

Corporate communication package

# VISUAL IDENTITY GUIDELINES

January 2012

[www.ifrc.org](http://www.ifrc.org)  
Saving lives, changing minds.

 International Federation  
of Red Cross and Red Crescent Societies



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# FOREWORD FROM HEAD OF COMMUNICATION

Dear colleagues,

When communicating our humanitarian work with our National Society members and external audiences, it is important to have a common approach and convey a consistent look and feel across the organization.

To this end, the communication department has developed a new visual identity that was created in consultation with numerous departments and colleagues around the world and approved by senior management. To support the required implementation of this visual identity, we have designed simple and effective templates to unify our publications and messages (both print and digital), and to make it easier for International Federation of Red Cross and Red Crescent Societies (IFRC) staff to produce professional-looking communication tools.

These guidelines provide direction on how to utilize these templates which clearly reflect who we are and what we do. Whether you want to send an official letter, develop a case study or produce a high-impact presentation, there is a template to suit your needs.

I ask all staff – at the secretariat, in the zones, regions and in the country offices – to utilize these communications tools in your daily work. By doing so, you will help to ensure that we communicate globally with one consistent voice – one that reflects Strategy 2020 and our collective intent to continue saving lives and changing minds.

If you have any questions or template needs, please do not hesitate to contact your zone communications manager or Sébastien Calmus, Senior Officer, IFRC Design and Production at +41 (0)22 730 4294, or, [sebastien.calmus@ifrc.org](mailto:sebastien.calmus@ifrc.org)

With regards,



Pierre Kremer  
Head of Communication

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# KEY CONCEPTS FOR VISUAL IDENTITY

The strategic importance of effective visual communication to articulate who we are and what we do is widely acknowledged.

We want every form of visual communication to consistently reflect the IFRC's identity. Our goal is to reach the same level of quality and impact achieved in formal publications across the organization's visual communication. We want content authors to work with tools they already know so they can focus their time and energy on content. We also want them to be able to self-publish documents consistent with our visual identity, without adding extra layers of work.

In a digital world, we also want to ensure that content and its visual presentation can be easily repurposed for the web and for mobile platforms, using existing resources to move beyond a print-centric workflow.

Achieving these goals requires four ingredients: tools, time, skills and resources. We need the right tools, preferably ones we already know. We need time to develop and apply skills to use those tools. And, of course, we need to ensure that resources are available to add value to our visual communication.

Our visual identity implementation framework aims to provide the means to achieve these goals, first by leveraging existing workflows that have proven their effectiveness, and then by developing a new digital workflow to empower authors to self-publish visually consistent content-rich documents.

We will continue to offer basic Microsoft Word templates, incorporating elements of our revised visual identity, available on FedNet and via Word's My templates menu.

Additionally, content authors will have access to Typéfi, a new tool which can be accessed from Microsoft Word to offer much more flexibility and control over visual presentation.

Whatever the workflow, the design and production team will continue to offer and support all aspects of production, working with authors from the early planning stages through to printing and distribution, in close collaboration with the rest of the communication team.







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# logotype

The cornerstone of every organization's visual identity is its logotype. The word logotype is defined as the emblem and the approved text, used together. In this manual you will find guidelines on how to graphically display the logotype in order to strengthen the image of the International Federation of Red Cross and Red Crescent Societies.

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# RED CROSS RED CRESCENT EMBLEMS

## 01. Background

The red cross and red crescent emblems are our greatest brand strengths, immediately recognized, and representative of both the IFRC and the National Societies.

## 02. Emblems

The red cross and red crescent emblems are symbols of protection in times of armed conflict. Their use is enshrined in international humanitarian law. Article 44 of the First Geneva Convention of 12 August 1949 makes the distinction between the **protective use** and the **indicative use** of the emblems and outlines the general rules governing the two uses. The red crystal is an addition to these two symbols.

The regulations regarding the graphic depiction of either a red cross, a red crescent or a red crystal on a white background must be strictly adhered to by all components of the Movement. For a more detailed explanation, consult the *Regulations on the use of the emblem of the Red Cross or the Red Crescent by the National Societies* (Council of Delegates, Budapest, 1991) and the *Additional Protocol to the Geneva Conventions of August 1949 relating to the Adoption of an Additional Distinctive Emblem – Protocol III* – (Diplomatic Conference of States Parties to the Geneva Conventions, Geneva, 8 December, 2005).

**Protective use** – used in times of armed conflict.

**Indicative use** – used to show that people or objects displaying the emblems are linked to the International Red Cross and Red Crescent Movement.



*The use of the emblem for protective purposes is a visible manifestation of the protection accorded by the Geneva Conventions to medical personnel, units and transport.*



*The use of the emblem for indicative purposes in wartime or in times of peace shows that a person or item of property has a link with the International Red Cross and Red Crescent Movement.*



*Note: See Annex to Rule 1 paragraph 1.3, corporate identity, page 629 of the Statutes and Regulations – Rules of procedure of the IFRC for more information.*



# INTRODUCING THE IFRC LOGOTYPE

## 03. Basic rules

When using the red cross and red crescent emblems, we have a responsibility to ensure that their principal significance as internationally recognized symbols of protection during armed conflict is upheld.

Here are some basic rules to follow when using the emblems (Red Cross or Red Crescent).

- 1 The cross and the crescent must always be in plain solid red. Their shapes must not be altered. The cross and the crescent must be two dimensional, not three dimensional.
- 2 The cross and the crescent must always appear on a white background. No variations, not even beige or grey shading, are allowed.
- 3 No lettering, design or object should be superimposed on the white background or on the cross or crescent itself. The cross and the crescent may not be used in series as a border, repetitive decoration, typographic embellishment or shown as a drawing in perspective.
- 4 Do not use the emblem alone. Please use the emblem with the full name placed on the righthand side.
- 5 Type must align left vertically with the right-hand edge of the emblem.
- 6 The typeface selected for the wording is an integral part of the logotype and cannot be altered.

