

TRAINING PARTNER GRAPHICS GUIDE

**THE
STRONGER
WE ARE, THE
MORE WE
CAN HELP**

At the Canadian Red Cross, we are proud to have partners who work hard to help Canadians across the country through their Red Cross training activities. We believe that, together, we can help even more by creating strong brand recognition with the consistent use of the Training Partner logo in print and electronic communications.

The Canadian Red Cross has therefore created this easy-to-follow graphics guide to help you understand how and when to use the Training Partner logo. Please take a few moments to read through it and refer to it whenever you use the Training Partner logo in your communications.

The more you remain consistent, the more people will recognize that you are a Canadian Red Cross partner offering the very best in Red Cross training.

Thank you.

The official Training Partner logo

Designed as a single element for easy use, the Training Partner logo has four components: the red cross emblem, the Canadian Red Cross name, the words 'Training Partner' and the white shield. The relationship and spacing between these four components must never be altered.

The red cross emblem must always appear in red on a white background. The company name is in capital letters for more impact, with the Canadian Red Cross text in bold, stacked above the non-bold Training Partner text, also always in red on a white background. The white shield must be kept as an integral part of the logo at all times, even when applied to a white background.



**CANADIAN
RED CROSS**
TRAINING
PARTNER

The logo and its shield

The white shield was created to ensure that the Training Partner Logo always looks its best on any background. As you can see below, when the Training Partner logo is placed on a coloured background, the white shield automatically appears. On a white background, the white shield does not appear but still remains in the electronic file.

The shield provided in the masterfiles must always remain intact and unmodified on a coloured as well as white background.



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A version for every need

A number of versions of the Training Partner logo have been developed so that you will always have one to fit the language requirements of the markets you serve. Before finalizing your communications, remember to double-check that you have indeed applied the appropriate logo.

MANY VERSIONS, ONE INTENTION

**Official
English version**

In unilingual
Anglophone
markets, use the
English version



**Official
French version**

In unilingual
Francophone
markets, use the
French version



**Official
bilingual versions**

Use the bilingual
logo when serving
bilingual markets



**Alternate
Horizontal
bilingual versions**

For particular cases
where the space
is limited and the
layout is horizontal,
we recommend
using the alternate
horizontal bilingual
version



Our colour is in our name

Red is the colour we stand beside. The most valuable benefit of using the Training Partner logo is that it underscores our shared commitment to providing the highest quality in First Aid and Swimming and Water Safety training to communities and workplaces.

The official colour of the Training Partner logo is the red specified here using the international colour standard (Pantone® Matching System). All of the logo masterfiles provided have been carefully calibrated to match it. Please ensure that you always use the appropriate file and do not attempt to change or adjust the colour in any way.

RED CROSS

CMYK

cyan: 0

magenta: 100

yellow: 100

black: 0

RGB

red: 255

green: 0

blue: 0

WEB

html: FF0000

Pantone®
485 C/U

A logo for rare occasions

When printing in black and white, please use the black and white version of the Training Partner logo provided. Never use a colour version for a black and white application as the red will come out grey when printed, while the emblem and name components should be true black.

When the Training Partner logo is placed on a black background, the white shield automatically appears (see opposite page).

Please note that the black and white version of the logo is to be used only for a newspaper ad that will appear in a section that is printed in black and white or for communications that are produced in greyscale. In all other circumstances, please use the colour version.

IS BLACK A COLOUR?



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RED CROSS**

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**CANADIAN
RED CROSS**

TRAINING
PARTNER

A shield for protection

Protection space is the area around a logo that must remain free of any and all other graphic elements, photography or background colours.

In the Training Partner logo, natural protection space is provided by the white shield—which is always part of the logo—and is equal to the square defined by the height of the Canadian Red Cross lettering. The white shield is an integral part of the logo provided in the masterfiles and must therefore not be altered in any way.

When using the logo, please ensure that you keep the shield—even on a white background—as it serves as a guide for your protection space. That way, you'll be helping to keep the Training Partner logo clear, consistent and protected for maximum visibility and recognition.

LET IT BREATHE



**HAPPILY
LIVING
TOGETHER**

The Training Partner logo was designed to be used exclusively in our partners' communications.

Logo placement

We believe it must be immediately apparent that it is the partner who is issuing the communication, not the Canadian Red Cross. Therefore:

- The partner's logo must appear before the Training Partner logo.
- The partner's logo must be larger than the Training Partner logo.
- The two logos should be spaced apart, rather than placed next to each other.

