

NEW ZEALAND  
**RED CROSS**  
RĪPEKA WHERO AOTEAROA

# Brand Standards

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# Introduction

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These Brand Standards contain lots of information and advice on helping you understand the brand of New Zealand Red Cross. It's a guide 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 recommendations, contact the marketing and communications team at Red Cross House on **[communications@redcross.org.nz](mailto:communications@redcross.org.nz)**

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# Section A: Brand Story

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# Mission

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The mission of New Zealand Red Cross is to improve the lives of vulnerable people by mobilising the power of humanity and enhancing community resilience.

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# Our priorities 2018–2020

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## One team

As humanitarians, we will always work in a manner that reflects the Red Cross Fundamental Principles and values. We will value each other's contributions, work towards collective success, and ensure that we communicate effectively.

## Fit for the future

We will honour our history and, in doing so, keep focused on the future. We will have plans, structures and resources in place that will ensure that we are relevant and ready to serve our communities of tomorrow.

## Strong communities

We will ensure our focus remains firmly on building stronger communities. Our core objective in everything that we do will be to help build resilience, enabling communities to face adverse environments with strength and unity.

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# Who we deliver to

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The strength and importance of our organisation is reflected in the types of people we deliver to.

Publicly, this includes people in vulnerable situations in New Zealand and internationally. Internally, this covers members, corporate partners, NGO partners, government agencies, members of parliament, media and staff.

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# Values

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The following humanitarian values of the International Federation of Red Cross and Red Crescent Societies were endorsed by its General Assembly in 2009 to promote social inclusion and a culture of nonviolence and peace.

## People

We build the capacities of people and communities to work in solidarity, then find sustainable solutions to their most pressing needs and vulnerabilities.

## Integrity

We work in line with our guiding principles, in ways that are transparent and accountable.

## Partnership

Guided by the statutes of the International Red Cross and Red Crescent Movement, along with our own principles, we cooperate with governments and other organisations without compromising our emblems or the independence, impartiality and neutrality they represent.

## Diversity

We respect the diversity of the communities we work with, our volunteers, our members and our staff, based on non-discrimination and our principles of impartiality, unity and universality.

## Leadership

We show leadership and strive for excellence in our work, drawing attention to the rights, needs and vulnerabilities of communities and the factors that underlie them.

## Innovation

We draw inspiration from our shared history and tradition, but are equally committed to finding creative, sustainable solutions to problems that threaten human well-being and dignity in a changing world.

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# Fundamental Principles

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We have seven Fundamental Principles that guide us in all that we do, whether it's delivering a meal in Christchurch or providing medical help to a family in Syria.

These principles are our lifeline, connecting us with the Red Cross and Red Crescent Movement and the 191 national societies throughout the world.

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**The Red Cross Fundamental Principles were proclaimed in Vienna in 1965 and must always be reproduced as written here. NEVER rewrite, summarise or otherwise alter the wording of the principles in any way.**

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## Humanity

The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

## Impartiality

It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

## Neutrality

In order to continue to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

## Independence

The Movement is independent. The national societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

## Voluntary Service

It is a voluntary relief movement not prompted in any manner by desire for gain.

## Unity

There can be only one Red Cross or one Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

## Universality

The International Red Cross and Red Crescent Movement, in which all societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.

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# History of the emblem

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In 1859, Henry Dunant, a Swiss businessman travelling through northern Italy, witnessed the horrifying aftermath of the battle of Solferino. After he returned to Geneva he wrote an account of what he had seen in which he put forward two proposals that ultimately led to the formation of Red Cross and the drafting of the earliest Geneva Convention:

- To set up in peacetime, in every country, groups of volunteers ready to take care of casualties in wartime.
- To persuade countries to accept the idea of protecting aid workers and the wounded on the battlefield.

Five years later, in 1864, the Diplomatic Conference in Geneva adopted the heraldic emblem of the red cross on a white background. These were the colours of the Swiss flag in reverse.

The Movement now had a single distinctive sign – simple, identifiable from a long distance, known to everyone and identical for friend and foe alike – that would grant protection under international humanitarian law for the medical services of armed forces, humanitarian workers and victims of armed conflict.

In the 1870s, the red cross emblem was supplemented by a red crescent and, more recently, a red crystal emblem.



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**For more information on the correct use of the Red Cross emblem and New Zealand Red Cross logo, see section C.**

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# Brand essence

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Our essence captures the principles that guide us as we work and the things that consistently show up in our actions.

## Courage

Courage doesn't have to be 'big' or heroic. Whether you're looking after people in a war zone or delivering meals, it takes courage to be the one who'll make the difference for someone else. When others step back, we step forward.

## Humility

We say it's a privilege to serve others, and we are thankful for the opportunity.

## Leadership

True leaders are more interested in being kind than in being right or popular. We look after anyone who needs help, regardless of who they are or what they've done.

## Hope

We consistently aim to be a source of hope and inspiration for those whose lives we touch. We endeavour to present the positive aspects of our humanitarian actions, demonstrating our role in helping people in order to generate and maintain hope, rather than focusing on the negative aspects of the vulnerable and disadvantaged.



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# Section B: Tone and Language

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# Tone of voice

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Our tone of voice lays the foundation for the way we write and speak. When it's consistent it gives supporters, governments and other stakeholders another means of recognising our brand and feeling reassured. With this in mind, the words and language we use – in everything from advertising to emails – need to be inspiring, empowering, compassionate and inclusive.

## Even handed

Hard times don't discriminate and neither do we. From Christchurch to Kandahar, if someone needs help, we help them.

## Down to earth

We're easy to talk to and approachable. We're here to help.

## No fuss

We look to see what needs to be done, then we get stuck in and do it. Everyone does their bit.

## Kind

We're unfailingly kind and positive. Whether we're delivering meals or emergency medical supplies, we always bring a smile with us.

## Encouraging and hopeful

We don't get discouraged and we never give up. Around us, people feel confident and optimistic.

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# Language

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In order to maintain a professional and consistent voice for New Zealand Red Cross, the following pages cover some of the use of written English for New Zealand Red Cross. It is based on the standard set by the International Federation of Red Cross and Red Crescent Societies (IFRC).

Our marketing and communication items may be written by many different people throughout the organisation but our aim is for 'one voice' – the voice for New Zealand Red Cross which is clear and professional.

