

# Training Partner Logos

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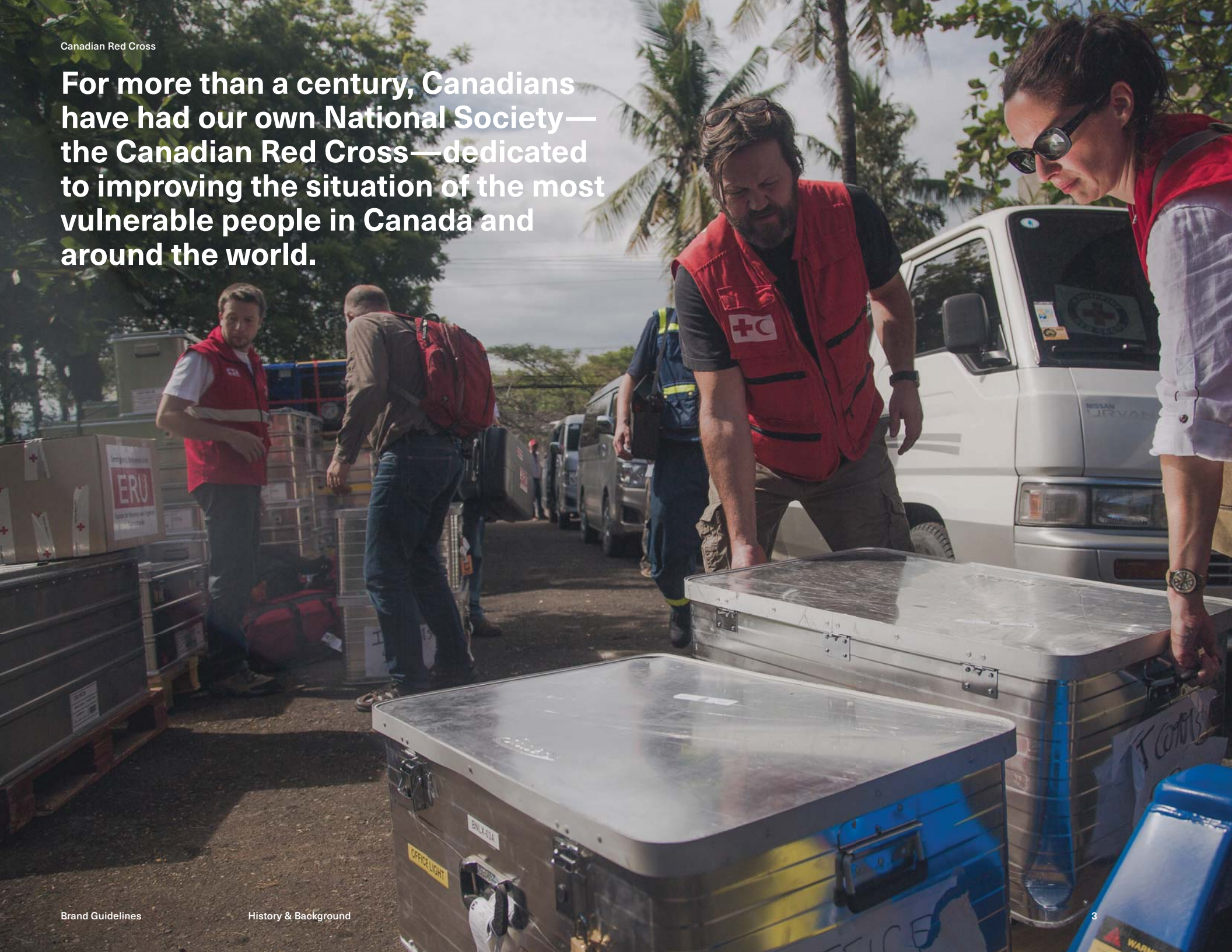
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**For more than a century, Canadians have had our own National Society—the Canadian Red Cross—dedicated to improving the situation of the most vulnerable people in Canada and around the world.**



