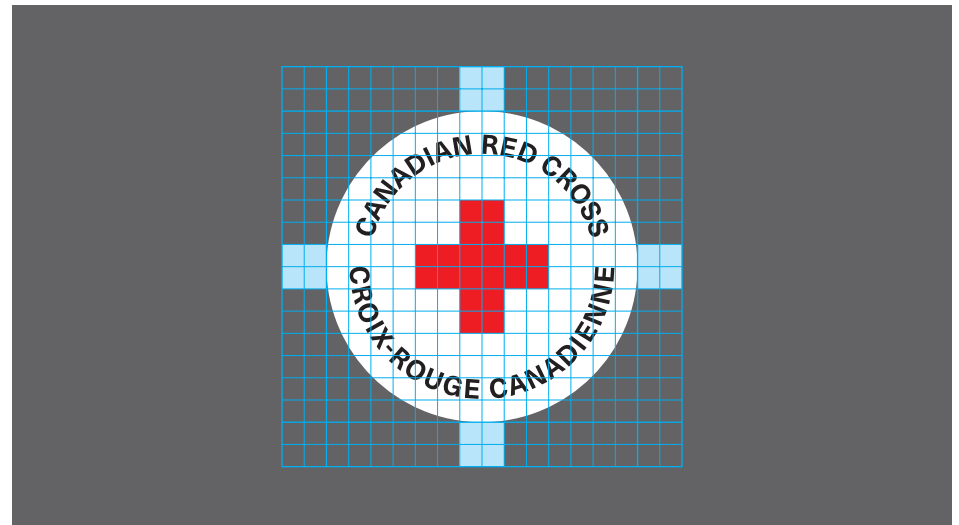
Never use more than one Canadian Red Cross logo version in an application.



CANADIAN RED CROSS ROUNDEL WITH OUTLINE



CANADIAN RED CROSS ROUNDEL WITHOUT OUTLINE



Visual Identity – Roundel

Usage on Background

The roundel should always stand out from its background. A version of the roundel is provided with an outline around the circumference if the contrast of the background is less than the equivalent of 25% black.

DO



✓ No outline is needed for dark background



✓ No outline is needed for busy photograph with enough contrast



✓ Always use the outlined version of the roundel whenever there is a doubt of background being too light

DON'T



✗ **Never** use the roundel without outline if the background is lighter than equivalent to 25% black

Visual Identity – Roundel

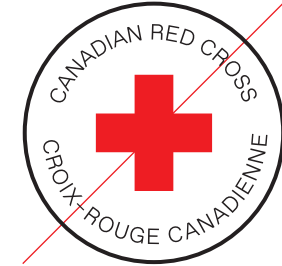
Incorrect Usage



1. Never change the orientation of the roundel.



2. Never distort the roundel.



3. Never change or make additions to the typeface or wording within the roundel.



4. Never change the colour of the cross within the roundel.



5. Never change the background colour within the roundel.



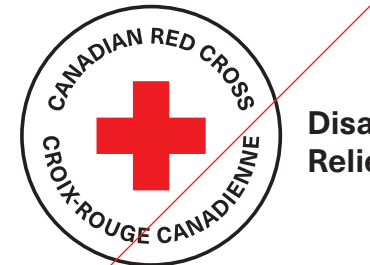
6. Never use the roundel in a one colour configuration.



7. Never change the shape of the circle containing the roundel.



8. Never change the width of the stroke containing the roundel.



9. Never lock additional text elements up to the roundel.

Visual Identity — Roundel

Examples

PINS



VEST BRANDING



Visual Identity — Roundel

Examples

VEST AND HAT



Visual Identity — Roundel

Examples

SIGNAGE



Visual Identity – Roundel

Examples

LARGE SCALE SIGNAGE



Visual Identity – Roundel
Examples

STATIONERY



Visual Identity — Roundel

Examples

VEHICLE LIVERY



Visual Identity

Wordmark

Visual Identity — Wordmark

Introduction



**Canadian
Red Cross**

**Croix-Rouge
canadienne**

Visual Identity – Wordmark

Bilingual Versions A: English-first Bilingual Wordmark

The bilingual version of the wordmark is provided for applications where the material is targeted to both English-speaking and French-speaking audiences. The English-first logo is to be used for predominantly English-speaking audiences and the French-first logo for predominantly French-speaking audiences.

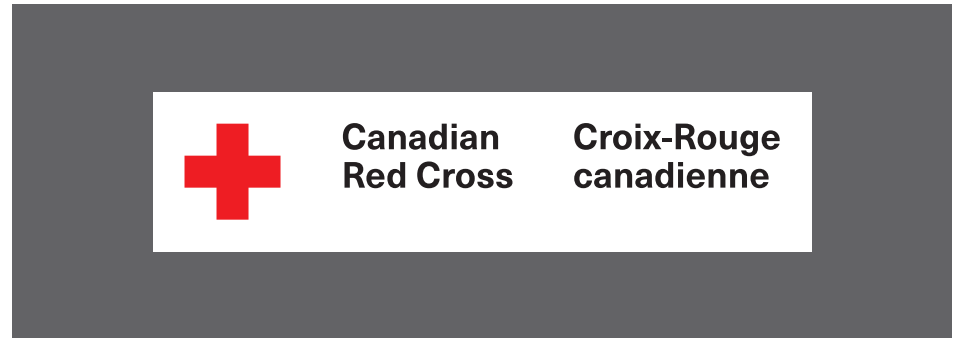
Never use more than one Canadian Red Cross logo version in an application. The black and white versions of wordmark should only be used when colour printing is not available.

In all cases, usage must be approved by brand representatives from Communications. Usage must be approved by brand representatives in Philanthropy for fundraising related initiatives.

BILINGUAL ENGLISH WORDMARK (FULL COLOUR)



BILINGUAL ENGLISH WORDMARK ON A WHITE RECTANGLE (FULL COLOUR)



BILINGUAL ENGLISH WORDMARK (BLACK & WHITE)



BILINGUAL ENGLISH WORDMARK ON A WHITE RECTANGLE (BLACK & WHITE)



Visual Identity – Wordmark

Bilingual Versions B: French-first Bilingual Wordmark

The bilingual version of the wordmark is provided for applications where the material is targeted to both English-speaking and French-speaking audiences. The English-first logo is to be used for predominantly English-speaking audiences and the French-first logo for predominantly French-speaking audiences.

BILINGUAL FRENCH WORDMARK (FULL COLOUR)

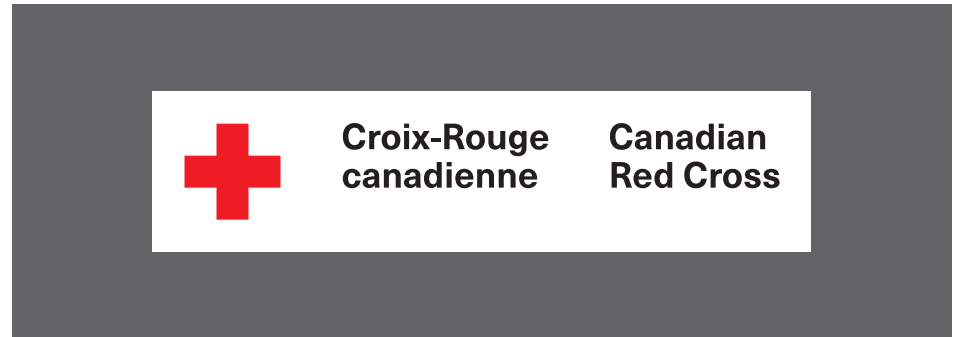


BILINGUAL FRENCH WORDMARK (BLACK & WHITE)

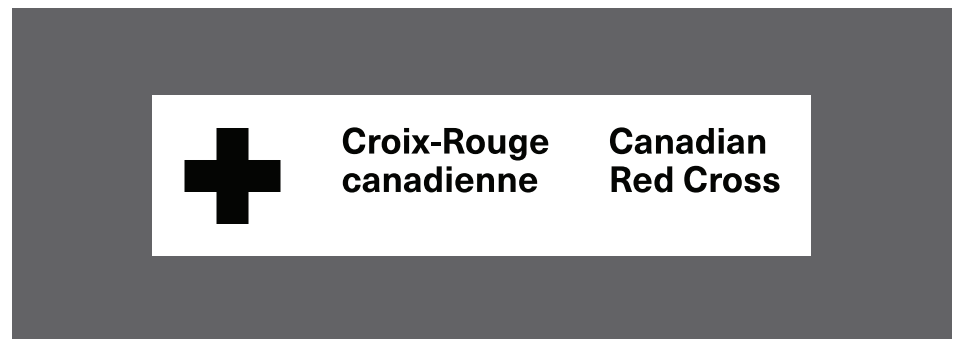


Never use more than one Canadian Red Cross logo version in an application. The black and white versions of wordmark should only be used when colour printing is not available. **In all cases, usage must be approved by brand representatives from Communications. Usage must be approved by brand representatives in Philanthropy for fundraising related initiatives.**

BILINGUAL FRENCH WORDMARK (FULL COLOUR)



BILINGUAL FRENCH WORDMARK (BLACK & WHITE)



Visual Identity – Wordmark
Unilingual Versions

Unilingual versions of the wordmark are provided for applications where the material is targeted to an English-speaking only or French-speaking only audience. The unilingual Québec wordmark is to be used for Québec-specific materials only.

In addition to the two-line unilingual logos, three single-line versions are also available. These are only for use in cases where vertical space is limited, such as the spine of a book. Never use more than one Canadian Red Cross logo version in an application.

UNILINGUAL TWO-LINE WORDMARK (ENG – FULL COLOUR)  Canadian Red Cross	UNILINGUAL TWO-LINE WORDMARK ON A WHITE RECTANGLE (ENG – FULL COLOUR)  Canadian Red Cross	UNILINGUAL SINGLE-LINE WORDMARK (ENG – FULL COLOUR) + Canadian Red Cross	UNILINGUAL SINGLE-LINE WORDMARK ON A WHITE RECTANGLE (ENG – FULL COLOUR)  Canadian Red Cross
UNILINGUAL TWO-LINE WORDMARK (FRE – FULL COLOUR)  Croix-Rouge canadienne	UNILINGUAL TWO-LINE WORDMARK ON A WHITE RECTANGLE (FRE – FULL COLOUR)  Croix-Rouge canadienne	UNILINGUAL SINGLE-LINE WORDMARK (FRE – FULL COLOUR) + Croix-Rouge canadienne	UNILINGUAL SINGLE-LINE WORDMARK ON A WHITE RECTANGLE (FRE – FULL COLOUR)  Croix-Rouge canadienne
QUEBEC TWO-LINE WORDMARK (FRE – FULL COLOUR)  Croix-Rouge canadienne Québec	QUEBEC TWO-LINE WORDMARK ON A WHITE RECTANGLE (FRE – FULL COLOUR)  Croix-Rouge canadienne Québec	QUEBEC SINGLE-LINE WORDMARK (FRE – FULL COLOUR) + Croix-Rouge canadienne Québec	QUEBEC SINGLE-LINE WORDMARK ON A WHITE RECTANGLE (FRE – FULL COLOUR)  Croix-Rouge canadienne Québec

Visual Identity – Wordmark
Unilingual Versions

The black and white versions of the wordmark should only be used when colour printing is not available. **In all cases, usage must be approved by brand representatives from Communications. Usage must be approved by brand representatives in Philanthropy for fundraising related initiatives.**

UNILINGUAL TWO-LINE WORDMARK
(ENG – BLACK & WHITE)



UNILINGUAL TWO-LINE WORDMARK
ON A WHITE RECTANGLE (ENG – BLACK & WHITE)



UNILINGUAL SINGLE-LINE WORDMARK
(ENG – BLACK & WHITE)



UNILINGUAL SINGLE-LINE WORDMARK
ON A WHITE RECTANGLE (ENG – BLACK & WHITE)



UNILINGUAL TWO-LINE WORDMARK
(FRE – BLACK & WHITE)



UNILINGUAL TWO-LINE WORDMARK
ON A WHITE RECTANGLE (FRE – BLACK & WHITE)



UNILINGUAL SINGLE-LINE WORDMARK
(FRE – BLACK & WHITE)



UNILINGUAL SINGLE-LINE WORDMARK
ON A WHITE RECTANGLE (FRE – BLACK & WHITE)



QUEBEC TWO-LINE WORDMARK
(FRE – BLACK & WHITE)



QUEBEC TWO-LINE WORDMARK
ON A WHITE RECTANGLE (FRE – BLACK & WHITE)



QUEBEC SINGLE-LINE WORDMARK
(FRE – BLACK & WHITE)



QUEBEC SINGLE-LINE WORDMARK
ON A WHITE RECTANGLE (FRE – BLACK & WHITE)



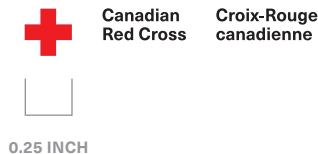
Visual Identity – Wordmark

Construction & Usage

The wordmark is used when there is ample horizontal space available, or in scenarios where the roundel becomes too small to be legible. Always use the wordmark to identify the name of a facility and/or division that belongs to the Canadian Red Cross. This version of the logo should be used for all digital applications, except for social media where a separate version will be provided.

In application, the red cross in the wordmark should never be smaller than 1/4 inch.

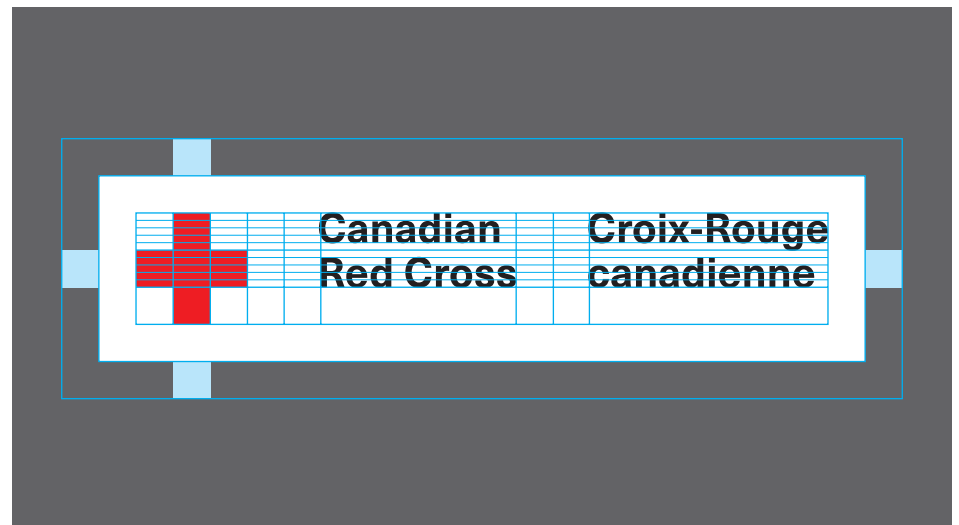
The wordmark must always be used on a white background, and can under no circumstances be distorted, stretched, or modified in any way. For maximum impact, the wordmark must have a safe space surrounding it equal to 1/3 of width and/or height of the red cross. Always use the approved lockup provided, and never attempt to type the wordmark out manually.



