Rauði krossinn

Brand guide

2025

TO MAINTAIN
CREATIVITY AND
HARMONY

Contents

Introduction

This design standard enables Red Cross staff and designers to access all brand information in one place. It includes key elements that ensure a consistent and reliable Red Cross image across all communications.

The purpose of the design standard is to ensure that the brand always delivers the same message and experience, regardless of the medium or setting. As the Red Cross logo is one of the most recognizable humanitarian symbols in the world, it is important that staff and partners follow set guidelines to maintain a strong and clear brand image.

The design standard provides staff and partners with a clearer understanding of the Red Cross identity and serves as a guide for the correct use of the logo, both in internal and external communications. Following these guidelines ensures that the Red Cross's image and identity remain professional, consistent, and consistent with the organization's values.

Tone of voice

THE TONE OF VOICE OF THE RED CROSS REFLECTS THE VALUES THAT THE SOCIETY STANDS FOR: HUMANITY, IMPARTIALITY, NEUTRALITY, INDEPENDENCE, VOLUNTARY SERVICE, UNITY AND UNIVERSALITY. IT IS CLEAR, SINCERE AND ACCESSIBLE, BASED ON TRUST AND RESPONSIBILITY.

Warm and humane – We speak with care and sincerity, without sarcasm or unnecessary formality.

Clear and simple – The language is direct and easy to understand, without complex language or technical jargon.

Professional and credible – We emphasize reliability and a professional tone, which demonstrates responsibility and trust.

Hopeful and solution-oriented – Although we discuss difficult situations, we always have a positive and constructive approach.

Tone of voice

How does the tone of voice appear in lyrics.

Emergency situations: Neutral but warm approach, avoiding exclamations or exaggerated drama.

In education and instructions: Clear and concise text that emphasizes solutions and important information.

In promotional and advertising texts: An encouraging, sincere and credible tone that builds trust and empathy.

In internal communications: A friendly and encouraging tone that creates empathy and solidarity among staff and volunteers.

Example:

Unfortunate: "The avalanches have had a catastrophic impact, and we urgently need help."

Better: "The avalanches have had a big impact, but together we can help those who need help."

THE RED CROSS VOICE IS NOT JUST WORDS – IT IS A REFLECTION OF OUR VALUES AND THE IMPORTANT WORK WE DO FOR THOSE WHO NEED HELP THE MOST.
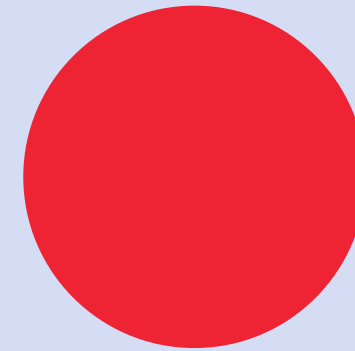
Logo

The Red Cross logo is our most recognizable visual identity, representing our organization and laying the foundation for a unified visual identity.

Since it is often the first thing our audience sees, it is extremely important to use it correctly and consistently across all print and digital content.

The symbol of the Icelandic Red Cross consists of five equal squares.
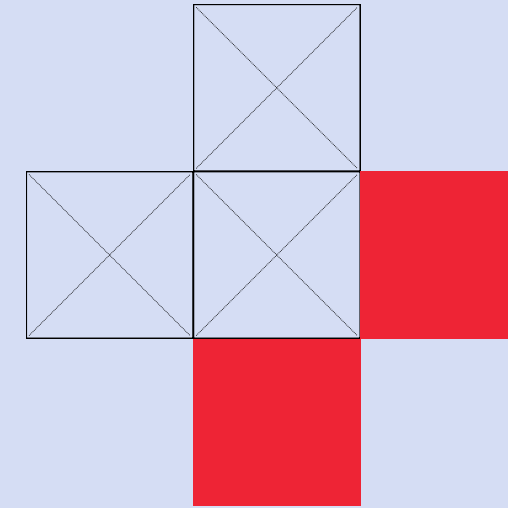
Red Cross color:
Red Cross Red C00 M98 Y85 K00 RGB 238, 36, 53 #EE2435

The Red Cross emblem uses three of the four primary colors.