## 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](http://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



Bilingual Training Partner Logos

Versions

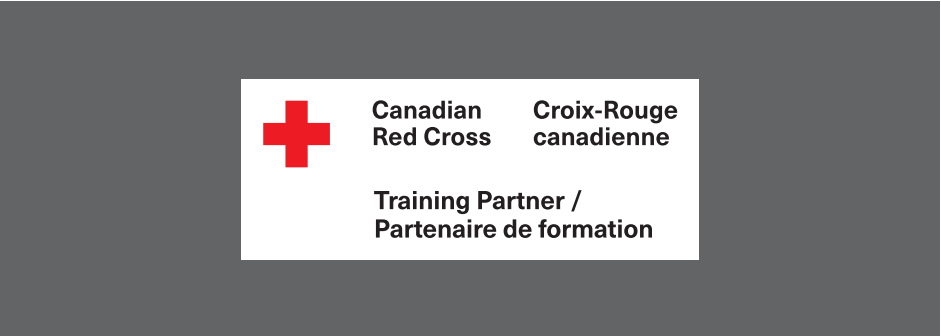
The Canadian Red Cross has many training partners. This lock-up will be used to identify our official partners. The following examples illustrate how logos for these situations should be used in conjunction with Canadian Red Cross brand elements.

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)





# Unilingual 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)



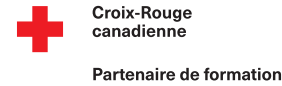
UNILINGUAL TRAINING PARTNER  
HORIZONTAL WORDMARK (FRE)



UNILINGUAL TRAINING PARTNER  
HORIZONTAL WORDMARK ON WHITE RECTANGLE (FRE)



UNILINGUAL TRAINING PARTNER  
STACKED WORDMARK (FRE)



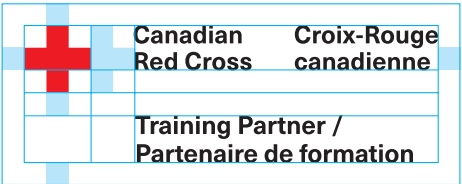
UNILINGUAL TRAINING PARTNER  
STACKED WORDMARK ON WHITE RECTANGLE (FRE)



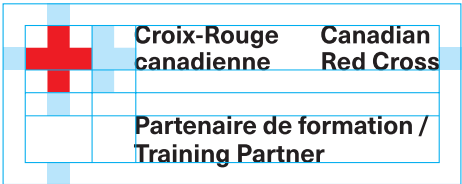
Training Partner Logos

Construction

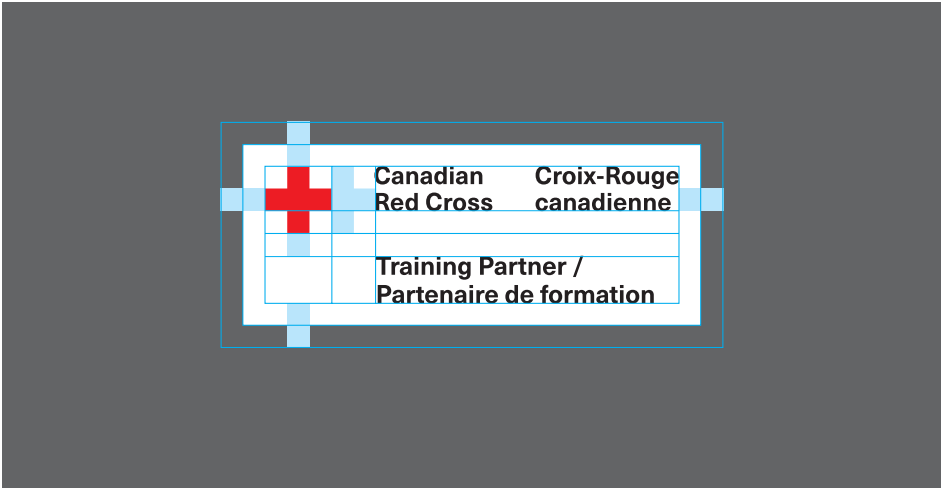
BILINGUAL TRAINING PARTNER WORDMARK (ENG)



