

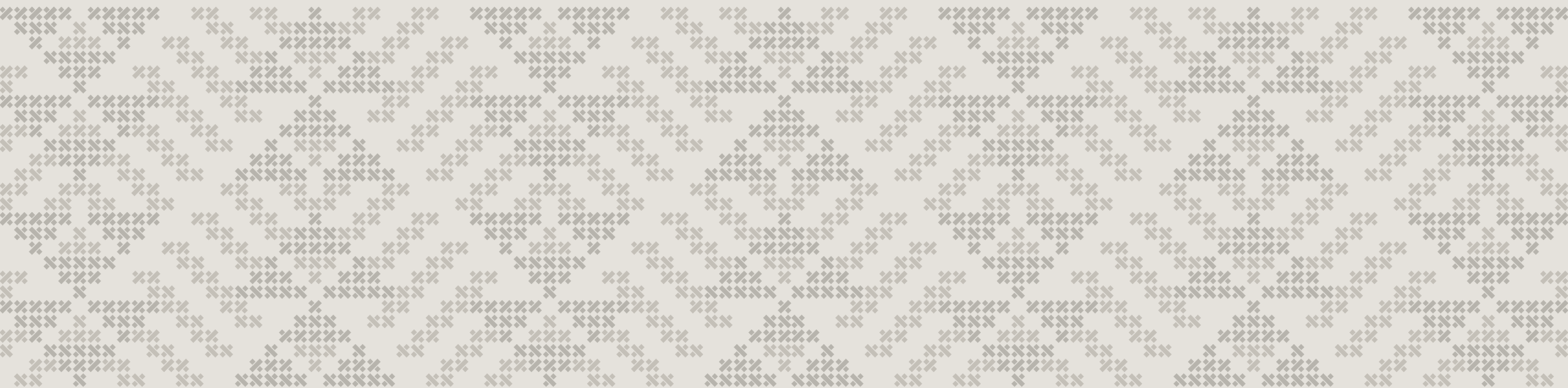


NEW ZEALAND
RED CROSS

RIPEKA WHERE AOTEAROA

BRAND STANDARDS

v1.01 | 2026.03



Introduction

These Brand Standards contain information and advice to help you understand the brand of New Zealand Red Cross. It's a standard we can all use to uphold and protect an unmistakable visual identity that unites our organisation's many activities.

If you have any questions about how to implement the following standards, contact the marketing and communications team at communications@redcross.org.nz

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01

BRAND STORY

We use two core storytelling pillars to guide how we communicate and create: One defines our message. The other anchors our identity.

BRAND POSITIONING – “HERE FOR HUMANITY”

Purpose: Guides our messaging and tone.

“Here for Humanity” is our brand promise – a clear expression of who we are and what we stand for. It reflects our everyday work in Aotearoa New Zealand and connects us to the strength of our global Red Cross Red Crescent Movement.

It speaks to our shared mission: supporting people in emergencies, delivering kindness, and standing with communities – here at home and around the world.

Emotive, human, and adaptable across channels, it distils our purpose into a simple, compelling expression.

GUIDING NARRATIVE – THE STORY OF TE AO MĀRAMA

Purpose: Anchors our visual identity in Aotearoa New Zealand’s cultural context.

Our guiding narrative draws on mātauranga Māori and the story of Tāne who formed Hineahuone from the sacred red earth of Papatūānuku, breathing life into her with a hongi: *Thei mauri ora!* – the first breath of humanity.

This story grounds our global brand with Aotearoa New Zealand’s cultural landscape, reminding us that our work is deeply human – rooted in life, care, and connection.

Brand positioning – Here for humanity

Every day, across Aotearoa New Zealand, something small and quiet happens.

A warm meal is delivered to an older neighbour living alone.

A former refugee is met at the airport with open arms, open minds, and open hearts.

A family learns how to prepare for a disaster.

A volunteer takes time to train – ready to help when that disaster arrives.

These moments might seem ordinary. But they're not.

They're acts of compassion. Of connection. Of care.

For over a century, we've been there – in emergencies and upheaval, in moments of calm and in crisis.

Not just showing up, but supporting with empathy, acting with purpose, and standing with people when it matters most.

That's what it means to be **here for humanity**.

Guiding narrative

In Māori tradition, the world began in nothingness and darkness. From that darkness came Ranginui and Papatūānuku – the sky and the earth – whose children filled the world.

Longing for space and light, the children deliberated on how to change their world. All but Tāwhirimātea agreed that their parents must be separated.

Many tried and failed, until Tāne lay on his back and pushed upward with his legs, slowly forcing Ranginui and Papatūānuku apart. In doing so, he created Te Ao Mārama – the world of light.

In Te Ao Mārama, Tāne embarked on a mission to create life and diversity – trees and plants, birds, animals, and insects.

But, still, something was missing.

Tāne journeyed to Kurawaka, the home of sacred red clay, Kokowai.

From the kōkōwai, Tāne shaped and formed a woman, a partner – Hineahuone.

He breathed life into her. "Tīhei, mauri ora!"

Hineahuone came to life, this, is the birth of Humanity.

02

EMBLEM USE

The red cross emblem is one of the most recognised symbols in the world. It is a unique protective symbol, use of which is governed by international and national law. It is not simply a visual device or logo that can be used by anyone.

Entitlement to use the red cross emblem is governed by international and national laws in almost 200 countries. In New Zealand, the Minister of Defence has the authority to grant permission to use the emblem. In 1968, New Zealand Red Cross received this permission. So, apart from the New Zealand Defence Force and New Zealand Red Cross, no other party in New Zealand has been granted permission to use the emblem.