## 04. Elements

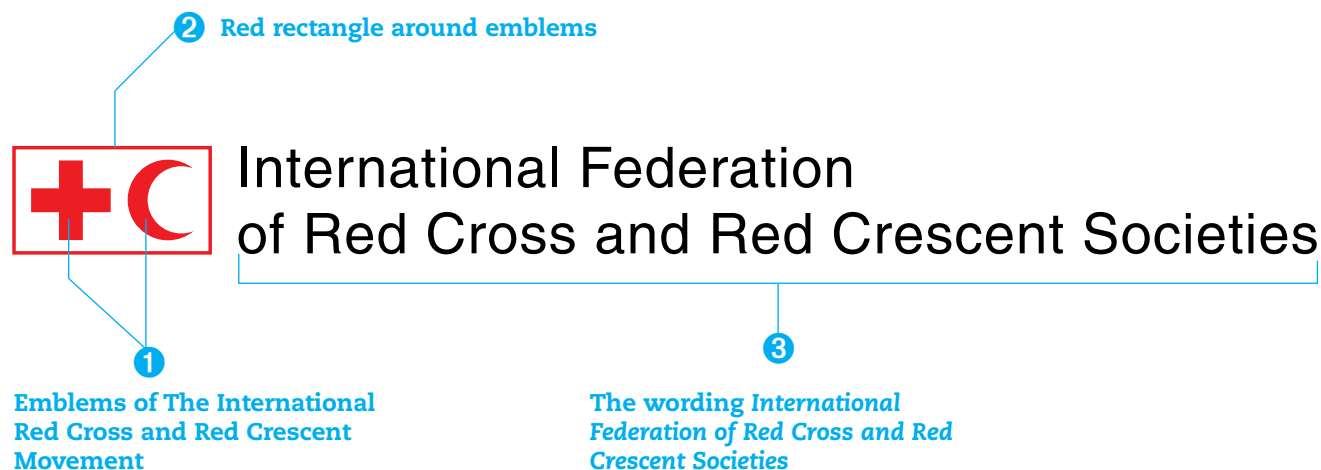
The International Federation logotype has three elements:

1. The **red cross and the red crescent** – the emblems of the Movement.\*
2. The **red rectangle around both emblems** – Note that you cannot use this shape on its own. Always use the emblems with the wording to represent the IFRC logotype.
3. The **wording** International Federation of Red Cross and Red Crescent Societies.

The relationship between these three elements is fixed and must not be altered.

To ensure that you correctly use our logotype in visual communication, we encourage to contact the [design and production team](#).

\* The use of the two emblems, with no rectangle and with no wording, depict the Movement. The International Federation, the National Societies and the International Committee of the Red Cross, together, make up the Movement. The use of this emblem is restricted to those occasions when the whole Movement is represented. The Movement style guide is available on request.



# INTRODUCING THE IFRC LOGOTYPE

A.1

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## 05. Size

The minimum width for the IFRC logotype is 60 millimetres for the single language version.

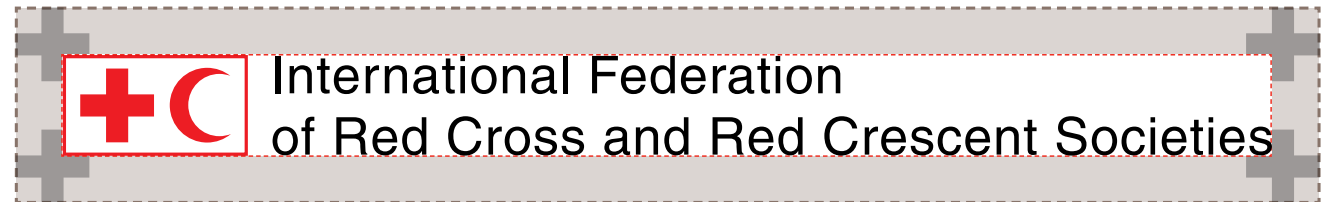
The minimum width for the four-language IFRC logotype is 100 millimetres.



## 06. Exclusion zone

An exclusion zone allows our logo to stand out and to protect it from being undermined by other elements.

A clear space should always be provided around the logo as shown below. The minimum distance that must be respected on all four sides of the logotype is equal to the height of the vertical axis of the emblem. This space is defined by the red cross taken from the logo at usage size. This means that the space surrounding the logo will proportionately have the same amount of space around it regardless of usage size.



# INTRODUCING THE IFRC LOGOTYPE

A.1

## 07. IFRC logo colour

Pantone® 485 – a bright, vibrant red, universally recognized as our corporate red – has been chosen for our logo to inspire enthusiasm, activity and support for our values.

See below for corresponding formulas in four-colour process, RGB process and web colours.

Please also refer to section 3.2 (pages 26/27) for more information on primary and secondary colour palettes.



**PANTONE** 485  
**CMYK** 0:95:100:0  
**RVB** 220:40:30  
**WEB** #EE3224

## 08. IFRC logo typeface

The wording International Federation of Red Cross and Red Crescent Societies is set in Helvetica Neue 55/Regular.

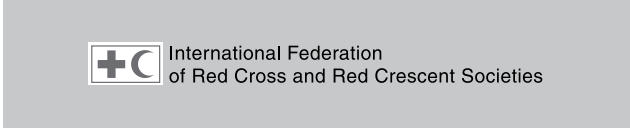
The typeface/font selected for the wording is an integral part of the logotype and cannot be altered. The wording is set on two lines. Lower case and upper case must also be respected, as shown on the next page.


ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

## 09. Logo usage – colour

We must always aim to produce the logo in its primary palette: red and black. It should never appear on any colours other than white or red. Care must be taken to avoid dark, busy or non-contrasting photographic backdrops to the logo, to ensure maximum impact and legibility.

When it is not possible to use the logo in its primary palette, it is reversed out on a warm grey (Pantone® 410) or used in black. The logo never appears in a single colour other than black or white. Below are examples of logos on these acceptable coloured backgrounds.



 International Federation  
of Red Cross and Red Crescent Societies



 International Federation  
of Red Cross and Red Crescent Societies

# INTRODUCING THE IFRC LOGOTYPE

A.1


12

## 10. Working language versions


The four working languages of the International Federation of Red Cross and Red Crescent Societies are Arabic, English, French and Spanish.


The emblem is always placed to the left of the wording for the English, French and Spanish logotype. Type must align left vertically with the right-hand edge of the emblem.