BILINGUAL TWO-LINE WORDMARK (ENG)



BILINGUAL TWO-LINE WORDMARK ON A WHITE RECTANGLE (ENG)



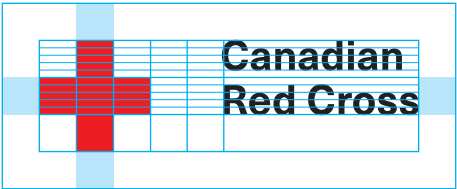
Visual Identity – Wordmark
Construction & Usage

The safe space for the two-line version of the unilingual wordmark is 1/3 of width and/or height of the red cross.

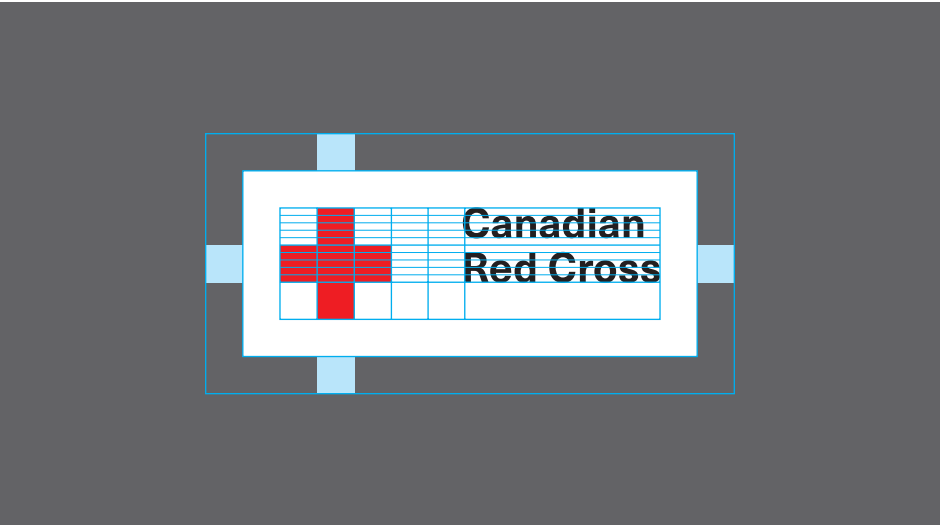
The safe space for the single-line version of the unilingual wordmark is 2/3 of the width and height of the red cross. In application, the red cross in the wordmark should never be smaller than 1/4 inch.



UNILINGUAL TWO-LINE WORDMARK (ENG)

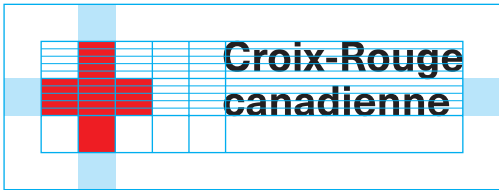


UNILINGUAL TWO-LINE WORDMARK ON A WHITE RECTANGLE (ENG)

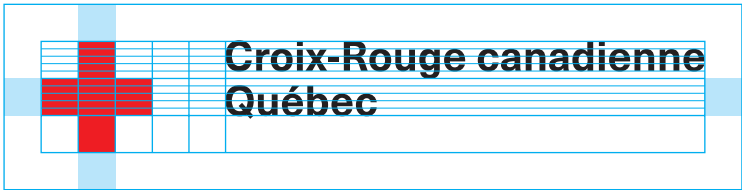


Visual Identity – Wordmark
Construction & Usage

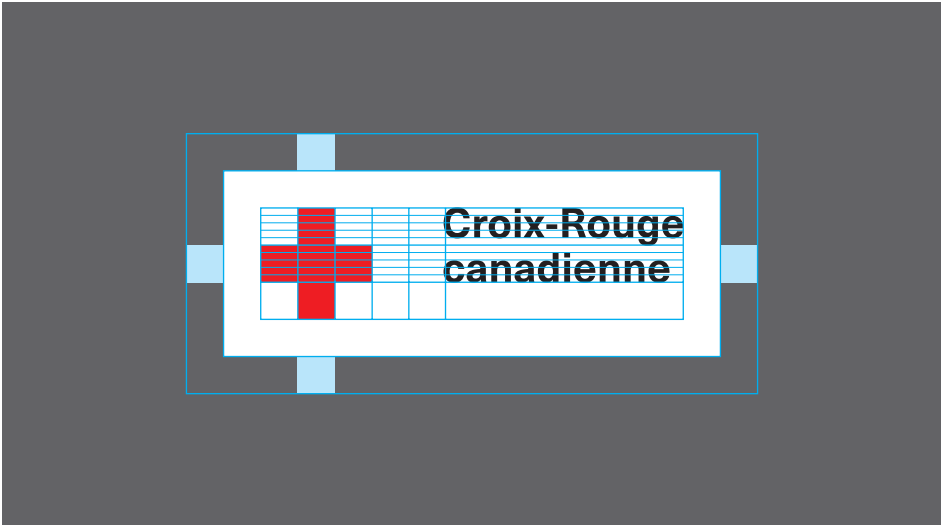
UNILINGUAL TWO-LINE WORDMARK (FRE)



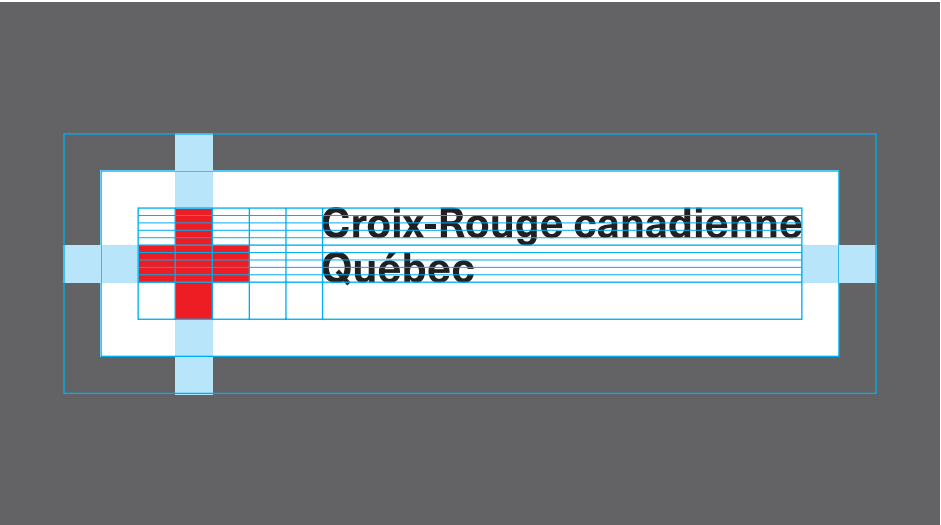
QUEBEC TWO-LINE WORDMARK (FRE)



UNILINGUAL TWO-LINE WORDMARK ON A WHITE RECTANGLE (FRE)



QUEBEC TWO-LINE WORDMARK ON A WHITE RECTANGLE (FRE)



Visual Identity – Wordmark
Construction & Usage

The safe space for the single-line version of the unilingual wordmark is 2/3 of the width and height of the red cross. In application, the red cross in the wordmark should never be smaller than 1/8 inch.



UNILINGUAL SINGLE-LINE WORDMARK (ENG)



UNILINGUAL SINGLE-LINE WORDMARK ON A WHITE RECTANGLE (ENG)



Visual Identity – Wordmark
Construction & Usage

UNILINGUAL SINGLE-LINE WORDMARK (FRE)



QUEBEC SINGLE-LINE WORDMARK (FRE)



UNILINGUAL SINGLE-LINE WORDMARK ON A WHITE RECTANGLE (FRE)



QUEBEC SINGLE-LINE WORDMARK ON A WHITE RECTANGLE (FRE)



Visual Identity – Wordmark

Usage on Background

The wordmark should always stand out from its background. Use the version of the logo with white rectangle if the background is anything other than white.

This rule will apply to all versions of the wordmark including unilingual logos.

DO



✓ Use the wordmark in white rectangle over dark colours



✓ Use the wordmark in white rectangle over photographs



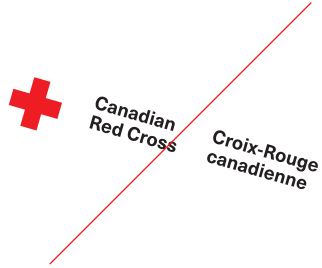
✓ White rectangle is not required for white backgrounds



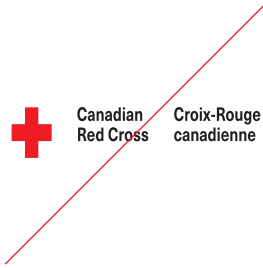
✓ **ALWAYS** use a white rectangle if the background is anything other than white.

Visual Identity – Wordmark

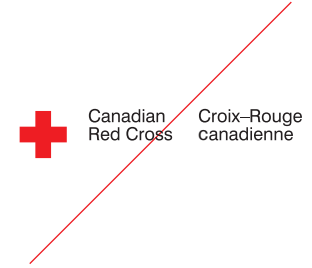
Incorrect Usage



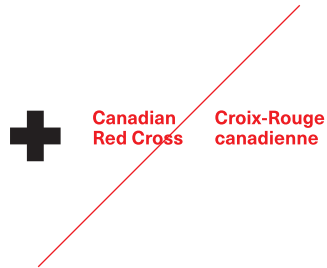
1. Never change the orientation of the wordmark.



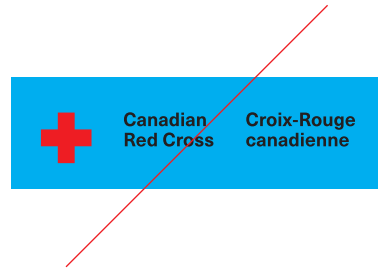
2. Never distort the wordmark.



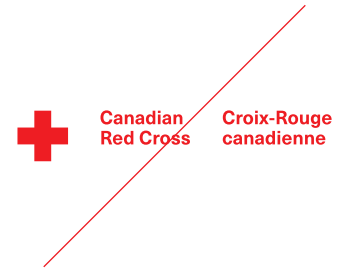
3. Never change or make additions to the typeface or wording of the wordmark.



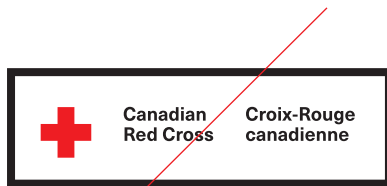
4. Never change the colour configurations of the wordmark.



5. Never add a background colour to the wordmark.



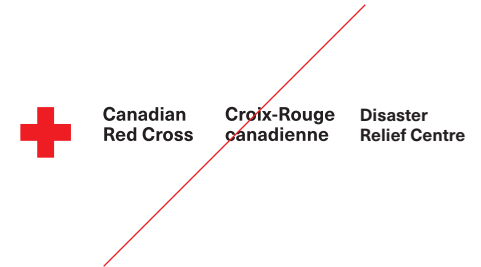
6. Never use the wordmark in a one-colour configuration, with the exception of black-ink-only publications.



7. Never add a stroke to the shape of the rectangle containing the wordmark.



5. Never alter the typographic lockup of the wordmark.



6. Never add additional text elements too close to the wordmark.

Visual Identity – Wordmark

Partnership Lockups

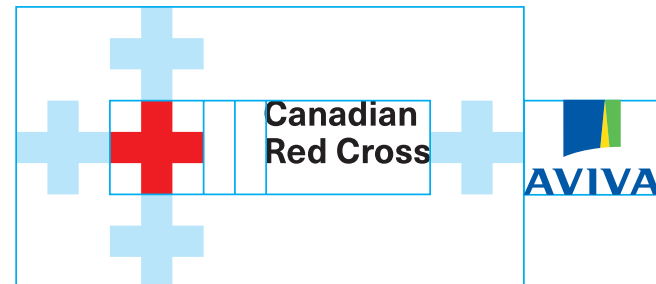
The minimum clear space for the Canadian Red Cross logo is bigger when being paired with partnership logos in order to accommodate a variety of forms they can take.

Ensure neither Red Cross or Partner logo is dominant.
The letters of both logos should be similar in size.

