

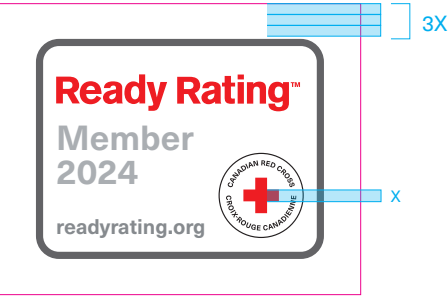
# Red Cross Ready Rating™ Member Seal 2024

## Visual Identity

2024 SEAL



CLEAR SPACE



MINIMUM SIZE



## Colour breakdowns

**Red Cross Red**  
C0 M100 Y100 K0  
R238 G0 B0  
#EE0000

**PMS 485**

**Red Cross Grey**  
C0 M0 Y0 K70  
R109 G110 B112  
#6D6E70

**PMS COOL GRAY 11**

**Red Cross Light Grey**  
C0 M0 Y0 K30  
R188 G190 B192  
#BCBEC0

**PMS COOL GRAY 5**

## Best practices

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



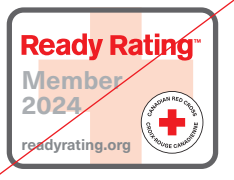
**Do not** add drop shadows or other applications to alter the brand mark in any way.



**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.