The emblem is placed to the right of the wording for the Arabic logotype. Type should align right vertically with the left-hand edge of the emblem.

الاتحاد الدولي  
لجمعيات الصليب الأحمر والهلال الأحمر 

 International Federation  
of Red Cross and Red Crescent Societies

 Fédération internationale des Sociétés  
de la Croix-Rouge et du Croissant-Rouge

 Federación Internacional de Sociedades  
de la Cruz Roja y de la Media Luna Roja

# INTRODUCING THE IFRC LOGOTYPE

A.1

## 11. Four-language version


Type should align left vertically with the right-hand edge of the emblem, one line per language.




International Federation of Red Cross and Red Crescent Societies  
Fédération internationale des Sociétés de la Croix-Rouge et du Croissant-Rouge  
Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja  
الاتحاد الدولي لجمعيات الصليب الأحمر والهلال الأحمر

## 12. Other language versions


Type should be composed on two lines in Helvetica regular or Helvetica 55 and align left vertically with the right-hand edge of the emblem. The text length must be restricted to the same space as featured in the Arabic, English, French and Spanish versions. The translation of the International Federation's name must be approved by the IFRC's legal department.


 Federazione Internazionale delle Società  
della Croce Rossa e della Mezzaluna Rossa


 Международная федерация обществ Красного  
Креста и Красного Полумесяца

 МЕЖДУНАРОДНА ФЕДЕРАЦИЯ  
НА ЧЕРВЕНИЯ КРЪСТ И ЧЕРВЕНИЯ ПОЛУМЕСЕЦ

 Internationale Föderation der  
Rotkreuz- und Rothalbmondgesellschaften

 國際赤十字・赤新月社連盟

 Federação Internacional das Sociedades  
da Cruz Vermelha e do Crescente Vermelho

 红十字会与红新月会  
国际联合会

 Det internationale Forbund af  
Røde Kors- og Røde Halvmåne-selskaber



# INTRODUCING THE IFRC LOGOTYPE

A.1

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## 14. Improper use

These are examples of improper use of the IFRC logotype, but this list is far from exhaustive. To ensure that you are using the IFRC logotype correctly, we encourage you to invite the [design and production team](#) to review your materials.



### → Colours

Do not change the colours of the logo from what is outlined on page 11 of these guidelines.



International Federation  
of Red Cross and Red Crescent Societies

### → Position of the name

The position of the name should never be altered from what is outlined on pages 9 and 11 of these guidelines.



### → Logo typeface

Do not change the typeface (font) used.



### → Over-printing

To ensure clarity, do not use the logo on a picture background.



### → Background

Do not position the logo on a background that doesn't contrast well. Always use the logo on a recommended background (see page 11).



### → Acronym

Do not use the acronym "IFRC" to replace the full name.



### → Combination and partnership

Do not mix other Movement logos or partners logos with IFRC emblems. Please refer to page 14 about co-branding for more information.



### → Drop shadows

Do not use with drop shadows.

# "SAVING LIVES, CHANGING MINDS." TAGLINE

A.2

## Combined IFRC logotype with tagline

To successfully reinforce the IFRC corporate identity, it is important to include the *Strategy 2020* "Saving lives, changing minds." tagline.

Under no circumstance should any component of the tagline be altered, redrawn or modified in any way.

Reproduction of the "Saving lives, changing minds." tagline must fulfill the following requirements.

## 01. Fonts and colours

The font for the tagline is **Helvetica Rounded bold** or **Arial Rounded bold** as an alternative. The size is 11 pt and space between lines (leading) is 12 pt.

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

The colours are the following.



**PANTONE** 485  
**CMYK** 0:95:100:0  
**RVB** 220:40:30  
**WEB** #EE3224



**PANTONE** 483C  
**CMYK** 35:80:80:45  
**RVB** 105:50:40  
**WEB** #7A1600

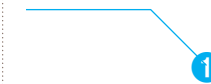
## 02. Tagline description

**Helvetica Rounded bold**

Size: 11 pt

Leading: 12 pt

P483



**www.ifrc.org**

**Saving lives, changing minds.**



**Helvetica Rounded bold**

Size: 11 pt

Leading: 12 pt

P485

# "SAVING LIVES, CHANGING MINDS." TAGLINE

A.2

## 03. Tagline and IFRC logotype

The tagline must appear to the left of the IFRC logotype and aligned to the left side of the page on all IFRC documents.

A clear space should always be provided around the logo and tagline. In order to make them visible on our

publications and other printed material, we recommend respecting the minimum distance on all four sides of the combined elements. This space is defined by the red cross taken from the logo at usage size. This means that the space surrounding the logo will proportionately have the same amount of space around it regardless of usage size.

## 03b. Internal icons

The images below, designed to support the three strategic aims of *Strategy 2020*, are available **only** for internal communications purposes. Please consult the [design and production team](#) for additional guidance on using these icons.

[www.ifrc.org](http://www.ifrc.org)  
Saving lives, changing minds.

 International Federation  
of Red Cross and Red Crescent Societies

On white background – A4 front cover

[www.ifrc.org](http://www.ifrc.org)  
Saving lives, changing minds.

 International Federation  
of Red Cross and Red Crescent Societies

Reverse on colour background – A4 front cover

[www.ifrc.org](http://www.ifrc.org)  
Saving lives, changing minds.

 International Federation  
of Red Cross and Red Crescent Societies

Exclusion zone – A4 front cover

[www.ifrc.org](http://www.ifrc.org)  
Saving lives, changing minds.



# "SAVING LIVES, CHANGING MINDS." TAGLINE

A.2

## 13. Partnership and co-branding

Templates associated with the new visual identity will always include our url and tagline in the bottom left corner of documents. However, those produced by partners will not. As a result, the cobranding logo should be used when the material being created is not made by the IFRC.

There are four alternatives that you can use. They all consist of the IFRC logo and a statement.

Each co-branding logo has a different explanatory statement – either “Supporting”, “In partnership with”, “Working with” or “In association with”.

You should choose which co-branding logo to use based on the relationship the IFRC has with the partner organisation and on the advice of our legal and/or resource mobilization departments.

As with the official IFRC logo, the co-branding logo must be at least 60mm wide, and must have white background and clear white space around it. You can find more information on this in section 2.1, page 10, “the exclusion zone” .

