



September 2021



# IFRC BRAND GUIDELINES

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**NEW LOGO**

# New logo

## Background

A new logo will help to reframe the IFRC's identity and positioning as a more dynamic and modern organisation. Also, updating and consolidating the IFRC's branding guidelines and promoting them internally serves to bring greater coherence to the IFRC's brand identity.

## Audiences

- National Societies
- Donors
- IFRC employees
- Media
- The rest of the world
- Communities we work with

## Goals

1. Create one, uniform visual identity across all IFRC products and platforms
2. Strengthen the IFRC brand, increase the visibility of the IFRC and ensure consistent brand image
3. Show change of the core mentality: digital first approach

Logos (digital)



Logos (print)



*New horizontal logo*



*New square logo*

# Logo: clear space, white background and sizes

## Clear Space

To ensure high visibility and an uncluttered presentation, always maintain “clear space” around the logo.

Determine the logo’s clear space by measuring the size of the “x”, where “x” is the height of the logo.



## White background

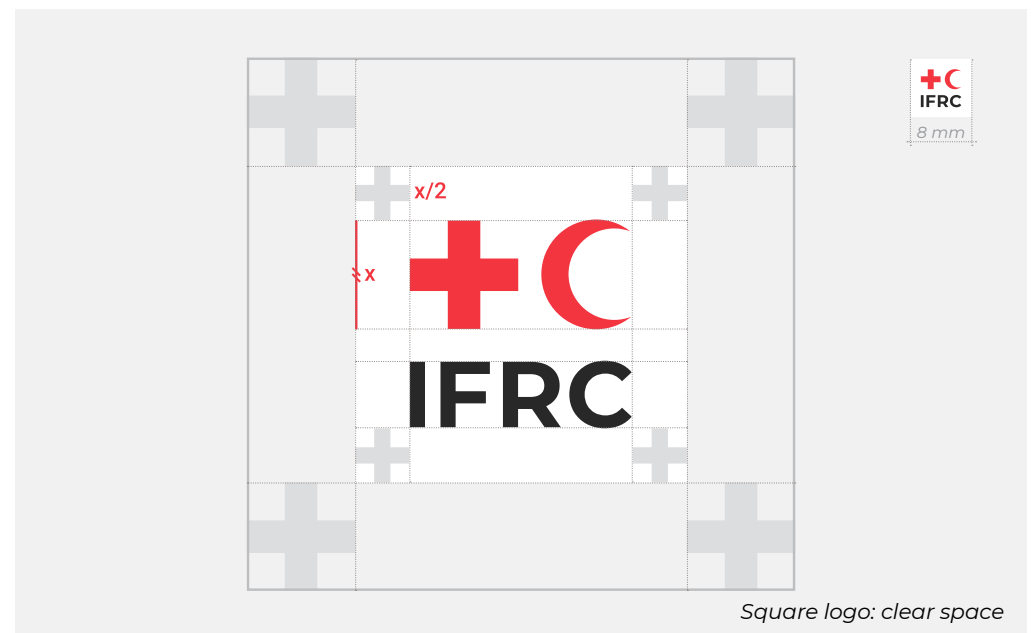
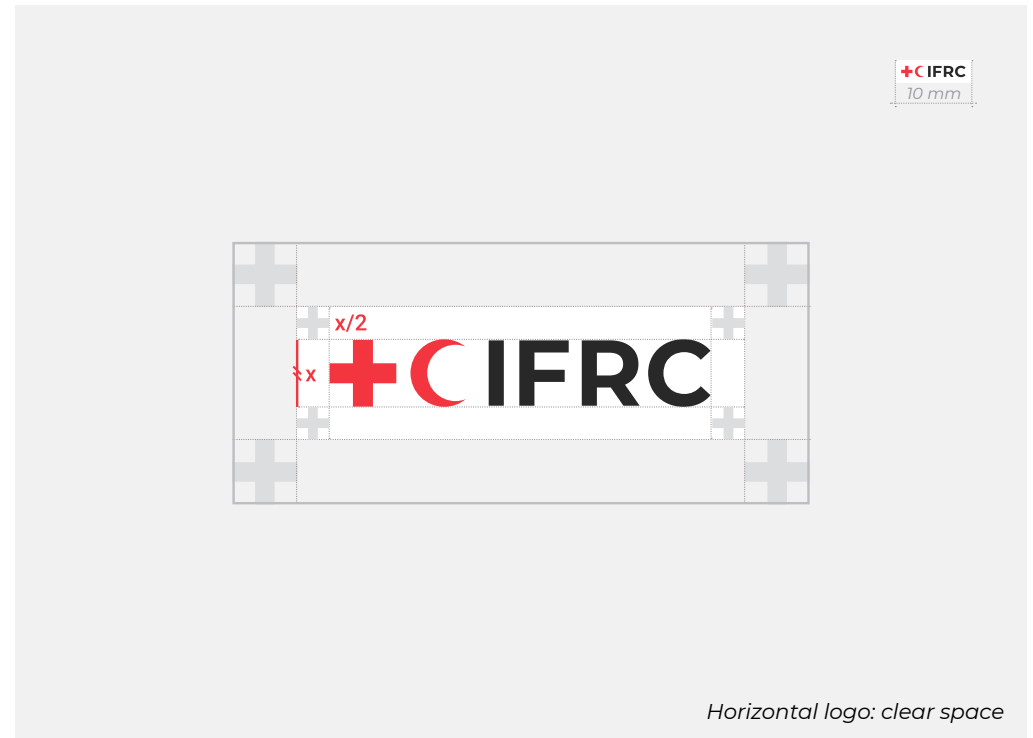
The white background should always be larger than the space covered by the emblems and text:

- The white background around the emblems and the text should always equal half of the height or width of one of the emblems as shown in the example.

## Sizes

For print use, the horizontal version of the logo should never be reduced below the minimum size of 10 mm (width) and the square logo should never be reduced below the minimum size of 8 mm (width).

Logos (digital)	
Logos (print)	



# Sub-brands



**+C IFRC**

---

*Rapid Response*

The horizontal logo features a red cross and a red crescent moon to the left of the letters '+C'. To the right of '+C' are the letters 'IFRC' in a bold, black, sans-serif font. A thin horizontal line is positioned below '+C IFRC', and the words 'Rapid Response' are written in a black, italicized, sans-serif font below the line.

*Rapid Response*

*Horizontal logo*



**+C**

The vertical logo features a red cross and a red crescent moon stacked vertically. The letters '+C' are positioned to the right of the symbols.

**IFRC**

---

*Rapid Response*

The letters 'IFRC' are in a bold, black, sans-serif font. A thin horizontal line is positioned below 'IFRC', and the words 'Rapid Response' are written in a black, italicized, sans-serif font below the line.

*Rapid Response*

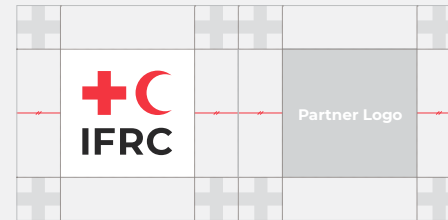
*Vertical logo*

# Logo: co-branding

If there is a need to show several partner logos, it's very important to display all of the logos as equal and visually balanced. In order to do that, please follow the shown examples.



*Co-branding: approach and example*



*Co-branding: approach and example*



# COLOUR PALETTE



# Colour palette

## Primary colours

There are four primary colours – dark grey, white, red and dark blue. These colours have been selected to provide a bright, clean, modern and sophisticated look to our brand.

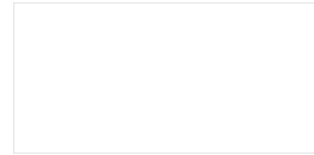


### **Dark Grey: Pantone Black 7 CP**

CMYK 0 0 0 95

RGB 50 50 50

#323232



### **White**

CMYK 0 0 0 0

RGB 255 255 255

#FFFFFF



### **Red: Pantone Red 032 C**

CMYK C0 M86 Y63 K0

RGB 239 51 64

#F5333F



### **Pantone 282 C**

CMYK 100 87 42 52

RGB 1 30 65

#011E41

# Colour palette

## Secondary colours



**Pantone 334 C**  
CMYK 100 0 68 1  
RGB 0 151 117  
#009775



**Pantone Green C**  
CMYK 96 0 68 0  
RGB 0 171 132  
#00AB84



**Pantone 3385 C**  
CMYK 55 0 45 0  
RGB 71 215 172  
#47D7AC



**Pantone Process Cyan C**  
CMYK 100 0 0 0  
RGB 0 156 221  
#009CDD



**Pantone 279 C**  
CMYK 69 34 0 0  
RGB 65 143 222  
#418FDE



**Pantone 647 C**  
CMYK 35 97 146  
RGB 88 52 3 12  
#236192



**Pantone 534 C**  
CMYK 100 71 0 51  
RGB 27 54 93  
#1B365D



**Pantone 2695 C**  
CMYK 89 100 0 58  
RGB 46 26 71  
#2E1A47



**PANTONE 7446 CP**  
CMYK 50 46 0 0  
RGB 149 141 190  
#958DBE



**Pantone 269 C**  
CMYK 76 100 0 18  
RGB 81 45 109  
#512D6D



**Pantone 689 C**  
CMYK 32 85 12 23  
RGB 137 59 103  
#893B67



**Pantone 673 C**  
CMYK 6 55 0 0  
RGB 217 134 186  
#D986BA



**Pantone 1795 C**  
CMYK 0 96 82 1  
RGB 210 39 48  
#D22730



**Pantone 151 C**  
CMYK 0 54 100 0  
RGB 255 130 0  
#FF8200



**Pantone 150 C**  
CMYK 0 30 71 0  
RGB 255 178 91  
#FFB25B



**Pantone 120 C**  
CMYK 0 5 66 0  
RGB 251 219 101  
#FBD865

# Colour palette

## Themes and colours





# **TYPOGRAPHY**

# Typography

Typography is everywhere and it plays an important role in brand identity. We, as a humanitarian organisation, should be extremely careful when choosing fonts that will be used in our brand materials. As it not only represents our brand, it can also create a very positive or a very negative experience for our viewers.

