Corporate Partnership Brand Guidelines

Corporate Partnership
Brand Guidelines

Version 1.2
April 27, 2018

Table of Contents

Support Logos
4 Versions
6 Construction
9 Lockup Examples

Colour
11 Primary Colour Palette
12 Secondary Colour Palette
13 Colour Hierarchy

Typography
15 Primary Typeface
16 Alternative Typefaces
17 Primary Typography

Imagery
21 Photography

Support Logos

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.

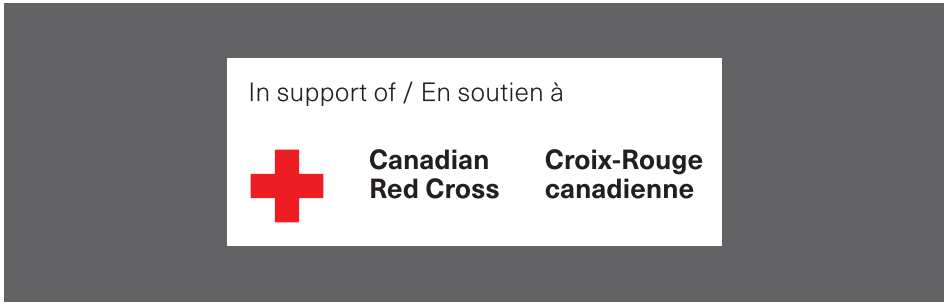
There are two English and French support logo versions. The 'In support of / En soutien à' version is typically used when an external entity is fundraising for the Canadian Red Cross during a specific appeal or period. 'Proud supporter of / Fier d'appuyer' is typically used for external entities who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

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.**

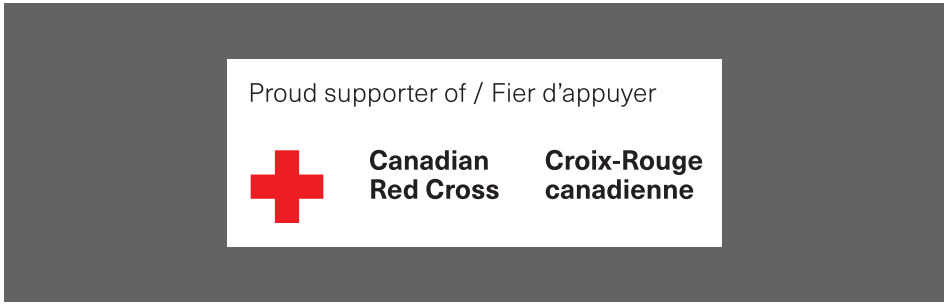
CANADIAN RED CROSS BILINGUAL 'IN SUPPORT OF' WORDMARK (ENG)

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



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

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



Support Logos
Versions

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

In support of
Canadian
Red Cross

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

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

Proud supporter of
Canadian
Red Cross

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

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

En soutien à
Croix-Rouge
canadienne

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

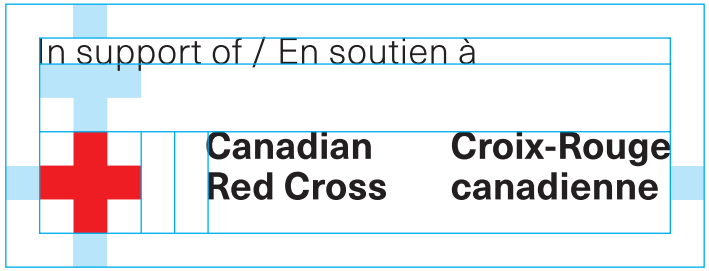
CANADIAN RED CROSS UNILINGUAL
'PROUD SUPPORTER OF' WORDMARK (FRE)

Fier d'appuyer
Croix-Rouge
canadienne

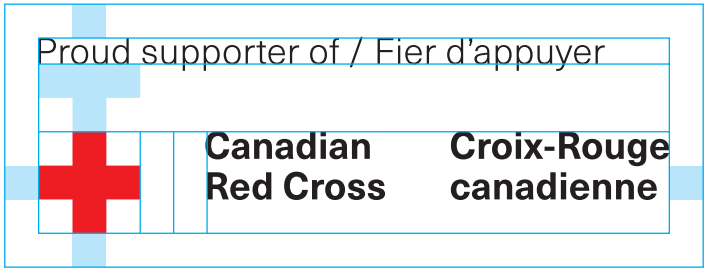
CANADIAN RED CROSS UNILINGUAL
'PROUD SUPPORTER OF' WORDMARK (FRE)

