

Red Cross Ready Rating™ Member Seal 2025

Visual Identity

2025 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.