## Some of the important questions to ask before choosing brand typefaces:

- Is the font legible? Can a person with visual impairment read the text?
- Does the font family have many variations? This will allow you more design options.
- Does the font have enough glyphs (special characters)?
- Does the font support many languages?
- Does this font include proper character kerning (space between characters)?
- Is the font free? If not, how much will it cost to obtain the licenses and install it?

After a thorough consideration two font families were chosen based on the above criteria: **Montserrat** for headlines and **Open Sans** for body text. Both font families belong to free Google fonts.

## Advantages of choosing Google fonts:

- High quality and legibility
- Support of multiple languages
- Big sets of glyphs
- Good character kerning
- Free. Open licenses for web and print
- Easy to implement on websites

ABCČĆDÐEFGHIJKLM  
NOPQRSŠTUVWXYZŽ  
abcčćdđefghijklmno  
pqršstuvwxyzžАБВГГ  
ДЪЕЁЄЖЗСИІЙЖКЛ  
ЛЬМНЊОПРСТЪУЎФ  
ХЦЧЎШЩЪЫЬЭЮЯаб  
вггдђеёєжзсииійкклъ  
мнњопрстћуўфхцчџ  
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® © \$ € £ ¥ ¢ :: ; , . \*

# Typeface

## Headlines: Montserrat

Montserrat is a geometric sans-serif typeface designed by Julieta Ulanovsky, inspired by posters and signage from her historical Buenos Aires neighborhood of the same name. It is rather close in spirit to Gotham and Proxima Nova, but has its own individual appearance — more informal, less extended, and more idiosyncratic.

It is provided in a total of nine different weights, each having eight figure styles and small caps in both upright and italic shapes.

Montserrat



**Montserrat Black**

***Montserrat Black Italic***

**Montserrat Extra-Bold**

***Montserrat Extra-Bold Italic***

**Montserrat Bold**

***Montserrat Bold Italic***

**Montserrat Semi-Bold**

***Montserrat Semi-Bold Italic***

Montserrat Medium

*Montserrat Medium Italic*

Montserrat Regular

*Montserrat Regular Italic*

Montserrat Light

*Montserrat Light Italic*

Montserrat Extra-Light

*Montserrat Extra-Light Italic*

Montserrat Thin

*Montserrat Thin Italic*

# Typeface

## Body text: Open Sans

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Open Sans



**Open Sans Extra-Bold**  
***Open Sans Extra-Bold Italic***  
**Open Sans Bold**  
***Open Sans Bold Italic***  
**Open Sans Semi-Bold**  
***Open Sans Semi-Bold Italic***  
Open Sans Regular  
*Open Sans Italic*  
Open Sans Light  
*Open Sans Light Italic*

# Arabic Typeface

## Headlines and Body text: Noto Kufi Arabic

When text is rendered by a computer, sometimes there will be characters in the text that can not be displayed, because no font that supports them is available to the computer. When this occurs, small boxes are shown to represent the characters. We call those small boxes “tofu,” and we want to remove tofu from the Web. This is how the Noto font families got their name.

Noto helps to make the web more beautiful across platforms for all languages. Noto is a global font collection for writing in all modern and ancient languages. Noto Kufi Arabic is a simplified, unmodulated (“sans serif”) Kufi design mainly for texts in larger font sizes in the Middle Eastern Arabic script. It has multiple weights and 733 glyphs.

Noto Kufi Arabic



الاتحاد الدولي لجمعيات الصليب الأحمر  
والهلال الأحمر

الاتحاد الدولي لجمعيات الصليب الأحمر  
والهلال الأحمر

الاتحاد الدولي لجمعيات الصليب الأحمر والهلال  
الأحمر

الاتحاد الدولي لجمعيات الصليب الأحمر والهلال  
الأحمر

الاتحاد الدولي لجمعيات الصليب الأحمر والهلال  
الأحمر

الاتحاد الدولي لجمعيات الصليب الأحمر والهلال  
الأحمر

الاتحاد الدولي لجمعيات الصليب الأحمر والهلال  
الأحمر

الاتحاد الدولي لجمعيات الصليب الأحمر والهلال الأحمر

الاتحاد الدولي لجمعيات الصليب الأحمر والهلال الأحمر





# ICONOGRAPHY

# Iconography

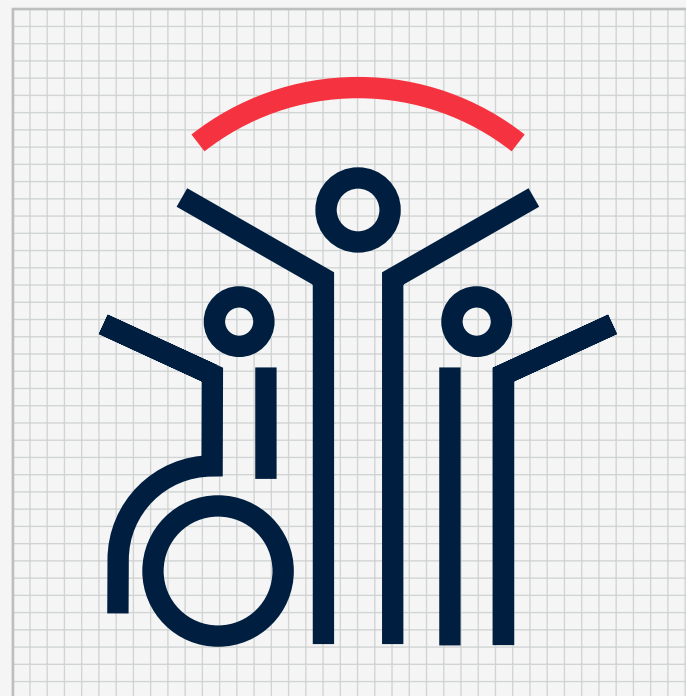
## A set of 205 gender neutral icons

Design stereotypes are everywhere. Among the most noticeable is when design differentiates between feminine and masculine. You can see it in web, print, iconography, illustration and photography. A lack of diversity, inclusion, and representation is obvious in the design even by humanitarian organizations like ours. That's why we are working hard to create an inclusive, diverse and gender-neutral brand that will address harmful stereotypes and toxic hierarchies. Iconography is one of the first steps to ensure that the IFRC is one of the leading inclusive brands.

### The goals:

- Challenge our stereotypes and assumptions
- Change our illustration language
- Better represent marginalized groups
- Make gender-neutral icons the default

<a href="#">Icons (.svg)</a>	<a href="#">🔗</a>
<a href="#">Icons (.eps)</a>	<a href="#">🔗</a>
<a href="#">Icons (.png)</a>	<a href="#">🔗</a>