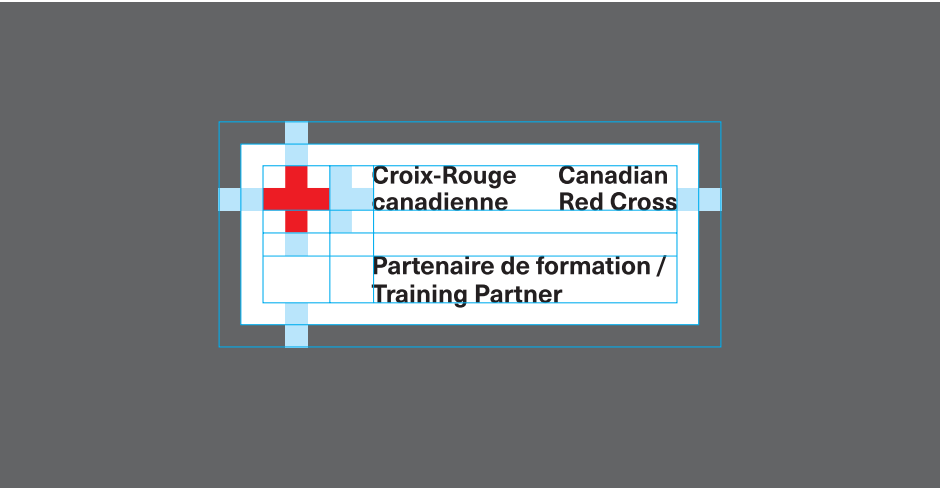
BILINGUAL TRAINING PARTNER WORDMARK (FRE)



BILINGUAL TRAINING PARTNER WORDMARK ON WHITE RECTANGLE (ENG)



BILINGUAL TRAINING PARTNER WORDMARK ON WHITE RECTANGLE (FRE)



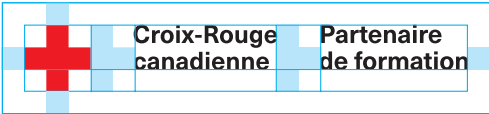
Training Partner Logos

Construction

UNILINGUAL TRAINING PARTNER HORIZONTAL WORDMARK (ENG)



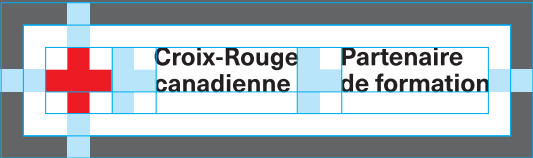
UNILINGUAL TRAINING PARTNER HORIZONTAL WORDMARK (FRE)



UNILINGUAL TRAINING PARTNER HORIZONTAL WORDMARK ON WHITE RECTANGLE (ENG)



UNILINGUAL TRAINING PARTNER HORIZONTAL WORDMARK ON WHITE RECTANGLE (FRE)



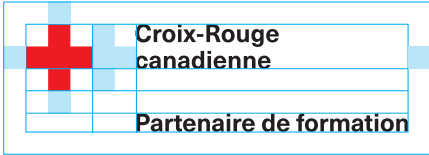
Training Partner Logos

Construction

UNILINGUAL TRAINING PARTNER STACKED WORDMARK (ENG)



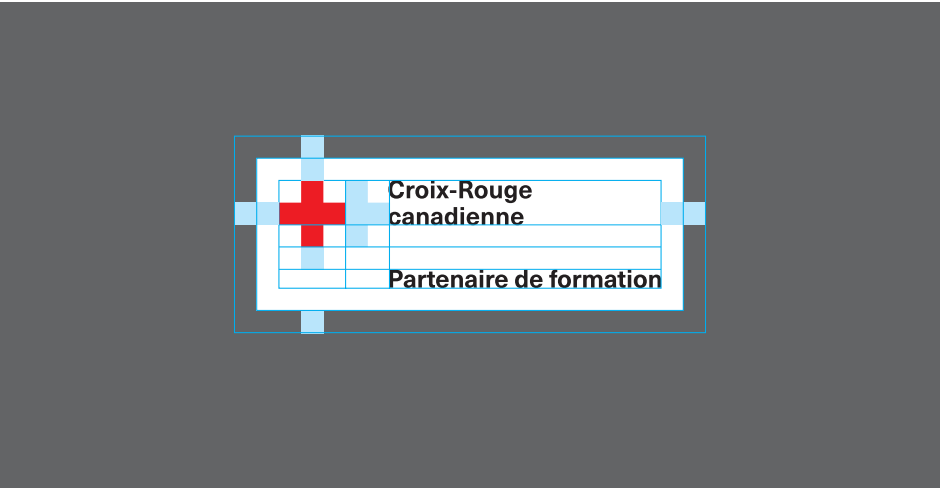
UNILINGUAL TRAINING PARTNER STACKED WORDMARK (FRE)



