

Primary Logo and Wordmark

The roundel is the primary mark of the Canadian Red Cross, and is used in large, standalone applications to identify personnel, buildings, objects that belong to the organization and printed applications such as brochures, posters and promotional materials.

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

These marks are used for different purposes and should never be used together.



Roundel Usage:
Vehicles, Buildings & Signage (Logo Only)
Vehicles, Buildings & Signage (Logo & Information)
Stationery
Vests, Badges & Garments
Internal Communications
Advertising



**Canadian
Red Cross**

**Croix-Rouge
canadienne**

Wordmark Usage:
Website & Marketing
Email
Partnership Lockup
Advertising

Construction and Usage

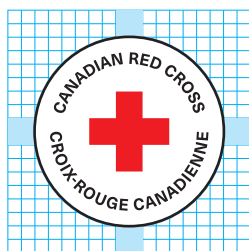
To maintain legibility and readability, please follow the minimum sizes indicated here for the roundel and wordmarks.

To maintain maximum impact, the roundel must have a safe space around it equal to $\frac{1}{3}$ of width and/or height of the red cross. The wordmark must have a safe space surrounding it equal to $\frac{1}{3}$ of width and/or height of the red cross.

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

The safe space for the single-line version of the unilingual wordmark is $\frac{2}{3}$ of the width and height of the red cross.

In addition to the two-line unilingual logos, two 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.



1 inch

Unilingual Two-Line Wordmarks



$\frac{1}{4}$ inch



$\frac{1}{4}$ inch



$\frac{1}{4}$ inch

Unilingual Single-Line Wordmarks



$\frac{1}{8}$ inch



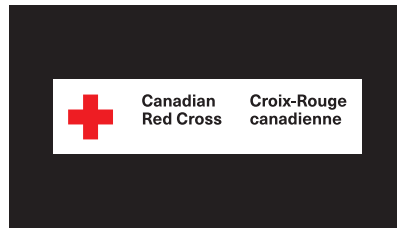
$\frac{1}{8}$ inch

Usage

The wordmark should always stand out from its background.

Provide a white background the size of the safe space if the background is anything other than white.

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



✓ Use the white background for dark backgrounds.

Roundel: No outline is needed for dark backgrounds.



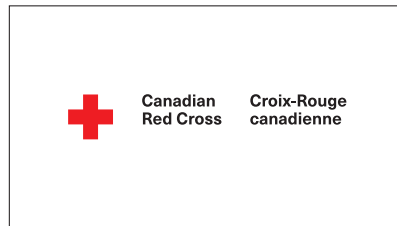
✓ **ALWAYS** use a white rectangle if the background is anything other than white.

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



✓ Use the white background for photographs.

Roundel: No outline is needed for busy photograph with enough contrast.



✓ No background is needed for white backgrounds.

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

Colour Usage and Proportions



White

C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

CRC Red

PMS 485 U
C0 M100 Y100 K0
R238 G0 B0
#EE0000

CRC Black

PMS Black U
C0 M0 Y0 K100
R0 G0 B0
#000000

Typography

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.

Headlines and short lines of text are set in Bold. Regular weight is for the body copy. Other smaller callouts are set in Bold.

Neue Haas Unica

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
?!%#@&+÷×=©\$€£¥¢::,.*

Light
Regular
Medium
Bold

Light Italic
Regular Italic
Medium Italic
Bold Italic