# Iconography

Seven fundamental principles, Protection, Gender, Inclusion

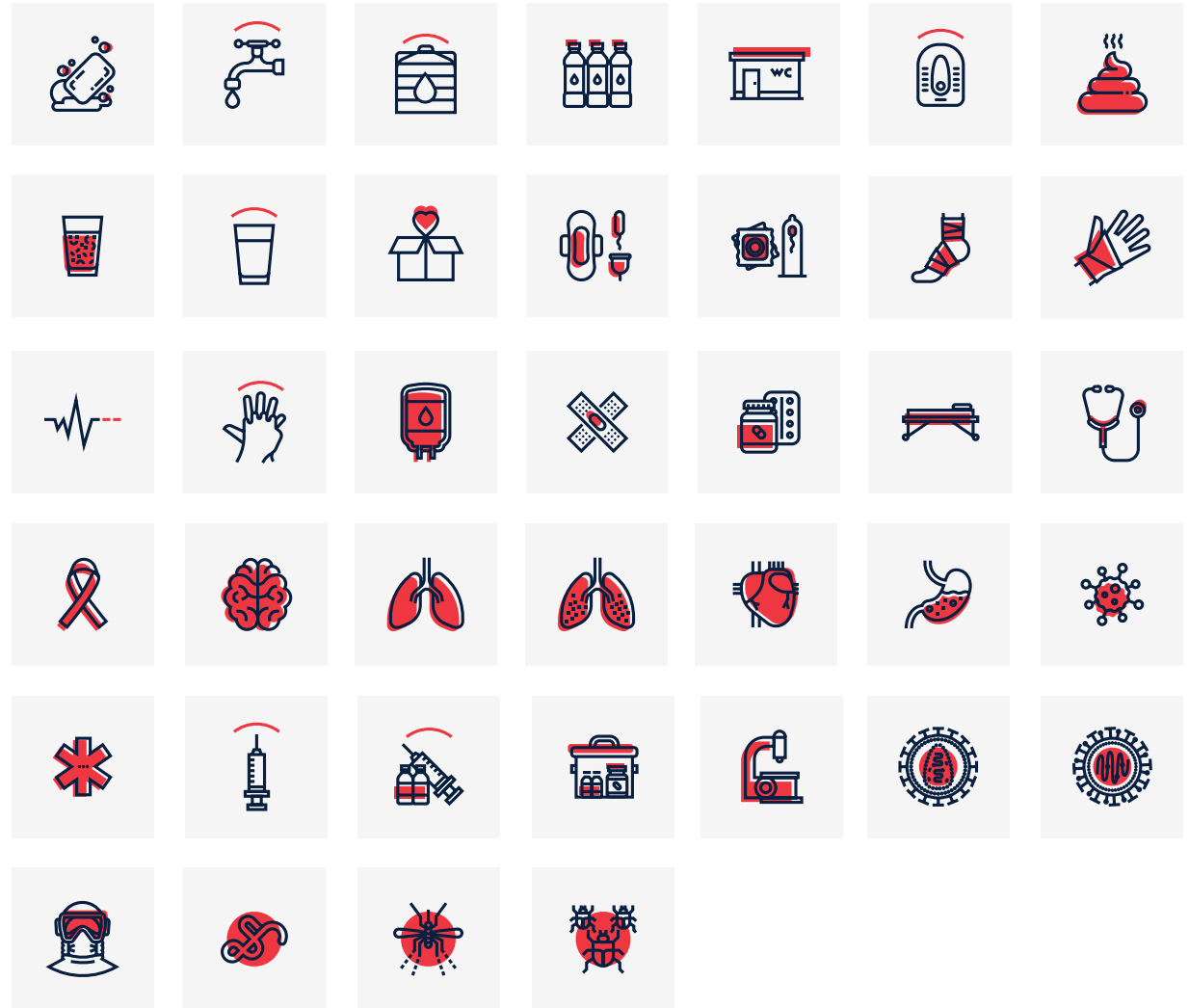
Icons (.svg)	<a href="#">Link</a>
Icons (.eps)	<a href="#">Link</a>
Icons (.png)	<a href="#">Link</a>



# Iconography

## Water, Sanitation, Hygiene, Health

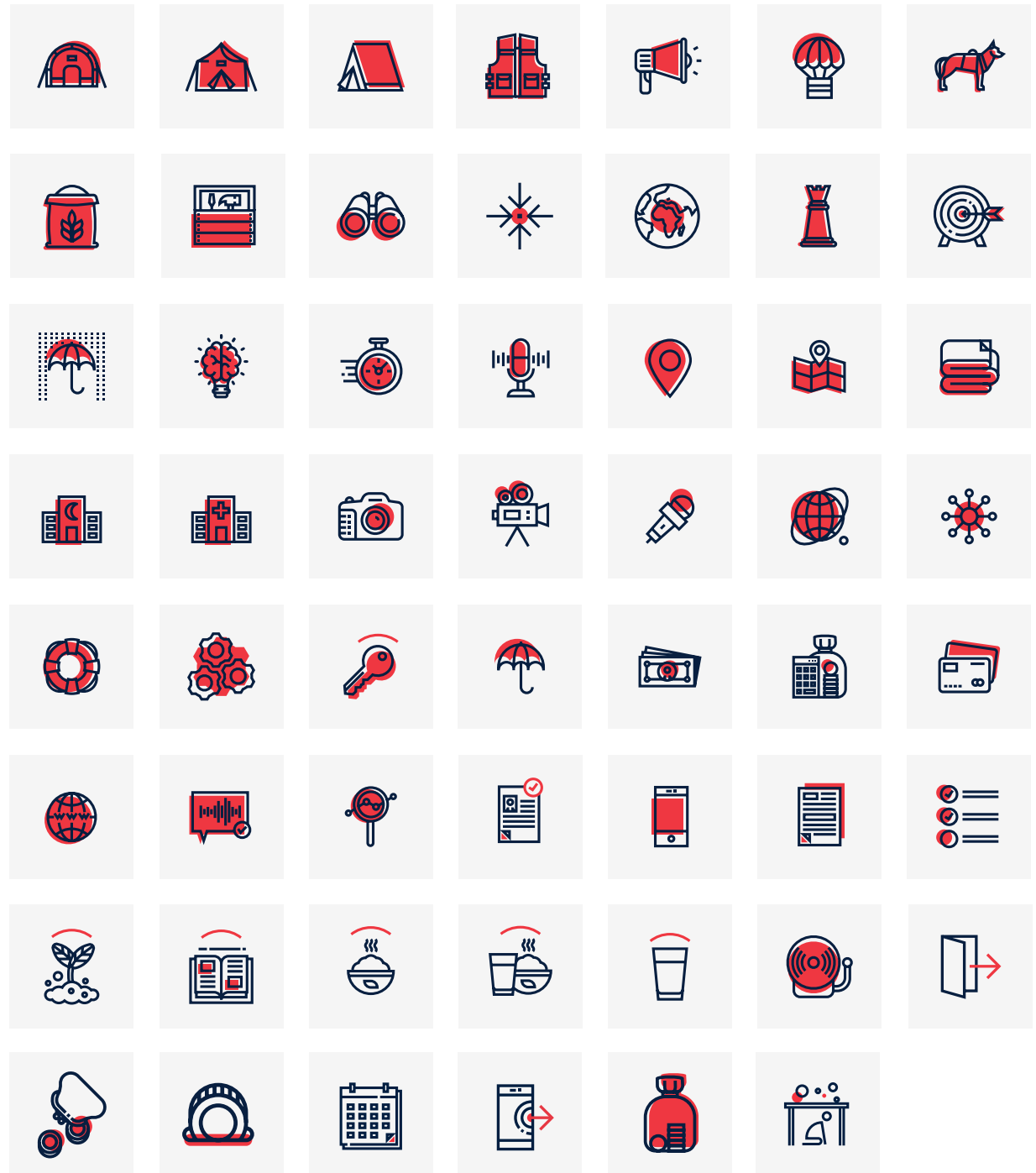
Icons (.svg)	
Icons (.eps)	
Icons (.png)	



# Iconography

## Emergency response

Icons (.svg)	<a href="#">🔗</a>
Icons (.eps)	<a href="#">🔗</a>
Icons (.png)	<a href="#">🔗</a>



# Iconography

## Disasters, Transportation, Climate Crisis

Icons (.svg)	
Icons (.eps)	
Icons (.png)	





# **DIGITAL** MEDIUMS

# Digital mediums

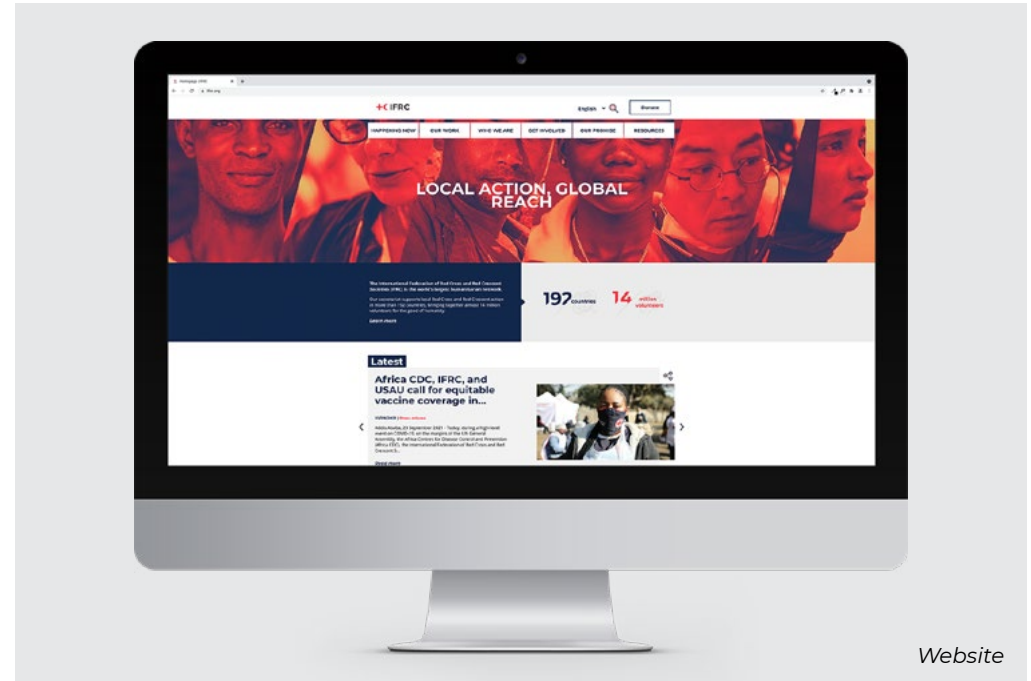
## Website

The IFRC's new public website, [ifrc.org](http://ifrc.org), launched in September 2021 with a brand new look and feel, revamped and up-to-date content and greatly improved user experience and accessibility. All content is currently available in English, with French, Arabic and Spanish content set to be fully available by the end of the year.