PARTNERSHIP LOCKUP EXAMPLE



**Canadian
Red Cross**



Visual Identity – Wordmark

Examples

WORDMARK WITH WHITE BAND ON A BUSY BACKGROUND IMAGE



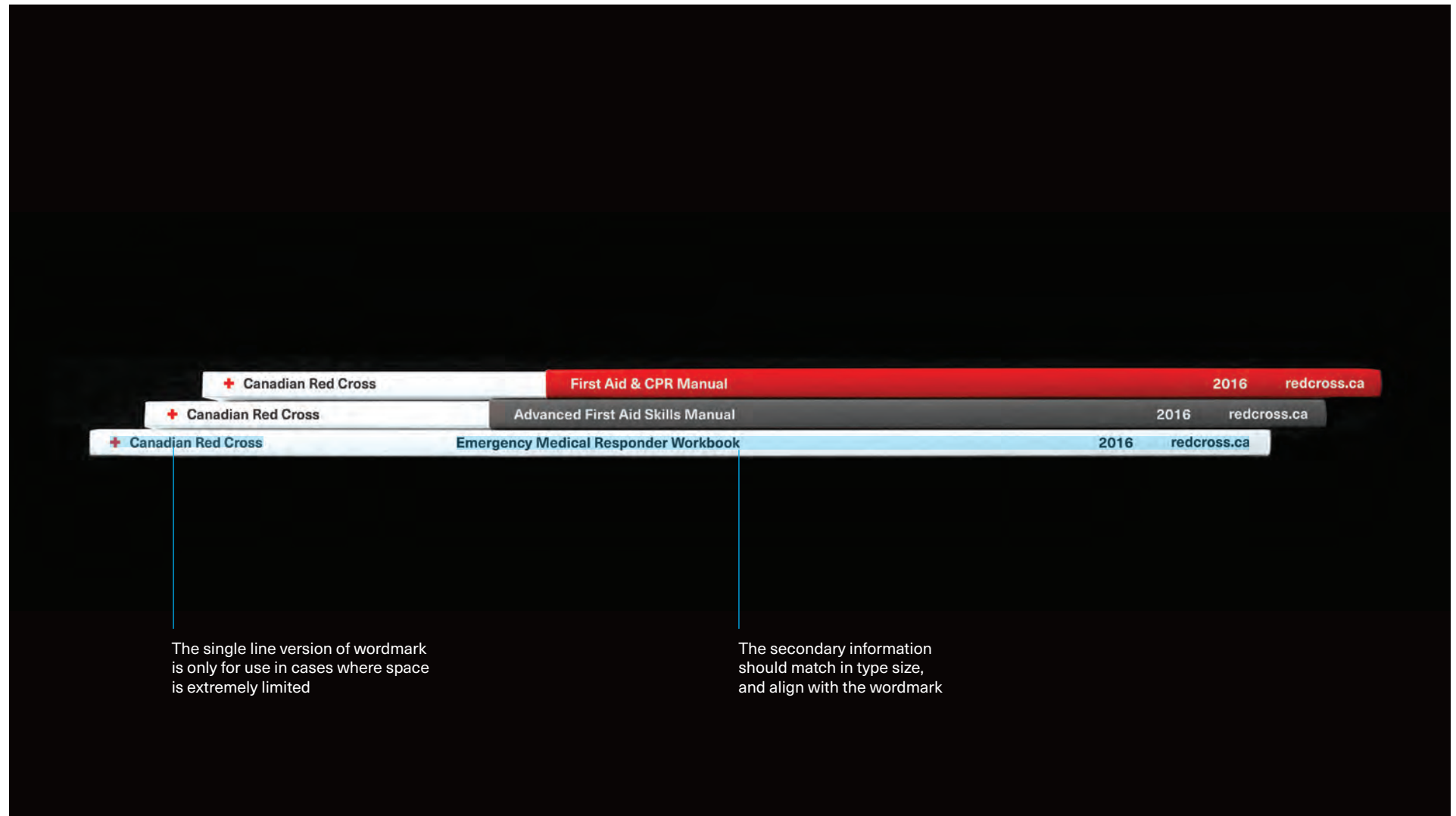
Canadian
Red Cross

Croix-Rouge
canadienne

Visual Identity – Wordmark

Examples

BOOK SPINES

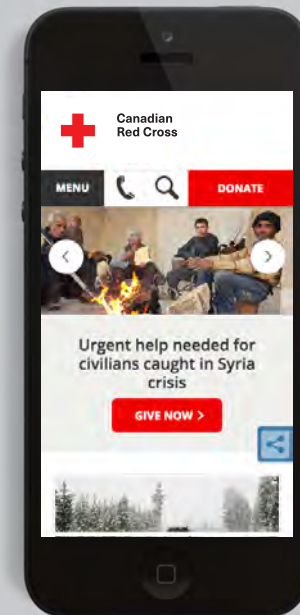
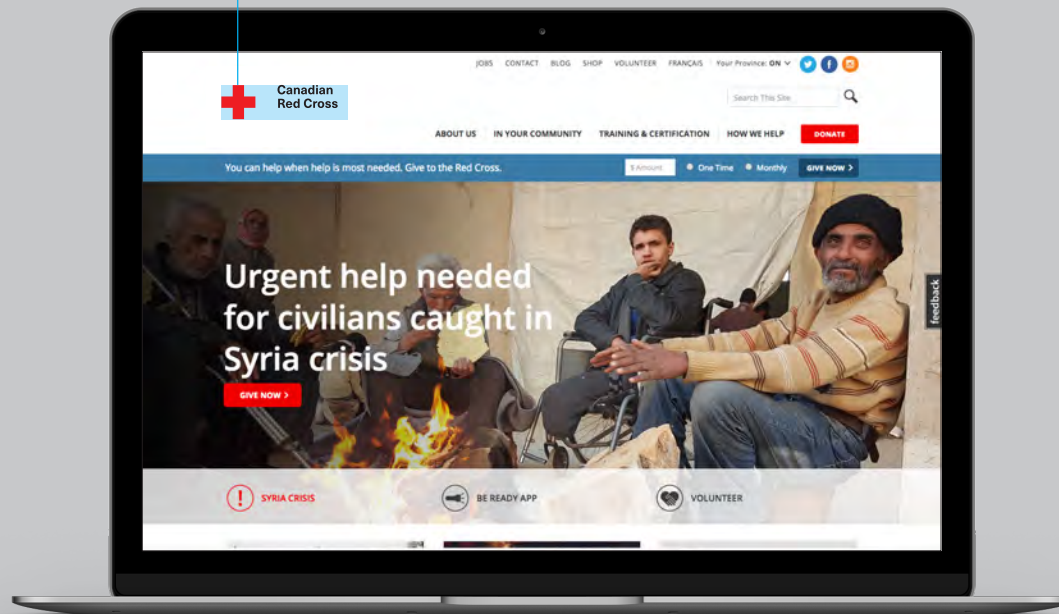


Visual Identity – Wordmark

Examples

DESKTOP & MOBILE APPLICATIONS

The wordmark should be used for most web applications and placed in the top left.



Visual Identity – Wordmark

Examples

DESCRIPTIVE SIGNAGE



Visual Identity

The Cross

Visual Identity – The Cross

ICRC Consideration

Use of the red cross outside of the emblem should be done sparingly and should be reserved only for special promotional cases. **Usage and its rationale must be reviewed and approved by the brand representative from Communications. Usage must be approved by brand representatives in Philanthropy for fundraising related initiatives.**

Use of the cross outside of the emblem must be accompanied by the roundel, wordmark, name or initials of the National Society.

Article 5 from our Regulations on the use of the Emblem of the Red Cross or the Red Crescent set by ICRC is as follows:

Article 5 Design of the emblem

The emblem used as a protective device shall always retain its original form, i.e. nothing shall be added either to the cross, the crescent or the white ground. A cross formed with two cross-pieces, one vertical and the other horizontal crossing in the middle, shall be used. The shape and direction of the crescent are not regulated. Neither the cross nor the crescent shall touch the edges of the flag or the shield. The shade of the red is not specified. The ground shall always be white.

The emblem used indicatively shall be accompanied by the name or initials of the National Society. There shall be no drawing or writing on the cross or the crescent which shall always be the dominant element of the emblem. The ground shall always be white.

Use of the emblem for decorative purposes is permitted, within the limits of Article 3, on the occasion of public events or on material intended to promote the National Society and the Movement, such as films, publications, medals or other tokens of acknowledgement. For such use a freer design is permitted, provided that national legislation does not prohibit it. Moreover, the emblem used as an indicative device should as far as possible be displayed together with the decorative design.

Full detail of this rule can be found here:
<https://www.icrc.org/eng/resources/documents/article/other/57jmbg.htm>

Visual Identity — The Cross Introduction

**Canadian
Red Cross**

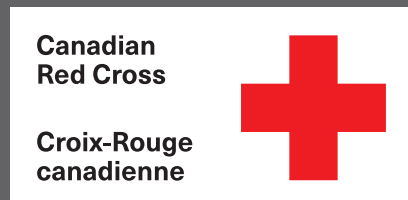
**Croix-Rouge
canadienne**



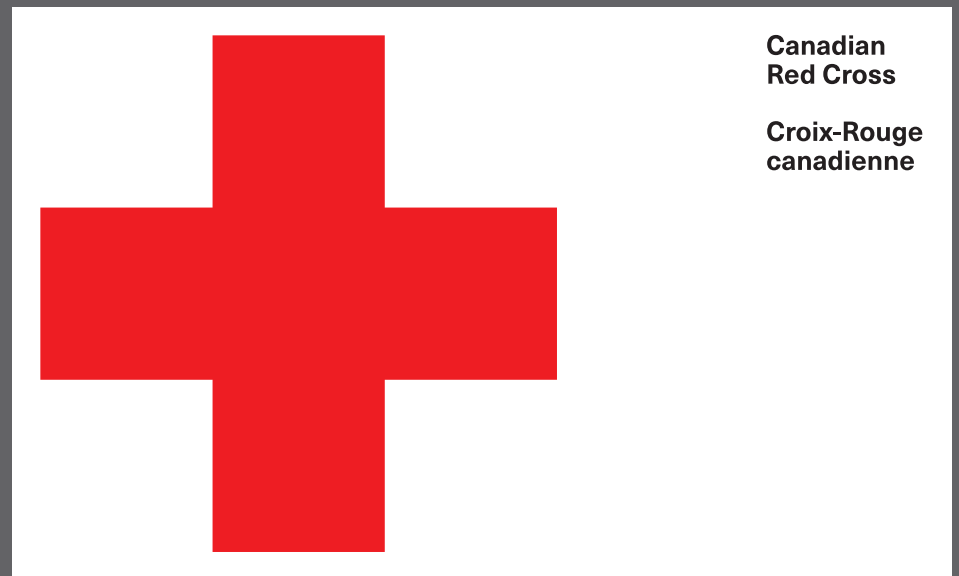
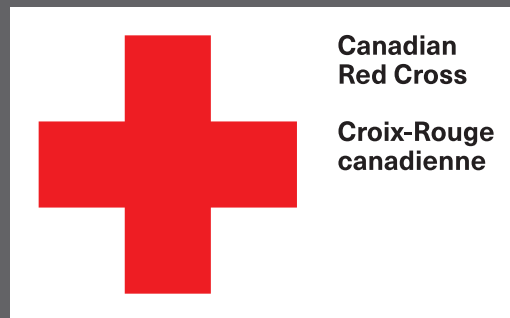
Visual Identity – The Cross Using the Cross

In addition to the wordmark and roundel, a scalable system has been created to allow for special applications of the Red Cross emblem. Use this system in situations where a large and bold application of the cross would be appropriate. These situations could include but are not limited to special building signage, equipment, boxes and shipping labels, and vehicles.

The examples below and on the following pages are meant to illustrate some of how this system can expand to accommodate a number of different orientations and sizes.

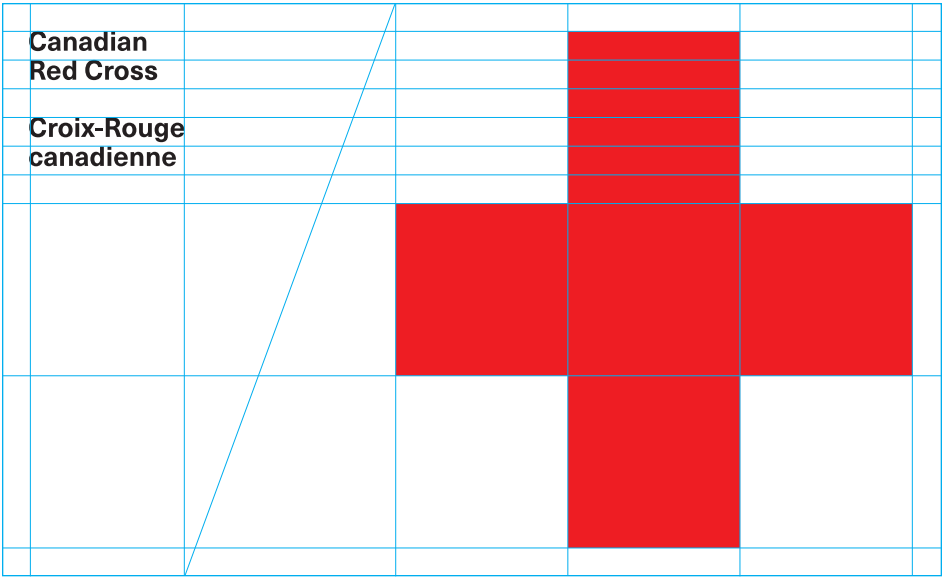
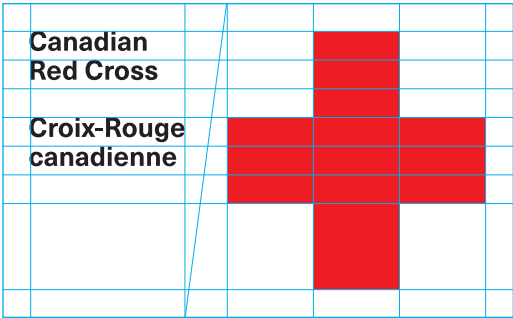
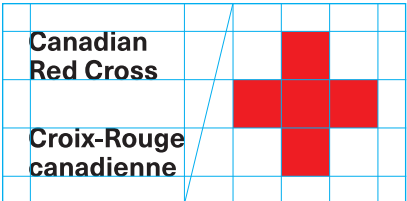


Visual Identity — The Cross Using the Cross



Visual Identity – The Cross
System

This system allows for opportunities to use the cross at large sizes while retaining a consistent typographic treatment of the wordmark and axillary information. In these construction diagrams, you'll notice the typography maintains the same size and position while the cross can be scaled to considerably larger sizes. Using the proportions of this system, you can apply the larger cross in nearly any rectangular format and orientation.



Visual Identity – The Cross

Examples

GREETING CARD



Visual Identity – The Cross

Examples

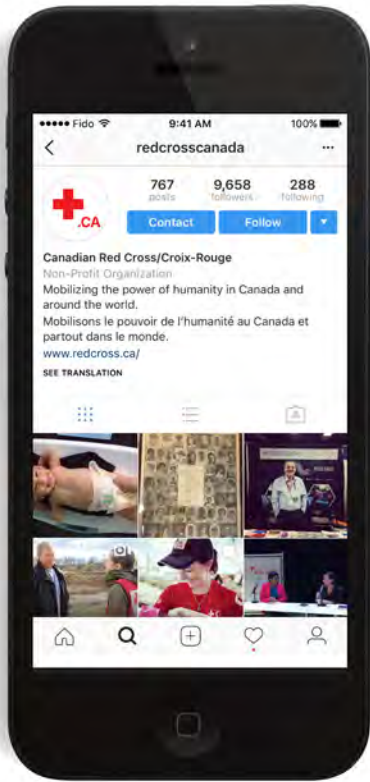
The application system for the large red cross is designed to be adaptive and flexible. In this case, a special lock-up was created to maximize the impact of the cross. Always take into context the form and space available on the piece you are designing.

TOTE BAG



Visual Identity – The Cross
Social Media

This version of the cross emblem is for use on Canadian Red Cross specific social media profiles. Avoid using this version on any other applications. Do not replace the ".CA" copy with any other information.