Supporting



**International Federation  
of Red Cross and Red Crescent Societies**

[www.ifrc.org](http://www.ifrc.org) Saving lives, changing minds.

In partnership with



**International Federation  
of Red Cross and Red Crescent Societies**

[www.ifrc.org](http://www.ifrc.org) Saving lives, changing minds.

Working with



**International Federation  
of Red Cross and Red Crescent Societies**

[www.ifrc.org](http://www.ifrc.org) Saving lives, changing minds.

Hosted by



**International Federation  
of Red Cross and Red Crescent Societies**

[www.ifrc.org](http://www.ifrc.org) Saving lives, changing minds.

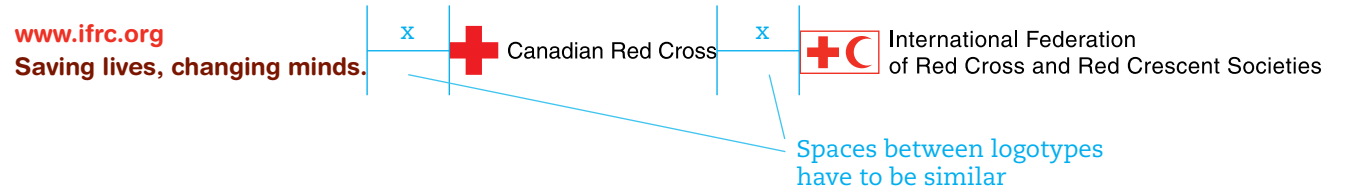
# "SAVING LIVES, CHANGING MINDS." TAGLINE

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## 13. Co-branding with National Societies

One of the ambitions of the new visual identity is to increasingly enable IFRC publications and tools to be used and co-branded by National Societies around the world. Two options for doing this are as follows, with the first being the preferred method when possible:

**A** National Society logotypes can be inserted in the white space between the tagline and the IFRC logo type at the bottom of documents



**The value of volunteers**  
Imagine how many needs would go unanswered without volunteers

www.ifrc.org  
Saving lives, changing minds.

Canadian Red Cross

International Federation of Red Cross and Red Crescent Societies

Co-branding with National Society option A



# "SAVING LIVES, CHANGING MINDS." TAGLINE

A.2

**B** When necessary, National Society logotypes can replace the IFRC url and tagline. If this second option is selected, then the IFRC logotype with the tagline as introduced in the partnership cobranding section should be used.



In partnership with



**International Federation  
of Red Cross and Red Crescent Societies**

[www.ifrc.org](http://www.ifrc.org) Saving lives, changing minds.



**Haiti earthquake operation**  
Plan of action

**Co-branding with National Society**  
option B



In partnership with  
**IFRC** International Federation  
of Red Cross and Red Crescent Societies  
[www.ifrc.org](http://www.ifrc.org) Saving lives, changing minds.







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# tools

The design and production team has developed a series of branded templates for your communication needs. Whether you want to send a letter, develop a case study or deliver a PowerPoint presentation, a template is available to meet your needs.

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# COLOUR PALETTE

B.1

22

## Primary colour palette

Pantone® 485 is the IFRC's corporate red. It should be used sparingly, as it is an indicator of the IFRC's identity. Dark red Pantone® 483 and warm grey Pantone® 410, selected for our primary colour palette, have been chosen to support our corporate red in our daily communication.

When materials are produced in two colours, the IFRC's red may be used as a solid background or in titles as the second color (see our stationery printed in duotone as a good example).

## Secondary colour palette

Bright, vibrant colours have been chosen for our secondary colour palette to inspire enthusiasm and activity. These are vivid colours that stand out and ensure legibility of text. We have developed a range of colour tone combinations to help you in your design.

Colours from the secondary palette can be used at 100%, 80%, 60%, 40% or 20%.

## Usage

All colours can be used for text at 100%. Please refer to page 28 for guidance on the weight of text. All colours from the secondary palette can be used as background colours.

It is critical that care is taken to ensure suitable contrast and therefore legibility.



**PANTONE** 485  
**CMYK** 0:95:100:0  
**RVB** 220:40:30  
**WEB** #EE3224



**PANTONE** 483C  
**CMYK** 35:80:80:45  
**RVB** 105:50:40  
**WEB** #7A1600



**PANTONE** 410C  
**CMYK** 50:50:50:20  
**RVB** 120:105:100  
**WEB** #786A65

Always contact the design and production team before using this secondary colour palette. These colours have been chosen to work in harmony with the primary palette while not competing with it. They are not intended to illustrate a specific department, region or activity. We would recommend using them sparingly, mainly for publications projects such as technical manuals that require a larger colour palette to develop, tables, charts, illustrations, etc. Also, try to be consistent in your choice by using colours from the the same shade – see examples on right.



**International first aid and resuscitation guidelines 2011**

For National Society First Aid Programme Managers, Scientific Advisory Groups, First Aid Instructors and First Responders

[www.ifrc.org](http://www.ifrc.org)  
Saving lives, changing minds.

 International Federation of Red Cross and Red Crescent Societies



**Public awareness and public education for disaster risk reduction: a guide**

[www.ifrc.org](http://www.ifrc.org)  
Saving lives, changing minds.

 International Federation of Red Cross and Red Crescent Societies



**PANTONE** 109C  
**CMYK** 0:15:100:0  
**RVB** 255:210:0  
**WEB** #FFD200



**PANTONE** 1655C  
**CMYK** 0:85:100:0  
**RVB** 255:80:20  
**WEB** #FF5113



**PANTONE** PR.CYAN  
**CMYK** 100:15:0:0  
**RVB** 0:160:220  
**WEB** #009DDB



**PANTONE** 303C  
**CMYK** 100:75:50:50  
**RVB** 0:50:70  
**WEB** #003045



**PANTONE** 378C  
**CMYK** 65:45:100:30  
**RVB** 85:95:30  
**WEB** #545F1D



**PANTONE** 376C  
**CMYK** 50:0:100:0  
**RVB** 140:210:00  
**WEB** #8FD400



**PANTONE** 519C  
**CMYK** 70:90:35:22  
**RVB** 90:50:95  
**WEB** #5C3160



**PANTONE** 226C  
**CMYK** 15:100:20:0  
**RVB** 210:0:115  
**WEB** #D40072

# COLOUR PALETTE

B.1

## Online FedNet colour palette

The FedNet colour palette has been developed as part of the IFRC's web relaunch process. All of the chosen colours have a specific intent. You can get more information by contacting our FedNet Senior officer or consulting the IFRC's web guidelines.