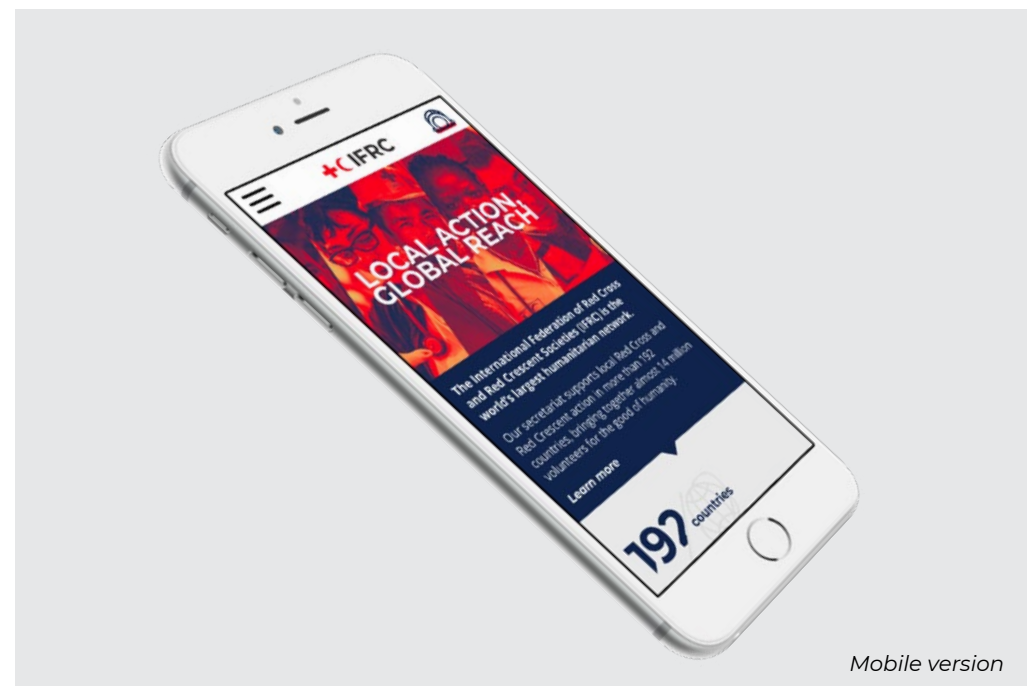
The IFRC web team will retain more centralised editorial control over the new site to sure it evolves with our organisation while remaining clear, consistent, concise and engaging. The team will be training up colleagues across different business units to manage their own content in the last quarter of 2021.

Should you have any questions regarding the new website, please contact [webteam@ifrc.org](mailto:webteam@ifrc.org) and watch [this space](#) for upcoming web tools and resources.

SharePoint web resoruces (coming soon)



Website



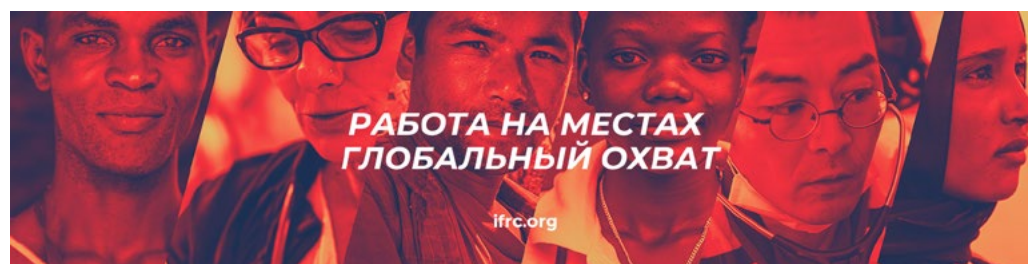
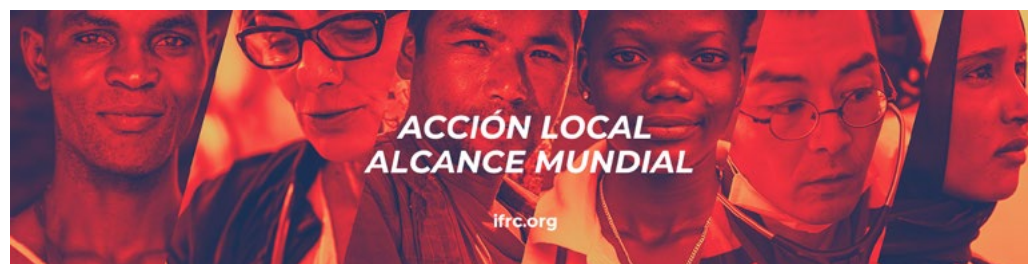
Mobile version



# Digital mediums

## Facebook, Twitter, LinkedIn

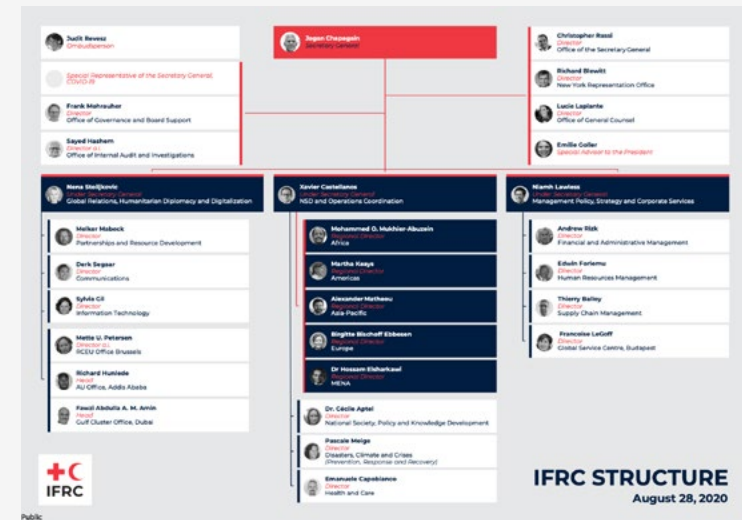
Facebook Covers (Canva)	
Facebook Covers (.png)	
Twitter Header (Canva)	
Twitter Header (.png)	
LinkedIn Banners (Canva)	
LinkedIn Banners (.png)	



# Digital mediums

## PPT

PPT template	
PPT template 4 languages	
Brand Story	
Organigrams	



# Digital mediums

## Email signature

Email signature template



Name SURNAME

Position

Team, Department

M +XX XX XXX XXXX | E [name.surname@ifrc.org](mailto:name.surname@ifrc.org)

International Federation of Red Cross and Red Crescent Societies

[ifrc.org](http://ifrc.org) | [twitter.com/ifrc](https://twitter.com/ifrc) | [facebook.com/ifrc](https://facebook.com/ifrc) | [instagram.com/ifrc](https://instagram.com/ifrc) | [youtube.com/ifrc](https://youtube.com/ifrc) | [tiktok.com/@ifrc](https://tiktok.com/@ifrc)



INTEGRITY LINE



Report any alleged misconduct or integrity incident, such as corruption, fraud, sexual exploitation and abuse, harassment, unethical behaviour, child abuse, security incident, information security or staff health incidents - online on <https://ifrc.integrityline.org>, send an email to [speakup@ifrc.integrityline.org](mailto:speakup@ifrc.integrityline.org), or call (Phone List).