PROTECTIVE USE OF THE EMBLEM
(emblem only)



INDICATIVE USE OF THE EMBLEM
(emblem + name of national society)

Use of the Red Cross emblem

The red cross emblem has existed as a visible sign of protection for more than 150 years. In law, the emblem has two purposes:

1. Protective

The red cross emblem, on its own, is used to protect medical, religious and humanitarian personnel, medical facilities and transport in times of armed conflict. New Zealand Red Cross may use the emblem as a protective device only when authorised by the Minister of Defence.

2. Indicative

The emblem may be used as part of a national society logo to indicate that a person or object is linked to the Red Cross Red Crescent Movement, mainly in times of peace. The logo is comprised of the emblem and the name or initials of the national society, e.g. New Zealand Red Cross.

Misuse of the emblem

The Geneva Conventions Act 1958 prohibits any design nearly resembling the red cross or red crescent emblems "as to be capable of being mistaken for, or understood as referring to, one of those emblems." The 1958 Act also prohibits the use of the white cross on a red background to represent any activity associated with a Red Cross or Red Crescent National Society.



IMITATION EXAMPLES

These examples could be confused with the official Red Cross emblem and are therefore considered misuse of the emblem. Such designs must be avoided in accordance with the international and national legislation.

03

CORE BRAND

To ensure we are recognisably New Zealand Red Cross when engaging with people across any of our programmes, products and services, adherence to a basic set of core identity elements is required.

Demonstrated below are a sample of elements that are considered “core” design assets of our brand.

LOGO



POSITIONING STATEMENT

HERE FOR
HUMANITY



HERE FOR HUMANITY

TYPEFACES

Noto Sans Thin
Noto Sans Thin Italic
Noto Sans Light
Noto Sans Light Italic
Noto Sans Regular
Noto Sans Italic
Noto Sans Medium
Noto Sans Medium Italic
Noto Sans Semibold
Noto Sans Semibold Italic
Noto Sans Bold
Noto Sans Bold Italic
Noto Sans Extra Bold
Noto Sans Extra Bold Italic
Noto Sans Black
Noto Sans Black Italic
Shantell Sans

COLOURS



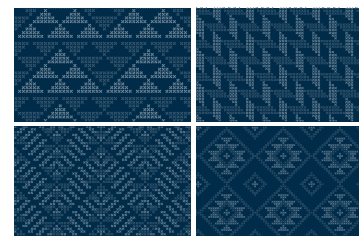
BRANDMARK



ILLUSTRATIONS



PATTERNS

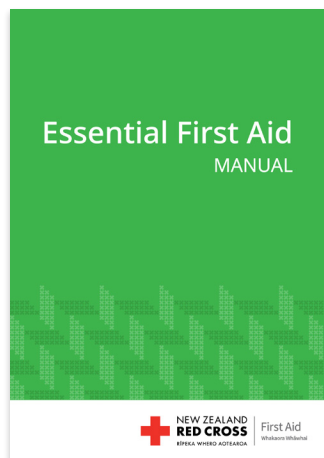


ICONS AND INFOGRAPHICS



04

CORE PLUS



While our wide range of core identity elements allows for flexibility to communicate in an audience-focused way, it is recognised that, at times, some of our programmes, products or services require a slightly adapted appearance to communicate with a specific audience or through a specific channel.

There may also be very broad programme areas which encompass many products, services and/or resources and they may need grouping to ensure they're seen as part of a set, e.g. First Aid.

In these cases, the programme, product or service might be able to be considered for the "Core Plus" brand application. Core Plus means that, while the majority of the design must use the core identity elements, a small portion (approximately 20%) could include bespoke design elements outside of these core elements.

Bespoke design elements of Core Plus could include:

- colours from the New Zealand Red Cross secondary colour palette (see **06 | COLOUR USAGE**)
- other typefaces
- a specific wordmark for the name of the programme, product, service

Note that Core Plus branding cannot feature all of the above options, as the majority of the visual identity must be the core brand.

The Core Plus branding can only be applied with permission from the New Zealand Red Cross Marketing Manager. A programme, product or service owner needs to seek approval via completing a request and awaiting approval before any design work can take place. Once designs are done, they need to go back to the New Zealand Red Cross Marketing Manager for approval before being published.

Examples for situations where Core Plus could be considered:

- My service or product engages a highly specific audience and needs a visual element to do so.
e.g. 6-8 year olds, the visually impaired
- I promote a particular event that needs an individualised design motif to help it stand out.
e.g. Red Cross Journey, a black-tie dinner fundraiser, ethnic food market
- I need to ensure my comprehensive range of products and/or services are identifiable as a suite.
e.g. First Aid
- There is a compliance or safety reason for a variation in design for my product/service.
e.g. for visibility purposes on emergency vehicles/uniforms
- I offer a service/product that is co-branded with another provider or part of a larger network of services.
e.g. Restoring Family Links using an internationally recognised logo

Core Plus wordmarks

Your programme or service may require an identity of its own, within the larger New Zealand Red Cross brand. As part of the Core Plus framework, you may be entitled to have a unique wordmark developed.

A wordmark should utilise Red Cross brand elements where possible, including colours and typefaces. In most cases they will consist of one or more words that may be locked up with the New Zealand Red Cross logo, but an icon or other embellishment may also be permissible, at the discretion of the New Zealand Red Cross Marketing Manager.

You may request a wordmark as part of the Core Plus application process. The form is available on the intranet.

APPROVED CORE PLUS PROGRAMMES



The image shows the 'RED CROSS SHOP' wordmark. The words are in a white, bold, sans-serif font, centered within a solid red rectangular background.