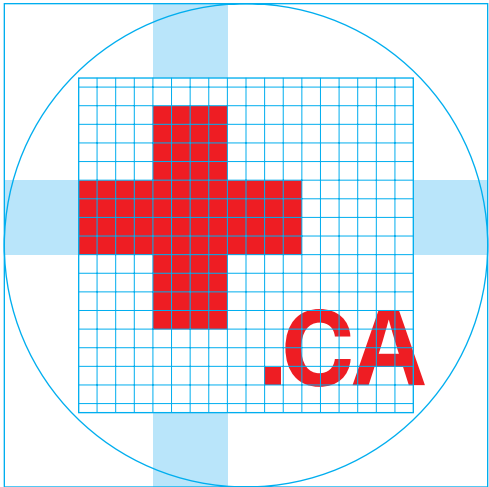
CANADIAN RED CROSS SOCIAL ICON
CROPPED IN CIRCLE



CANADIAN RED CROSS SOCIAL ICON
CROPPED IN SQUARE



ICON CONSTRUCTION



Visual Identity – The Cross

Social Media Icon

When placing the Canadian Red Cross social media logo over an image, be sure to include the white background. The following examples illustrate this application.



Support Logos

Visual Identity – Support Logos

Versions

Companies often sponsor Canadian Red Cross events and programs. The following examples show how these logos are used in conjunction with Canadian Red Cross brand elements.

There are two English and French support logo versions. The 'In support of / En soutien à' version is typically used when an external entity is fundraising for the Canadian Red Cross during a specific appeal or period. 'Proud supporter of / Fier d'appuyer' is typically used for external entities who continually support the Canadian Red Cross. Please contact brand representatives in Communications or the Corporate team for exact usage instructions.

CANADIAN RED CROSS BILINGUAL 'IN SUPPORT OF' WORDMARK (ENG)

In support of / En soutien à



CANADIAN RED CROSS BILINGUAL 'PROUD SUPPORTER OF' WORDMARK (ENG)

Proud supporter of / Fier d'appuyer



The text above the logo is set in Neue Haas Unica Light with tracking set to -5. It is aligned left, to the Red Cross logo. If the logo lockups are being resized, scale both elements entirely and proportionally. Do not alter the lockup and never change the type size and weight.

Never use roundel or the single-line wordmark for this application. Always use the two-line wordmark. Any support logos should appear equal in size to the Canadian Red Cross wordmark. **In all cases, usage must be approved by brand representatives from Communications. Usage must be approved by brand representatives in Philanthropy for fundraising related initiatives.**

CANADIAN RED CROSS BILINGUAL 'IN SUPPORT OF' WORDMARK ON A WHITE RECTANGLE (ENG)

In support of / En soutien à



CANADIAN RED CROSS BILINGUAL 'PROUD SUPPORTER OF' WORDMARK ON A WHITE RECTANGLE (ENG)

Proud supporter of / Fier d'appuyer



Visual Identity – Support Logos

Versions

CANADIAN RED CROSS UNILINGUAL
'IN SUPPORT OF' WORDMARK (ENG)



CANADIAN RED CROSS UNILINGUAL
'IN SUPPORT OF' WORDMARK (ENG)



CANADIAN RED CROSS UNILINGUAL
'PROUD SUPPORTER OF' WORDMARK (ENG)



CANADIAN RED CROSS UNILINGUAL
'PROUD SUPPORTER OF' WORDMARK (ENG)



CANADIAN RED CROSS UNILINGUAL
'IN SUPPORT OF' WORDMARK (FRE)



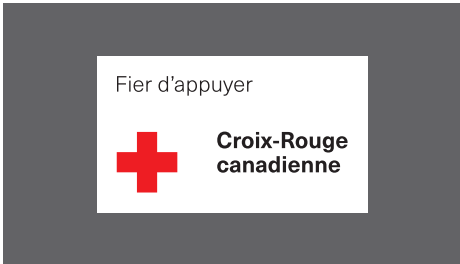
CANADIAN RED CROSS UNILINGUAL
'IN SUPPORT OF' WORDMARK (FRE)



CANADIAN RED CROSS UNILINGUAL
'PROUD SUPPORTER OF' WORDMARK (FRE)

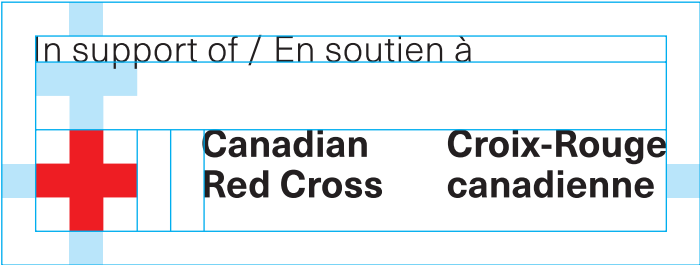


CANADIAN RED CROSS UNILINGUAL
'PROUD SUPPORTER OF' WORDMARK (FRE)

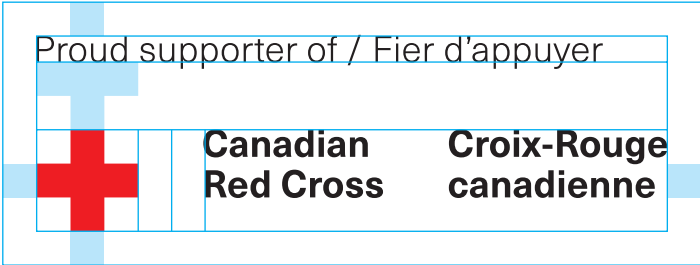


Visual Identity – Support Logos
Construction

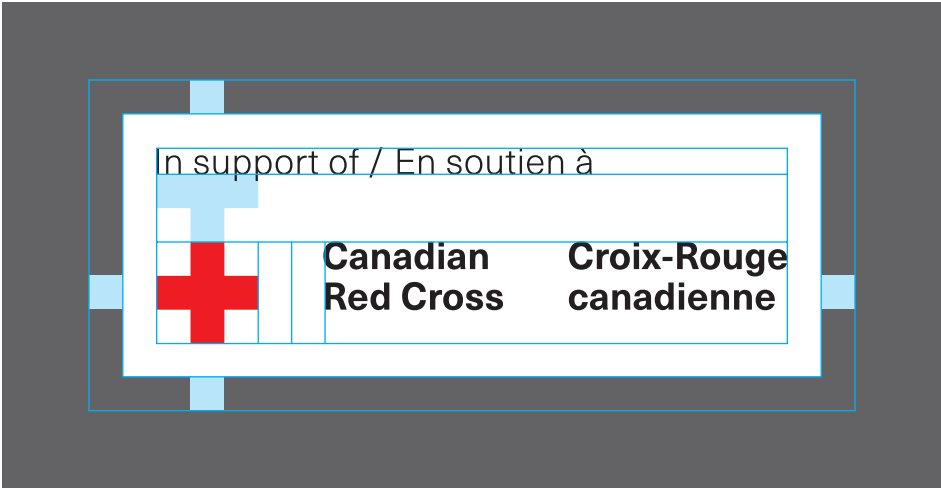
CANADIAN RED CROSS BILINGUAL 'IN SUPPORT OF' WORDMARK



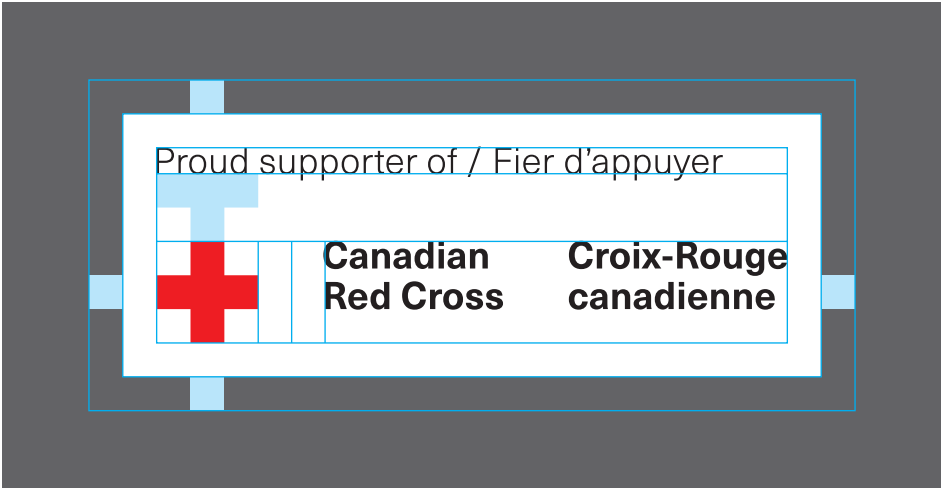
CANADIAN RED CROSS BILINGUAL 'PROUD SUPPORTER OF' WORDMARK



CANADIAN RED CROSS BILINGUAL 'IN SUPPORT OF' WORDMARK ON A WHITE RECTANGLE



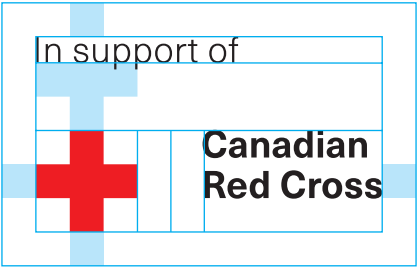
CANADIAN RED CROSS BILINGUAL 'PROUD SUPPORTER OF' WORDMARK ON A WHITE RECTANGLE



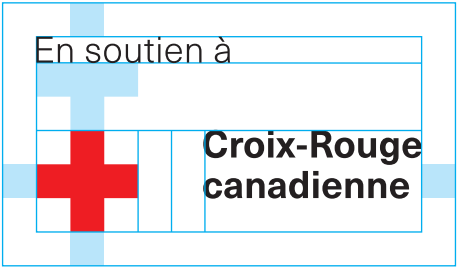
Visual Identity – Support Logos

Construction

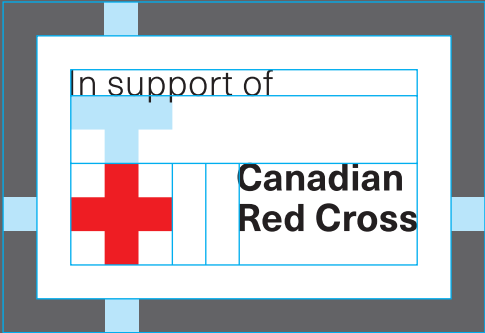
CANADIAN RED CROSS UNILINGUAL 'IN SUPPORT OF' WORDMARK (ENG)



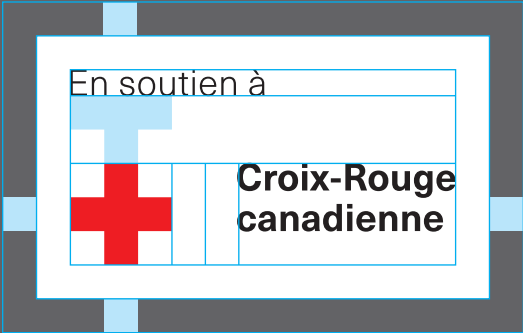
CANADIAN RED CROSS UNILINGUAL 'IN SUPPORT OF' WORDMARK (FRE)



CANADIAN RED CROSS UNILINGUAL 'IN SUPPORT OF' WORDMARK (ENG)



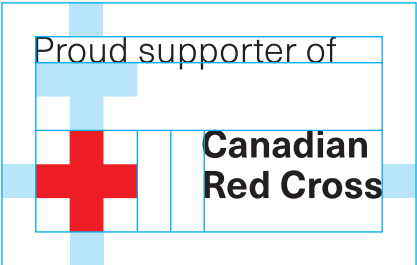
CANADIAN RED CROSS UNILINGUAL 'IN SUPPORT OF' WORDMARK (FRE)



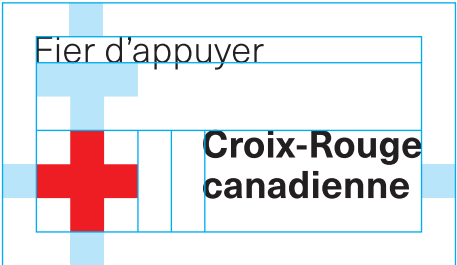
Visual Identity – Support Logos

Construction

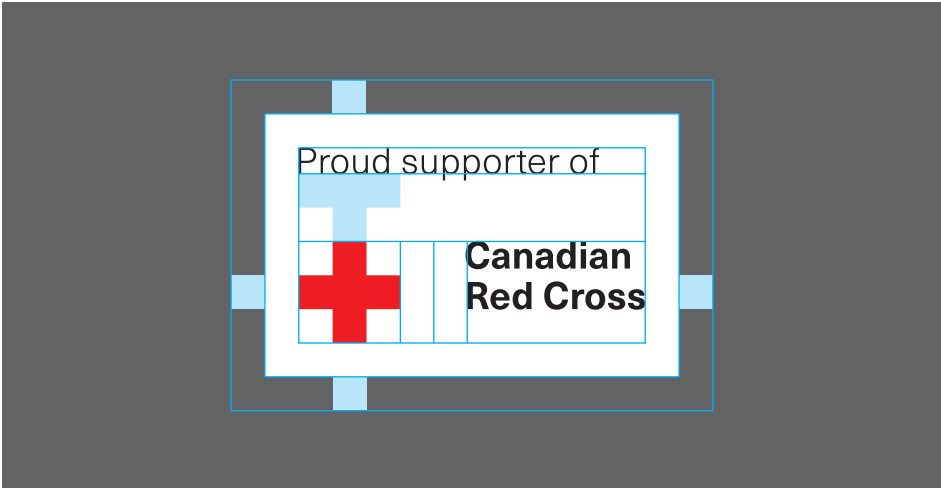
CANADIAN RED CROSS UNILINGUAL 'PROUD SUPPORTER OF' WORDMARK (ENG)