**STATIONERY**

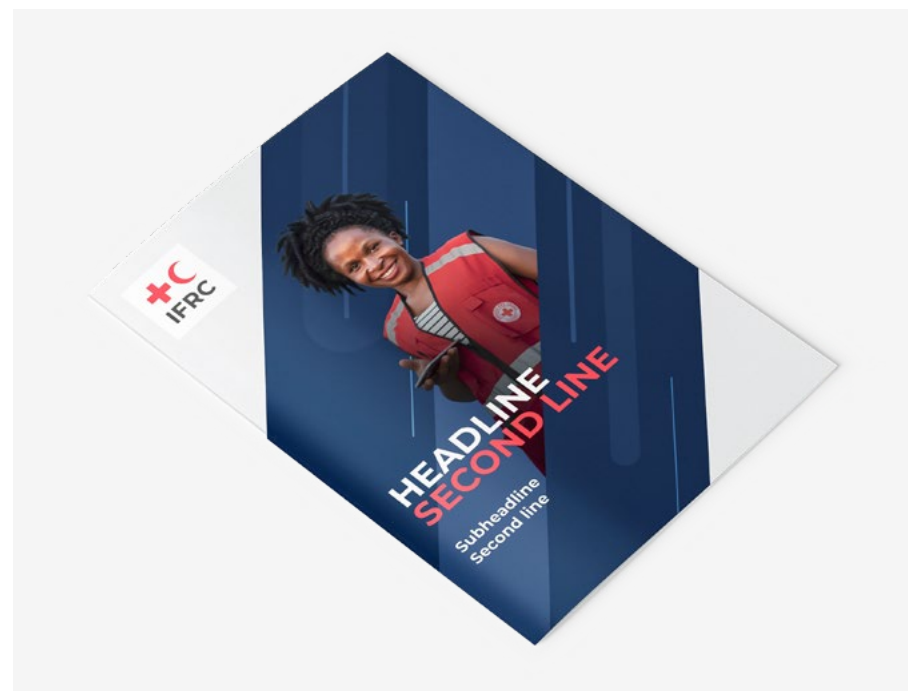
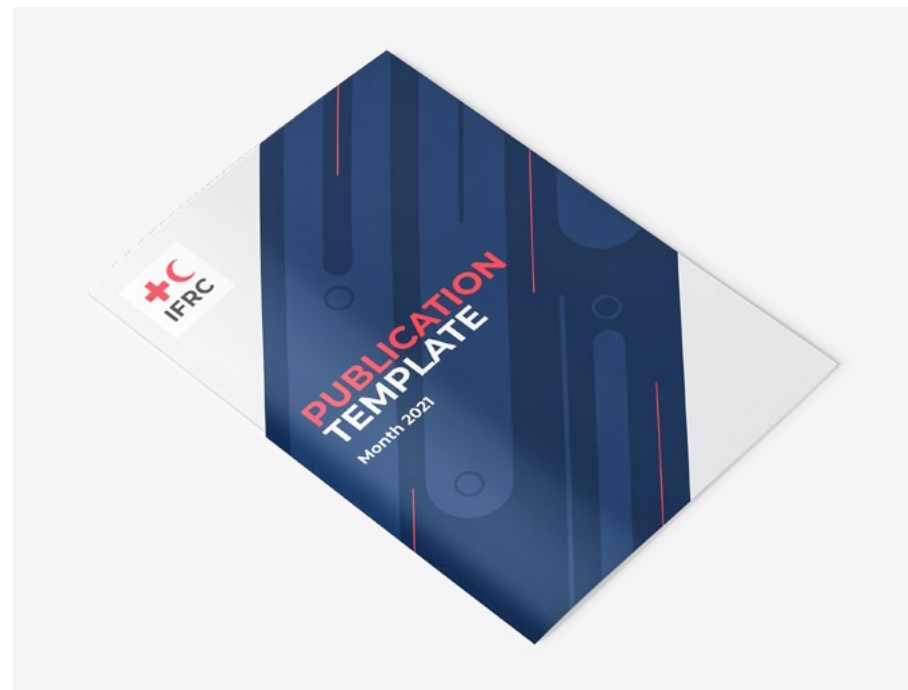
# Stationery

## Publications

Template 1 InDesign









Template 2 InDesign



# Stationery

## Publications

Cover pages for publications AR	
Cover pages for publications EN	
Cover pages for publications FR	
Cover pages for publications SP	
Four page document with icons AR	
Four page document with icons EN	