**WEB** #EE3224  
IFRC CORPORATE RED



**WEB** #00447C  
FEDNET BLUE



**WEB** #5C3160  
COMMUNITIES GREEN



**WEB** #DDBE7E  
BOXES CREAM 01



**WEB** #F1E3C5  
BOXES CREAM 02



**WEB** #E5B53B  
NEWS AND EVENTS  
YELLOW



**WEB** #7A1600  
RESOURCES AND  
SERVICES CHOCOLATE



## Primary/external typefaces

Helvetica Neue, used in the logotype, is the IFRC's primary typeface. It has straightforward, clean and legible qualities with a modern and accessible appearance.

As a contemporary serif font, Caecilia, our secondary typeface is clear and legible. We have three weights: bold, regular and light. A maximum of two weights can be used at one time and the available combinations are:

- **Bold and light**  
(for use in black text)
- **Bold and regular**  
(for use with text in colour).

We recommend the use of Helvetica Neue for headings and Caecilia for body text.

### Legibility

With Caecilia, all text should be set to a minimum size of 9 pt to ensure legibility. The colour of all texts should be carefully considered to ensure that there is sufficient contrast against the background.

Generous leading (space between lines of text) that is a minimum of 3 pt greater than the type size should be applied to further aid legibility. For example, the leading for 9 pt text is 13 pt (9/13).

## Helvetica Neue LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.-'“&%?!

*Helvetica Neue LT Std 35 Thin*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.-'“&%?!

*Helvetica Neue LT Std 55 Roman*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890,.-'“&%?!**

*Helvetica Neue LT Std 85 Heavy*

## Caecilia LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.-'“&%?!

*Caecilia LT Std 45 Light*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.-'“&%?!

*Caecilia LT Std 55 Roman*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890,.-'“&%?!**

*Caecilia LT Std 75 Heavy*

## Secondary/internal typeface

When the correct typefaces are not available, Arial may be used. When using Arial, the same guidelines on legibility apply.

This includes reports that may be produced in MS Word for external audiences. Even if you have Caecilia and Helvetica Neue installed on your computer, when sending a Word document by email (or any attachment originating in a Microsoft® Office software application including Power Point), please use Arial, otherwise the recipient may not be able to read your attachment correctly. If you wish to email a document using Caecilia and Helvetica Neue, it is necessary to create a PDF before sending.

We also use Arial for our web tools (public website, FedNet and DMIS).

## Arial

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890,.-"“&%?!

*Arial Regular*

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890,.-"“&%?!**

*Arial Bold*

## Note: Tagline typeface

For our tagline “Saving lives, changing minds”, Helvetica Rounded Bold or Arial Rounded Bold must be used. This typeface can only be used for this purpose. We have chosen it to highlight our tagline and support Strategy 2020 and its objectives. Please do not use these rounded fonts elsewhere in your documents.

# STATIONERY

B.3

26

## 01. General stationery

General stationery includes letterhead, envelopes, business cards, fax transmission cover sheet, mailing labels and compliment cards.

### Ordering systems and templates

All general stationery items can be ordered through our administration department. You can also access templates in the IFRC Microsoft® Word templates menu (see “My templates”).

The following pages contain examples of the layout of IFRC general stationery for both the secretariat in Geneva and the zones.

You can also request templates for specific use through our design and production team (see contact page).

Communication and administration focal points in the field can secure tools and guidance from the Design and production team to enable the local development and ordering of their stationery.



## Business card

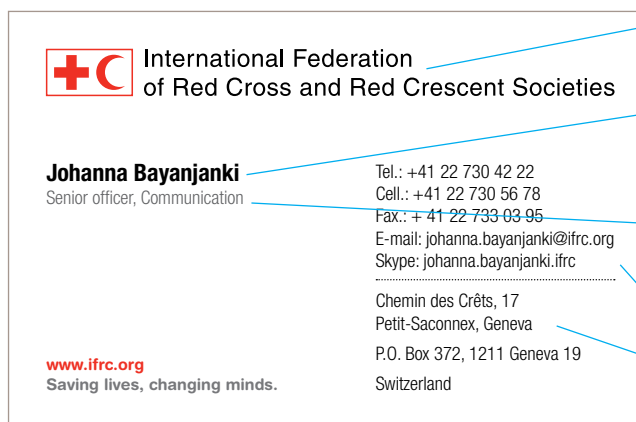
The figure on the right describes the typographical and colour specifications for IFRC business cards. In order to ensure consistent language in the title, please refer to the IFRC style guide for writing English (also available in French and Spanish). Business cards should be produced for individual staff members only, not a generic department.

Cards are printed on both sides, one language per side.

Information on your business card should include your name, title, and standard contact details. You can also include your Skype name, but please ensure that your Skype name is appropriate for professional business use.

You can order business cards by filling in the online form and sending it to our administration department (available via the “My templates” menu in MS Word).

Communication and administration focal points in the field can secure tools and guidance from the Design and production team to enable the local development and ordering of their stationery.



English side



Spanish side

Federation logotype, 75mm width

Name set in Arial condensed bold or Helvetica 77, 9pt, left justified, in black

Position/title set in Arial condensed regular or Helvetica 47, 9pt, left justified, in Pantone®410

Contact and address details set in Arial condensed regular or Helvetica 47, 7pt, right justified, in black

Tagline as mentioned in part 2, section 2.2. No other visual or logo may be used on official IFRC business cards.