The image shows the 'GOOD AND READY' wordmark. The word 'GOOD' is in a large, bold, red, distressed sans-serif font. The word 'AND' is in a smaller, red, distressed sans-serif font, positioned vertically between 'GOOD' and 'READY'. The word 'READY' is in a large, bold, black, distressed sans-serif font.

05

LOGO

The New Zealand Red Cross logo has been specifically designed for our organisation. These brand guidelines are to be strictly observed and the logo can NEVER be tampered with or recreated without permission.

These logos must always appear on a white background, observing the correct colour, clear space and minimum size rules as outlined on the following pages. The reo translation is an important element and must always be included.

VERTICAL



NEW ZEALAND
RED CROSS
RĪPEKA WHEREO AOTEAROA

HORIZONTAL



NEW ZEALAND
RED CROSS
RĪPEKA WHEREO AOTEAROA

NEVER attempt to trace or recreate the New Zealand Red Cross logo. Use only official logo artwork from the intranet. The logo filename should begin with *NZRC_Bilingual_Logo_*. If not, you may be using an obsolete version.

Logo formats

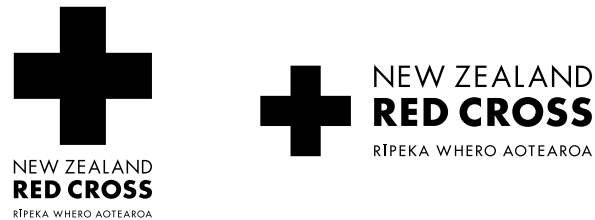
Which logo format do I use?

Use your common sense to evaluate which logo is required in a given situation. In most instances, the format that results in the wording being the largest is the correct choice.



RESTRICTED USE

In certain situations, it is impossible to reproduce the logo in full colour (e.g. in newspaper advertisements). Only in these cases is a mono version acceptable. The New Zealand Red Cross logo must NEVER be reversed out, it must always include the white background.



Spacing and relative sizing

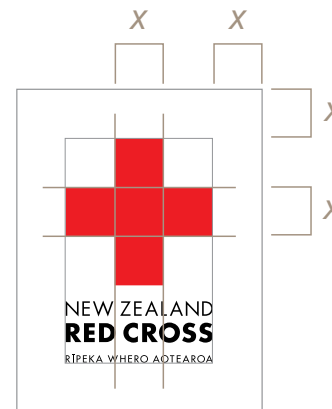
Area of isolation

The New Zealand Red Cross logo must always include the plain white background. This background must extend by the same measure as the thickness of the arms of the cross (x above). No other logo, type, photo or graphic may intrude on this clear space margin. The New Zealand Red Cross logo may only be applied onto materials that have sufficient white clear space. The area of isolation can be larger but never less than indicated.

Note: It may not be visible, but the official logo art files include a white rectangle behind the logo set to the correct clear space margins. It is recommended to include this rectangle with all placements of the logo to ensure the area of isolation is correctly adhered to.

The brandmark does not require an area of isolation, however consideration should be given to giving it ample breathing space for maximum impact.

ALWAYS ensure there is sufficient clear space around the emblem. If this does not seem possible, due to the size of the item, please contact the New Zealand Red Cross Marketing Manager.



Sizing guide

To ensure brand integrity and guarantee the indicative use of the emblem, the New Zealand Red Cross wording in the logo must be legible. The minimum sizes shown below must be adhered to at all times.

In terms of maximum size, the emblem regulations state that the logo must be relatively small in comparison to the size of the object on which it appears.

Horizontal logo minimum size

This logo can be used to a minimum size of 5mm/45px high (or 8.5mm/77px including the minimum area of isolation).



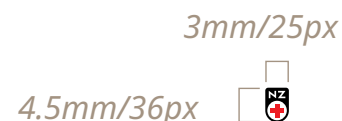
Vertical logo minimum size

This logo can be used to a minimum size of 15mm/115px high (or 22mm/167px including the minimum area of isolation).



Brandmark minimum size

The brandmark can be used at any size down to 4.5mm/36px high.



06

BRANDMARK

When using the New Zealand Red Cross logo in a variety of situations and applications, it becomes apparent that the current versions of the logo have several limitations, most notably the restrictions around clear space, the mandatory white background, and the complexity of the type.

To address these limitations, a brandmark has been developed. This brandmark is easily identifiable as representing New Zealand Red Cross and adheres to the international emblem regulations. It is flexible enough to work across a variety of media, at any practical scale. Even at very small sizes, or from a great distance, the brandmark is recognisable and clearly not from another National Society.

BRANDMARK



NEVER attempt to trace or recreate the New Zealand Red Cross brandmark. Use only official artwork.

The preference is not to use the brandmark on a black background. If it must be on a black background, however, always reproduce the black element of the brandmark. Do not add an outline or change colours.

Use of logo and brandmark

These brand guidelines relate specifically to indicative use of the Red Cross emblem.

The following list gives a general indication of the respective acceptable uses of the logo and brandmark. (Note the list is not definitive).

If you are unsure about use of the logo or brandmark in a particular situation, please contact the marketing and communications team.

The logo or brandmark may not feature on items for sale by other companies or organisations.

For clothing, flags and banners, it is essential that the full New Zealand Red Cross logo is used, never the emblem on its own as this is protective use.

Supporters may use images of New Zealand Red Cross 'at work' that clearly feature the logo, demonstrating the relationship between the organisation and supporter without having to use the logo itself.