The font used in the Icelandic Red Cross logo is Frutiger Bold. The name of the organization should be written in uppercase and lowercase letters as shown here. The name should not be written in uppercase letters except in the circle logo.

The Red Cross

Logo

UNITS:

Red Cross symbol

Fonts

The Red Cross

A   A

White background
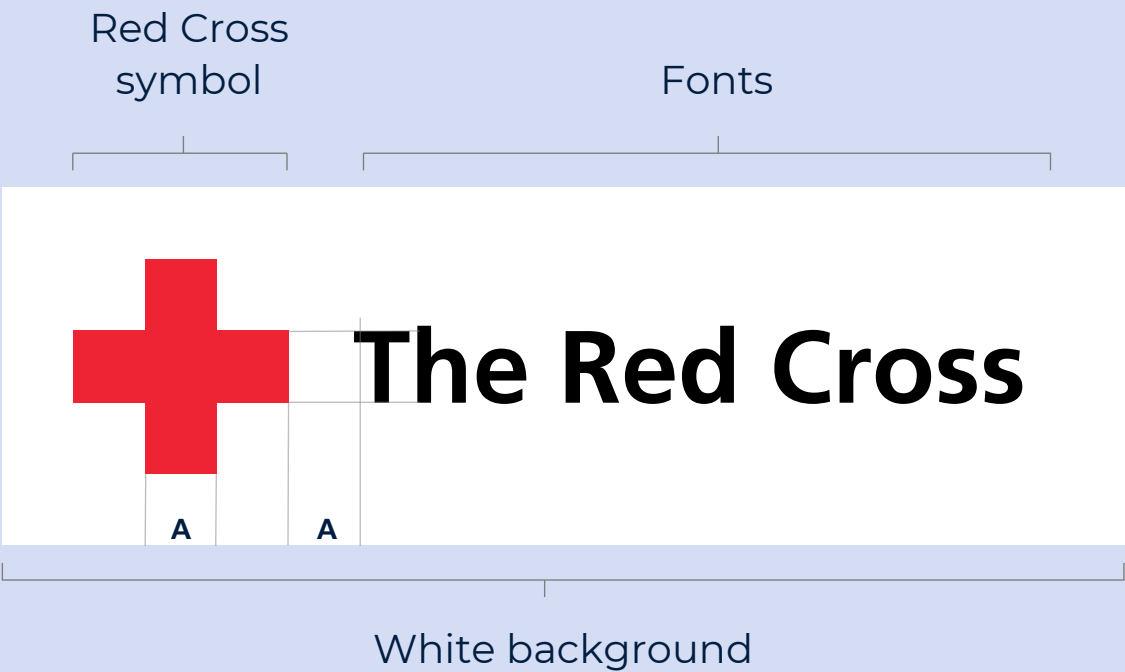
Ensure that the space between the symbol and the font is equal to one square of the symbol and that the font is at the same height. This maintains correct proportions and visual balance.

Following these guidelines ensures that the appearance of the logo is consistent and in accordance with the Red Cross design standard.

BREATHING SPACE:

Rauði krossinn
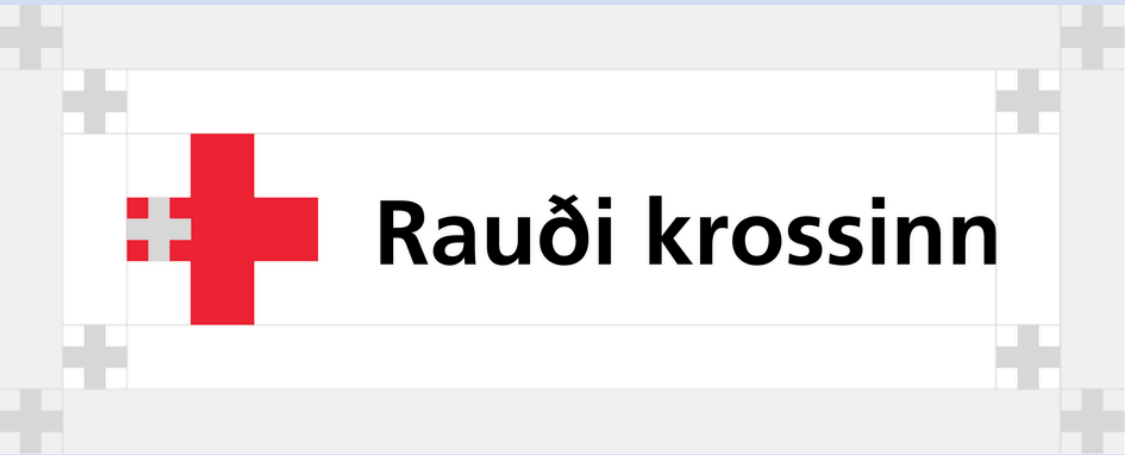
The logo must always be clear and distinguishable.

