Red Cross Ready Rating™ Member Seal 2025

Visual Identity

2025 SEAL



CLEAR SPACE



MINIMUM SIZE



1" (~ 25.4 mm)

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

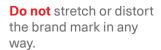
Best practices

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 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.