UNILINGUAL TRAINING PARTNER STACKED WORDMARK ON WHITE RECTANGLE (ENG)



UNILINGUAL TRAINING PARTNER STACKED WORDMARK ON WHITE RECTANGLE (FRE)



## 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.

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HORIZONTAL EXAMPLE



Canadian  
Red Cross

Training  
Partner

---

STACKED EXAMPLE

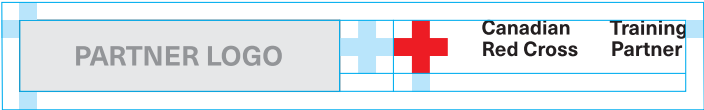


Canadian  
Red Cross

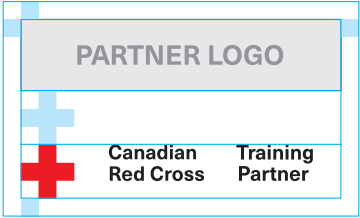
Training  
Partner

Training Partner Logos  
Construction

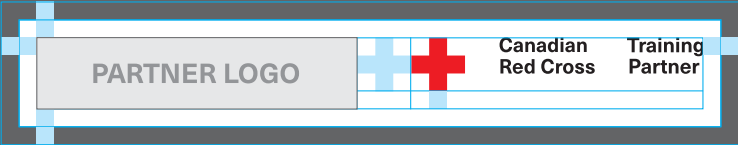
HORIZONTAL EXAMPLE



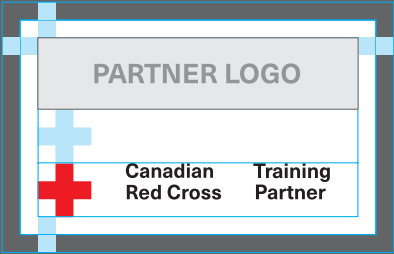
STACKED EXAMPLE



HORIZONTAL EXAMPLE ON WHITE RECTANGLE



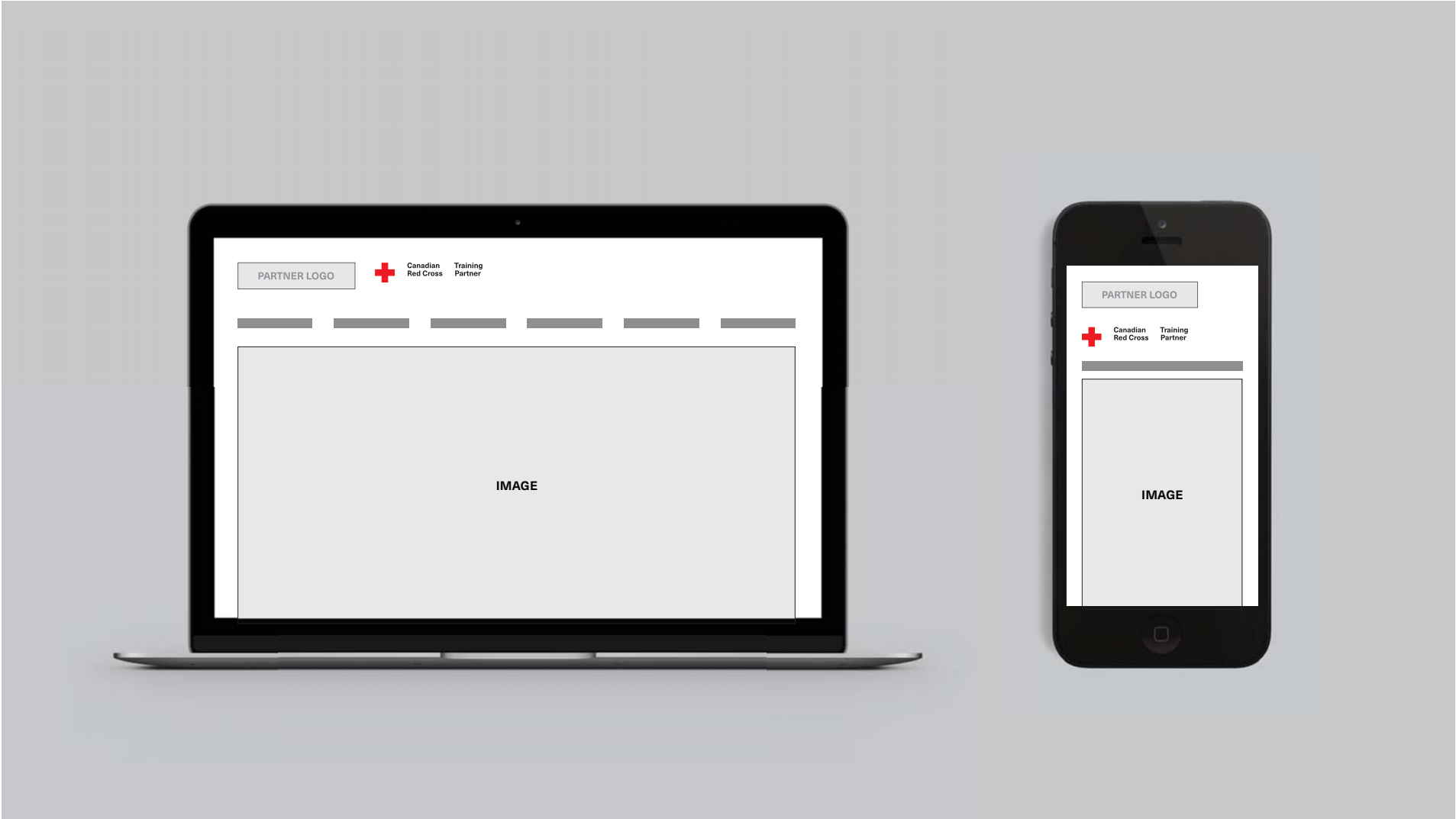
STACKED EXAMPLE ON WHITE RECTANGLE





Training Partner Logos  
Partner Website

DESKTOP & MOBILE APPLICATIONS



Training Partner Logos  
Event Banner



## Training Partner Logos

### T-Shirt



## Visual Language

The following Visual Language sections – Colour, Typography, Photography – are for reference. These sections may not be applicable for most co-branded assets. However, when applicable, these guidelines need to be followed. Training Partners should contact their Prevention & Safety Program Representative for direction in those cases.