Regardless of its version, a minimum amount of air space must be maintained around it, free from other visual elements. The air space should be proportional to the size of the logo. However, it is not necessary to maintain air space if the logo is placed directly at the end of the design.

The white space of the symbol and the size of the white frame are determined by measuring the size "x", where "x" is the height of the squares that make up the Red Cross symbol.

Logo

THE MAIN LOGO:

The main logo consists of three elements: the Red Cross symbol, a typeface, and a white background.

The main logo can be used with both English and Icelandic fonts, depending on the occasion and context.

The Icelandic main logo should be used in material intended for domestic use and where emphasis is placed on the company's domestic operations.

The English main logo is best suited for content intended for international distribution, collaboration with foreign companies, or when the message needs to reach a wider audience outside of Iceland.

Logo

THE RING SIGN:

The circle logo is used on ambulances, among other things. It is well suited to identifying the company's personnel and assets, and is therefore often used on uniforms.

The circle logo is also well suited for use on social media and in advertising, as it is simple, clear, and easily recognizable.

Logo

MINIMUM LOGO SIZE:

MAIN BRAND:

20 mm

To ensure readability, the main logo should never be less than 20mm or 75px in height, regardless of the design.

Proportional size based on design:
The logo should take up at least 7% of the height of the document/design.

Example: If an advertisement is A4 (295 mm high), the logo should be 20 mm high or higher.

CIRCLE SIGN:

50 mm

To ensure readability, the circle logo should never be less than 50mm or 200px in height, regardless of the design.

Proportional size based on design:
The logo should take up at least 17% of the height of the document/design.

Example: If an advertisement is A4 (295 mm high), the label should be 50 mm high or higher.

The exception to this rule is the Red Cross's bar codes, as they are designed to be smaller in size while still maintaining clarity and legibility.

Correct and incorrect use of logo
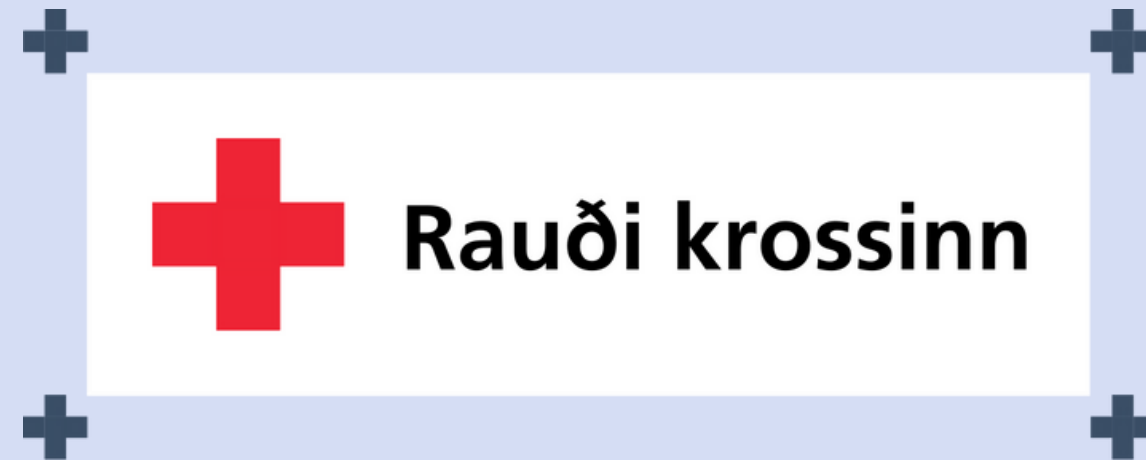
👍 CORRECT