LOGO



- Stationery
- Policies, procedures, governance-related docs
- HR docs, training manuals, corporate comms
- Agreements, contracts
- Service centre building signage, flags, cars
- Red Cross House signage
- Uniforms
- Promotional material
- First aid and emergency management products

BRANDMARK



- Online or other digital platforms where type in the standard logos would be too small to be legible (e.g. social media profiles, posts, videos, photos).

Design don'ts

Every care must be taken to preserve the integrity of the New Zealand Red Cross logo and brandmark.

The following rules relate to emblem misuse and must always be followed.

DO NOT CHANGE COLOURS



DO NOT STRETCH OR DISTORT



DO NOT APPLY EFFECTS



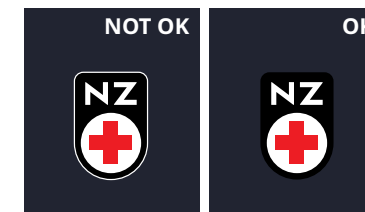
DO NOT ROTATE



DO NOT MOVE OR SCALE ELEMENTS



DO NOT ADD OUTLINE TO BRANDMARK



ALWAYS print/reproduce the black element of the brandmark, even on black backgrounds or materials. **DO NOT** add an outline or change colours.

DO NOT USE TRANSPARENT BACKGROUND

The New Zealand Red Cross logo must ALWAYS include the white background. The brandmark can be used directly over other graphic elements, including dark backgrounds.

07

LOCKUPS

Lockups must always be created using the official master template file to ensure consistency in proportion, spacing, and alignment.

This guarantees that all applications of the brand identity remain uniform and accurate, avoiding errors that can occur with manual adjustments.



NEVER attempt to trace or recreate New Zealand Red Cross lockups. Use only official artwork from the intranet. The lockup filename should begin with *NZRC25Lockup_*. If not, you may be using an obsolete version.

Partner lockups

New Zealand Red Cross appreciates the valuable contribution other organisations make to fulfilling its humanitarian aims.

At certain levels of support, an official agreement is entered into between New Zealand Red Cross and the business or organisation. Only then may the qualifying partner, sponsor, supplier or supporter be recognised through permission to use a partner lockup for a specified period of time. The nature of the relationship or assistance given must be clear.

The 'Proudly supporting' lockup is for short-term, one-off fundraising or other supporting activities.

All lockup logos must be treated with the same integrity as standard New Zealand Red Cross logos. Guidelines regarding area of isolation, sizing, backgrounds and all other regulations apply.

The Red Cross logo may not be used on the letterhead of another organisation.

Permission for use of the partner lockups is overseen by the Partnerships and Community team. Please contact them if you believe a business or organisation should be recognised with a partner lockup for their support of New Zealand Red Cross.



Service and programme lockups

Below are examples of New Zealand Red Cross service and programme lockups.

These lockups are able to be used instead of the standard New Zealand Red Cross logo on any material relating to that service or programme.

All service and programme lockup logos must be treated with the same integrity as standard New Zealand Red Cross logos. Guidelines regarding area of isolation, sizing, backgrounds and all other 'logo don'ts' apply to these logos just as they apply to the standard logos.

NEVER attempt to trace or recreate New Zealand Red Cross lockups. Use only official artwork from the intranet. The lockup filename should begin with *NZRC25Lockup_*. If not, you may be using an obsolete version.

ALWAYS get in touch with the New Zealand Red Cross Marketing Manager if you would like a new lockup produced, do not attempt to create one yourself.



All lockups are available in the three formats demonstrated above.

08

COLOUR USAGE

The colours featured on these pages are the chosen colours for the design and visual identity of New Zealand Red Cross material.

The primary colours below must be used as the official Red Cross colours. Tints (percentages) of pō | black and atapō | predawn are acceptable; however, NEVER use tints of whero | Red Cross Red.

PRIMARY

WHERO RED CROSS RED PANTONE 485 CMYK 0/100/100/0 RGB 227/0/11 HEX E3000B AA	PŌ BLACK PANTONE PROCESS BLACK CMYK 0/0/0/100 RGB 29/29/29 HEX 1D1D1D AAA	ATAPŌ PREDAWN PANTONE 7463 CMYK 75/40/0/78 RGB 0/43/73 HEX 002B49 AAA
	HEX DEDFE1 AAA	HEX CBCFDB AAA
MĀRAMA WHITE PANTONE N/A CMYK 0/0/0/0 RGB 255/255/255 HEX FFFFFFFF AA AAA		

The secondary colours complement the primary colours and are to be used in Red Cross material where the primary palette is insufficient. The extended colours are used to convey differentiation or grouping, e.g. when requiring a range of colours for separating modules in a workbook, or to highlight or draw attention to specific elements.

SECONDARY

KŌKŌWAI | RED OCHRE

PANTONE 1815
CMYK 30/96/100/40
RGB 122/22/0
HEX 7A1600 AAA

HEX 560400 AAA HEX FFDCA AAA

ONEPŪ | SAND

PANTONE 402
CMYK 37/38/48/3
RGB 163/147/130
HEX A39382 AAA

HEX 4E4439 AAA HEX E5E1DC AAA

PĀTIKI | FLOUNDER

PANTONE 446
CMYK 63/53/63/36
RGB 81/83/74
HEX 51534A AAA

HEX 353731 AAA HEX D0D2CF AAA

FIRST AID GREEN

FIRST AID GREEN

PANTONE 7738
CMYK 74/0/98/0
RGB 62/181/76
HEX 3EB54C

EXTENDED

KARAKA | ORANGE

PANTONE 7578
CMYK 13/69/95/2
RGB 212/108/48
HEX D46C30 AA

HEX 803104 AAA HEX FFDCC8 AAA

KŌWHAI | YELLOW

PANTONE 136
CMYK 4/37/100/0
RGB 242/169/0
HEX F2A900 AAA

HEX 7C3C0B AAA HEX F8EEC9 AAA

PIKOPIKO | FROND

PANTONE 376
CMYK 65/13/100/1
RGB 103/165/17
HEX 67A511 AA

HEX 365F00 AAA HEX DCFBCC AAA

MOANANUI-A-KIWA | PACIFIC BLUE

PANTONE 7711
CMYK 98/0/28/4
RGB 13/156/173
HEX 0D9CAD AA

HEX 125867 AAA HEX D0F7FB AAA

09

TYPOGRAPHY

Noto Sans is the official core typeface of New Zealand Red Cross, and should always be your first choice for any visual communications. Keep typography simple by using the minimum number of sizes and weights necessary. Use justified copy sparingly.