## Visual Language

# 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.

<div>White</div> <div>C0 M0 Y0 K0 R255 G255 B255 #FFFFFF</div>	<div>CRC Red100%</div> <div>PMS 485 C/U C0 M100 Y100 K0 R238 G0 B0 #EE0000</div>	<div>CRC Black100%</div> <div>PMS Black C/U C0 M0 Y0 K100 R0 G0 B0 #000000</div>	<div>CRC Grey100%</div> <div>PMS Cool Gray 7 C/U C20 M14 Y12 K40 R151 G153 B155 #97999B</div>
PRIMARY COLOUR TINTS – LIGHTER AODA COMPLIANT TINTS CAN ALSO BE USED			
	<div>CRC Red50%</div> <div>C0 M50 Y50 K0 R254 G158 B134 #FE9E86</div>	<div>CRC Black75%</div> <div>C0 M0 Y0 K75 R71 G71 B71 #474747</div>	<div>CRC Grey65%</div> <div>C13 M9 Y8 K26 R171 G174 B177 #AADB1</div>



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

<p><b>PMS 483 C/U</b></p> <p>C21 M80 Y81 K69 R101 G48 B36 #653024</p>	<p><b>PMS 410 C/U</b></p> <p>C22 M33 Y28 K60 R116 G102 B97 #746661</p>	<p><b>PMS 7704 C/U</b></p> <p>C93 M4 Y8 K24 R0 G133 B173 #0085AD</p>	<p><b>PMS 7708 C/U</b></p> <p>C100 M18 Y12 K59 R0 G86 B112 #005670</p>
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SECONDARY COLOUR TINTS – LIGHTER AODA COMPLIANT TINTS CAN ALSO BE USED