Ensure that the logo always maintains a clear appearance by respecting the blank space around it.
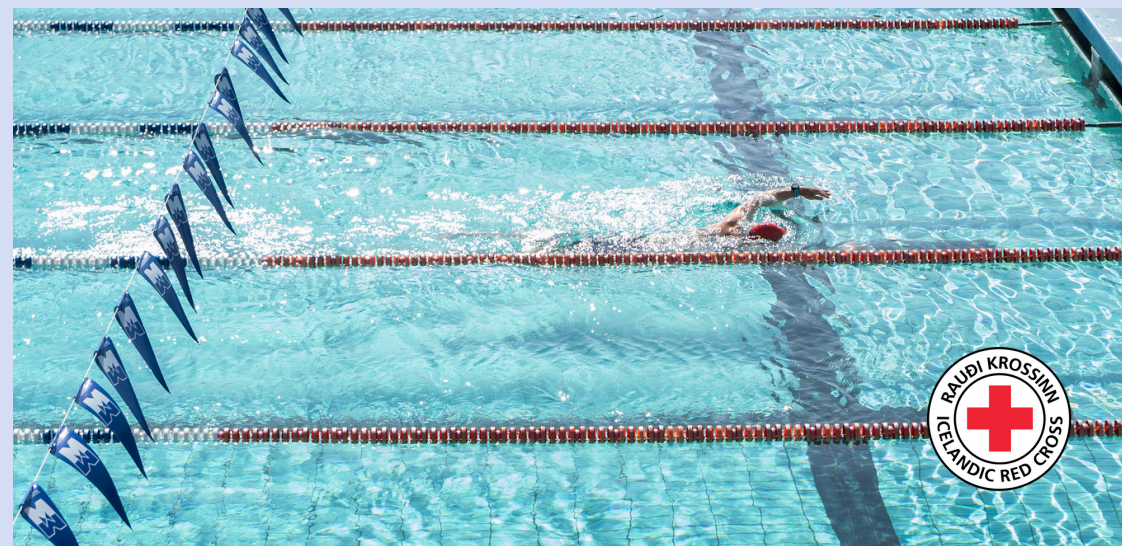
👍 CORRECT

The logo may be placed over a photograph, but sufficient color contrast must be ensured between the logo and the background.

Correct and incorrect use of logo

👎 WRONG

The white background of the Red Cross emblem must not be removed.

👎 WRONG

Do not change the proportions of the logo.

Tip: Use the "Shift" key when resizing.

Correct and incorrect use of logo

👎 WRONG

Do not make the label transparent.

👎 WRONG

Do not change the logo colors, even if you like other colors better.

Typography

Typography is everywhere and plays a vital role in brand image. As a humanitarian organization, we must be very careful when choosing fonts for our content. Font choice not only reflects our brand, but it also has the ability to create either a very positive or very negative experience for our audience.

Aa

Montserrat

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqUuRrSsTtUu
VvWwXxYyZz

1234567890 !@#$%^&*
()_+<>?/\

black	bold	medium	regular	light
black italic	*bold italic*	*medium italic*	*regular italic*	*light italic*

Typography

Aa

Libre Baskerville

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqUuRrSsTtUu
VvWwXxYyZz

1234567890 !@#$%^&*
()_+<>?/\

bold regular

**bold
italic** *regular
italic*

Typography

The Dancing Script font is unique and intended for special occasions only. It is intended to evoke warmth, celebration and a personal touch in our content and is therefore well suited for Christmas, gift certificates and similar projects. By doing so, we ensure that it appears in the appropriate context and reinforces the special experience of the brand.

Aa

Dancing Script

AaBbCcDdEeFfGgHhIiJjKk LlMmNnOoPpQqUuRrSsTtUu VvWwXxYyZz

1234567890 !@#$%^&()_+ <>?/*

bold   *regular*

Colors

PRIMARY COLORS:

Red is the core of the color palette.

It evokes emotions and reflects challenges and resilience.