Use Shantell Sans only to emulate natural handwriting – never in headings, body copy, or any other context without approval from the New Zealand Red Cross Marketing Manager.

PRIMARY TYPEFACE

Noto Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

HAND-WRITTEN TYPEFACE

Shantell Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

! All New Zealand Red Cross computers have these typefaces installed. However, Microsoft products will default to Segoe UI, as it ensures consistent display across external devices and platforms.

For EDMs sent via Campaign Monitor, please use Arial, as it is the closest email-safe alternative to our primary brand typeface.

NOTO SANS

DEFAULT	SEMICONDENSED	CONDENSED	EXTRACONDENSED
Black Extra Bold Bold Semibold Medium Regular Light Extra Light Thin	Black Extra Bold Bold Semibold Medium Regular Light Extra Light Thin	Black Extra Bold Bold Semibold Medium Regular Light Extra Light Thin	Black Extra Bold Bold Semibold Medium Regular Light Extra Light Thin

ITALIC	SEMICONDENSED ITALIC	CONDENSED ITALIC	EXTRACONDENSED ITALIC
<i>Black</i> <i>Extra Bold</i> <i>Bold</i> <i>Semibold</i> <i>Medium</i> <i>Regular</i> <i>Light</i> <i>Extra Light</i> <i>Thin</i>	<i>Black</i> <i>Extra Bold</i> <i>Bold</i> <i>Semibold</i> <i>Medium</i> <i>Regular</i> <i>Light</i> <i>Extra Light</i> <i>Thin</i>	<i>Black</i> <i>Extra Bold</i> <i>Bold</i> <i>Semibold</i> <i>Medium</i> <i>Regular</i> <i>Light</i> <i>Extra Light</i> <i>Thin</i>	<i>Black</i> <i>Extra Bold</i> <i>Bold</i> <i>Semibold</i> <i>Medium</i> <i>Regular</i> <i>Light</i> <i>Extra Light</i> <i>Thin</i>

SHANTELL SANS

DEFAULT
Extra Bold Bold Semibold Medium Regular Light

ITALIC
<i>Extra Bold</i> <i>Bold</i> <i>Semibold</i> <i>Medium</i> <i>Regular</i> <i>Light</i>

Typography use examples

HEADLINES

LOREM IPSUM

Noto Sans Condensed Bold

Headlines should be differentiated from standard copy with larger sizing. Use of bold, black or light is recommended to help set them apart. Use black sparingly for the heavier weights as it can become overwhelming.

HEADINGS & SUBHEADINGS

HEADING

SUBHEADING

Noto Sans Medium (+50 Tracking)

Headings and subheadings are set in Noto Sans Medium, all caps, with +50 tracking. Headings should establish clear hierarchy with strong visual presence, while subheadings must be distinctly smaller to provide structure without competing for attention.

BODY COPY

Upienteridit. Erri, si effrebu nclusse narimus, quam, ute tero vivis mendentio iam P. Catume audervid comnost entroponti.
Et quodis dolupta sintion et, ommod et qui rehendae laccabor as es mos consequ moluptas doluptio. Nempore heniet que nihit unt.

Noto Sans Regular

Light and regular are preferable for body copy. Use no smaller than 9pt if possible to ensure legibility for the widest audience.

Typography use examples

HAND-WRITTEN ACCENT

*Es deſte pra verore num eturers peribuscid
milliquam qui ſimoluptas accum eum rendae ſunt
aſperrum adi reperioreped que aute cones qui.*

Shantell Sans Italic (-15 Tracking)

Shantell Sans should be used sparingly to add warmth or a personal touch – such as in quotes or emotive highlights. To ensure readability, it must never be set smaller than 10pt.

PULL-QUOTE

UPIENTERIDIT. ERRI, SI EFFREBU
NCLUSSE NARIMUS, QUAM, UTE
TERO VIVIS MENDENTIO IAM.

Noto Sans Medium (+50 Tracking)
Vertical column rule to left of quote.

Pull-quotes are set in Noto Sans Medium, all caps, with +50 tracking. A 0.25pt weight column rule to the left reinforces emphasis. Use them to highlight key ideas or striking statements, keeping them short and impactful.

FOOTNOTES AND SIDENOTES

ET QUODIS DOLUPTA SINTION ET, OMMOD ET QUI REHENDAE LACCABOR AS ES
MOS CONSEQUÉ MOLUPTAS DOLUPTIO. NEMPORE HENIET QUE NIHIT UNT.

Noto Sans Regular (+50 Tracking)

Footnotes and side notes are set in Noto Sans Regular, all caps, with +50 tracking. They should be small for subtlety, but never smaller than 7pt to ensure legibility.

10

HERE FOR HUMANITY USAGE

Our “Here for humanity” positioning statement has been developed as a graphic that can be used standalone or adjacent to our logos in a lockup.