<p><b>25% Tint</b> <b>PMS 483 C/U</b></p> <p>C5 M20 Y20 K17 R201 G175 B165 #C9AFA5</p>	<p><b>30% Tint</b> <b>PMS 410 C/U</b></p> <p>C7 M10 Y8 K18 R198 G190 B190 #C6BFBF</p>	<p><b>30% Tint</b> <b>PMS 7704 C/U</b></p> <p>C28 M1 Y2 K7 R167 G208 B225 #A7D0E1</p>	<p><b>25% Tint</b> <b>PMS 7708 C/U</b></p> <p>C25 M5 Y3 K15 R163 G190 B206 #A3BFCE</p>
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## 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 Typefaces

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

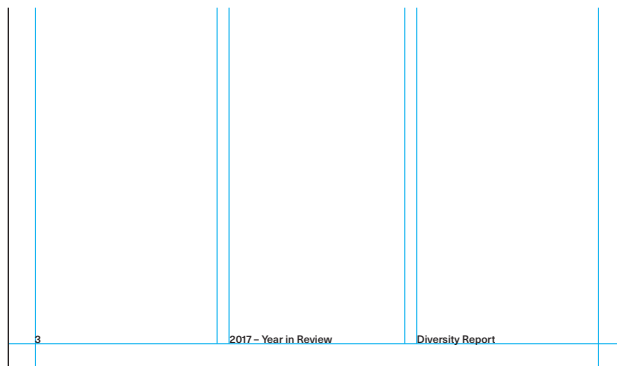
#### BODY COPY

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.

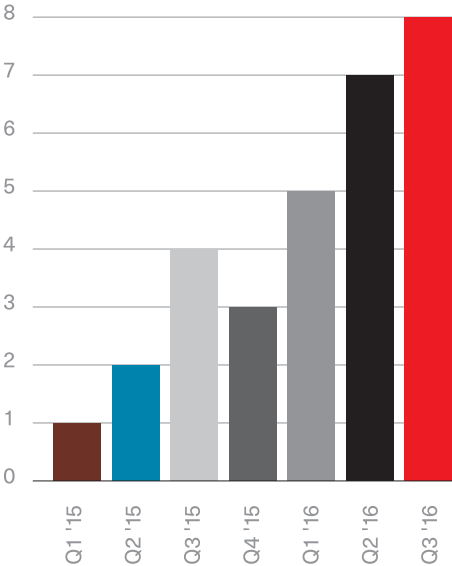
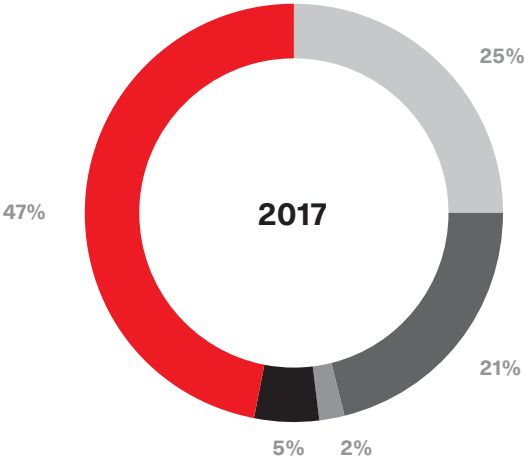


Chart Title		
Column Name	USD	CAD
Description	\$124.53	\$130.19
Description	\$1,250.18	\$1,300.94
Description	\$3,724.24	\$3,980.55
Description	\$24.92	\$27.37
Total	\$5,123.87	\$5,569.57

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*

## Visual Language

# 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



These interim guidelines were created for the Canadian Red Cross and its affiliates. If you have any questions about these guidelines, please contact your local Canadian Red Cross Communications team.

**Western Canada**

100 1305-11th Avenue SW  
Calgary, AB  
T3C 3P6  
(403) 541-6100

**Atlantic Canada**

133 Troop Avenue  
Dartmouth, NS  
B3B 2A7  
(902) 423-3680

**Ontario**

5700 Cancross Court  
Mississauga, ON  
L5R 3E9  
(905) 890-1000

**National Office**

170 Metcalfe Street  
Ottawa, ON  
K2P 2P2  
(613) 740-1900

**Québec**

6 Place du Commerce  
Verdun, QC  
H3E 1P4  
(514) 362-2930