With its power and brightness, it reminds us of the unwavering strength, commitment, and spirit that characterizes our work in providing assistance to those in need.
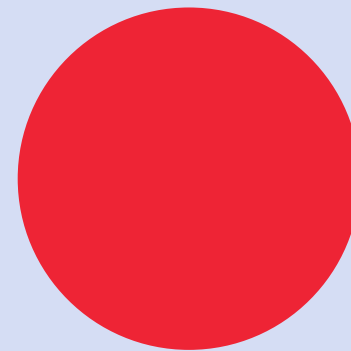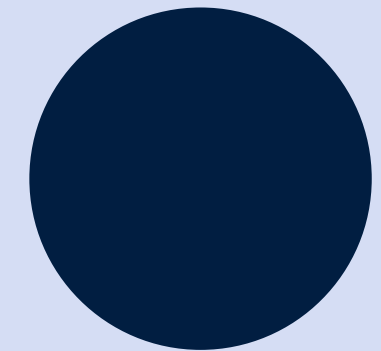
Red Cross Red
C00 M98 Y85 K00
RGB 238, 36, 53
#EE2435
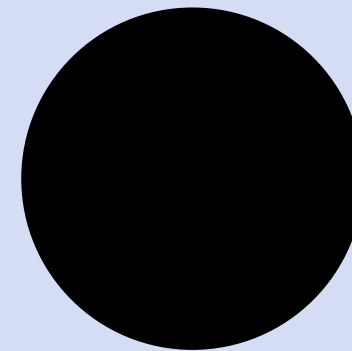
Black
C00 M00 Y00 K100
RGB 00, 00, 00
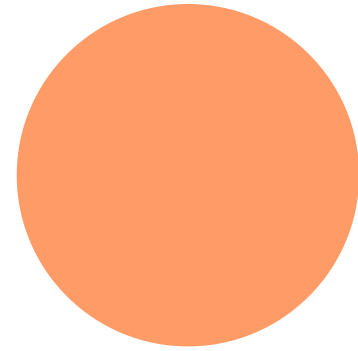#000000
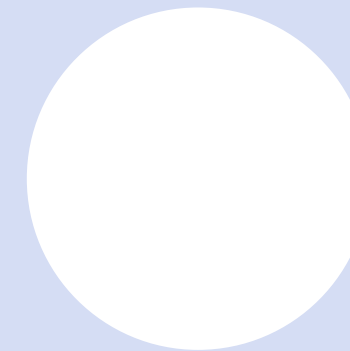
White
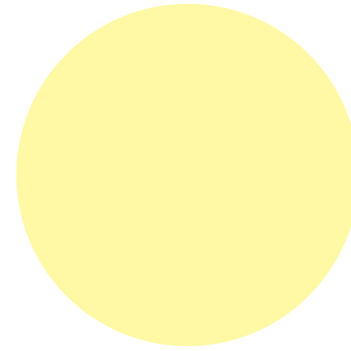C00 M00 Y00 K00
RGB 255, 255, 255
#FFFFFF

Dark Blue
C100 M87 Y42 K52
RGB 1, 30, 65
#011E41

Colors

SECONDARY COLORS:

While our core colors are the foundation of our brand, there are instances where flexibility is necessary.
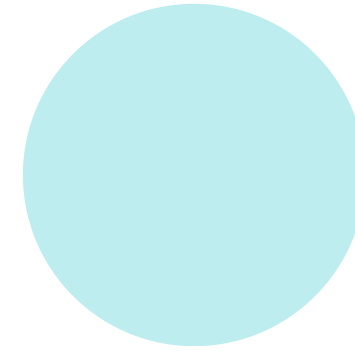
We then use our secondary color palette, which offers a wide range of colors.
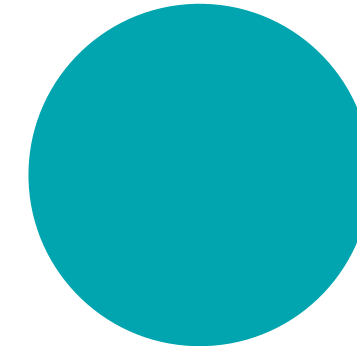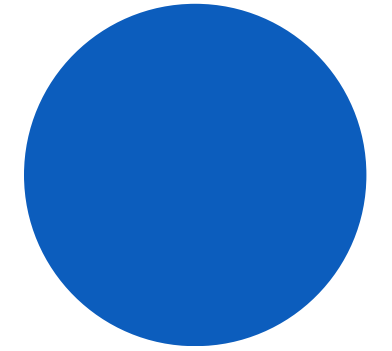
Orange
C00 M43 Y58 K95
RGB 255,249,166
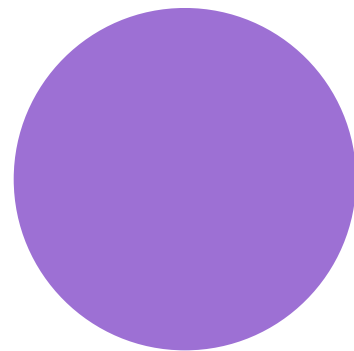#ff9b66

