

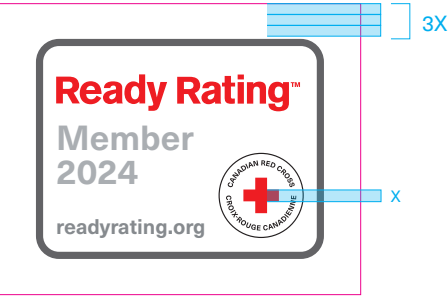
Red Cross Ready Rating™ Member Seal 2024

Visual Identity

2024 SEAL



CLEAR SPACE



MINIMUM SIZE



Colour breakdowns

Red Cross Red PMS 485
C0 M100 Y100 K0
R238 G0 B0
#EE0000

Red Cross Grey PMS COOL GRAY 11
C0 M0 Y0 K70
R109 G110 B112
#6D6E70

Red Cross Light Grey PMS COOL GRAY 5
C0 M0 Y0 K30
R188 G190 B192
#BCBEC0

Best practices

The background of the Seal should always remain white. The brand mark should include all the approved Red Cross colours.



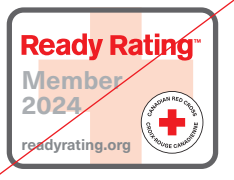
Do not add drop shadows or other applications to alter the brand mark in any way.



Do not stretch or distort the brand mark in any way.



Do not use the cross apart from, or in addition to, the approved brand mark configuration.



Do not alter, add to, or eliminate any portion of the brand mark.