It is important that our print and online messaging is of a high professional standard to best present our activities. Using consistent language, spelling and terminology helps us to achieve this.

If you are producing items for an external audience, the communications and marketing staff at Red Cross House are available for support and advice. Please remember, we have a:

- **Media Policy** – this is available on RedNet. A key point of the media policy is that all staff and members are to contact the communications team at Red Cross House prior to engaging with any representatives of the media, including local media. This also applies to media releases generated by any other partners, stakeholders, agencies, etc. where Red Cross is mentioned.
- **Social Media Policy** – this is available on RedNet. A key point of the social media policy is that we follow international best practice and have one New Zealand Red Cross profile per platform, managed by the communications team. Individual areas, branches, service centres, programmes may have their own Facebook **group**. If you wish to do so, contact the communications team at Red Cross House.

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# Language

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## Standard spelling

The standard spelling used by New Zealand Red Cross is the *New Zealand Oxford Dictionary* preferred spelling. Internationally, IFRC also uses the *Oxford English Dictionary* for preferred spelling. Alternative spellings, which appear in brackets in the *Oxford English Dictionary*, are acceptable only if they are part of a name, title or quotation.

## Dates

Use the New Zealand date format, not American. Format dates in the following order and style: day, month, year. For example, 2 May 2006, 12 August 2006 (not 2nd May 2006 or 12th August 2006 or August 12, 2006).

## Time

When writing the time, use the standard 12-hour clock in the following format: 8.00am, 6.30pm. Note that 12am is midnight and 12pm is midday.

## Ampersand

Only use the ampersand (&) for book titles and authors, or if it forms part of an organisation's name. Use 'and' for running text.

## Countries and cities

Use the English form according to the Red Cross Red Crescent directory, which includes the correct formulation in English of national society names, e.g.

Gambia *not* The Gambia

Myanmar *not* Burma

Sudan *not* The Sudan

Timor-Leste *not* East Timor

Ukraine *not* The Ukraine

Viet Nam *not* Vietnam

Democratic Republic of the Congo *not* Congo *or* the Congo *or* Zaire (NB: *Republic of the Congo* is a different country to *Democratic Republic of the Congo*)

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# Language

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## Terminology in common Red Cross words and phrases

- Always use the full name of New Zealand Red Cross throughout published documents and promotional material.
- The initials “NZRC” may be used ONLY in legal documents, policies or related correspondence. In these documents, use full name in first mention, then subsequent mentions may use Red Cross or NZRC. The initials must not be used in any promotional or communications materials.
- Never refer to the organisation as RC, RX or Red X.
- Never put the word ‘the’ before naming New Zealand Red Cross.
- Never precede Red Cross with the name of a location or region, e.g. Christchurch Red Cross; this should be phrased as the Christchurch Service Centre of New Zealand Red Cross or New Zealand Red Cross Christchurch Service Centre.
- When referring to New Zealand Red Cross in terms of ownership of something, use an apostrophe after Cross with no extra ‘s’, e.g. New Zealand Red Cross’ system.
- When referring to the IFRC, write out in full in the first instance – International Federation of Red Cross and Red Crescent Societies (IFRC) – and then shorten to IFRC.
- Use Federation on its own only if it is used as an adjective, e.g. Capacity building is a Federation-led process.
- National society/societies should be written out in full, never abbreviated to NS.
- Never use the name New Zealand Red Cross Refugee Services. Use Migration programmes.
- Where possible use the word ‘people’ as opposed to beneficiaries, recipients, clients.
- Refer to Red Cross delegates as international delegates or their role, e.g. New Zealand Red Cross nurse.
- The website address does not need the ‘www’ preceding it so can be written as ‘redcross.org.nz’.

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**NEVER put the word ‘the’ before naming New Zealand Red Cross.**

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# Capitalisation of international Red Cross terms

## UPPER CASE

## LOWER CASE

New Zealand Red Cross

International Federation of Red Cross and Red Crescent Societies

Federation

IFRC

International Committee of Red Cross

ICRC

the secretariat

Red Cross Red Crescent

a red cross is the emblem of Red Cross

National Society

National Red Cross Societies

the society\*

National Red Crescent Societies

the societies\*

the Japanese Red Cross Society

sister societies

the Egyptian and Iraqi Red Crescent Societies

the International Conference (IC)

the conference\*

the International Red Cross and Red Crescent Movement

the Movement

the Fundamental Principles

humanity, impartiality, neutrality etc.

the General Assembly (GA)

the assembly\*

Council of Delegates (CoD)

the council\*

head of delegation

development delegate

the IFRC's delegation in...

the conventions\*

the Geneva Conventions

states party to the Geneva Conventions

international humanitarian law (IHL)

World Red Cross and Red Crescent Day

Constitution

\* Use full title on first mention; lower case can then be used on second mention, but revert to full title if it is not clear.

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# Capitalisation of New Zealand Red Cross terms

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**New Zealand Red Cross services:** start each word with a capital letter, except small words, e.g.

- Restoring Family Links
- Pathways to Employment
- Meals on Wheels
- Community Transport
- First Aid Training
- Emergency Response Unit
- Disaster Welfare and Support Team
- Knowledge Pacific

**Job titles:** start each word with capital letter, e.g.

- Secretary General
- National President
- Branch President
- General Manager, Commercial and Shared Services
- Communications Manager
- Emergency Management Officer
- First Aid Instructor
- Community Services Manager
- Service Centre Co-ordinator

**Broad work areas which are not 'packaged up' as a specific service:** use lower case, e.g.

- emergency management / disaster management
- migration programmes
- international programmes / delegate
- community programmes
- fundraising and communications
- education and training
- international humanitarian law (*but* IHL)
- retail
- first aid
- disaster risk management
- humanitarian development

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# Capitalisation of New Zealand Red Cross terms

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**Groups and entities:** use capital letters in the name, use lower case for general reference, e.g.

- Auckland Service Centre; all service centres; 18 service centres
- Auckland Area Council; all area councils; your area council
- Auckland Branch; all the branches; the local Red Cross branch
- Auckland Knitters Group; all the knitters groups
- National Board
- Red Cross House
- National Council
- Red Cross Shop / Red Cross Shops

**Groups of Red Cross people:** use lower case, e.g.

- shop volunteer; refugee support volunteer
- members; Red Cross member; a member of Red Cross
- staff
- area councillors
- board members
- counsellors of honour
- communications team

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# New Zealand Red Cross preferred spelling

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This is an alphabetical list of some common problem words and expressions. If a word is not in this list, consult the *Oxford English Dictionary*. The most important point to bear in mind is that usage should be consistent throughout a manuscript.