Support Logos
Construction

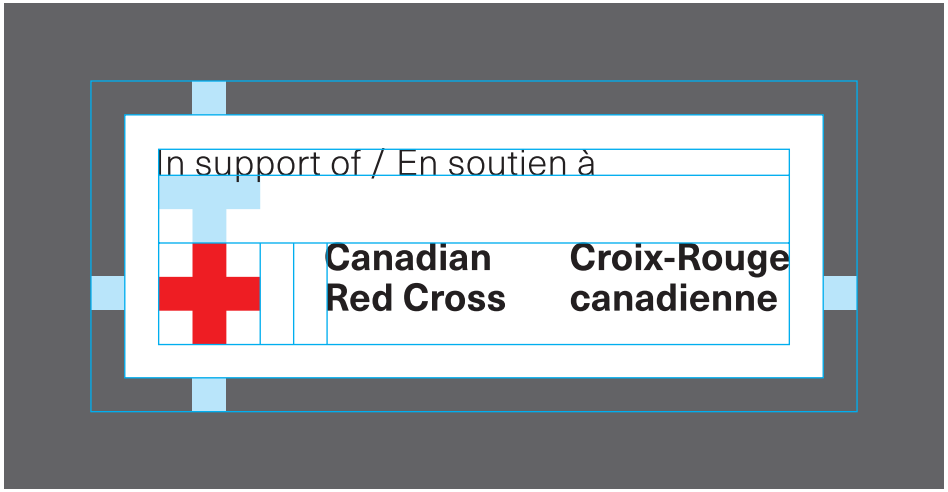
CANADIAN RED CROSS BILINGUAL 'IN SUPPORT OF' WORDMARK