# Stationery

## Microsoft Word Templates

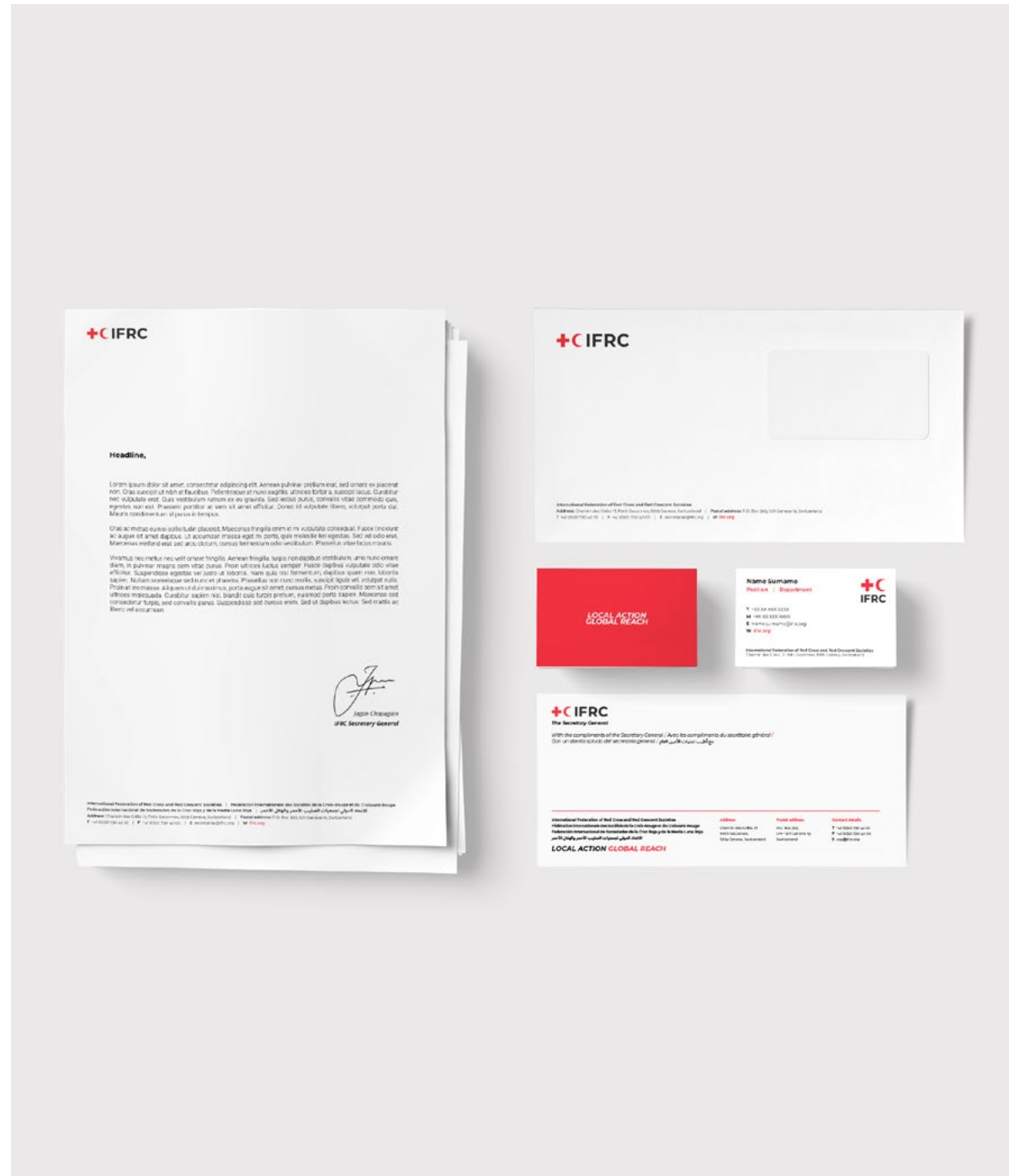
Microsoft Word Template EN



# Stationery

## Letterheads, envelopes

Letterheads InDesign	
Letterheads Word	
Envelopes	
Compliments slip	





# Stationery

## Business cards

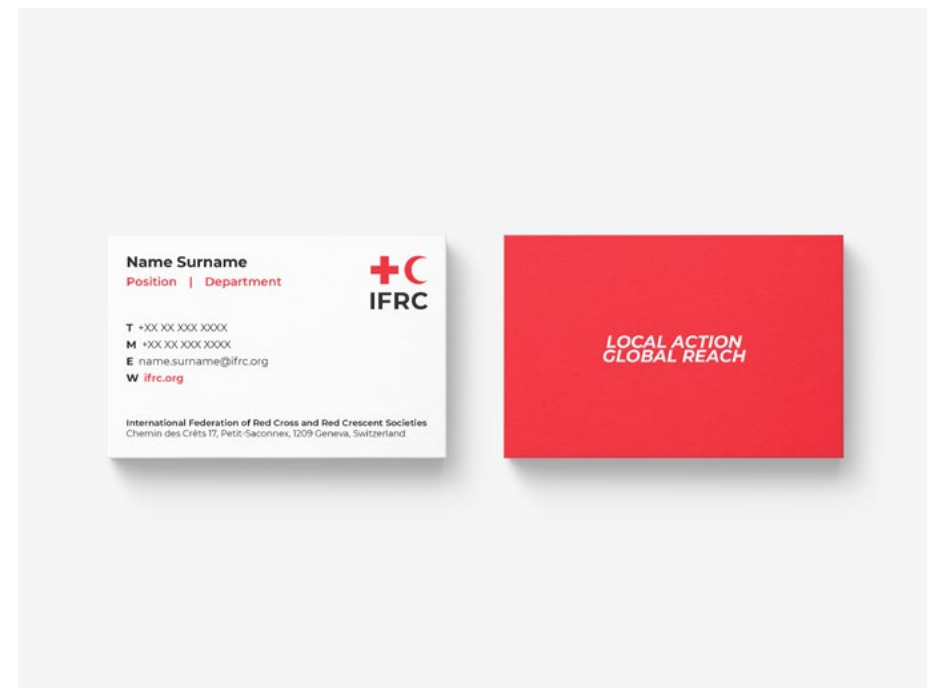
Business cards AR	
Business cards EN	
Business cards FR	
Business cards RU	
Business cards SP	

## Business cards (with Twitter icon)

Business cards AR	
Business cards EN	
Business cards FR	
Business cards RU	
Business cards SP	

## Business cards (two languages)

Business cards EN / AR	
Business cards EN / FR	
Business cards EN / RU	
Business cards EN / SP	



# Stationery

## Stickers, stamps

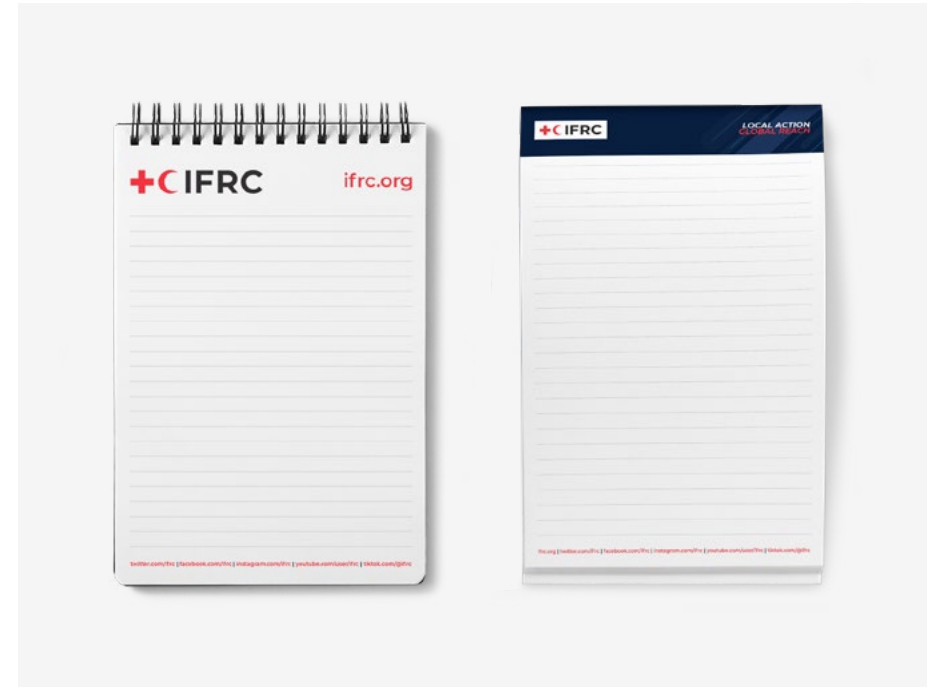
Expedition sticker	
Stamp	



# Stationery

## Spiral Notepads A5 & A6, ID cards

Spiral Notepads	
Notepads	
ID cards	





**SIGNAGE**

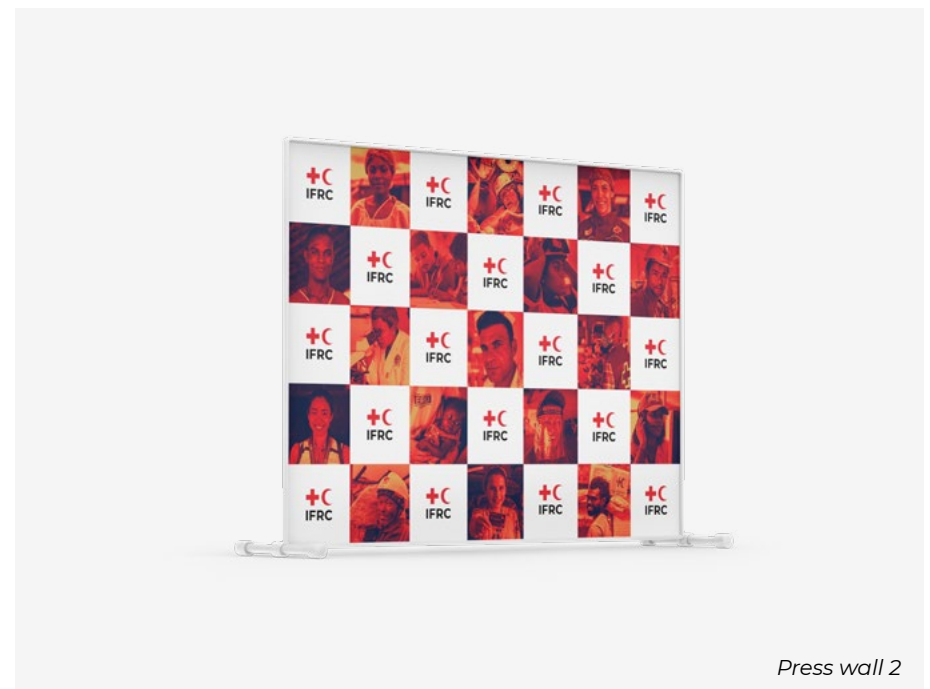
# Signage

## Press walls

PressWall1-2625x2240mm	
PressWall1-2440x2240mm	
PressWall1-2160x2400mm	
PressWall1-3960x2240mm	
PressWall2-3960x2240mm	



Press wall 1



Press wall 2

# Signage

## Press walls

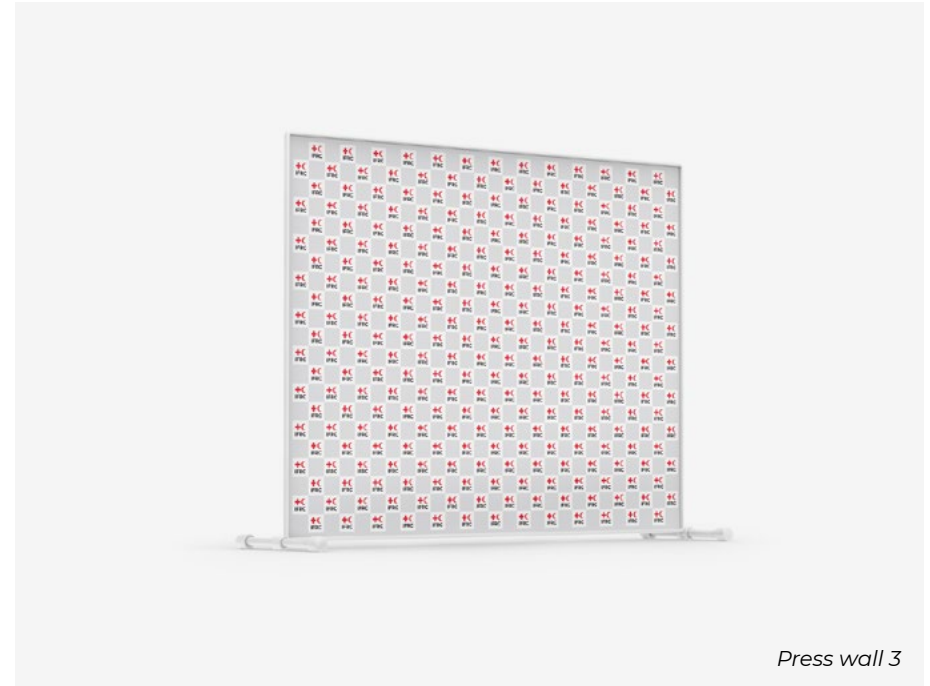
PressWall3-3543x2225mm (grey background)



PressWall3-3543x2225mm (white background)



PressWall4 (double-sided)