## A

advertise/advertisement  
advice (noun)  
advise (verb)  
adviser  
analyse  
anti-personnel  
apprise  
annual report (lower case)  
arise  
Asia–Pacific region  
Atlantic Ocean  
*but* the Pacific and the Atlantic oceans  
audiovisual  
authorise/authorisation

## B

back-up (noun)  
back up (verb)  
better- (adjective)  
(*as in* better-coordinated disaster response)  
bilingual  
billion = thousand million  
blood donor  
*but* blood-donor centre  
businessman  
by-law

## C

capacity building  
capitalise  
caregiver/caregiving  
case study  
catalyse  
categorise  
ceasefire  
central Africa  
Central America  
central Asia  
central Europe  
centralise  
centre  
century: from first to ninth century, number spelt out; thereafter in figures: 20th century charter (lower case)  
changeover (noun)  
change over (verb)  
community-based programmes  
comprise  
compromise  
coordination

## D

death toll  
decision-maker/decision-making  
dependant (noun)  
dependent (adjective)  
despise  
disguise

## E

East Africa  
eastern Europe  
e.g. (with full stops after each letter)  
emphasise  
enquiry (Note: use enquiry for the act of asking a question, especially of a person; use inquiry when referring to an investigation, especially an official one)  
enterprise  
equalise  
etc. (with full stop and followed by a comma in the middle of a sentence)  
exercise

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# New Zealand Red Cross preferred spelling

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## F

far-reaching  
feedback (noun)  
feed back (verb)  
fertilise  
finalise  
focused, focusing (*not*  
focussed, focussing)  
follow-up (noun)  
follow up (verb)  
formalise  
formulas  
*but* formulae (scientific or  
mathematical)

## G

generalise  
Good Practice Guide  
(capitals)  
Government (capitals  
when talking about 'the'  
Government, but generally  
government should be in  
lower case)

## H

half-hour  
*but* half an hour  
handbook  
hand-picked  
hard-line  
harmonise  
healthcare

high-quality products  
*but* the product is of high  
quality

high-risk areas  
*but* the community is at  
high risk

human-to-human

## I

i.e. (with full stops after  
each letter)  
ill health  
immunise  
improvise  
industrialise  
inquiry (Note: use inquiry  
when referring to an  
investigation, especially an  
official one; use enquiry for  
the act of asking a question,  
especially of a person)

interact/interaction  
internally displaced people  
(IDPs)

interpersonal

interracial

interregional

## J

jeopardise

## K

kiwi (bird)  
Kiwi/Kiwis (person/people)  
kiwifruit  
know-how

## L

landlocked  
landmine  
landslide  
large-scale operation  
*but* on a large scale

learnt (*not* learned, *as in*  
lessons learnt)

licence (noun)

license (verb)

lifestyle

localise

long term  
*but* long-term trends

low-tech

## M

marketplace

materialise

maximise

medium-sized

member of parliament  
(lower case)

minimise

Ministry of Health, Ministry of  
Foreign Affairs and Trade  
*but* the ministries of health,  
foreign affairs and trade

mobilise

multicultural

## N

New Zealand (in full)  
no one (*no* hyphen)

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# New Zealand Red Cross preferred spelling

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## O

offshore

ongoing

online

organise

organisation

overrate

## P

Pacific Ocean

*but* the Pacific and Atlantic  
oceans

paralyse

Pasifika

patronise

per cent (use % in tables to  
save space)

(Note: percentages are  
always written in figures: 6  
per cent, 17.5 per cent)

policy-maker/policy-making

politicise

practice (noun)

practise (verb)

Prime Minister Mary Jones  
*but* the prime minister  
agreed...

prioritise

prise (to force open)

privatise

prize (to value highly)

problem-solving programme  
*but* a computer program

profit-sharing

promise

-prone  
(*as in* disaster-prone area)

pro rata  
*but* on a pro-rata basis  
(*not* italic)

psychosocial

publicise

## R

raise

realise

real time  
*but* real-time assessment

recognise

regionalise

## S

Second World War

secretariat (of the  
International Federation)

Secretary General

self-interest

sister society/societies

small-scale project  
*but* on a small scale

South Africa (the country)  
*but* southern Africa  
(the region)

South-East Asia

specialise

stabilise

starting point

stationary (not moving)

stationery (paper, envelopes,  
etc.)

subcommittee

subcontinent

subsidise

subtotal

summarise

supervise

## T

task force

team player

team spirit

teamwork

think tank

Timor-Leste (*not* East Timor)

traumatise

tsunami  
(lower case)

## U

uncooperative

underpay

underrate

under way  
(*as in* negotiations are  
under way)

unit standards (lower case)

up-to-date information  
*but* the information is up  
to date

urbanise

utilise

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# New Zealand Red Cross preferred spelling

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## V

Viet Nam (not Vietnam)  
*but* Vietnamese

visualise

## W

wartime

water and sanitation (write  
out in full, *not* WatSan or  
watsan)

website

wellbeing

well-established programme  
*but* the programme is well  
established

well-known organisation  
*but* the organisation is well  
known

wifi

World War Two (not World  
War II, *but* WWII)

worldwide

## X

x-ray



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## Section C: Emblem regulations

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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.

The following pages give guidance for use of the Red Cross emblem:

### Protective and indicative use

This provides an outline of the two uses of the emblem – protective and indicative – and how the regulations prescribe the use of the emblem within New Zealand.

### Misuse of the emblem

Presents some examples of misuse of the emblem which, as such, must be avoided in accordance with the legislation.

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**References to regulations and documents regarding use of the Red Cross emblem are on page iii of the Appendices at the end of this document.**

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# Use of the Red Cross emblem

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**PROTECTIVE USE OF THE EMBLEM**  
(emblem only)



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

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**Official versions of the New Zealand Red Cross logo must always be used (see page E:1). They are in the Brand and Marketing folder on RedNet.**

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**Any confusion between the protective and indicative use of the emblem must be avoided. Even within New Zealand Red Cross, use of the emblem is regulated.**

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**All uses of the logo must be approved by the Marketing Manager.**

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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. (The Minister of Defence must authorise all protective uses of the emblem.)