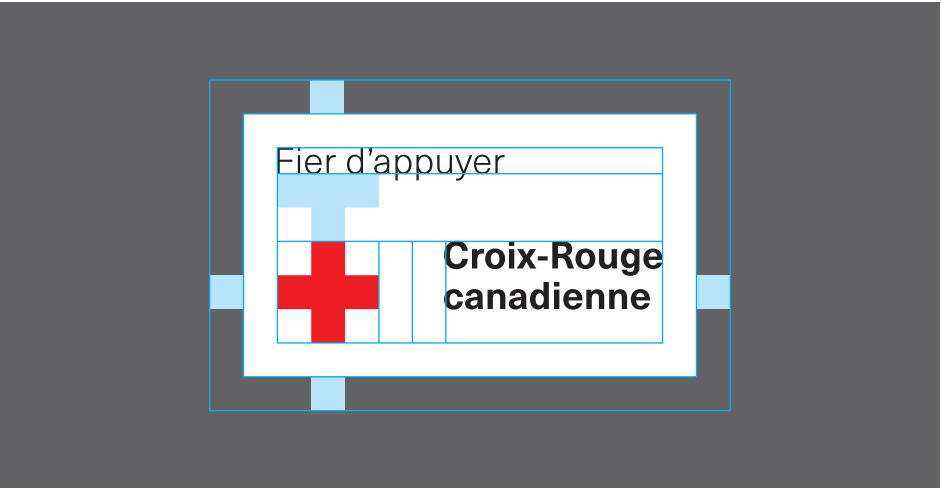
CANADIAN RED CROSS UNILINGUAL 'PROUD SUPPORTER OF' WORDMARK (FRE)



CANADIAN RED CROSS UNILINGUAL 'PROUD SUPPORTER OF' WORDMARK ON A WHITE RECTANGLE (ENG)



CANADIAN RED CROSS UNILINGUAL 'PROUD SUPPORTER OF' WORDMARK ON A WHITE RECTANGLE (FRE)



Visual Identity – 'In Support' Logos

Lockup Examples

EXAMPLE 1



EXAMPLE 2



EXAMPLE 3



Training Partner Logos

Visual Identity – Training Partner Logos

Versions

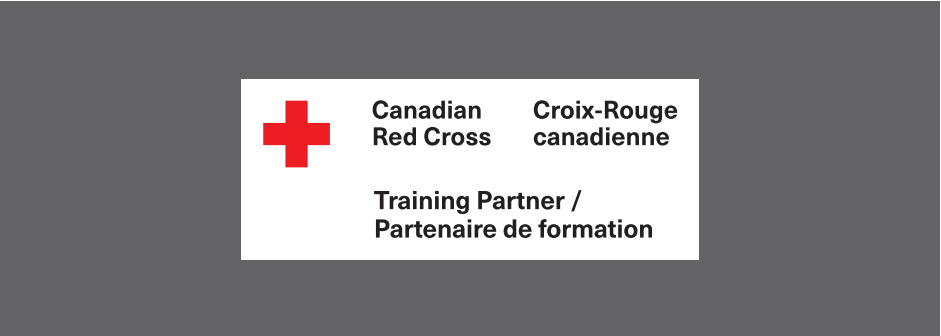
The Canadian Red Cross has many training partners. This lock-up will be used to identify our official partners. The following examples illustrate how logos for these situations should be used in conjunction with Canadian Red Cross brand elements.

There are both unilingual and bilingual versions. Use the lockup that is most appropriate for the situation. If the logo lockups are being resized, scale both elements entirely and proportionally. Do not alter the lockup and never change the type size and weight. **In all cases, usage must be approved by brand representatives from Communications. Usage must be approved by brand representatives in Philanthropy for fundraising related initiatives.**

BILINGUAL TRAINING PARTNER WORDMARK (ENG)



BILINGUAL TRAINING PARTNER WORDMARK ON WHITE RECTANGLE (ENG)



BILINGUAL TRAINING PARTNER WORDMARK (FRE)



BILINGUAL TRAINING PARTNER WORDMARK ON WHITE RECTANGLE (FRE)



Visual Identity – Training Partner Logos

Versions

UNILINGUAL TRAINING PARTNER
HORIZONTAL WORDMARK (ENG)



UNILINGUAL TRAINING PARTNER
HORIZONTAL WORDMARK ON WHITE RECTANGLE (ENG)



UNILINGUAL TRAINING PARTNER
STACKED WORDMARK (ENG)



UNILINGUAL TRAINING PARTNER
STACKED WORDMARK ON WHITE RECTANGLE (ENG)



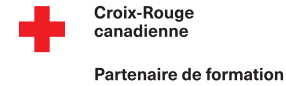
UNILINGUAL TRAINING PARTNER
HORIZONTAL WORDMARK (FRE)



UNILINGUAL TRAINING PARTNER
HORIZONTAL WORDMARK ON WHITE RECTANGLE (FRE)



UNILINGUAL TRAINING PARTNER
STACKED WORDMARK (FRE)



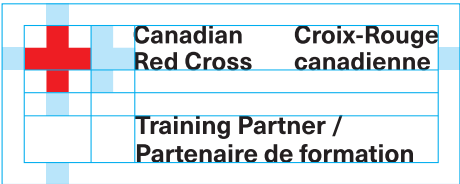
UNILINGUAL TRAINING PARTNER
STACKED WORDMARK ON WHITE RECTANGLE (FRE)



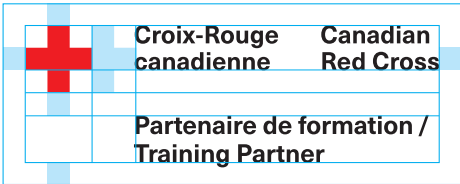
Visual Identity – Training Partner Logos

Construction

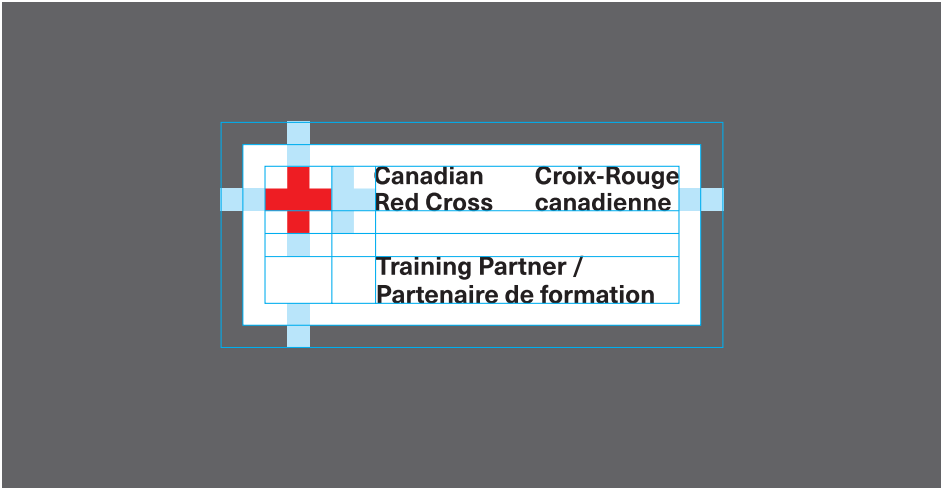
BILINGUAL TRAINING PARTNER WORDMARK (ENG)



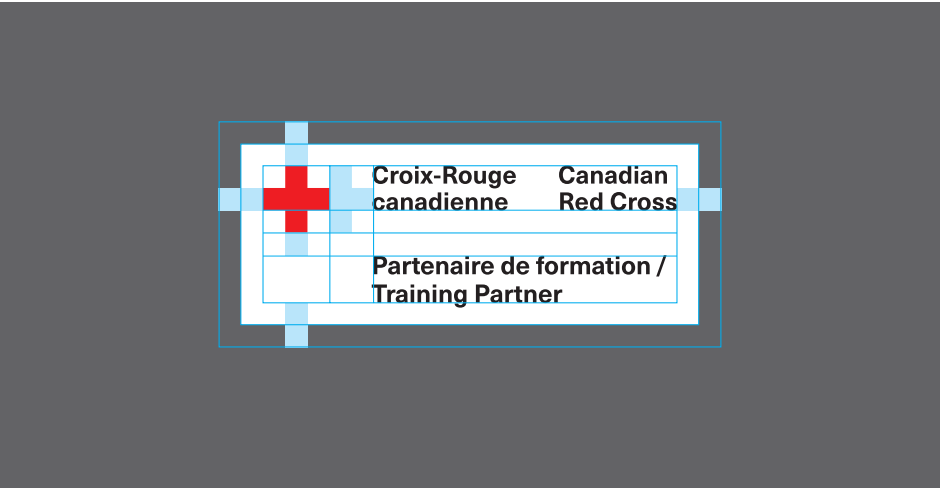
BILINGUAL TRAINING PARTNER WORDMARK (FRE)



BILINGUAL TRAINING PARTNER WORDMARK ON WHITE RECTANGLE (ENG)



BILINGUAL TRAINING PARTNER WORDMARK ON WHITE RECTANGLE (FRE)



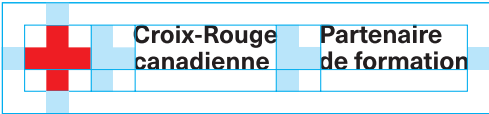
Visual Identity – Training Partner Logos

Construction

UNILINGUAL TRAINING PARTNER HORIZONTAL WORDMARK (ENG)



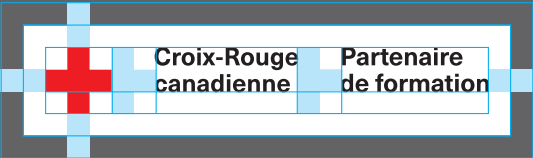
UNILINGUAL TRAINING PARTNER HORIZONTAL WORDMARK (FRE)



UNILINGUAL TRAINING PARTNER HORIZONTAL WORDMARK ON WHITE RECTANGLE (ENG)



UNILINGUAL TRAINING PARTNER HORIZONTAL WORDMARK ON WHITE RECTANGLE (FRE)



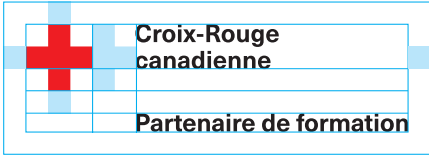
Visual Identity – Training Partner Logos

Construction

UNILINGUAL TRAINING PARTNER STACKED WORDMARK (ENG)



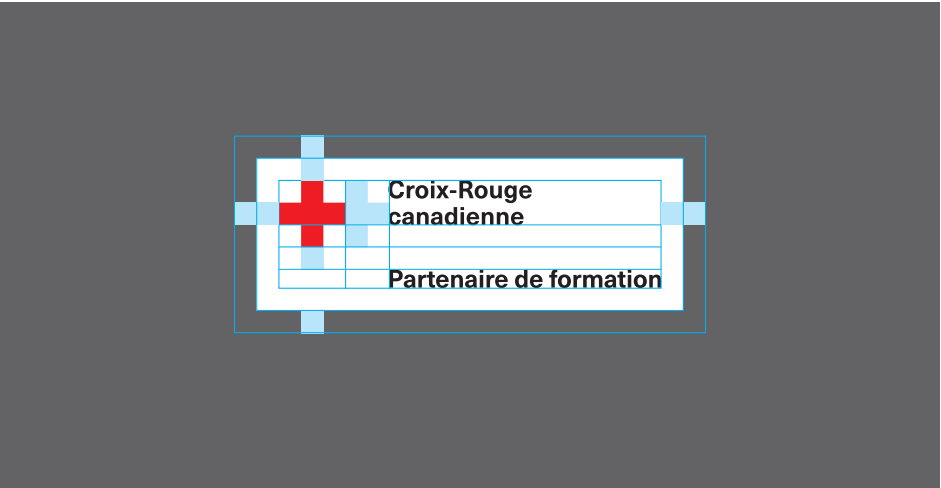
UNILINGUAL TRAINING PARTNER STACKED WORDMARK (FRE)



UNILINGUAL TRAINING PARTNER STACKED WORDMARK ON WHITE RECTANGLE (ENG)



UNILINGUAL TRAINING PARTNER STACKED WORDMARK ON WHITE RECTANGLE (FRE)



Visual Identity – Training Partner Logos

Lockup Examples

In situations where a training partner's logo is being locked up with the Canadian Red Cross logo, size the logo to the height of the Cross.

HORIZONTAL EXAMPLE



Canadian
Red Cross

Training
Partner

STACKED EXAMPLE



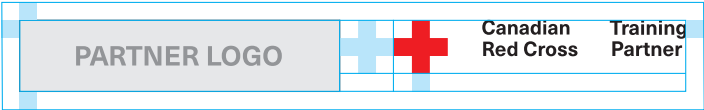
Canadian
Red Cross

Training
Partner

Visual Identity – Training Partner Logos

Construction

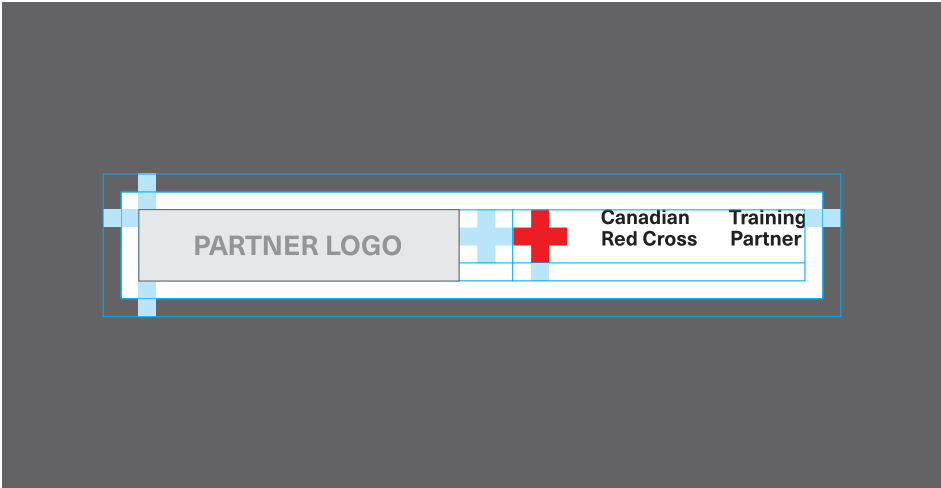
HORIZONTAL EXAMPLE



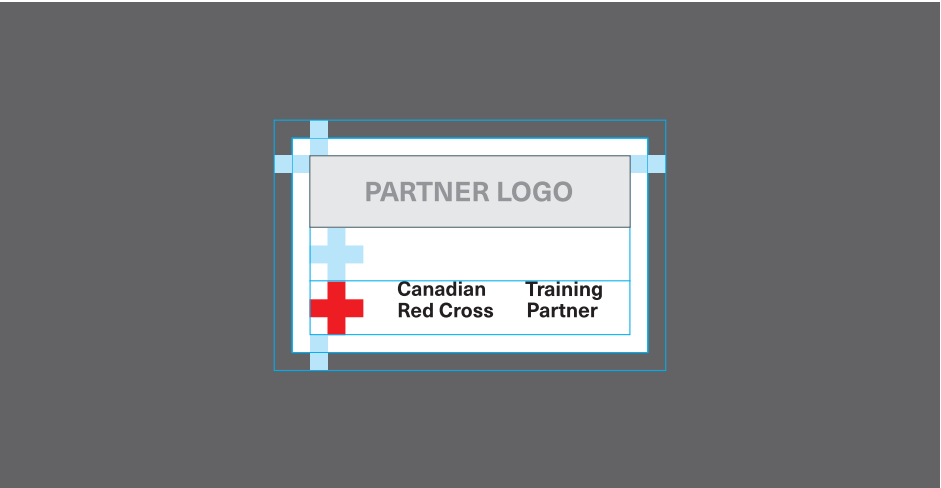
STACKED EXAMPLE



HORIZONTAL EXAMPLE ON WHITE RECTANGLE



STACKED EXAMPLE ON WHITE RECTANGLE



Programs, Events & Campaigns

Visual Identity – Programs, Events & Campaigns

Usage & Lockup System

The Canadian Red Cross has many programs, often hosts events and runs a variety of campaigns. As the content and complexity of these programs, events and campaigns can fluctuate, use this flexibly designed system to accommodate a variety of applications.