Press wall 3

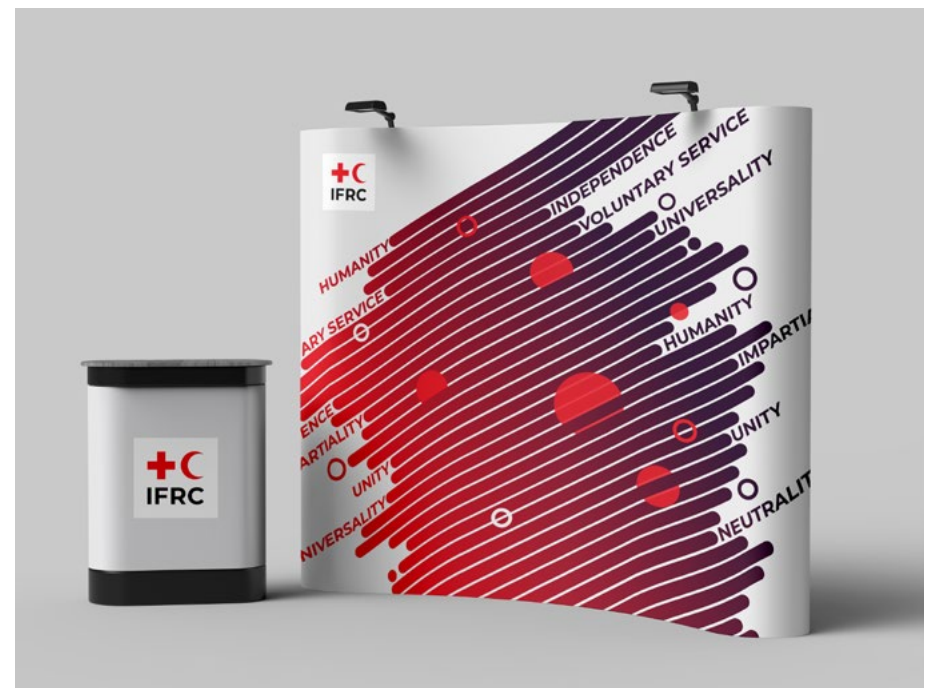


Press wall 4

# Signage

## Display stand, Totem

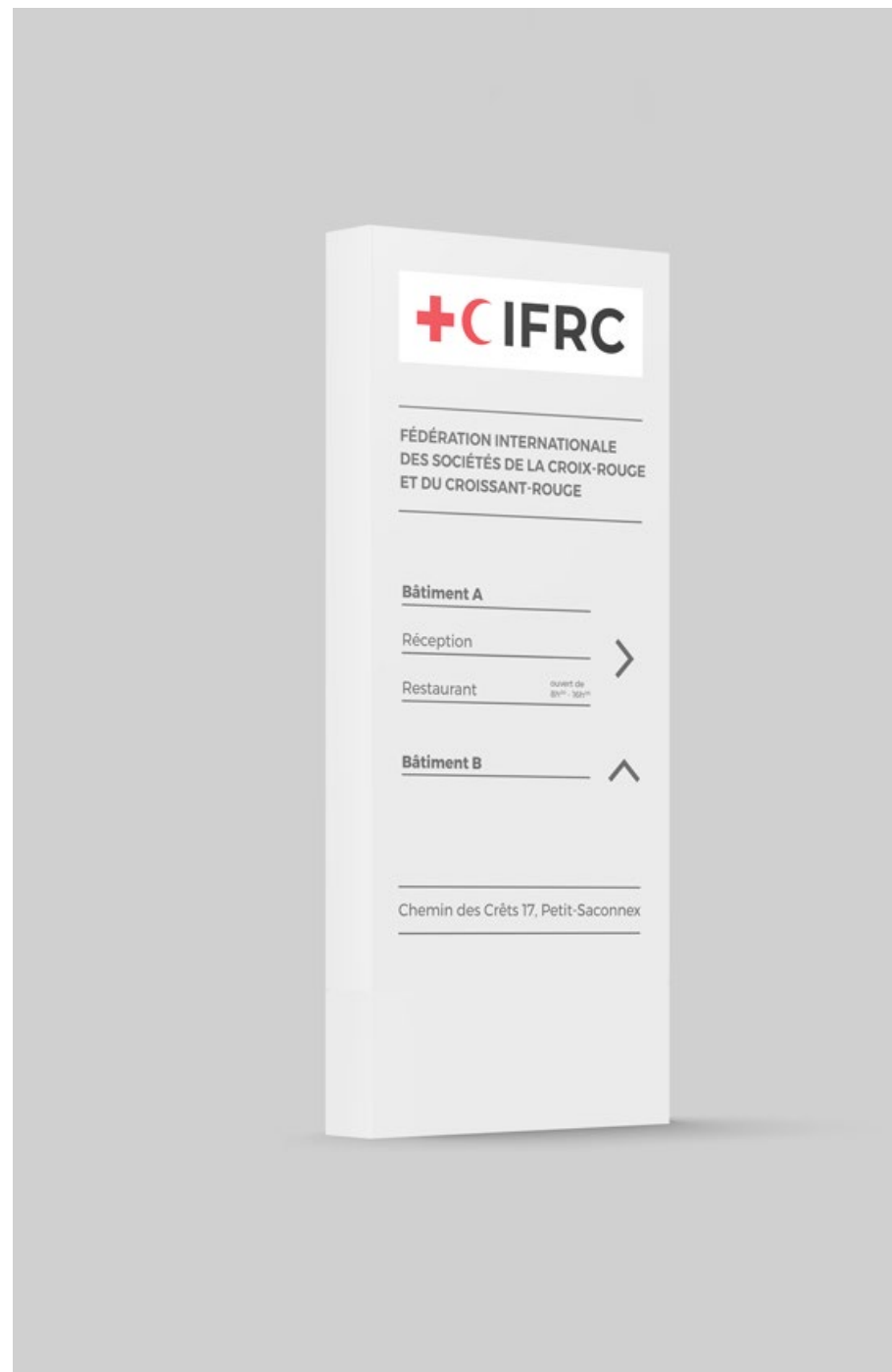
DisplayStand1-4038x2225mm	<a href="#">🔗</a>
DisplayStand2-4038x2225mm	<a href="#">🔗</a>



# Signage

## Display stand, Totem

Totem





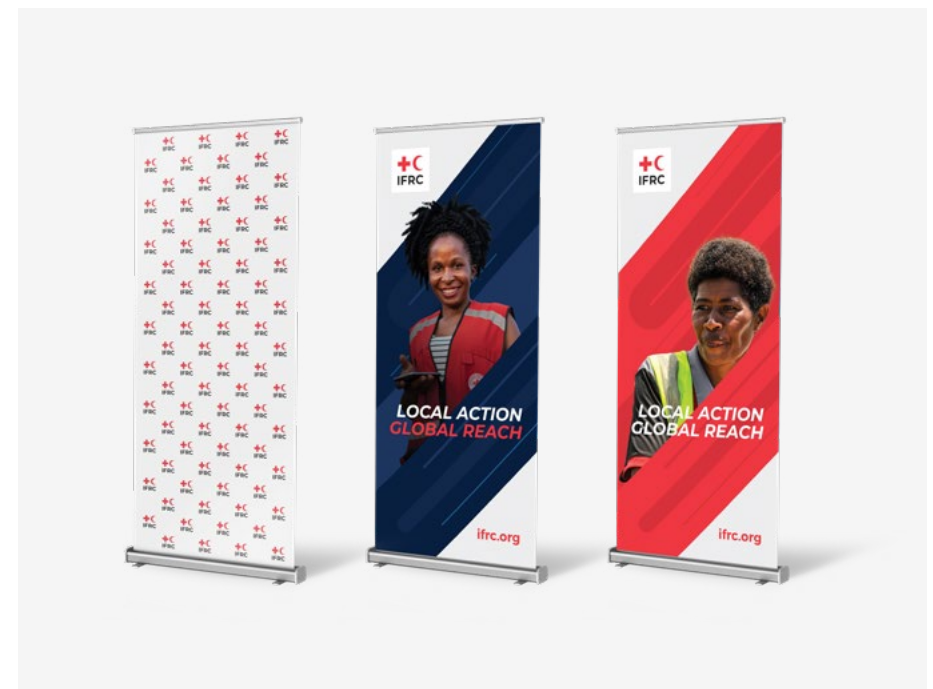
# Signage

## Rollup banners

Roll-up banner templates (1000x2000 mm)



Roll-up banner templates (425x1075 mm)