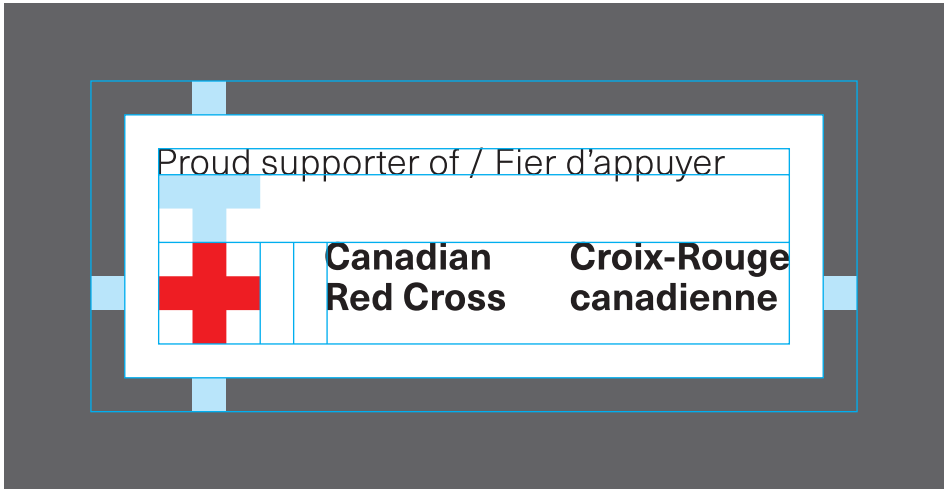
CANADIAN RED CROSS BILINGUAL 'PROUD SUPPORTER OF' WORDMARK



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

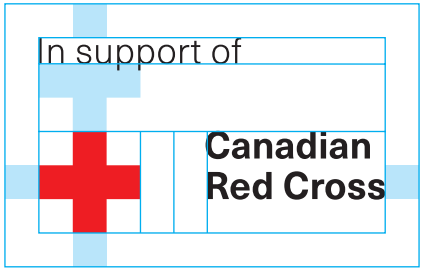


CANADIAN RED CROSS BILINGUAL 'PROUD SUPPORTER OF' WORDMARK ON A WHITE RECTANGLE

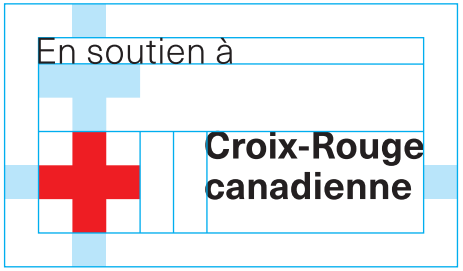


Support Logos
Construction

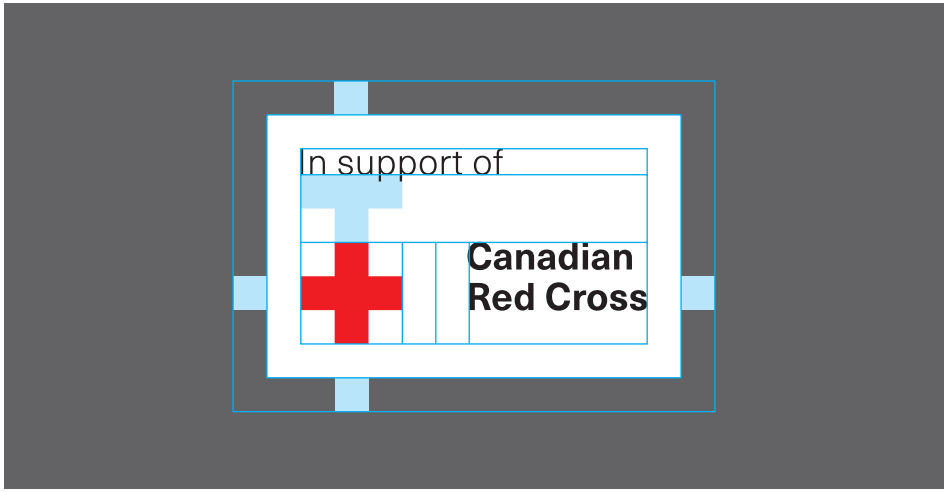
CANADIAN RED CROSS UNILINGUAL 'IN SUPPORT OF' WORDMARK (ENG)



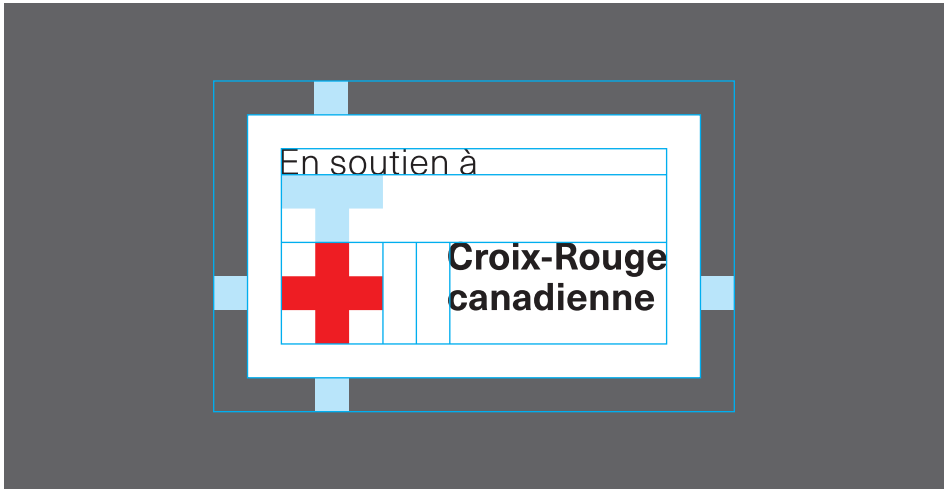
CANADIAN RED CROSS UNILINGUAL 'IN SUPPORT OF' WORDMARK (FRE)



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

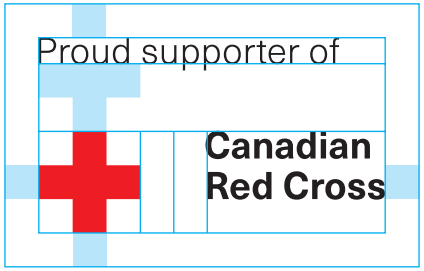


CANADIAN RED CROSS UNILINGUAL 'IN SUPPORT OF' WORDMARK (FRE)