In protective use, to ensure maximum visibility, the emblem must be large in comparison to the person or object displaying it, e.g. on rooftops or armbands. Nothing can be added to the cross or white background.

## 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.

To avoid the potential for confusion between protective and indicative use, the key factors to consider for indicative use are:

- the size of the emblem (must be relatively small in relation to the size of the item)
- the context (including other design and print elements)
- where the emblem is sited.

In addition to the law, there are regulations and guidance about the use of the emblem within the Red Cross Red Crescent Movement. Care must always be taken to uphold the prestige and respect accorded to it.

A checklist on page i of the Appendices shows the guidelines used when developing material which features the red cross emblem.

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# Misuse of the emblem

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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.

Despite the significance of the emblem internationally, it is still widely misused by unrelated organisations including the manufacturers of first aid products, pharmacies, vets and medical professionals. Even if misuse occurs in a country that is not experiencing armed conflict, it can impair the emblem’s image and reputation globally and may weaken its protective effect.

If there is reasonable doubt that a mark or sign could be mistaken for the official Red Cross emblem, it must be considered an imitation and not be registered as a trademark or used in any other way.

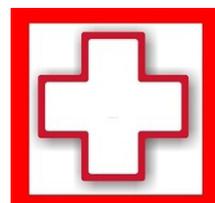
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# Misuse of the emblem

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## IMITATION

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.



Due to its role as a protective device in situations of conflict and disaster, the red cross emblem is not simply an organisational logo or symbol for anything medical-related.

If you become aware of an instance of the Red Cross emblem being misused, please notify [emblem@redcross.org.nz](mailto:emblem@redcross.org.nz). Please include as much detail as possible in your email, including photographic evidence if available.

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**References to regulations and documents regarding use of the Red Cross emblem are on page iii of the Appendices at the end of this document.**

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## Section D: Brand framework

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**What is a brand? A brand isn't** a logo, colour or identity system, or even a product. While it can include all of those things, **a brand is** a person's perception of a product, service, experience or organisation.

It's a gut feeling, an individual's intuitive, emotional perception. Each person creates his or her own version of it. While organisations can't control this process, they can influence it by communicating the qualities that make this service/product different than that service/product. When enough individuals arrive at the same gut feeling, an organisation can be said to have a brand. A brand is not what you say it is, it's what *they* say it is.



# 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 non-negotiable.

Demonstrated below are a sample of elements that are considered “core” design assets of our brand. They are described in more detail in section E.

## LOGO



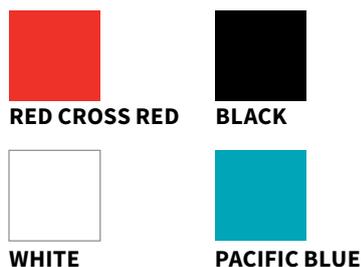
## POSITIONING STATEMENT



## TYPEFACES

Source Sans Pro Extra Light  
Source Sans Pro Extra Light Italic  
Source Sans Pro Light  
Source Sans Pro Light Italic  
Source Sans Pro Regular  
Source Sans Pro Italic  
Source Sans Pro Semibold  
Source Sans Pro Semibold Italic  
Source Sans Pro Bold  
Source Sans Pro Bold Italic  
Source Sans Pro Black  
Source Sans Pro Black Italic  
**SUNRISE INTERNATIONAL**  
Organika Script

## COLOURS



## 'CALLS TO ACTION' LIST

- Volunteer
- Fundraise
- Shop
- Donate
- Learn First Aid

## ICONS AND INFOGRAPHICS



## ILLUSTRATIONS



## HAND-DRAWN ELEMENTS



## PATTERNS



# Core Plus

While our wide range of core identity elements allows for much 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, e.g. *Red Cross Journey, Bounce, Kia Pakari*.

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 E:11)
- 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.

## CORE PLUS EXAMPLES



---

# Core Plus

---

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

---

# Positioning statement

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“Here for good” is currently the primary positioning statement for New Zealand Red Cross. Introduced in 2017, it helps provide a concise and easily understood statement to convey why we’re here and tie our wide variety of programmes, products and services together.

As well as tying our organisation together, ideally a positioning statement is also applied throughout the wider brand story. To this end, we have introduced other campaign statements such as ‘good and ready’ for disaster preparedness.

To avoid these statements competing with our primary positioning statement or becoming a ‘brand’ in themselves, they should be restricted to use in time-bound promotional campaigns, not applied to every aspect of a programme or service, e.g. ‘good and ready’ doesn’t replace or isn’t applied to all facets of our work in disaster preparedness.

These campaign statements aren’t one of the core brand identity elements but can be considered for Core Plus branding. They can also be used as hashtags on social media platforms.

---

## APPLICATION

The following table provides some guidance on how the ‘good’ campaign statements can be applied to relevant campaigns. Other applications of ‘good’ can be considered in the future. All suggestions can be sent through to the Marketing Manager.

<b>CAMPAIGN STATEMENT</b>	<b>APPLICATION</b>
Good and ready	Disaster preparedness, HSW business compliance
Give for good. Shop for good	Red Cross Shops
Give for good	Fundraising
Support for good	Volunteering, fundraising
Gifts for good	Virtual gifts, product fundraising

**GOOD AND READY**

**GIVE FOR GOOD**

**SHOP FOR GOOD**

# Positioning statement

## APPLICATION EXAMPLES





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## Section E: Brand elements

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The brand elements shown on the following pages are the key design components of our core brand framework and should be used to present the New Zealand Red Cross brand in a unified and professional manner. Please read this section carefully before you design an item or brief suppliers.

### Logo suite

Provides details of the official New Zealand Red Cross logo and brandmark, and demonstrates how to apply them correctly. Partner lockups, programme or service lockups and icons are also presented in this section.

### Colour palette

Provides an understanding of the correct colours to represent our logos and brandmark accurately, as well as considerations for other colours for consistent theming.

### Typography

Presents the official New Zealand Red Cross typefaces and examples of their use.

### Design assets

Demonstrates the range of graphics available for use, including lockups, icons, infographic symbols and other drawn elements.

### Photography and videography

Provides some helpful guidelines and tips for photographs and video.



