

CANADIAN
RED CROSS
BRAND GUIDE 1.0

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.



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.



**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?



**CANADIAN
RED CROSS**
**TRAINING
PARTNER**



**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

YOUR
LOGO



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



CANADIAN
RED CROSS
TRAINING
PARTNER



CANADIAN
RED CROSS
TRAINING
PARTNER

CROIX-ROUGE
CANADIENNE
PARTENAIRE
DE FORMATION



Robert Christopher Jones
President & Co-Founder
170 Metcalfe
Ottawa, ON Canada K2P 2P2
T: (613) 740-1000 # 8888
F: (613) 740-1903
M: (613) 740-1903
robert-christopher.jones@yourlogo.ca
yourlogo.ca

The logo consists of a red cross symbol above the text "CANADIAN RED CROSS" and "TRAINING PARTNER" stacked vertically.

Mus, nos,
omnis volore,
odis aut qui odignis
pel id quae cum

Expedite vid ut ipit, valor maximus aperio. Is rest ium rati ut voles ut hil moroloru molore sum fuga. Nem ullo quia doluptat id ut iudest, sint, nati sit intis doluptatene que maximolet voloprepare num voles evellest edit, cum volut ad maximus, conem audant ut rem ut sed minvrene pro omni ds concularem nulpa nonsequ astectione sequiat emquas velent, sundit dolupta eris sequas

et reium quid n
excessime es il
veliquam, natis
Laut et idendio
nosti cum e nor
quiae laudem. I
nis escidem ex
dolupti quat i
solutiae culpa
arctis amenda

Is minulluptae
santroris sae
dolutecto eris s
quam quo bea
explandi siti co
que lab im velic

Mus, nost,
omnis volore,
odis aut qui od

pel id quae cum



170 Metcalfe
Ottawa, ON Canada
K2P 2P2
T: (613) 740-1906 # 888
F: (613) 740-1903



13 MM
0.5 INCH
36 POINTS

55 MM
2.25 INCH
155 POINTS

Alternative stationery



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



CANADIAN
RED CROSS
TRAINING
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CANADIAN
RED CROSS
TRAINING
PARTNER

CROIX-ROUGE
CANADIENNE
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



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



REDCROSS.CA

For more information about logo guidelines, please contact us.
Telephone: 1-877-356-3226