# STATIONERY

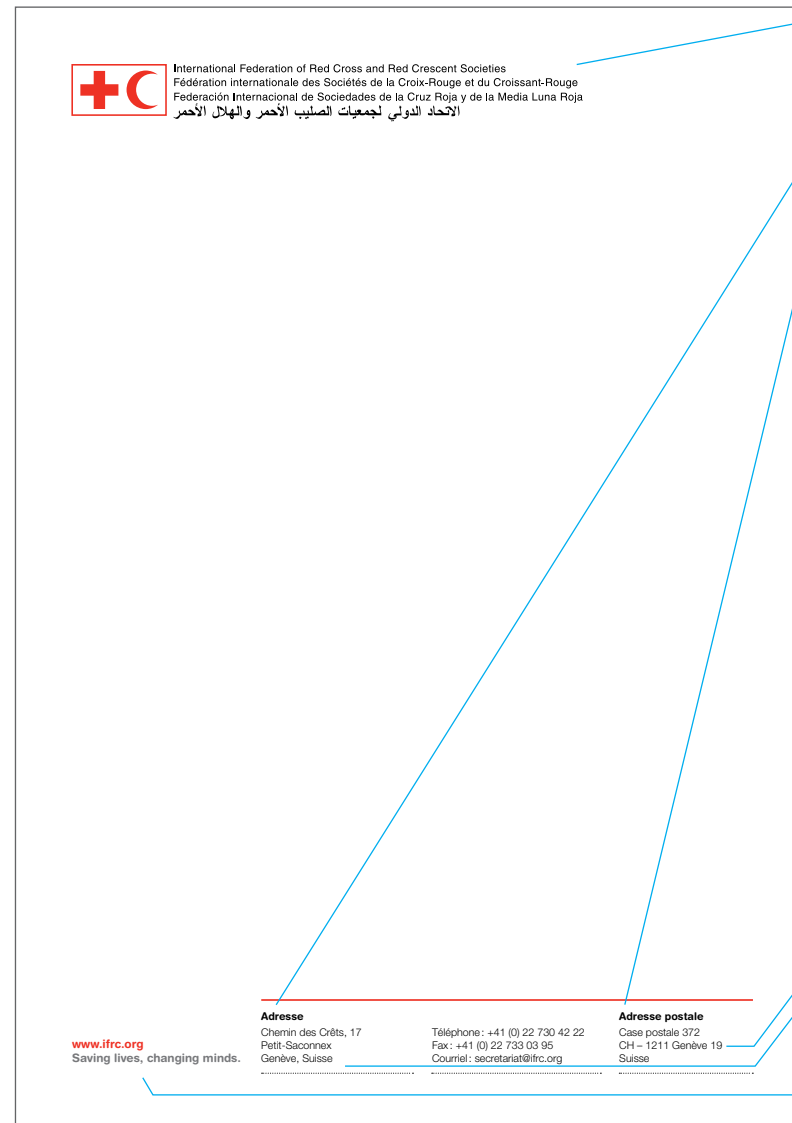
B.3

28

## Letterhead

The model on the right describes the typographical and colour specifications of our official letterhead. In order to ensure consistent language, please refer to the IFRC style guide for writing English also available for French and Spanish).

Letterhead is printed on Antalis Evolve office, 80g.



IFRC logotype, 136 mm width

Address and Postal address titles set in Arial rounded bold or Helvetica rounded bold, 8 pt, left justified, in black

Plain line is 1.25 pt, Pantone© 485  
Dotted line is 0.75 pt, black

Address and Postal address contents set in Arial regular or Helvetica 55, 8 pt, left justified, in black

Tagline as mentioned in part 2, section 2.2. No other visual or logo may be used on official IFRC letterhead.

Scale = 1:2 (ratio)