LOCKUP USAGE

When used alongside the New Zealand Red Cross logo, one of the approved layouts below must be followed.

The minimum size requirements for the logo also apply to the full lockup, and areas of isolation should be extended to include the entire lockup.

The ‘Here for Humanity’ type must remain in black when used within the lockup.

STACKED



HERE FOR HUMANITY

HORIZONTAL



STANDALONE USAGE

"Here for humanity" can be used on its own in certain brand-led materials or campaign moments. Two versions are available:

- English only
- Bilingual (with te reo Māori translation)

When used standalone:

- The New Zealand Red Cross logo must appear elsewhere within the design or layout (e.g. on the same poster, page, or social asset).
- The standalone should never be used in a way that could be mistaken for the official logo of New Zealand Red Cross.
- Avoid placing it in locations typically reserved for logos, such as the top-left corner of a layout.
- The standalone treatment can be used in any of our primary colours.

LEFT-ALIGNED

HERE FOR
HUMANITY

HERE FOR
HUMANITY

MŌ KOUTANGATA

CENTRE-ALIGNED

HERE FOR
HUMANITY

HERE FOR
HUMANITY

MŌ KOUTANGATA

MINIMUM SIZE

11mm/32px

HERE FOR
HUMANITY
MŌ KOUTANGATA

MISSION STATEMENT

Our mission statement has been given a distinctive creative type treatment. It can be used in both internal and external settings to create impact.

It's not a headline and shouldn't be treated as one. Use it sparingly, and only as a dominant element when intended as a statement piece – such as a wall graphic or brand-led page.

Always use the official artwork, without alterations. Do not recreate or retype the lockup, and use only in approved primary colours.

— OUR MISSION —

To improve the lives of vulnerable
people through mobilising

**THE POWER
OF HUMANITY**

and enhancing community resilience

This page defines the correct usage of our mission statement to ensure it remains clear, consistent, and impactful across all applications.

The mission statement must always meet the specified minimum size requirements for legibility and presence.

To maintain clarity and uphold brand integrity, it should be placed on clean, single-colour or gradient backgrounds.

It may also be used on approved pattern backgrounds, provided legibility is maintained. Avoid placing text over busy or distracting imagery.

These guidelines help protect the visibility and authority of one of our most important brand assets.

MINIMUM SIZE

20mm/56px

== OUR MISSION ==
To improve the lives of vulnerable
people through mobilising
**THE POWER
OF HUMANITY**
and enhancing community resilience

BACKGROUND EXAMPLES



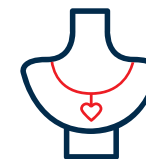
12 ICONS

A range of icons in consistent style have been developed for use by New Zealand Red Cross.

These icons are primarily to represent individual services, programmes or volunteering opportunities, however there are several other icons available which symbolise activities, products and other ideas. Using icons in other styles should be avoided.

Some examples are shown below.

EXAMPLE ICONS



The full suite of icons can be downloaded from the Intranet. To request a new icon please contact the New Zealand Red Cross Marketing Manager.

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PATTERNS

Our pattern direction draws from Hineahuone and Te Whare Pora – the traditional house of weaving in Māoridom. This acknowledges the deep connection between women, land, and the arts.

Rooted in the knowledge, materials, and designs of Te Whare Pora, these patterns express our unique grounding in Aotearoa New Zealand and bring cultural depth to our brand identity.

Each pattern has been designed with a specific intent and context in mind. Use must reflect this purpose and be applied with care and consistency across all formats.



Use of patterns must be approved by the New Zealand Red Cross Marketing Manager.

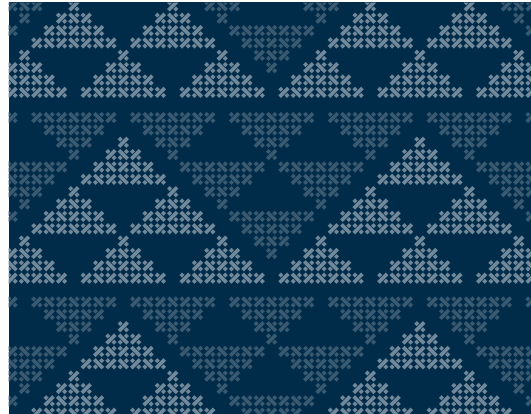
NIHO TANIWHA

Use this pattern
for work related to:

- Strength and resilience
- Guardianship
- Protection
- Perseverance
- Endurance in adversity
- Commitment to action

Design Considerations:

The triangles must be obvious,
needs to resemble teeth.



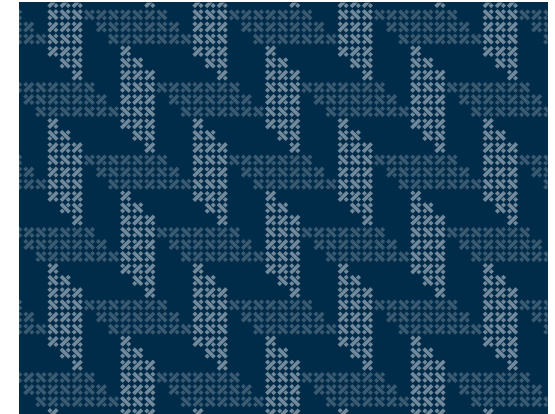
RAU KŪMARA

Use this pattern
for work related to:

- Nourishment
- Care and cultivation
- Strategic planning
- Provision of essential needs
- Peace
- Cycles and long-term thinking

Design Considerations:

A few leaves must be visible at
all times, so you can still see that
the whakapapa of the pattern is
leaves. Not appropriate for kaupapa
surrounding death.