If the logo lockups are being resized, scale both elements entirely and proportionally. Do not alter the lockup. The roundel is never used for this type of application. Use the wordmark in its correct language configuration instead.

1. Minimum clear space

For maximum impact, the primary and secondary titles are placed below the minimum clear space. Titles are aligned to the wordmark and not the red cross.

2. Primary title

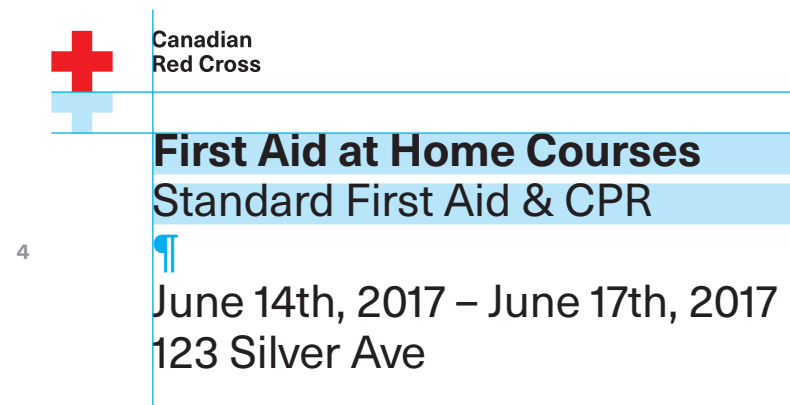
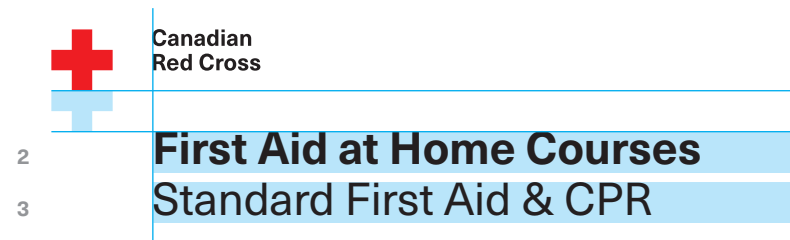
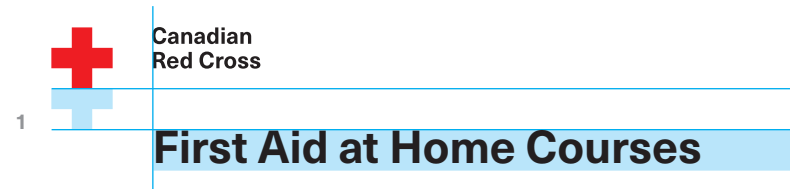
The primary title is set in Neue Haas Unica Bold with its size and leading set to 1:1 ratio (eg. 20pt/20pt). Tracking is set to -5.

3. Secondary title and/or description

The secondary title is set in Neue Haas Unica Regular with its size and leading set to 1:1 ratio (eg. 20pt/20pt). Tracking is set to -5. Match type size to the size of the primary title.

4. Tertiary information

Tertiary information is set in Neue Haas Unica Regular with its size and leading set to 1:1 ratio (eg. 20pt/20pt). Tertiary information should always be separated by one paragraph break to ensure legibility. Ensure the type size of both elements matches.



Visual Identity – Programs, Events & Campaigns

Lockup Examples

EXAMPLE OF THE ENGLISH FIRST BILINGUAL PRIMARY TITLE SET IN THE SAME HEIGHT AS CANADIAN RED CROSS WORDMARK



First Aid at Home Courses
Cours de secourisme à la maison

EXAMPLE OF THE FRENCH FIRST BILINGUAL PRIMARY AND SECONDARY TITLES SET IN THE SAME HEIGHT AS THE CANADIAN RED CROSS WORDMARK



Cours de secourisme à la maison
First Aid at Home Courses

EXAMPLE OF USING THE UNILINGUAL LOGO IN ENGLISH



**First Aid at
Home Courses**

EXAMPLE OF USING THE UNILINGUAL LOGO IN FRENCH



**Cours de secourisme
à la maison**

EXAMPLE OF THE PRIMARY AND SECONDARY TITLES SET IN THE SAME HEIGHT AS THE CANADIAN RED CROSS WORDMARK



First Aid at Home Courses
Standard First Aid & CPR

EXAMPLE OF THE PRIMARY TITLE SET TO THE RIGHT OF THE WORDMARK



**First Aid at
Home Courses**

Visual Identity – Programs, Events & Campaigns

Application Examples

The document margin is set to be the same size as the Red Cross logo on the bottom left.

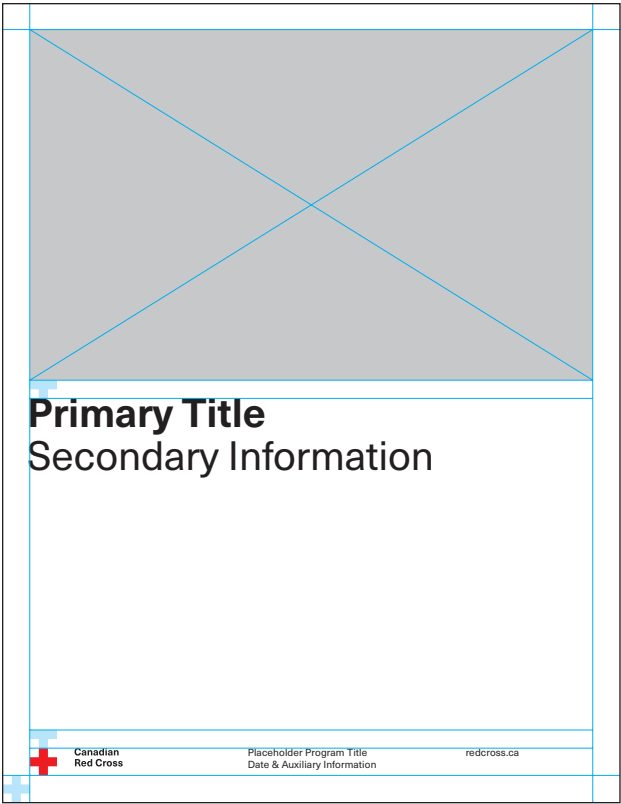
The primary title is set in Neue Haas Unica Bold. The secondary title is set in Neue Haas Unica Regular. Both titles are the same size and has 1:1 ratio in size and leading (eg. 40pt/40pt). Tracking is set to -5.

There should be a minimum clear space of half of the red cross above the title.

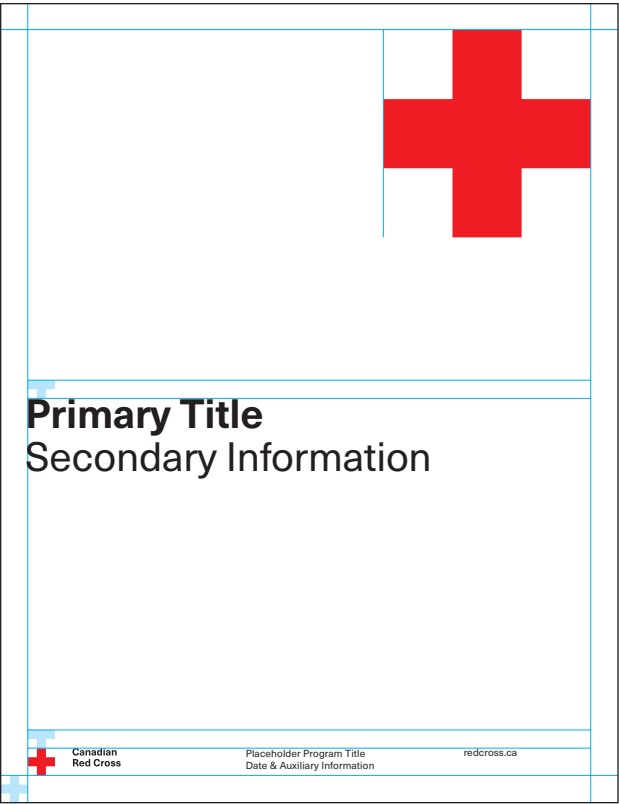
No Image

For instances where no high-resolution or suitable photos are available, the Red Cross logo should be placed in the top right corner. Optically, the ratio of the cross should be the same as indicated in the following examples.

WITH IMAGE



WITHOUT IMAGE



Visual Identity – Programs, Events & Campaigns

Application Examples

WITH LANDSCAPE ORIENTED IMAGE



**The Power of
Humanity Awards
Gala 2017 Program**



Canadian
Red Cross

Power of Humanity Program
March 10 — 30, 2017

redcross.ca

LARGE CROSS WITHOUT IMAGE



**The Power of
Humanity Awards
Gala 2017 Program**



Canadian
Red Cross

Power of Humanity Program
March 10 — 30, 2017

redcross.ca

FULL-BLEED IMAGE WITH WHITE TITLES



**The Power of
Humanity Awards
Gala 2017 Program**



Canadian
Red Cross

Power of Humanity Program
March 10 — 30, 2017

redcross.ca

Visual Language

Colour

- 73 Primary Colour Palette
- 74 Secondary Colour Palette
- 75 Colour Hierarchy

Typography

- 77 Primary Typeface
- 78 Alternative Typefaces
- 79 Primary Typography
- 82 Charts & Graphs
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Colour

Visual Language – Colour
Primary Colour Palette

The Canadian Red Cross uses a limited colour palette of white, red, black, and grey. Aim to produce the brand elements in their primary palette of red and black. Ensure maximum impact and legibility by following the usage guidelines established in each section. In situations where only black ink is used, elements can be reproduced in all black.

Tints of each colour, as indicated below, can be used for applications such as infographics, where more variation of colour is needed.

White C0 M0 Y0 K0 R255 G255 B255 #FFFFFF	CRC Red 100% PMS 485 C/U C0 M100 Y100 K0 R238 G0 B0 #EE0000	CRC Black 100% PMS Black C/U C0 M0 Y0 K100 R0 G0 B0 #000000	CRC Grey 100% PMS Cool Gray 7 C/U C20 M14 Y12 K40 R151 G153 B155 #97999B
PRIMARY COLOUR TINTS – LIGHTER AODA COMPLIANT TINTS CAN ALSO BE USED			
	CRC Red 50% C0 M50 Y50 K0 R254 G158 B134 #FE9E86	CRC Black 75% C0 M0 Y0 K75 R71 G71 B71 #474747	CRC Grey 65% C13 M9 Y8 K26 R171 G174 B177 #AAADB1

Visual Language – Colour
Secondary Colour Palette

In addition to the primary colours, four additional colours are provided to aid in differentiating elements for complex applications such as infographics. Tints of the secondary colours are provided for situations where black text is required. Depending on the application, lighter tints can be used to meet AODA standards.

The primary colour palette should be dominant in all materials. Avoid using the secondary colour palette in situations where the primary colour palette should be used. This is especially crucial to retaining a consistent tone of voice for the Canadian Red Cross. **In all cases, usage must be approved by brand representatives from Communications. Usage must be approved by brand representatives in Philanthropy for fundraising related initiatives.**

SECONDARY COLOURS

PMS 483 C/U

C21 M80 Y81 K69
R101 G48 B36
#653024

PMS 410 C/U

C22 M33 Y28 K60
R116 G102 B97
#746661

PMS 7704 C/U

C93 M4 Y8 K24
R0 G133 B173
#0085AD

PMS 7708 C/U

C100 M18 Y12 K59
R0 G86 B112
#005670

SECONDARY COLOUR TINTS – LIGHTER AODA COMPLIANT TINTS CAN ALSO BE USED

**25% Tint
PMS 483 C/U**

C5 M20 Y20 K17
R201 G175 B165
#C9AFA5

**30% Tint
PMS 410 C/U**

C7 M10 Y8 K18
R198 G190 B190
#C6BFBF

**30% Tint
PMS 7704 C/U**

C28 M1 Y2 K7
R167 G208 B225
#A7D0E1

**25% Tint
PMS 7708 C/U**

C25 M5 Y3 K15
R163 G190 B206
#A3BFCE

Visual Language – Colour

Colour Hierarchy

Use of colours and its visual proportion is important in establishing a unique voice for Canadian Red Cross. When creating promotional materials, adhere closely as possible to the proportion of colours shown below.

To achieve the most possible contrast and visual harmony, it is crucial to follow the steps below when introducing new colours for applications such as infographics and websites.



Typography

Visual Language — Typography

Primary Typeface

The typeface of the Canadian Red Cross is Neue Haas Unica, chosen for its clarity and legibility across a wide range of platforms and mediums. A number of weights are available to create the necessary hierarchy in design and layout. Originally designed in 1977 as a hybrid of Helvetica and Univers, this typeface was resurrected in 2015 to serve the needs of the digital age.

Neue Haas Unica offers full support for Pan-European languages, including Cyrillic and Greek. Several language-specific characters, including IJ/ij acute in Dutch; Bulgarian and Serbian letters; a new solution for the middle dot of Catalan; and a special apostrophe for French and Italian elisions. Users can take advantage of a large suite of OpenType typographic features, including ligatures, fractions, small caps and old style figures.

PRIMARY TYPEFACE

Neue Haas Unica

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

WEIGHTS

Light

Regular

Medium

Bold

ITALIC WEIGHTS

Light Italic

Regular Italic

Medium Italic

Bold Italic

Visual Language — Typography

Alternative Typefaces

When Neue Haas Unica is not available, use Helvetica Neue as an alternative typeface. When both of the listed typefaces are not available, use Arial.