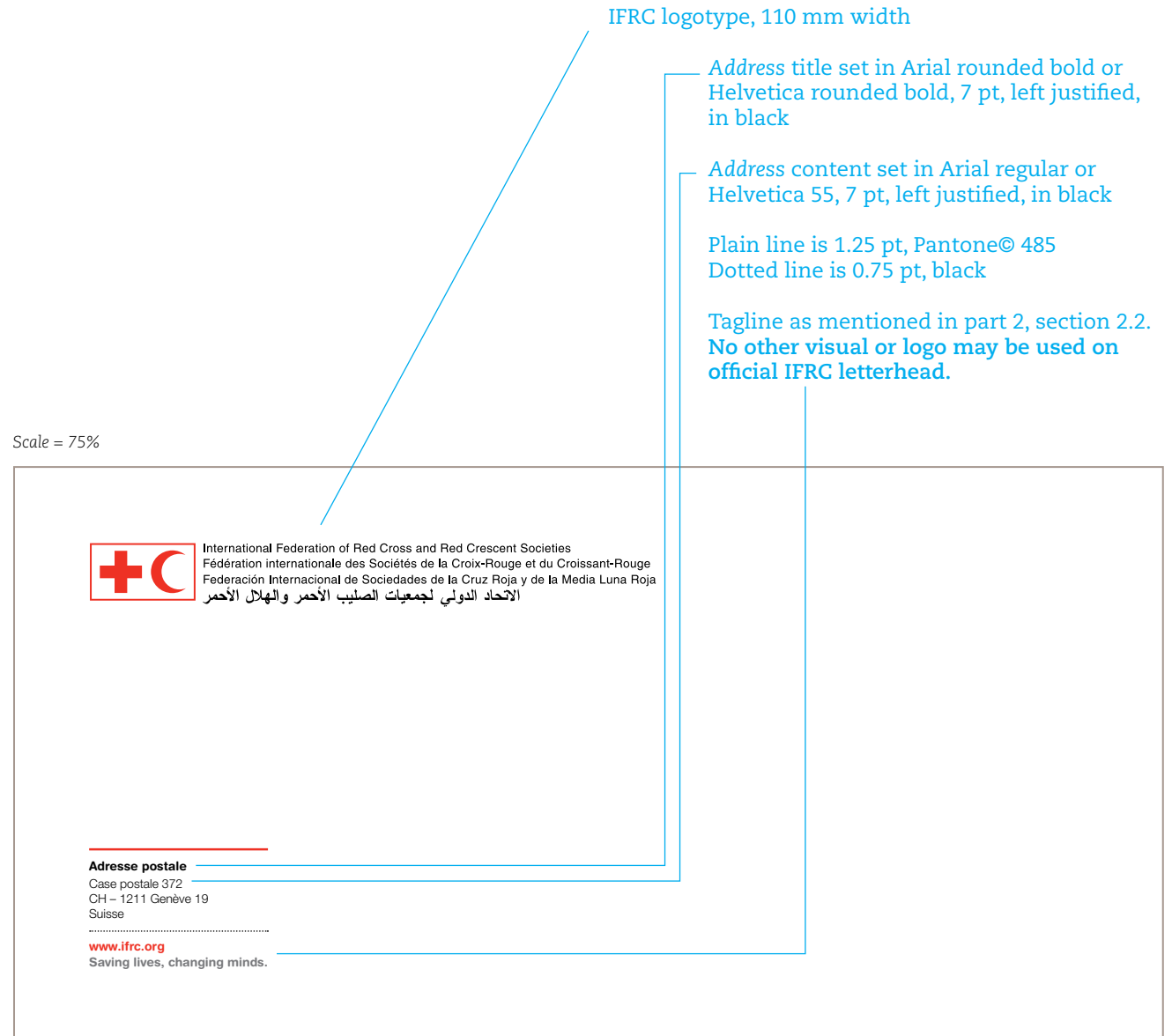


## Envelopes

The model on the right describes the typographical and colour specifications for IFRC envelopes. In order to ensure consistent language, please refer to the IFRC style guide for writing English (also available in French and Spanish).

Note: There are three official sizes for IFRC envelopes:

- C5/6 – 229mm x 114mm
- C4 – 324mm x 229mm
- C5 – 229mm x 162mm



# STATIONERY

B.3

## 30 Various office stationery and supplies

**International Federation of Red Cross and Red Crescent Societies**

**GIFT CERTIFICATE**

Information on it may concern

International Federation of Red Cross and Red Crescent Societies, certify hereby that material indicated below is to be used for humanitarian purposes:

Value for customs purpose only

CHF: No commercial value (Not designed for re-use)

www.ifrc.org

International Federation of Red Cross and Red Crescent Societies

Fédération internationale des Sociétés de la Croix-Rouge et du Croissant-Rouge

Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja

الاتحاد الدولي لجمعيات الصليب الأحمر والهلال الأحمر

Adresse postale  
Case postale 372  
CH - 1211 Genève 19  
Suisse  
www.ifrc.org  
Saving lives, changing minds.

**International Federation of Red Cross and Red Crescent Societies**

**FAX**

Urgent /  Normal

Date \_\_\_\_\_ Pages (including this) \_\_\_\_\_

Our file ref. \_\_\_\_\_ Re. \_\_\_\_\_

**From** \_\_\_\_\_ **To** \_\_\_\_\_

Department \_\_\_\_\_ Company \_\_\_\_\_

Tel. \_\_\_\_\_ Tel. \_\_\_\_\_

Fax \_\_\_\_\_ Fax \_\_\_\_\_

**Shipping method:**  
 Air Freight:  Cost in CHF  
 Fret sécurisé – inspection/itfrage non obligatoire  
 1<sup>st</sup> class mail:  Cost in CHF  
 2<sup>nd</sup> class mail:  Cost in CHF  
 TNT :  Cost in CHF

Signature of department sending shipment \_\_\_\_\_ Date : \_\_\_\_\_

Signature of mail office \_\_\_\_\_ Date : \_\_\_\_\_

For further information on shipping, please contact:  
**IFRC mail office:** Tel.: +41 22 730 4387 - Email: raphael.jimenez@ifrc.org

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International Federation of Red Cross and Red Crescent Societies

**International Federation of Red Cross and Red Crescent Societies**

**SHIPPING ORDER**

Addressee Route	Contents of shipment and type of packaging	Number of packages	Gross weight	Value for customs CHF

**Buying insurance for a shipment:**

Shipments valued at less than 20,000 CHF are automatically insured at no cost. When the goods being shipped have a value of 20,000 CHF or more, contact the Insurance Unit to arrange insurance coverage for the shipment.

**Department sending shipment:**

Account Number: \_\_\_\_\_  
 Project/Cost Centre: \_\_\_\_\_  
 Activity Code: \_\_\_\_\_  
 ILM Code: \_\_\_\_\_

Signature of department sending shipment \_\_\_\_\_ Date : \_\_\_\_\_

Signature of mail office \_\_\_\_\_ Date : \_\_\_\_\_

For further information on shipping, please contact:  
**IFRC mail office:** Tel.: +41 22 730 4387 - Email: raphael.jimenez@ifrc.org

www.ifrc.org Saving lives, changing minds.

International Federation of Red Cross and Red Crescent Societies

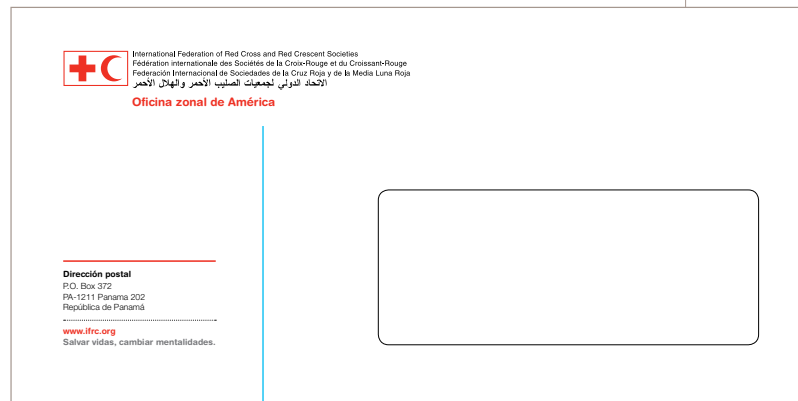
From left to right:  
expedition stickers,  
agenda, fax form  
and shipping order  
templates.