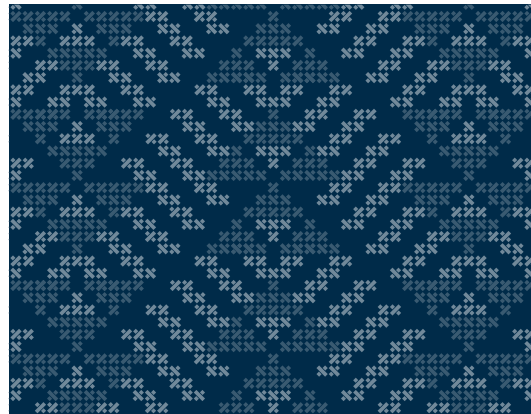
ARAMOANA

Use this pattern
for work related to:

- Navigation
(literal and metaphorical)
- Guidance and direction
- Migration and movement
- Trust in ancestral knowledge
- Adaptability and clarity of purpose
- Collective journeys

Design Considerations:

The zigzag (pathway) must be
identifiable. Not appropriate for
kaupapa surrounding death.



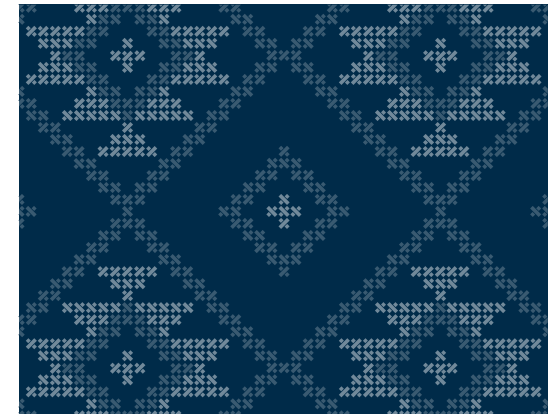
PĀTIKI

Use this pattern
for work related to:

- Adaptability
- Abundance and provision
- Resilience
- Resourcefulness
- Community care

Design Considerations:

Ensure at least one
diamond shape is visible.
Not appropriate for kaupapa
surrounding death.



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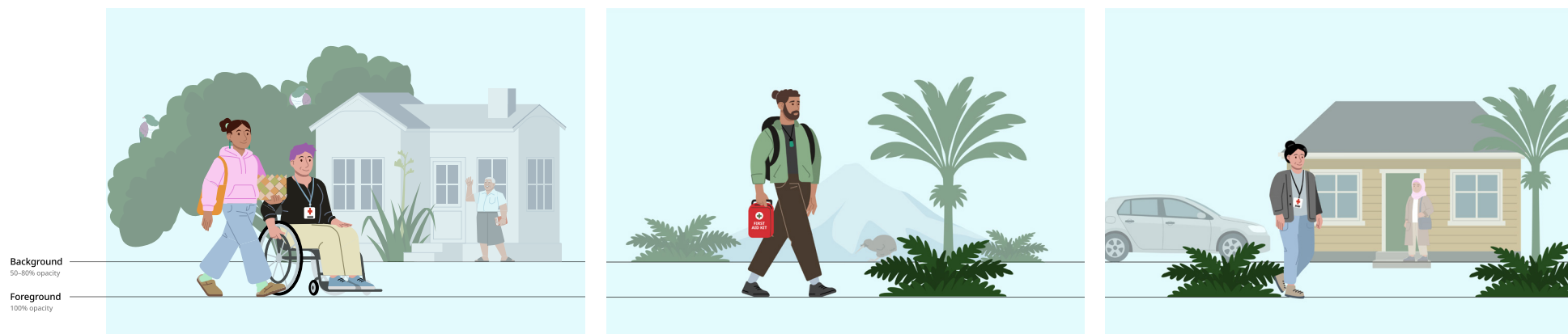
ILLUSTRATIONS

Photography is our first choice for visual storytelling – it offers authenticity and emotional connection.

When suitable images aren't available, illustrated characters can help convey messages visually in a way that complements, rather than replaces, photography. Illustrations should be used sparingly and with clear intent.



Use of illustrations must be approved by the New Zealand Red Cross Marketing Manager.



PHOTOGRAPHY

Photography is a key component of how we portray ourselves. While it is not always possible to source or produce imagery that perfectly demonstrates our message, the following types of photography and considerations will give you some solid guidance both when taking and selecting photographs.



ALWAYS ensure that we have appropriate permissions to use any given photograph, be it a media consent form or licence from the photographer, or both. Media consent forms are located on the intranet.

MOMENTS

With this category of photography, we want to capture the humanity and unconditional caring that Red Cross exhibits when we carry out our mission. These photos have an emotive, journalistic feel, capturing people doing things but not engaging the photographer or audience. We want to see the true human connection between Red Cross people and those we are helping and show that, in these difficult times, we can come together. Avoid portraying the people we help as victims.

Try to establish the context of the photo where possible, including Red Cross branding is a bonus.



PORTRAITS

These photos candidly show Red Cross people and those they're helping in the context of actual events. They are used as storytelling devices to share Red Cross moments, creating intimate connections with individuals. More often than not, the subject is directly engaged with the viewer, although direct eye contact is not necessary. These images should feel optimistic, hopeful and compassionate: never portray the subject as a victim. We want to show the positive side of these dire circumstances, without being naïve about the reality of the situation.

Again, inclusion of branding is preferable, but not at the expense of the photo feeling staged or less authentic.



DEPTH OF FIELD

Narrow focus can highlight individuals or objects and allow them to stand out against their surroundings.

Pay attention to the background of photos you're shooting or choosing. Background context can create meaning and relevance, or conversely become a distraction from the message you're aiming for.