ALTERNATIVE TYPEFACE 1

Helvetica Neue

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
1234567890

WEIGHTS

Light
Regular
Medium
Bold

ITALIC WEIGHTS

Light Italic
Regular Italic
Medium Italic
Bold Italic

ALTERNATIVE TYPEFACE 2

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
1234567890

WEIGHTS

Regular
Bold

ITALIC WEIGHTS

Regular Italic
Bold Italic

Visual Language – Typography

Primary Typography

Neue Haas Unica is to be used at all levels of Canadian Red Cross materials and communications. There are no additional typefaces. Through the use of different weights and colour, you should be able to achieve the different typographic tones of voice needed for the various levels of the organization. Never introduce additional fonts such as serifs or handwritten scripts.

Avoid setting text in all-caps. The general typography should be measured and understated. Care should be taken to ensure the correct amount of differentiation between weights of Unica. For example, mixing Regular with Medium may not create the contrast needed to highlight a particular word or phrase. Always use Regular as the starting point and use Bold to create the necessary emphasis. Avoid unnecessary complication.

EXAMPLE

In this situation, the titles are set at an even ratio of 1:1. (30pt size over 30 leading)

The space between the headline and additional elements is conditional to the object being designed. When available, favour more white space.

As an example, additional descriptive copy is set at an even ratio of 1:1. (10pt size over 10 leading)

Power of Humanity Gala 2017 Program

The primary title is set in Unica Bold.

The subhead is set in Unica Regular.

Power of Humanity Program
March 10 – 30, 2017

redcross.ca

Visual Language — Typography

Primary Typography

All Canadian Red Cross typographic treatments must feel modern and clean while delivering communications in a clear, legible way.

To the right is an example of hierarchy using different type sizes and weights. Unica is shown at the top, and several weights of rules (to divide content) are shown at the bottom.

Do not use Helvetica Neue or Arial (the alternate fonts) to create headlines, UNLESS the brand font Neue Haas Unica is not available. When it is, it should be used throughout the entire document.

The headline copy should always be set in mixed case, to increase the clarity and directness of the message.

Copy is always typeset flush left, and should be allowed to rag. It should never be set justified.

30 pt Unica Bold

Main Headline

30 pt Unica Regular

Sub Headline

10 pt Unica Bold

Main Body Copy Sub Headline

10 pt Unica Regular

Main Body Copy

6 pt Unica Bold
(+25 Tracking)

Legal and Secondary Information

Rule Weight 2 pt

Rule Weight 1 pt

Rule Weight .5 pt

Visual Language – Typography

Primary Typography

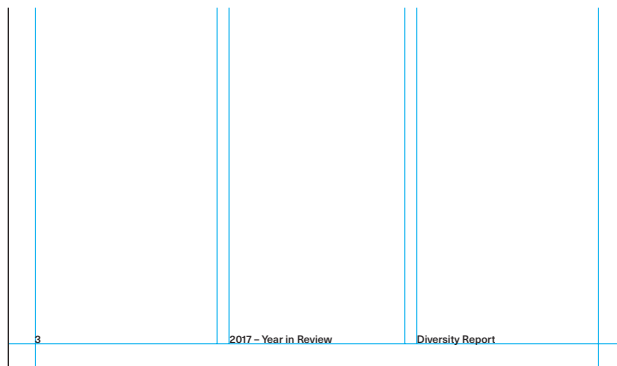
BODY COPY

Setting body copy is simple with Unica. In this example, the copy is set at 12 point size and 14 point leading. Avoid additional levels of size hierarchy where possible. Use simple columns to separate content.

Lorem ipsum natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Morbi eo risus, porta ac consectetur ac, vestibulum at eros. Donec sed odio dui. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh.

FOLIOS

Folios are set simply and clearly along the page margins. Establish a grid and align them to columns.



SUBHEADERS

Sub Headline

Setting body copy with a sub headline doesn't need to be complicated. In this example, the subhead is set to the same point size and leading as the body copy. To differentiate, it has been set in the bold weight and the colour has been changed to grey. You can use additional configurations of colours in these situations but always maintain a clear hierarchy.

PULL QUOTES

“Pull Quotes can be set in Bold and a colour. This example is set in 18 point size with 20 point leading. Use hanging punctuation and the correct quotations marks where appropriate.”

Visual Language – Typography

Charts & Graphs

Charts and graphs should be clear and well organized. They should always communicate an internal transparency and faithfulness to the information. Use the Canadian Red Cross red sparingly to draw attention to particular areas of a chart or graph.

For charts, columns with numbers in them should generally be aligned left and lined up so the viewer can easily digest and compare cells of information.

Do not add 3D effects, borders or other visual flourishes to charts and graphs. Keep the information density high and communication clear.

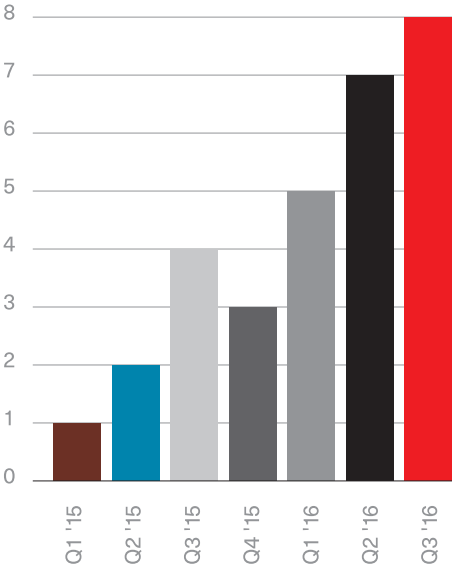
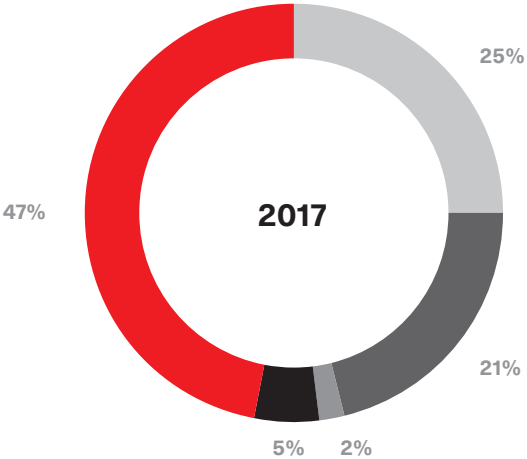


Chart Title		
Column Name	USD	CAD
Description	\$124.53	\$130.19
Description	\$1,250.18	\$1,300.94
Description	\$3,724.24	\$3,980.55
Description	\$24.92	\$27.37
Total	\$5,123.87	\$5,569.57

Visual Language — Typography
Special Typefaces

Times New Roman family is used as a complimentary typeface for reports and publications—both online and in print—where additional typographic contrast is required. It should never be used in headlines. Headings are best set in Neue Haas Unica, or in Times New Roman.

SPECIAL TYPEFACE 1

Times New Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

WEIGHTS

Regular
Bold

ITALIC WEIGHTS

Regular Italic
Bold Italic

Photography

Visual Language — Photography

Photography

The Canadian Red Cross photographic style must be honest, graphic, and modern as it is a visual representation of the organization's values. Focus on interesting and clear compositions. The photographs should not come across as manipulative. Show the real activities, people, disasters, and initiatives the Canadian Red Cross aims to address.

Photography should not be altered or cropped in a manner that removes the original context of the image, such as cutting out the background, adding or changing logos on clothing or buildings, or removing or adding people or elements.

Images should only be manipulated for special communications, campaigns or promotions. This requires review and approval from Communications and Philanthropy brand representatives.



Visual Language — Photography
Photography



Visual Language — Photography
Photography



Iconography

Visual Language — Iconography

Iconography

Canadian Red Cross iconography should be simple, direct and approachable. An icon should be created with bold strokes, and in a single colour, and make sure there is consistency with the density of the lines and the white space. Incorporate round edges to convey sense of friendliness.

Use the red cross in an icon to communicate an idea that is specific to Canadian Red Cross.

EXAMPLE 1: CRC SUPPLIES VEHICLE



EXAMPLE 2: CRC WORKERS AND VOLUNTEERS



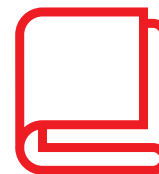
EXAMPLE 3: REBUILDING



EXAMPLE 4: EMOTIONAL SUPPORT



EXAMPLE 5: BLANKET



Examples

Roundel

- 92 Vest
- 93 Hat
- 94 Meal Warmer Bag
- 95 CPR Face Mask
- 96 Whistle
- 97 Floating Keychain
- 98 Mug
- 99 Red Cross Blanket

Wordmark

- 100 Building Signage
- 101 ID Badge & Lanyard
- 102 Tent Card
- 103 USB Drive
- 104 Charging Radio
- 105 Pens
- 106 Disaster Prep Kit
- 107 Manuals & Programs
- 108 Billboard
- 109 Poster
- 110 PowerPoint Templates