---

# Current New Zealand Red Cross logo

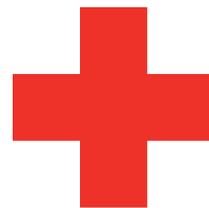
---

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 Te Reo translation is an important element and must always be included.

---

## VERTICAL LOGO



NEW ZEALAND  
**RED CROSS**  
RĪPEKA WHERE AOTEAROA

---

## HORIZONTAL LOGO



NEW ZEALAND  
**RED CROSS**  
RĪPEKA WHERE AOTEAROA

---

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

---

---

# New Zealand Red Cross brandmark

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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

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These brand guidelines relate specifically to *indicative* use of the Red Cross emblem (see page C:1).

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

---

## 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).

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

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 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

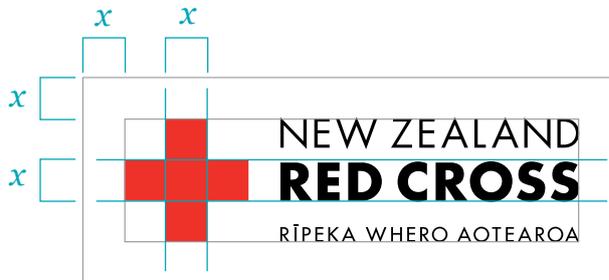
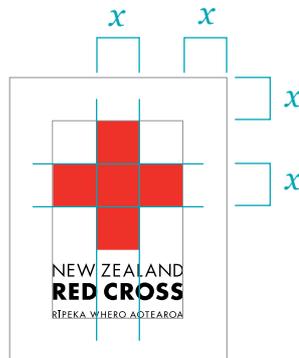
In certain situations, it is impossible to reproduce the logo in full colour (e.g. in newspaper advertisements). Only in these cases is a mono version acceptable. The New Zealand Red Cross logo must NEVER be reversed out, it must always include the white background.



---

# Spacing and relative sizing

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## 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 Marketing Manager at Red Cross House.**

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# Sizing guide

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To ensure brand integrity and guarantee the indicative use of the emblem (see page C:1), 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.

## 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).



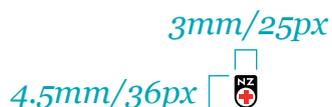
## Horizontal logo minimum size

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



## Brandmark minimum size

The brandmark can be used at any size down to 4mm/36px high.



# 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



## 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 black or dark backgrounds.



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

# Lockups

## 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 marketing and fundraising team at Red Cross House. 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.



Major  
Supporter  
Kaitautoko Matua



Disaster  
Response Alliance  
Hononga Urupare Aitua



Major  
Partner  
Hoa Matua



Retail Partner  
Hoa Hokohoko



Community  
Supporter  
Kaitautoko ā-Hapori



Event  
Sponsor  
Kaitautoko Kaupapa



Supporter  
Kaitautoko

Proudly supporting



NEW ZEALAND  
RED CROSS  
RĪPEKA WHERO AOTEAROA

Proudly supporting



NEW ZEALAND  
RED CROSS  
RĪPEKA WHERO AOTEAROA

**NEVER attempt to trace or recreate New Zealand Red Cross lockups. Use only official artwork from RedNet. The lockup filename should begin with NZRC21 Lockup\_. If not, you may be using an obsolete version.**

# Lockups

## 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 the 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.



All lockups are available in the three formats demonstrated above. See section G:4-6 for more detail on layouts.

**NEVER attempt to trace or recreate New Zealand Red Cross lockups. Use only official artwork from RedNet. The lockup filename should begin with NZRC21 Lockup\_. If not, you may be using an obsolete version.**

**ALWAYS get in touch with the Marketing Manager if you would like a lockup that doesn't appear here.**

## HORIZONTAL LOCKUPS

-  **NEW ZEALAND RED CROSS**  
RĪPEKA WHERO AOTEAROA | Community Gardens  
Ngā Māra Hōpoti
-  **NEW ZEALAND RED CROSS**  
RĪPEKA WHERO AOTEAROA | Curtain Bank  
He Pūtunga Arai Wini
-  **NEW ZEALAND RED CROSS**  
RĪPEKA WHERO AOTEAROA | Disaster Risk Management  
Whakahaere Mōrearea Aitua
-  **NEW ZEALAND RED CROSS**  
RĪPEKA WHERO AOTEAROA | First Aid  
Whakaoa Whāwhai
-  **NEW ZEALAND RED CROSS**  
RĪPEKA WHERO AOTEAROA | Hospital Support  
Tautoko ā-Hōhipera
-  **NEW ZEALAND RED CROSS**  
RĪPEKA WHERO AOTEAROA | International Humanitarian Law  
Ture Ngākau Tangata o te Ao
-  **NEW ZEALAND RED CROSS**  
RĪPEKA WHERO AOTEAROA | International Programme Support  
Kaupapa Tautoko ā-Ao
-  **NEW ZEALAND RED CROSS**  
RĪPEKA WHERO AOTEAROA | Meals on Wheels  
Kawe Kai ki te Kāinga
-  **NEW ZEALAND RED CROSS**  
RĪPEKA WHERO AOTEAROA | Mental Health and Wellbeing  
Hauora Hinengaro me te Oranga
-  **NEW ZEALAND RED CROSS**  
RĪPEKA WHERO AOTEAROA | Migration Programmes  
Ngā kaupapa hunga whakaree
-  **NEW ZEALAND RED CROSS**  
RĪPEKA WHERO AOTEAROA | Pathways to Employment  
Ngā Ara ki te Whai Mahi
-  **NEW ZEALAND RED CROSS**  
RĪPEKA WHERO AOTEAROA | Pathways to Settlement  
Ngā Ara Whakatau Tangata
-  **NEW ZEALAND RED CROSS**  
RĪPEKA WHERO AOTEAROA | Psychosocial Support  
Ngā Ara ki te Whai Mahi
-  **NEW ZEALAND RED CROSS**  
RĪPEKA WHERO AOTEAROA | Restoring Family Links  
Te Whakaoa i ngā Hononga Whānau
-  **NEW ZEALAND RED CROSS**  
RĪPEKA WHERO AOTEAROA | Refugee Trauma Recovery  
Whakaoa Whētaki Rerenga
-  **NEW ZEALAND RED CROSS**  
RĪPEKA WHERO AOTEAROA | Red Cross Shops  
Ngā Toa Rīpeka Whero
-  **NEW ZEALAND RED CROSS**  
RĪPEKA WHERO AOTEAROA | Aid Worker Programme  
Te Kaupapa Kaiwhina
-  **NEW ZEALAND RED CROSS**  
RĪPEKA WHERO AOTEAROA | People Savers  
Ngā Kaiwhakarauora Tangata

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# Colour usage

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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 black and Pacific Blue are acceptable; however, NEVER use tints of Red Cross Red.