# Signage

## Posters

Poster A3 template



# Signage

## Outdoor banners

Poster A0 template



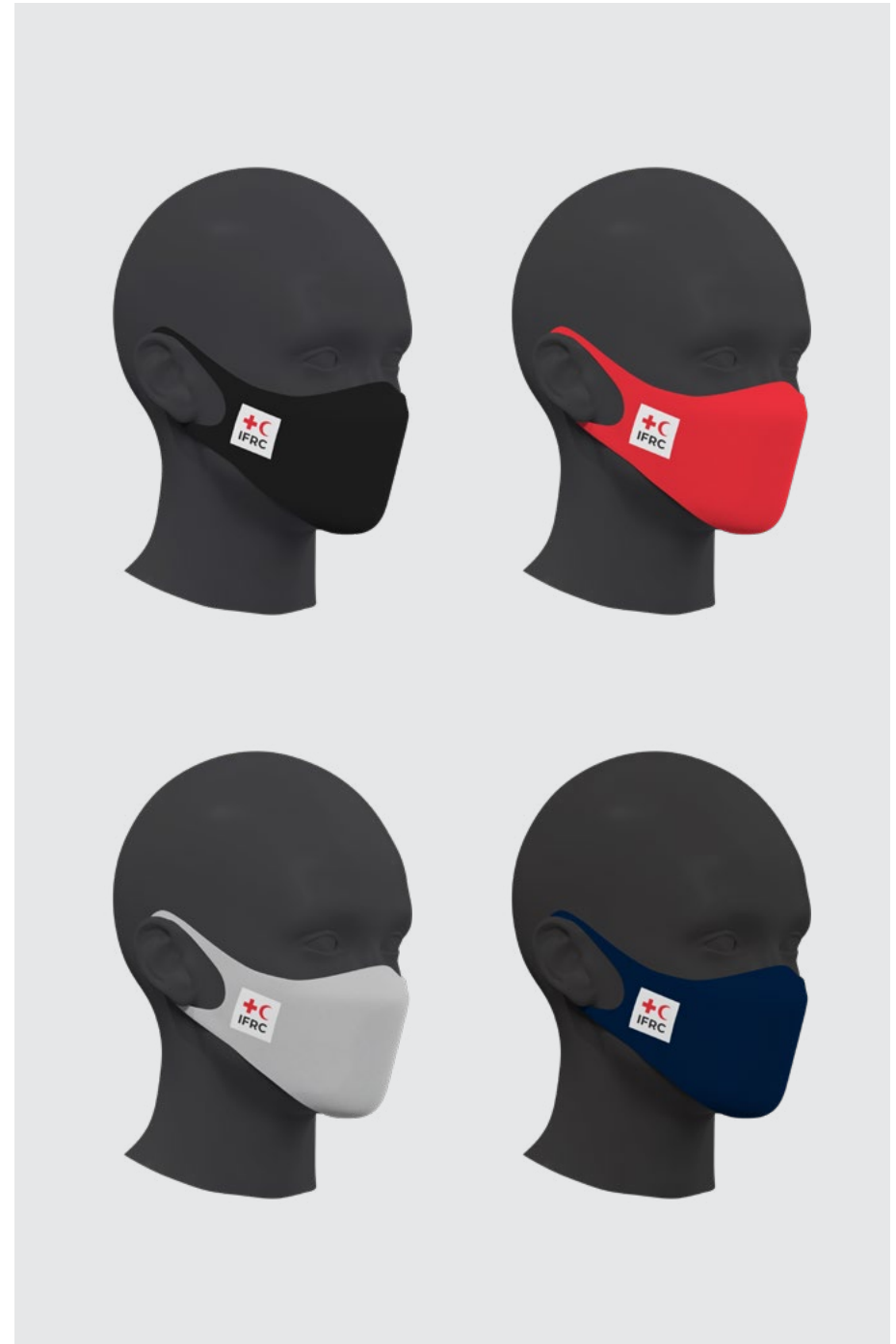


**MERCHANDISE**

# Merchandise

## Masks

Masks



# Merchandise

## T-shirts



# Merchandise

## Polos and caps



# Merchandise

## Vests





# Merchandise

## Trousers



# Merchandise

## Thermoses and flasks



# Merchandise

## Megaphones



# Merchandise

## Bags



# Merchandise

Notebooks A4, Notebooks A5



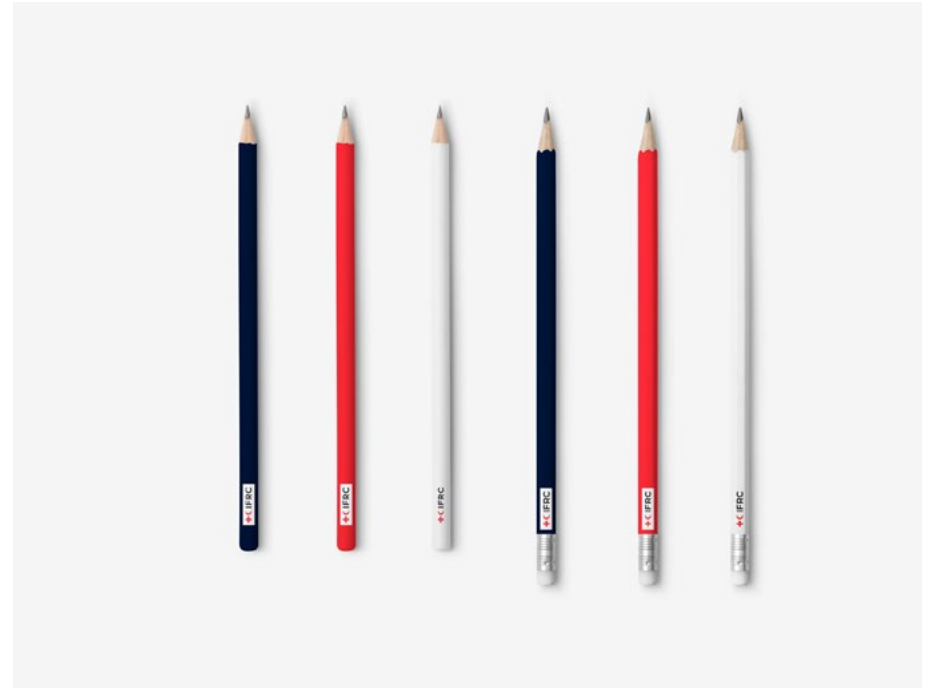
# Merchandise

## Mugs



# Merchandise

Pencils, pens, pins



# Merchandise

## Flashdrives







**SOUVENIRS**

# Souvenirs

## Enamel pins and cufflinks

Pins and cufflinks



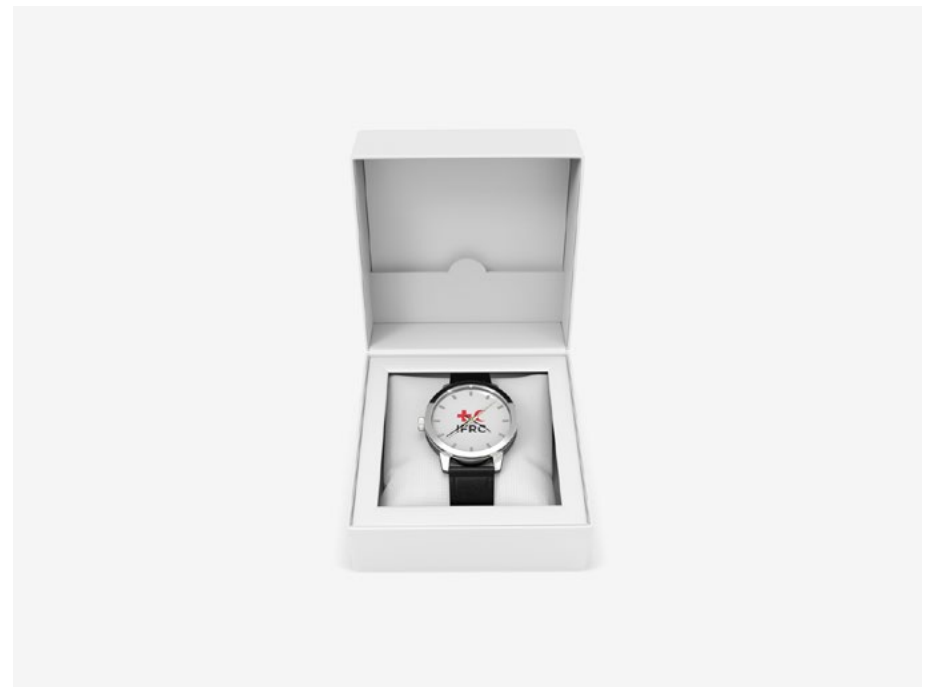
# Souvenirs

Umbrellas, flags



# Souvenirs

## Watches





# EQUIPMENT

# Equipment

## Hard hats



# Equipment

## Protective cases





# **TRANSPORTATION VEHICLES**



# Transportation vehicles

## Helicopters



# Transportation vehicles

## Trucks



# Transportation vehicles

Ambulance, SUV



# Transportation vehicles

## Bicycles



# Transportation vehicles

Container



# Transportation vehicles

Drone, airplane



# Transportation vehicles

Wheelchair



**For more information,  
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**Nic Jones:** [nicholalyndsay.jones@ifrc.org](mailto:nicholalyndsay.jones@ifrc.org)

**Val Shapiro:** [valentina.shapiro@ifrc.org](mailto:valentina.shapiro@ifrc.org)