Roundel or Wordmark

- 111 Tote Bags
- 112 Flashlight

Examples

Vest

VEST BACK



VEST FRONT



Examples

Hat

ROUNDEL HAT



Examples

Meal Warmer Bag



Examples
CPR Face Mask



Examples

Whistle

ROUNDEL WHISTLE



Examples

Floating Keychain



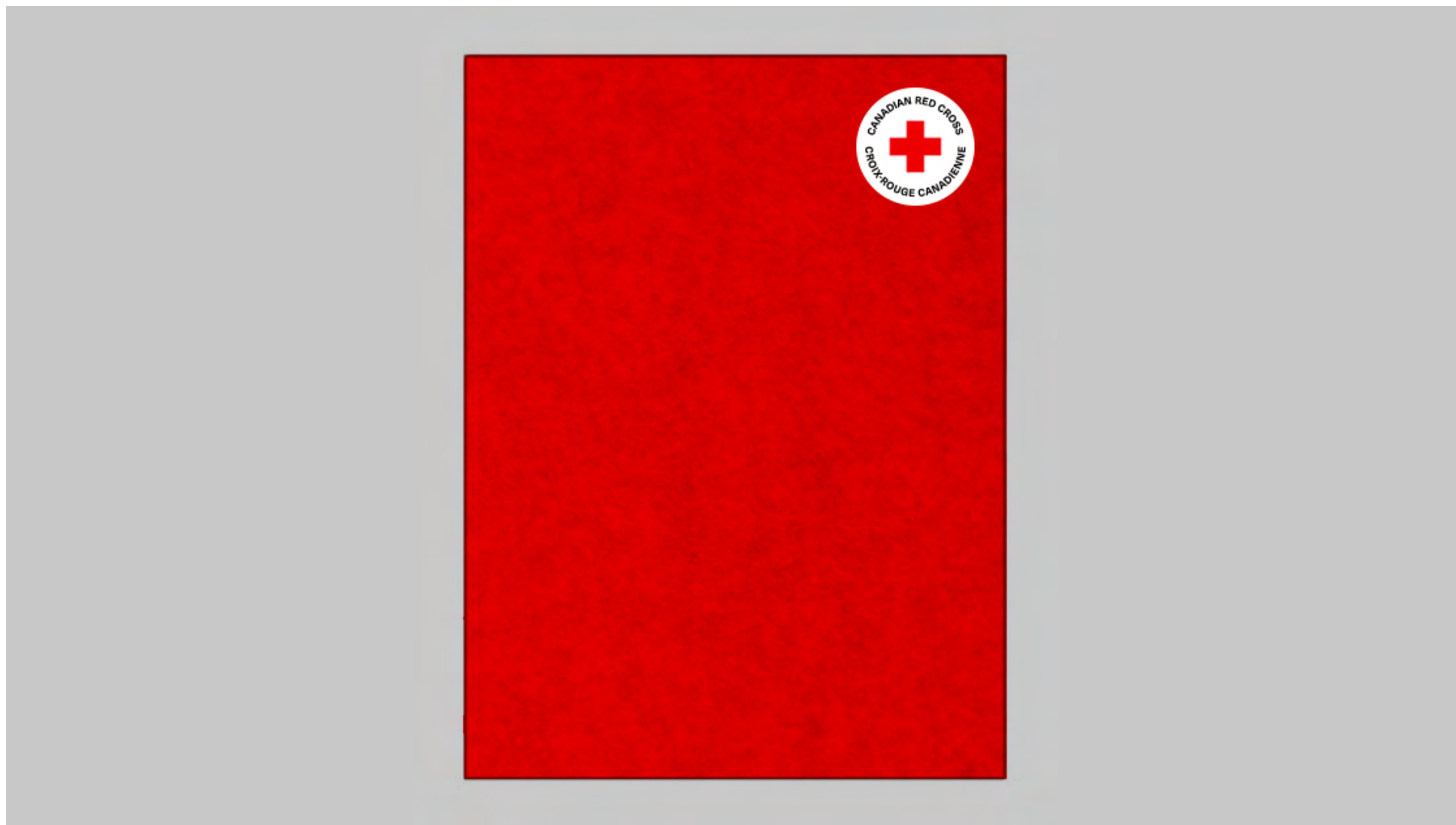
Examples

Mug



Examples

Red Cross Blanket



Examples

Building Signage

DESCRIPTIVE SIGNAGE



Examples

ID Badge & Lanyard

IDENTIFICATION BADGE



LANYARDS



Examples
Tent Card

CONFERENCE TENT CARD



Examples USB Drive

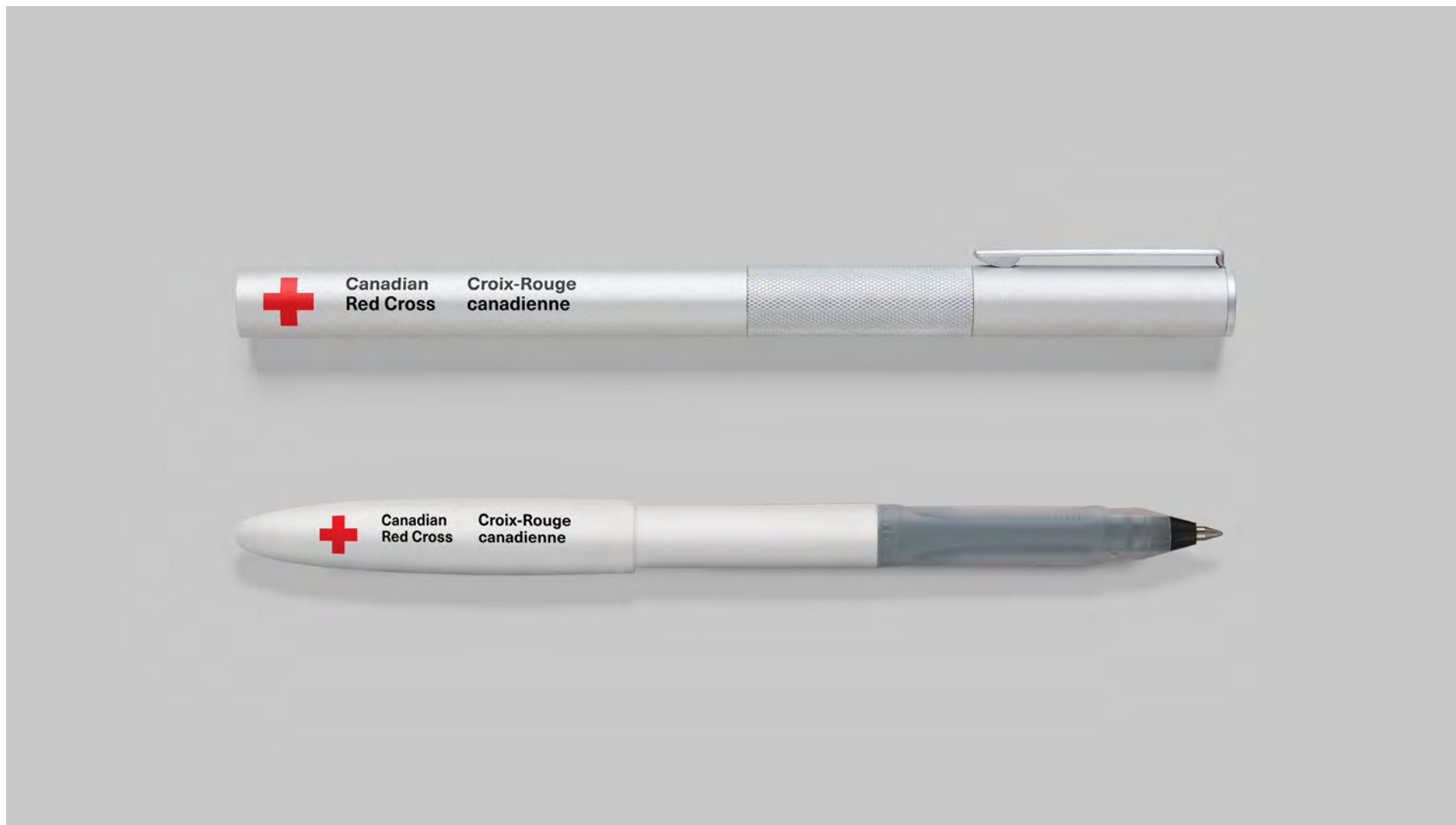


Examples
Charging Radio



Examples

Pens

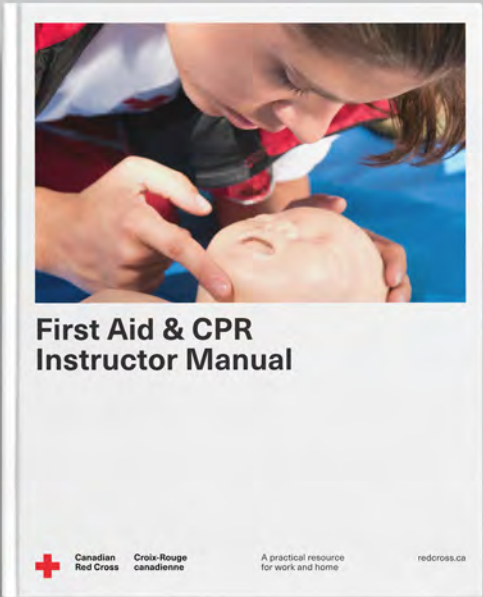
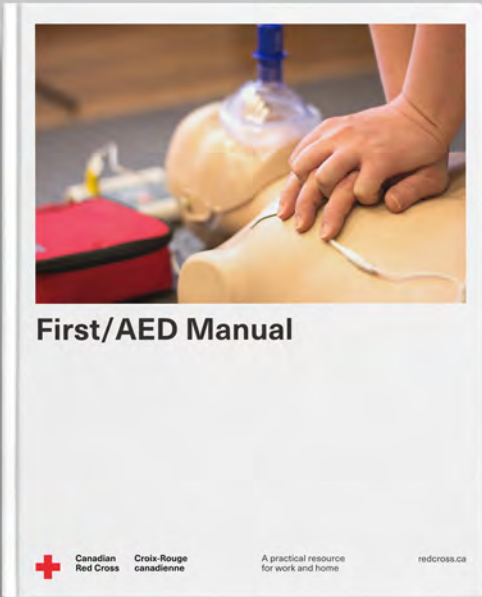


Examples
Disaster Prep Kit



Examples
Manuals & Programs

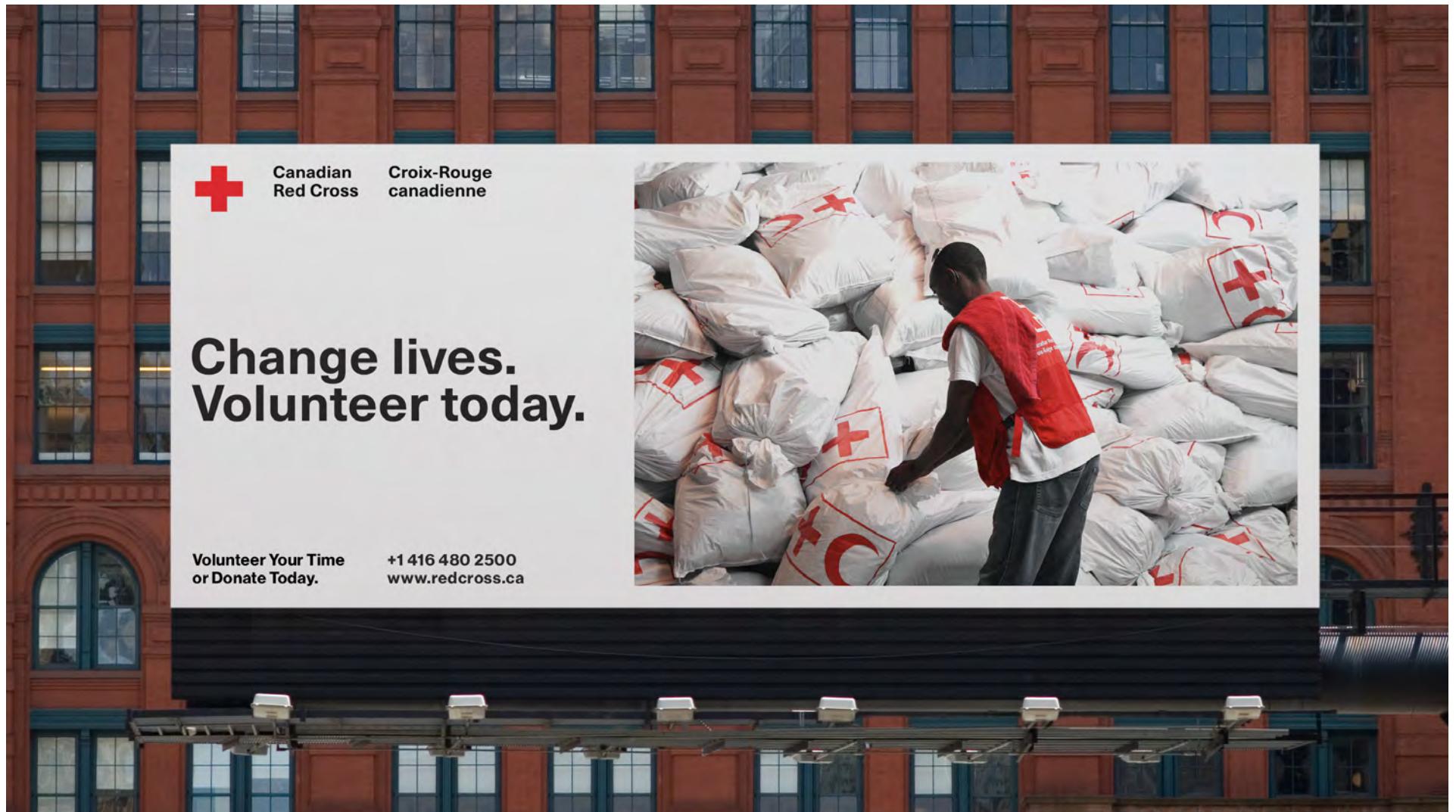
INFORMATION MANUALS



Examples

Billboard

BILLBOARD ADVERTISING



Examples
Poster

POSTER ADVERTISING



Examples
PowerPoint Templates

Title of the Presentation

Subtitle of the Presentation





Canadian Red Cross

Crucio Roșu

Canadien

Title of the Presentation

Date of the Presentation

1

Title of the Section

Subtitle of the Section



Canadian Red Cross

Crucio Roșu

Canadien

Title of the Section

2

Title of the Section

Subtitle of the Section

Lorem Ipsum 1
Lorem Ipsum 2
Lorem Ipsum 3



Canadian Red Cross

Crucio Roșu

Canadien

Title of the Section

3

Title of the Section

Lorem Ipsum 1

- Laorpercin vel utpat, commod ei incipsusci blaoreet at.
- Patie faccum iusclit, core modolendio consequam quis ad minessi tatet.
- Ut iusci blam, velessed dolestie ectet, quis ero odions el del.

 Lorem Ipsum 2

- Laorpercin vel utpat, commod ei incipsusci blaoreet.
- Patie faccum iusclit, core modolendio consequam quis ad minessi tatet.
- Ut iusci blam, velessed dolestie ectet, quis ero odions el del.

 Lorem Ipsum 3

- Laorpercin vel utpat, commod ei incipsusci blaoreet.
- Patie faccum iusclit, core modolendio consequam quis ad minessi tatet.
- Ut iusci blam, velessed dolestie ectet, quis ero odions el del.



Canadian Red Cross

Crucio Roșu

Canadien

Title of the Section

4

Title of the Section





Canadian Red Cross

Crucio Roșu

Canadien

Title of the Section

5





Canadian Red Cross

Crucio Roșu

Canadien

Title and description of the Image

6

Examples

Tote Bags

The application system for the large red cross is designed to be adaptive and flexible. In this case, a special lock-up was created to maximize the impact of the cross. Always take into context the form and space available on the piece you are designing.

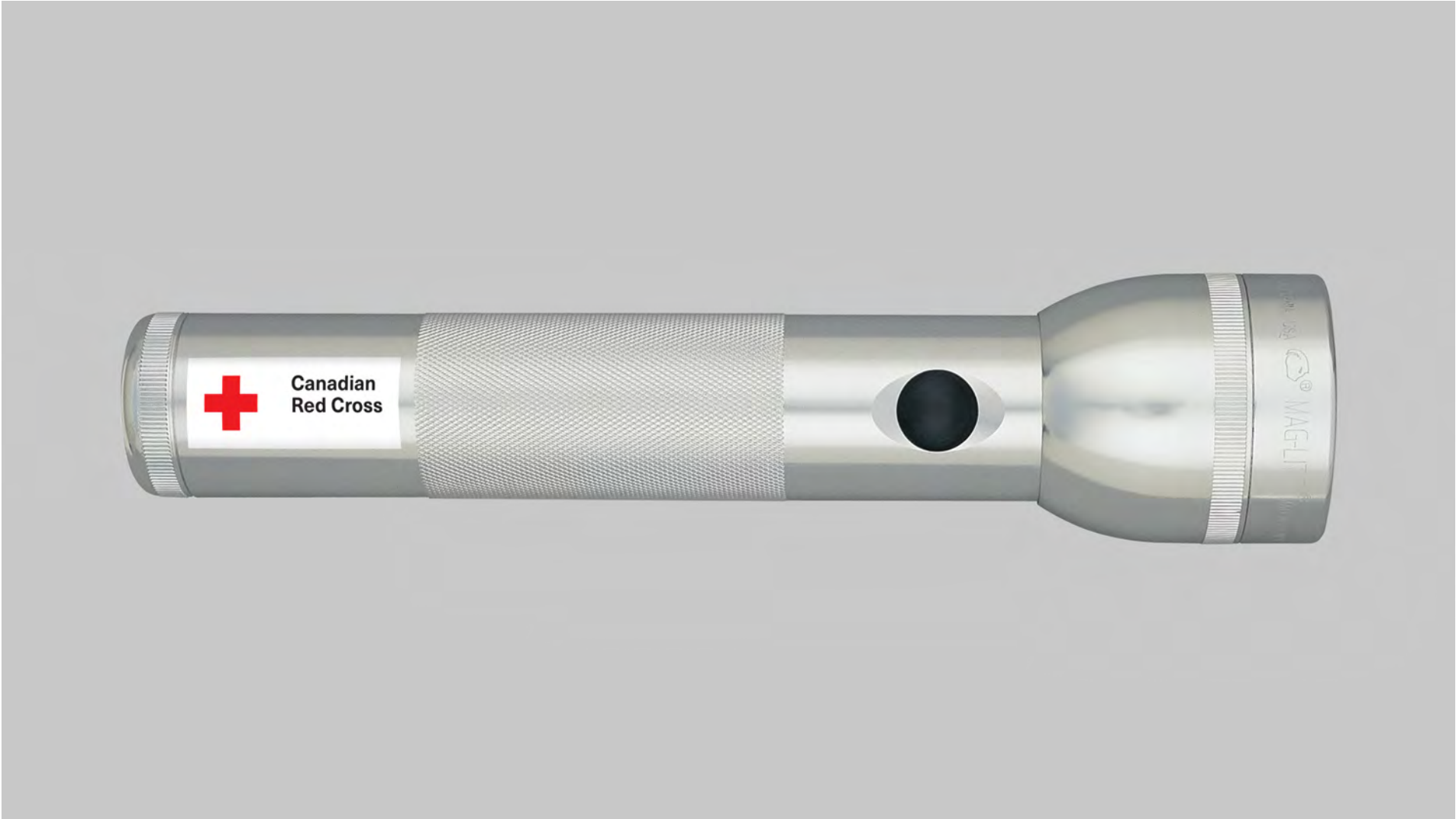
ROUNDEL TOTE BAG



THE CROSS TOTE BAG



Examples
Flashlight



These guidelines were created for the Canadian Red Cross and its affiliates. If you have any questions about these guidelines, please contact your provincial Canadian Red Cross communications representative.

For a list of all Canadian Red Cross offices, please go to redcross.ca.

For general inquiries, please call 1-800-418-1111.
To reach our teams in Québec, please call 1-800-363-7305.