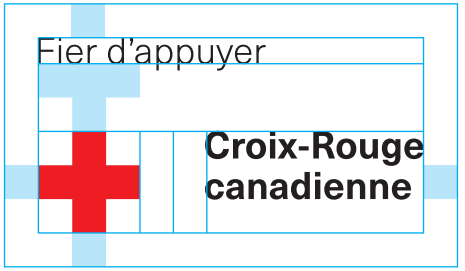


Support Logos
Construction

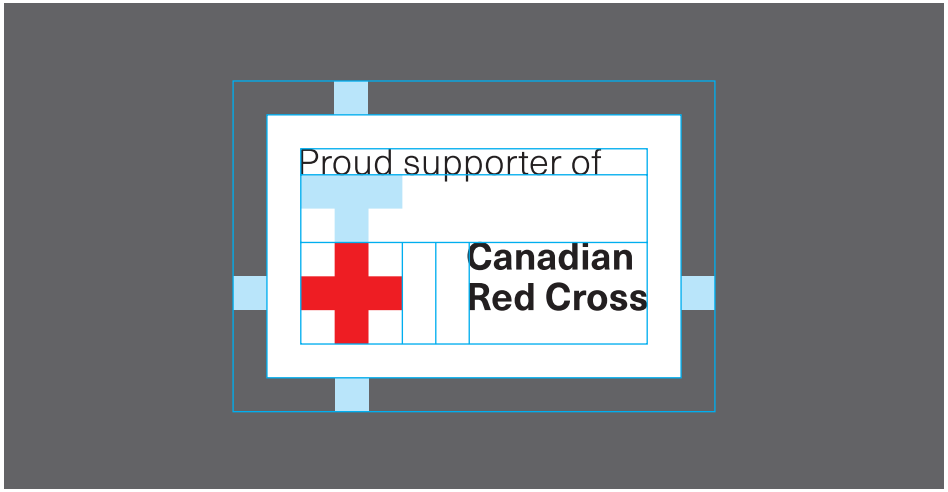
CANADIAN RED CROSS UNILINGUAL 'PROUD SUPPORTER OF' WORDMARK (ENG)



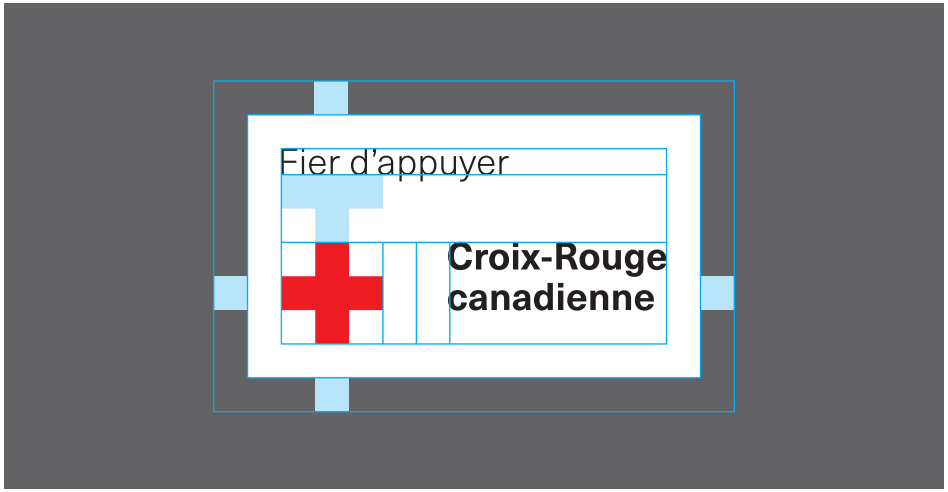
CANADIAN RED CROSS UNILINGUAL 'PROUD SUPPORTER OF' WORDMARK (FRE)



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)