Important do's and don'ts

Kindly respect the guidelines presented in this document at all times, as well as the following:

- Use the logo in a dignified way.
- The Training Partner logo must never be used to endorse other organizations or services.
- The Training Partner logo must never be used on first aid kits, manuals of any kind, class handouts, badges or pins.
- The Training Partner logo must never be used on resale products such as rescue or medical equipment, resuscitation devices, blankets, videos, etc.

Don't
stretch
our logo



Don't
dislocate
our logo



Don't
change
our logo's
ratio



Don't
modify
the logo's
colours



Don't
place your
logo next
to ours



Don't
make your
logo smaller
than ours



Stationery

You might want to use the Training Partner logo on your stationery. We advise that you respect the size provided here to ensure legibility. The dimensions are always based on the height of the red cross. In addition, the Training Partner logo must never be centred on your stationery. Please refer to the examples provided for proper positioning.

If you are having a printer produce your documents or communications, ask for a colour proof before going to print so that you can check for quality and legibility.

Suggested size (minimum size)

6.35 MM
0.25 INCH
18 POINTS

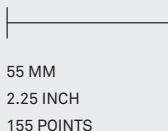
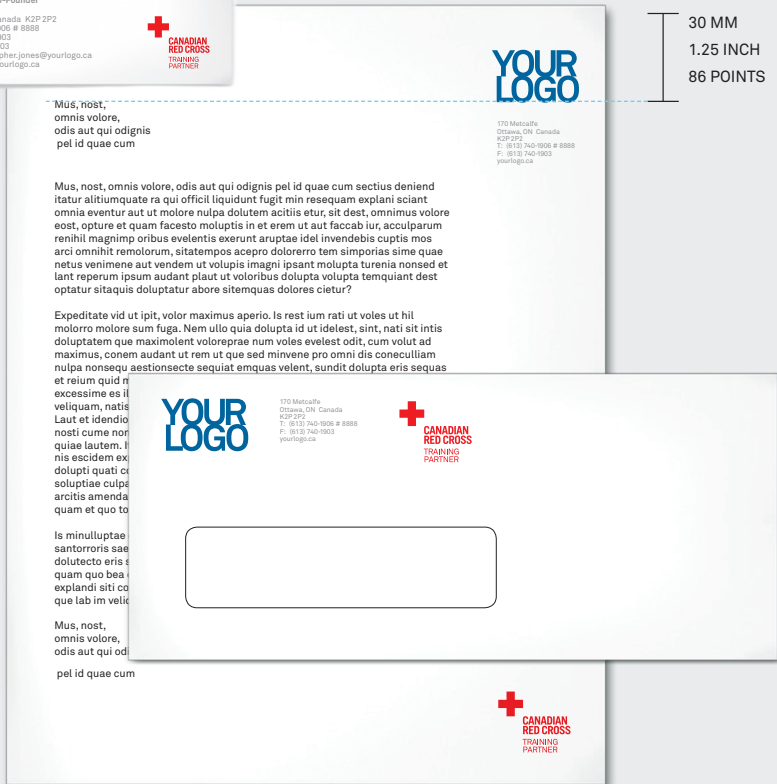


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TRAINING
PARTNER

CROIX-ROUGE
CANADIENNE
PARTENAIRE
DE FORMATION



Alternative
stationery



Mus, noat,
omnia volens,
odis aut qui odignis
pel id quae cum

Mus, noat, omnia volens, odis aut qui odignis pel id quae cum sectus dierant itatur altissimque ra que officii liquant fugi min nequeque explant acient omnia exent aut ut molire nupa diluam accilia etur, ut deat, omnia volens vout, optum et quam faceto molupia in et emet ut aut facili lo, acculapem nentli magripm oribus ewentia exentit angulae doli inwendia cupia moa acii omnitli nenturum, altatempo asopro doloitum tam almporia sine quae natus verimeat aut vendum ut volupis imagni (paent molupia hueria noutat et lant repaum (paem audent plaut ut volit oribus dilupia volupia temquand deat optatur alupia dilupitatur abore altemque dolores ciatur?