Yellow
C00 M02 Y35 K00
RGB 255, 249, 166
#FFF9A6
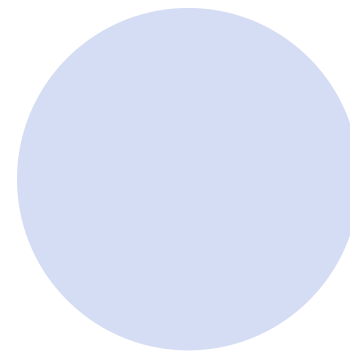
Light green
C20 M01 Y00 K06
RGB 189, 237, 329
#BDEDEF
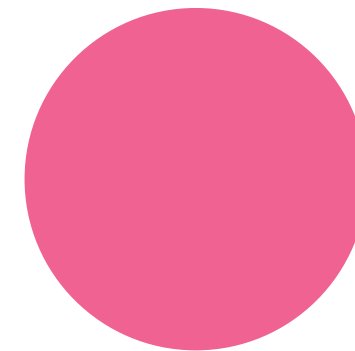
Dark green
C69 M04 Y00 K31
RGB 0, 165, 175
#00A5AF

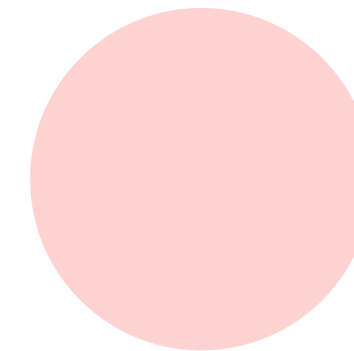**Mellow blue**
C69 M38 Y00 K26
RGB 12, 93, 189
#0C5DBD

Dark purple
C22 M39 Y00 K17
RGB 157, 112, 212
#9D70D4

Light purple
C12 M09 Y00 K04
RGB 213, 221, 244
#D5DDF4

Mellow pink
C00 M56 Y37 K06
RGB 240, 98, 146
#F06292

**Light pink**
C00 M17 Y18 K00
RGB 255, 211, 210
#FFD3D2

Gray
C00 M01 Y00 K07
RGB 237, 235, 236
#EDEBEC

GRAPHICS

The Icelandic Red Cross has access to these symbols from the IFRC and can use them in all its materials. The symbols are designed to ensure consistency, clarity and inclusion in all communications of the organization. They reflect the values of the Red Cross and are used in educational materials, reports, promotional materials and digital media.

The graphics can be accessed in the Brand Template on Canva or at https://brand.ifrc.org/ifrc-brand-system/basics/icons
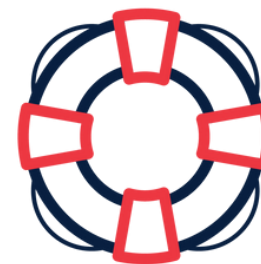
Final words

The design standard is a key tool for maintaining a professional and consistent look for the Icelandic Red Cross. By following these guidelines, we ensure that the brand is correctly presented in all communications, thus strengthening the image of the organization locally and internationally.

A clear and credible brand not only increases the visibility of the Red Cross, but also underlines the values that the organization stands for – humanity, impartiality, neutrality, independence, voluntary service, unity and global movement. It is up to us to ensure that the brand maintains its uniqueness and credibility, so that it best reflects the important work done on behalf of those in need.

THROUGH SHARED RESPONSIBILITY AND RESPECT FOR THE BRAND, WE ENSURE THAT THE ICELANDIC RED CROSS REMAINS A CREDIBLE AND PROMINENT IMAGE OF HUMANITY AND SOLIDARITY.