Focus in on a specific element to tell a more precise story.



MINIMISE OLD LOGOS

Use depth of field, cropping and composition to minimise the impact of old logos within the photo, without losing the essence of the scene.



GOOD CROPPING

Try to add focus and interest without losing a sense of context by cropping photographs. Eliminate spurious background details or distracting elements.

This is a great way to restage archive images.



AFTER CROPPING

Using photographic images

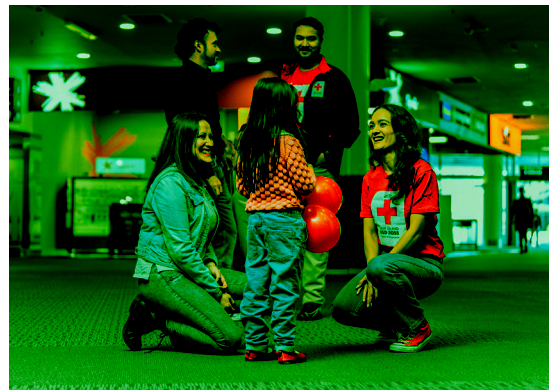
To maintain integrity and consistency, the following guidelines should be taken into account when using photographic images.

DO use fewer and larger images to avoid clutter and provide clarity.

DO bleed photographs off the page to add professionalism. (Note: Bleed can only be done by professional printers, not when printing in-house.)



DON'T apply effects to images. Keep them natural and realistic.



DON'T stretch or distort images.



Quick hints and tips

- Always try to get a Red Cross logo somewhere in the photo.
- Be alert to getting photos of your activities; make it happen.
- Good photos aren't usually a mistake; think about the photo and set up the shot.
- Don't take selfies; ask a bystander to take a photo.
- Landscape photos are preferable to portrait; the news media use this format and it suits our website better.
- Use the highest resolution setting to get photo quality high enough to use.
- Ensure your subject is well-lit; avoid having the main source of light behind the subject.
- Get up close to your subject/s to avoid unnecessary clutter.
- When taking photos, try positioning yourself from different angles (on a chair, looking up from the floor, etc.).
- Always ensure that we have appropriate permissions to use any given photograph, be it a media consent form or licence from the photographer, or both. Media consent forms are located on the intranet.
- If you don't have consent from a group of people, take the photo with their backs to you.

Videos are a great way to show the good work we do all over the country. Videography allows us to tell our story in a creative and engaging way. It's also a popular medium on social media so it's important our video content reflects our brand.

Generally speaking, the rules and tips of photography apply to videography as well, e.g. capturing the moment or the action, interviewing people, getting permission from the people featured. Have a read through our photography guidelines on the previous pages before getting video content.

Just like everything we produce, it's important our videos all reflect our core New Zealand Red Cross brand. To achieve this, we have videography guidelines to take into consideration. Here's quick look at some of them:

If you are producing a video with New Zealand Red Cross branding, contact the marketing team for more information. Any video using the logo will need to be approved by the New Zealand Red Cross Marketing Manager.

NAME TITLES

Always introduce the people talking to the camera; use specified colours and fonts.



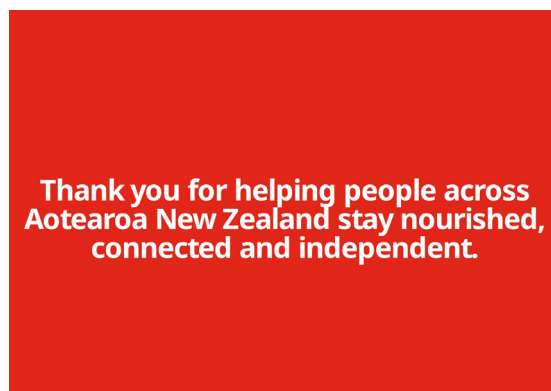
SUBTITLES

We suggest adding subtitles to your video for social media for watching your video without sound; use specified colours and font.



KEY MESSAGES

If your video content is mainly b-roll (general footage), consider adding key messages to explain to the viewer what is happening.



END SLIDE

Always end with our logo, or the "Here for Humanity" lockup. Consider using a call to action (i.e. visit redcross.org.nz, get involved, become a Meals on Wheels driver, etc.).

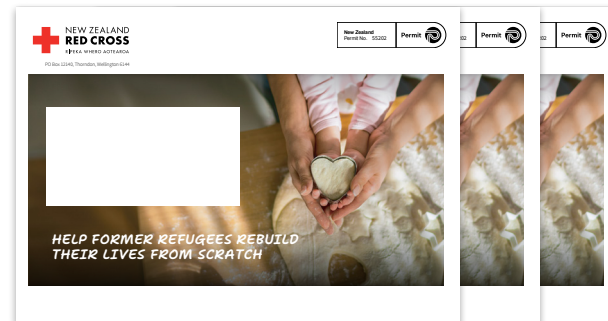


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EXAMPLES OF USE

The examples in these guidelines are illustrative only, showing how our brand can come to life across different formats.

APPEAL ENVELOPE



ANNUAL REPORT



PULL-UP BANNERS



LETTERS



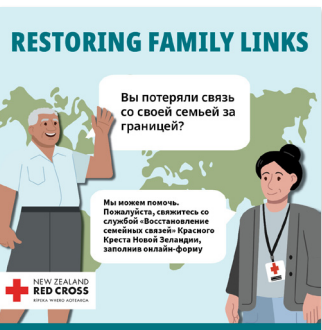
RETAIL SIGNAGE



PROGRAMME BROCHURE



PROGRAMME MEDIA





HERE FOR
HUMANITY