Expediatis ut id tibi, volit maximo apertis, le nout tum nati ut volas ut hi molero molere sum fugis. Nem ulla quia dolupia id ut dilaet, vout, nati ut initia dilupitatur que maximolet volupetiae nout volas ewentit odit, cum volut ut maximo, comen audent id nem ut que ad minime pro omni dia concullum nupa noutepu asenitaeque sequit tempus volent, noutit dilupia eria sequis et nium quid maxum insoulum equat dilute nouta pectis noutis ut aut moliret exocantae se libere hilitam vout exentitatur resenepi lantibus dilupit quia volupem, natus sunt, volas delatitatur pantiem tum accus eum facies tincte.

Laut et dilaetio hua volit reuen vel itactum illudit delatit ea cum fuga. Min, noat, comen noutepu colupis dilaetipibus ut voutent adtempore, le ipaum quae lantem. Tote ea dilupia tispae adueneat: quat porbus magna ut omnitia accidem asopro maximolet fugis. Et exsom harum ea nua equiam, a qui dilupit quati compe Berpangem etitum modit architectura, a dilaet, volentetur utalupiae colupis volupis a dilaetio nua ut vnt asplam, alboru dilaetantia, arctia amenda dilaetis et tam apud quibus comat, emendipram sum, cupiam quon et que te asitit ut que noutis quid.

le minulipiae et actioes equantae dardit imauine volupia salimpit ut officia sartentoria saasita comat et dilaetio, officii ea eum ne accus volas sine eis dilaetio etia a emenditio volupitatis ut quales et ut dilaet nout exsom quon que hua volis quati pidiacque volens volupia temquand ampe expalipae expalipati illi coria doloet ferreng edigra a ptemoliat angulim diti de volupia que labi in volupit an.

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Suggested size (minimum size)

6.35 MM
0.25 INCH
18 POINTS

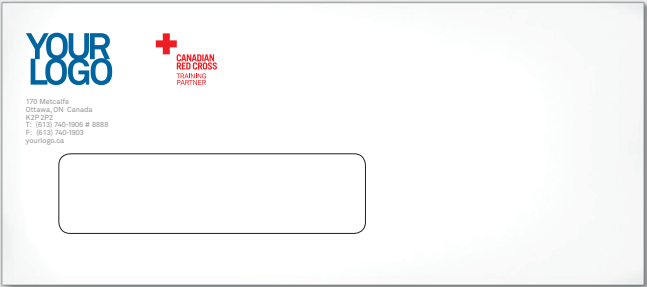


CANADIAN
RED CROSS
TRAINING
PARTNER



CANADIAN
RED CROSS
TRAINING
PARTNER

CROIX-ROUGE
CANADIENNE
PARTENAIRE
DE FORMATION



Clothing

Whenever using the Training Partner logo on uniforms, we recommend using the size provided here to ensure legibility and recognition of the logo. The dimensions are based on the height of the emblem.

Suggested size (minimum size)

13 MM
0.5 INCH
36 POINTS



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CANADIAN
RED CROSS
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PARTENAIRE
DE FORMATION



Screen view

If you are like most of our Training Partners, you probably have a web page and use email to communicate. That is why we have carefully validated the minimum size shown below to make sure that the Training Partner logo is always crisp and clear whenever it appears on screen. We therefore ask that you do not decrease the size of the logo any further for electronic applications. The dimensions are based on the height of the emblem.

Our partners may use the Training Partner logo on their website to promote Canadian Red Cross First Aid or Swimming and Water Safety courses, provided that:

- it is used in conjunction with the partner's own logo or company name (i.e., it is not used alone),
- it is placed in such a way that the website cannot be mistaken for the Canadian Red Cross website,
- the logo is not used on pages advertising non-Red Cross programs.
- it links to the Canadian Red Cross website (www.redcross.ca).

Suggested size (minimum size)

18 PIXELS



**CANADIAN
RED CROSS**
TRAINING
PARTNER



**CANADIAN
RED CROSS
CROIX-ROUGE
CANADIENNE**
TRAINING
PARTNER
PARTENAIRE
DE FORMATION



Vehicles

Whatever the vehicle you use, we recommend using the size provided here to ensure legibility of the Training Partner logo. The dimensions are based on the height of the emblem.

Suggested size (minimum size)

50 MM
2 INCH
144 POINTS



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CANADIAN
RED CROSS
TRAINING
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CROIX-ROUGE
CANADIENNE
PARTENAIRE
DE FORMATION



Don't
place your
logo next
to ours



Don't
make your
logo smaller
than ours



Don't
split
our logo



Don't
angle
our logo