---

## PRIMARY



### Red

Clearly vital to the Red Cross brand all over the world, it is important to use the correct red. Use red sparingly to help emphasise the logo and other elements that need highlighting. Use too much red and nothing will stand out.

#### RED CROSS RED

● PANTONE **485**  
■ CMYK **0/95/95/0**  
■ RGB **225/38/28**  
# HEX **E1261C**

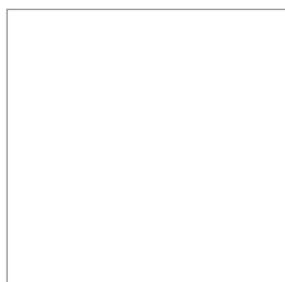


### Black

Part of the New Zealand Red Cross logo and brandmark. This pure process black will ensure a crisp result on printed material.

#### BLACK

● PANTONE **Process Black**  
■ CMYK **0/0/0/100**  
■ RGB **29/29/29**  
# HEX **1D1D1D**

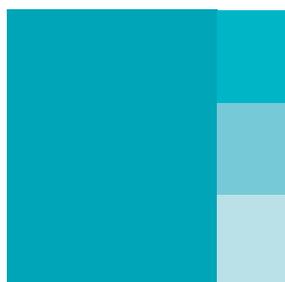


### White

Use white space to create a clean, open feeling. White is also a crucial part of any Red Cross branding – the logo must always be used on a white surface to provide maximum clarity and eliminate any confusion.

#### WHITE

■ CMYK **0/0/0/0**  
■ RGB **255/255/255**  
# HEX **FFFFFF**



### Blue

Blue is an important local addition to complement the worldwide Red Cross palette. It helps distinguish our National Society and provides a great deal of design flexibility.

#### PACIFIC BLUE

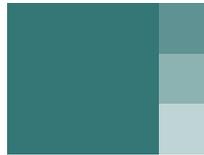
● PANTONE **7711**  
■ CMYK **98/0/28/4**  
■ RGB **13/156/173**  
# HEX **0D9CAD**

# Colour usage

## SECONDARY

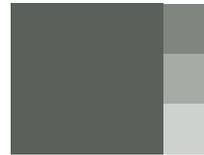
The **Secondary** colours complement the primary colours and are to be used in Red Cross material where the primary palette is insufficient to convey differentiation or grouping, e.g. when requiring a range of colours for separating modules in a workbook, or using a consistent highlight colour to denote a suite of items.

They are also offered as a first choice for Core Plus branding that requires a more unique colour palette (see D:2). Tints are acceptable.



### DARK AQUA

● PANTONE 7475  
■ CMYK 58/0/27/50  
■ RGB 42/110/117  
# HEX 2A6E75



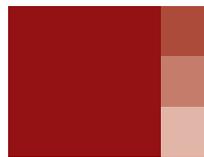
### GREY

● PANTONE 418  
■ CMYK 10/0/15/74  
■ RGB 81/83/74  
# HEX 51534A



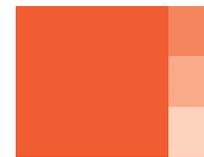
### SAND

● PANTONE 7530  
■ CMYK 0/12/28/40  
■ RGB 163/147/130  
# HEX A39382



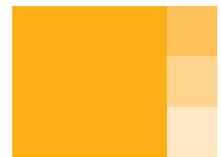
### DARK RED

● PANTONE 7622  
■ CMYK 0/97/89/45  
■ RGB 147/39/44  
# HEX 93272C



### ORANGE

● PANTONE 7579  
■ CMYK 0/79/89/0  
■ RGB 233/81/38  
# HEX E95126



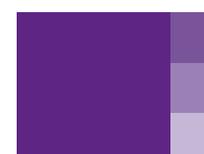
### YELLOW

● PANTONE 130  
■ CMYK 0/35/100/0  
■ RGB 242/169/0  
# HEX F2A900



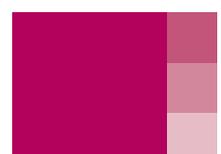
### GREEN

● PANTONE 377  
■ CMYK 50/1/100/20  
■ RGB 128/164/28  
# HEX 80A41C



### VIOLET

● PANTONE 7664  
■ CMYK 74/100/0/10  
■ RGB 97/32/122  
# HEX 61207A



### ROSE

● PANTONE 215  
■ CMYK 6/100/26/24  
■ RGB 181/1/86  
# HEX B50156



### DARK BLUE

● PANTONE 7463  
■ CMYK 75/40/0/78  
■ RGB 0/43/73  
# HEX 002B49

## SUPPLEMENTAL

For compliance, visibility or other reasons there may be colours required that do not fall under the scope of the Red Cross Primary or Secondary lists.



### FIRST AID GREEN

● PANTONE 7738  
■ CMYK 74/0/98/0  
■ RGB 63/171/57  
# HEX 3FAB39

---

# Typography

---

Source 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 all-caps and justified copy sparingly.

Other fonts are permissible for co-branding purposes and particular marketing campaigns, but Source Sans should always be used when representing New Zealand Red Cross itself.

---

Source Sans Pro Extra Light abcdefghijklmnopqrstuvwxyz  
ABCDEFGHI1234567890

*Source Sans Pro Extra Light Italic abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHI1234567890*

Source Sans Pro Light abcdefghijklmnopqrstuvwxyz  
ABCDEFGHI1234567890

*Source Sans Pro Light Italic abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHI1234567890*

Source Sans Pro Regular abcdefghijklmnopqrstuvwxyz  
ABCDEFGHI1234567890

*Source Sans Pro Italic abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHI1234567890*

**Source Sans Pro Semibold abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHI1234567890**

***Source Sans Pro Semibold Italic abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHI1234567890***

**Source Sans Pro Bold abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHI1234567890**

***Source Sans Pro Bold Italic abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHI1234567890***

**Source Sans Pro Black abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHI1234567890**

***Source Sans Pro Black Italic abcdefghijklmnopqrstuvwxyz***  
***ABCDEFGHI1234567890***

## PRIMARY TYPEFACE

The first open-source typeface released by Adobe, Source Sans is available in many weights for a wide variety of typographic situations. It is freely available and can be used without licensing restrictions.