'In Support' Logos
Lockup Examples

EXAMPLE 1

EXAMPLE 2

EXAMPLE 3

Colour

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

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

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

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	ITALIC WEIGHTS
Light	*Light Italic*
Regular	*Regular Italic*
Medium	***Medium Italic***
Bold	***Bold Italic***

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
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

WEIGHTS

Light
Regular
Medium
Bold

ITALIC WEIGHTS

Light Italic
Regular Italic
Medium Italic
Bold Italic

ALTERNATIVE TYPEFACE 2

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

WEIGHTS

Regular
Bold

ITALIC WEIGHTS

Regular Italic
Bold Italic

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

Typography
Primary Typography

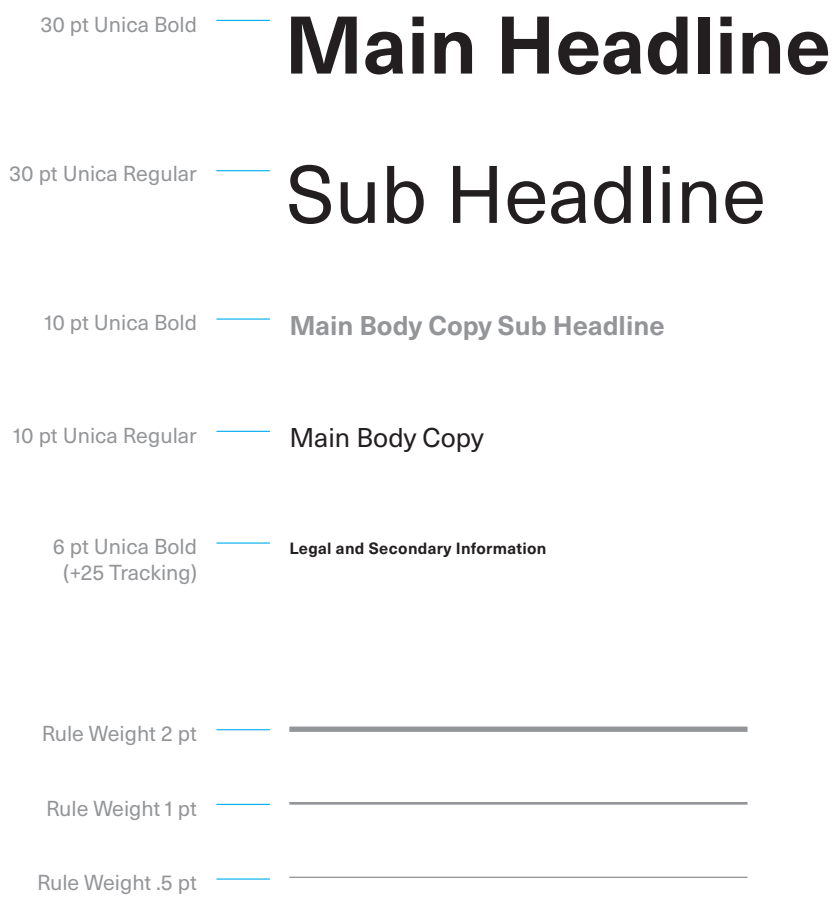
All Canadian Red Cross typographic treatments must feel modern and clean while delivering communications in a clear, legible way.

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.



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.

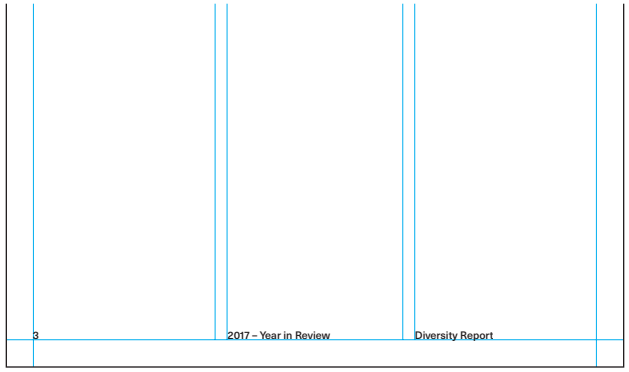
Lorem ipsum natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Morbi eo risus, porta ac consectetur ac, vestibulum at eros. Donec sed odio dui. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh.

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.

FOLIOS

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



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.”

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.

Photography

Photography

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.