Any non-temporary collateral or fixtures that are public-facing must be set in Source Sans, particularly signage.

If you are unable to install fonts on your system, use Corbel as an alternative (see next page).

---

**Download Source Sans Pro from RedNet. A zip folder called “Fonts” is in the Brand and Marketing folder.**

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# Typography

---

## HAND-DRAWN TYPEFACES

Red Cross endorses the use of hand-drawn typefaces to add personality, warmth and authenticity to our designs.

Font examples include but aren't limited to those shown here. Sunrise and Organika are licensed and may be purchased online for use at a minimal cost. Ludicrous is a good option as a free download.

**SUNRISE INTERNATIONAL ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

*Organika Script abcdefghijklmnopqrstuvwxyz  
ABCDEFGHI1234567890*

*Organika Script Italic  
abcdefghijklmnopqrstuvwxyz ABCDEFGHI1234567890*

**ORGANIKA SANS  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

**ORGANIKA SERIF ITALIC  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

**Ludicrous abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

---

## ALTERNATIVE TYPEFACE

When Source Sans is not available it is acceptable to use Corbel. Corbel is a MS Office typeface and should be available on all computers.

It is not recommended to use this font on any collateral that is professionally typeset, rather it is to be used for communications that are more temporary in nature and are not intended for the public at large.

Corbel Regular abcdefghijklmnopqrstuvwxyz  
ABCDEFGHI1234567890

*Corbel Regular Italic abcdefghijklmnopqrstuvwxyz  
ABCDEFGHI1234567890*

**Corbel Bold abcdefghijklmnopqrstuvwxyz  
ABCDEFGHI1234567890**

***Corbel Bold Italic abcdefghijklmnopqrstuvwxyz  
ABCDEFGHI1234567890***

---

# Typography

---

## Headline

## Headline

### HEADLINES

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. Avoid using all caps.

## Heading

### SUBHEAD

### HEADINGS AND SUBHEADINGS

Differentiate your subheadings using bold, italics or colour. All caps can be used on smaller headings. Use of Sunrise International can also provide contrast.

Ed eatur? Qui bea volorum idel ma num, aceped quiscidem adis ad et ipsum erferibusa num resequo min est, quissum faccus solorep udaectur, quae. Ihicien torestia cusam aut quatio. Ut venturis restis.

Oluptam voluptas et velit alis de ped quist, volorem porehene sanit at vendiHilloreh enient officia sperum quidelic to voluptatur? Uga. Et doluptas Ferenimi, quat. Uga. To temo quia volupti onsequis.

### BODY COPY

Light and regular are preferable for body copy. Use no smaller than 11pt if possible to ensure legibility for the widest audience.

*“Itas adis aditisinctem Ciatiostrum  
sincim quam. Non eius si.”*

### PULL QUOTE

Consider using colour, light fonts at large size and Organika to provide contrast for pull quotes.

Ad que voloremque volo to te nulparibus volorion eum vera nexplitassint faccustiist am solum quam ipis ut vel iditiani nia cor mod ut quiandae nonsent autaqui doluptius, et doluptius.

### FOOTNOTES AND SIDENOTES

Regular, at no smaller than 9pt, is a good choice for footnotes and sidenotes to differentiate from body copy.

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# Here for good lockups

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

When the “Here for good” lockups are used in conjunction with the New Zealand Red Cross logo or the Call to Action list (see E:17), the examples below are the preferred layouts. Take care to respect the area of isolation required around the logo (see E:5); the area of isolation should be expanded by the same margin to encompass the entire lockup.



**HERE FOR GOOD**

 Volunteer  Fundraise  Shop  Donate  Learn First Aid

redcross.org.nz | 0800 RED CROSS |   

---

**Here for Good lockups can be downloaded from the Brand and Marketing folder on RedNet.**

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# New Zealand Red Cross icons

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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. The full suite is stored on RedNet. Please contact the Marketing Manager at Red Cross House if you require other icons.

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## EXAMPLE ICONS



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**Icons can be downloaded from RedNet. A folder called “Icons” is in the Brand and Marketing folder.**

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# New Zealand Red Cross ‘calls to action’ list

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This standardised list of New Zealand Red Cross ‘calls to action’ is provided as a simple element that can be added to promotional or other collateral to encourage a response from the viewer. It is available in a long horizontal or bullet list format. The list is intended to be used in its entirety with all five icons and calls to action.

-  Volunteer
-  Fundraise
-  Shop
-  Donate
-  Learn First Aid

-  Volunteer
-  Fundraise
-  Shop
-  Donate
-  Learn First Aid

---

**Both ‘calls to action’ list formats can be downloaded from RedNet. A folder called “Icons” is in the Brand and Marketing folder.**

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# Infographics

New Zealand Red Cross has a preferred style of icons and symbols for use in infographics.

Many graphics have already been created, so finding or developing the right ones for your project can be achieved more easily than starting from scratch.

**Contact the marketing team at Red Cross House for help with developing your infographic-based project.**



## APPLICATION EXAMPLE



# Characters

In many cases, the right photography for a given project might not exist or be possible to capture. These illustrated characters can help convey a story or message without words and help distinguish our branding from other organisations.

Many characters have already been designed to represent some of the services, programmes and interactions New Zealand Red Cross may have with the community. They are an easy way to add diversity to a project without the need to organise photography.

**Contact the marketing team at Red Cross House for help with acquiring existing character drawings or requesting new ones.**





# 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 (D:2), you may be entitled to have a unique wordmark developed.

As shown here, your 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 Marketing Manager.

You may request a wordmark as part of the Core Plus application process. The form is on RedNet and in Appendix ii of this document.



## APPLICATION EXAMPLES



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# Photography

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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.

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## 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.



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## 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.



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**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 RedNet.**

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# Photography

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## **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.



AFTER CROPPING

## **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.



## **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.

# 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** stretch or distort images.



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

## 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 RedNet.
- If you don't have consent from a group of people, take the photo with their backs to you.

# Videography

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:

## 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, the website address, the "here for good" lockup and a call to action (i.e. visit [redcross.org.nz](http://redcross.org.nz), get involved, become a Meals on Wheels driver, etc.).



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 marketing team.

**The videography guidelines are on RedNet, in the Brand and Marketing folder.**



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# Section F: Applications

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This section provides examples of how the brand should be represented in the following external applications:

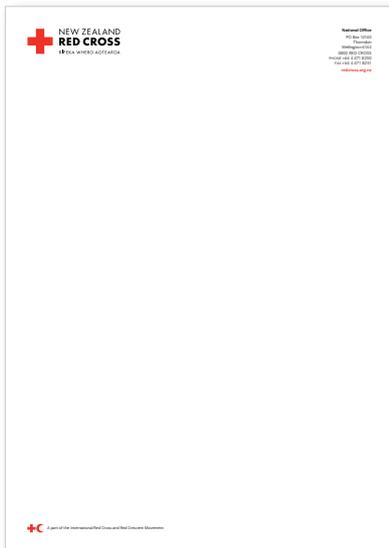
Stationery .....	<b>F:1</b>
Uniforms .....	<b>F:2</b>
Vehicles .....	<b>F:4</b>
Buildings .....	<b>F:6</b>
Promotional collateral .....	<b>F:8</b>



# Stationery

Stationery is an important component in representing a brand. Unlike promotional material which can have lots more freedom to cater to different audiences and contexts, stationery items should only use approved versions to convey a high standard of quality and professionalism.

## LETTERHEAD



## ENVELOPE



## BUSINESS CARD



## EMAIL SIGNATURE



## CERTIFICATE



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# Uniforms

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The New Zealand Red Cross uniform catalogue shows uniform items available, which items apply to which Red Cross representatives, supplier and ordering details. If a new uniform item is required, please contact the Marketing Manager at Red Cross House to discuss.

The following international regulations guide the use of the logo on clothing:

- New Zealand Red Cross staff and members may wear the logo when undertaking duties as part of their Red Cross role.
- Staff and members are prohibited from wearing the emblem on its own, without the name of the national society, as this is a protective device (see page C:1).
- New Zealand Red Cross prohibits the display of the logo on the sleeves of clothing as, from a distance this could be perceived as an armband and thus a protective device, which is prohibited.
- The logo may be used on clothing to be worn by a sports team / individual fundraiser if the logo is small in comparison to the size of the item of clothing.
- Where a supporting relationship or sponsorship exists, the logo must be clearly separated from other logos, with a short text explaining the relationship.

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## RED CROSS UNIFORM CATALOGUE



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**ALWAYS** get in touch with the Marketing Manager if you would like a uniform item that doesn't appear in the catalogue.

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# Uniforms

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## TEE

## 'HERE FOR GOOD' TEE



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## CAP

## VEST



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## OVERALLS



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## SOFT SHELL JACKET



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# Vehicles

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Vehicles for general New Zealand Red Cross use in the community will have the national fleet livery, while different designs are applied to:

- First aid vehicles
- Disaster response vehicles
- Retail vans and trucks

The following international regulations guide the use of the logo on vehicles:

- The logo may not be displayed on the roof or bonnet of a vehicle, as this is reserved for protective use in times of armed conflict.
- The logo shall be of a small size relative to the vehicle it is displayed on.

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## FLEET VEHICLE



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# Vehicles

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## DISASTER RESPONSE UTE



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## RETAIL TRUCK



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# Buildings

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Consistent signage on Red Cross buildings across New Zealand is very important. Where signage is being updated, the entire façade of the building should be considered for a refresh rather than just replacing individual signs.

The following international regulations guide the use of the logo on buildings:

- The logo can only be used on a building if the building is occupied by New Zealand Red Cross. If New Zealand Red Cross occupies part of a building, the logo should only be displayed on that part.
- The signage must be removable and the logo must be relatively small in comparison to the size of the building.
- The logo must not be placed on the roof of a building. This use is considered a protective device and is prohibited.

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## WAIRARAPA SERVICE CENTRE ENTRANCE SIGN



# Buildings

**INVERCARGILL SERVICE CENTRE ENTRANCE SIGN**



**TEARDROP FLAG**



**RED CROSS SHOP PANMURE**



# Promotional collateral

Using collateral is a good way to raise awareness of New Zealand Red Cross. Collateral includes brochures, balloons, stickers, give-away items, badges, wristbands.

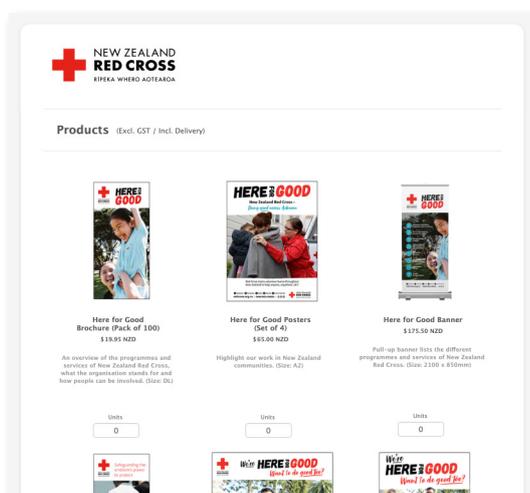
The international 1991 Emblem Regulations guide the use of the logo on promotional items:

- Any promotional items that display the logo must have a logo of reduced size or be of rapidly perishable material (e.g. balloons) and must in no way represent a protective use of the emblem (see page C:1).
- Nothing in the sale or the nature of the item can be inconsistent with the Fundamental Principles of the Movement or tarnish the prestige of the emblem or reduce the respect due to it.

Consideration must be given to the potential end users of branded items, to prevent those items from being used in the future by persons with no affiliation to New Zealand Red Cross or in circumstances liable to undermine the respect and prestige of the emblem or the reputation and image of New Zealand Red Cross or the Red Cross Red Crescent Movement. If a new item is required, please contact the Marketing Manager at Red Cross House to discuss the most appropriate branding for each item.

**Any slogans, messages, photos or other design components (excluding the logo) should dominate the visual impression of the item with the emblem being relatively small.**

## COLLATERAL ONLINE ORDER FORM



## PROMOTIONAL COLLATERAL EXAMPLES