# STATIONERY

## Field stationery

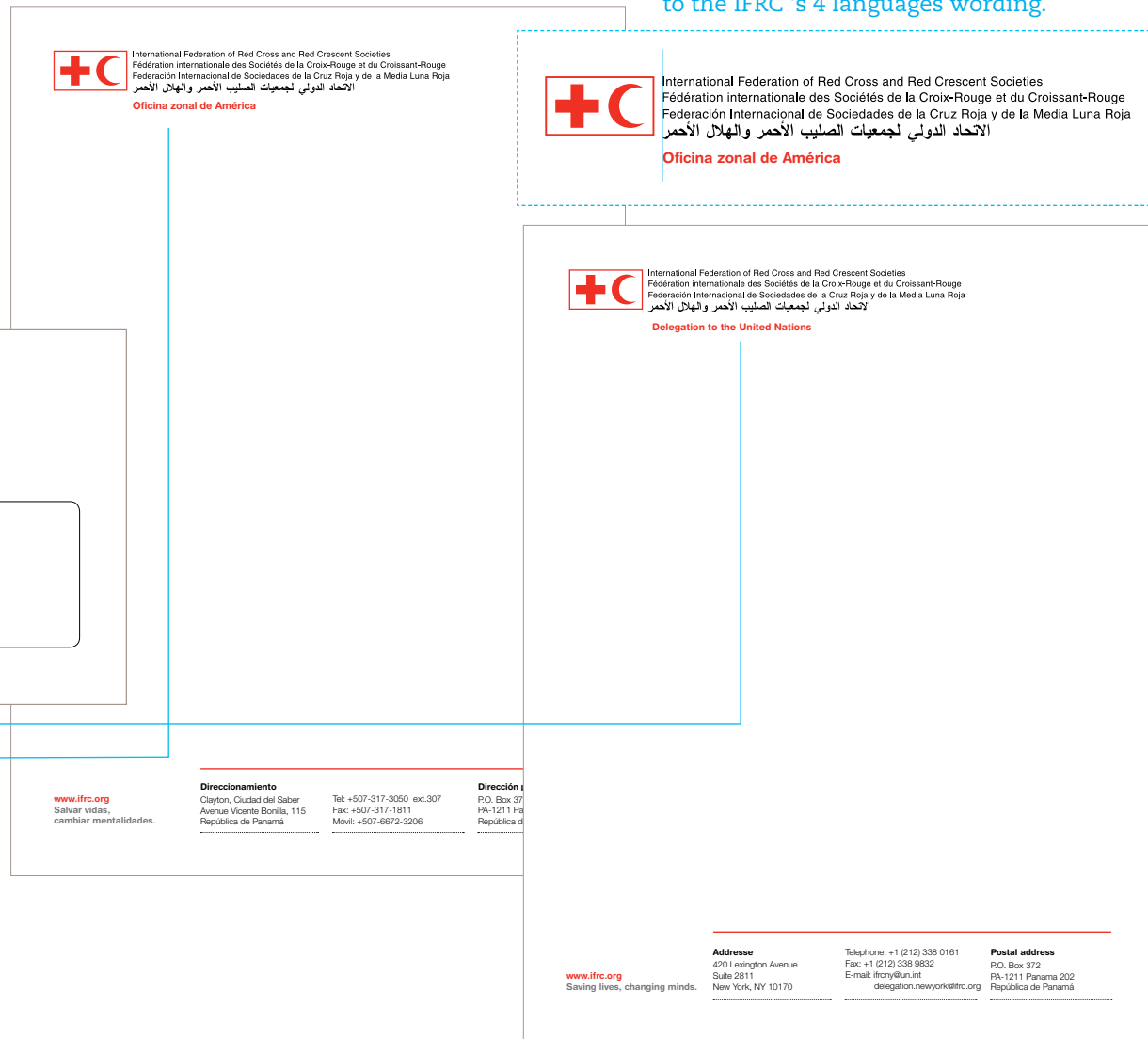
Examples of local adaptation of letterhead and stationery are provided here. Requirements stay the same except for paper size which follows the official size used in the country (i.e. our New York delegation to UN has a US standardized size).

A red font line specifies the name of the local office.



Zone office/delegation name set in Arial bold or Helvetica 85 heavy, 9.5 pt, left justified, in red Pantone® 485

Tagline as mentioned in part 2, section 2.2. Can be adapted to the most frequent language used locally.



# PUBLICATIONS – OVERVIEW

Specifications are outlined in this section to ensure that all IFRC publications are consistent in presentation, while allowing for design flexibility. Four families of print publications have already been developed by the IFRC:

- 1. **Internal/external publications** such as media pack, appeals, advocacy report, etc.
- 2. **Training, educational and technical publications** (i.e guidelines)
- 3. **Knowledge sharing** (i.e newsletter, case study, etc.)
- 4. **Corporate publications** such as the Annual report, *World Disasters Report* and special publications.

A consistent and recognizable appearance and approach is achieved through:

- standard sizes (portrait or landscape). IFRC publications use ISO standards (see [www.printernational.org](http://www.printernational.org))
- a consistent page structure for the cover and inside pages
- the use of a page grid throughout the document and colours (see section 3.5, pages 33 to 37)
- fonts/typefaces: use of the specified fonts/typefaces for headings and body text (see page 28)
- photographs: the use of photos creates a feeling of unity in our visual communication. Only use photos of high quality and that are relevant to the topic.

The use of standardized page sizes is a key requirement to achieve a consistent visual identity. IFRC publications use ISO standards within the A series (see below). The two main sizes used are A4 (210 x 297mm) and A5 (150 x 210mm). Requests for any non-standard page formats will be examined on a case-by-case basis. Non-standard sizes are likely to incur additional costs.

### A series formats (size in millimetres)

- A0 – 841 × 1189
- A1 – 594 × 841
- A2 – 420 × 594
- A3 – 297 × 420
- A4 – 210 × 297
- A5 – 148 × 210
- A6 – 105 × 148
- A7 – 74 × 105
- A8 – 52 × 74
- A9 – 37 × 52
- A10 – 26 × 37

The design and production team is available to support, advise and review your publication projects to ensure that they meet the IFRC’s visual identity guidelines.

# PUBLICATIONS – OVERVIEW

## Creating printed collateral

To create on-brand visual materials that meet our guidelines for consistent visual communication, the following rules should be adhered to:

- logo always appears in bottom right corner
- tagline always appears in bottom left corner (see section 2.2, page 16)
- never use drop shadows on text or imagery
- a grid divided into six verticals and ten horizontals is used to determine where image and text are positioned
- a keyline can be used under main headings
- secondary text elements such as dates and issue numbers are aligned with the title
- the scale of text is dynamic: emotive narrative text is large, informative text supports large narrative and is smaller
- the title colours play with two tones of the same colour range and font weights

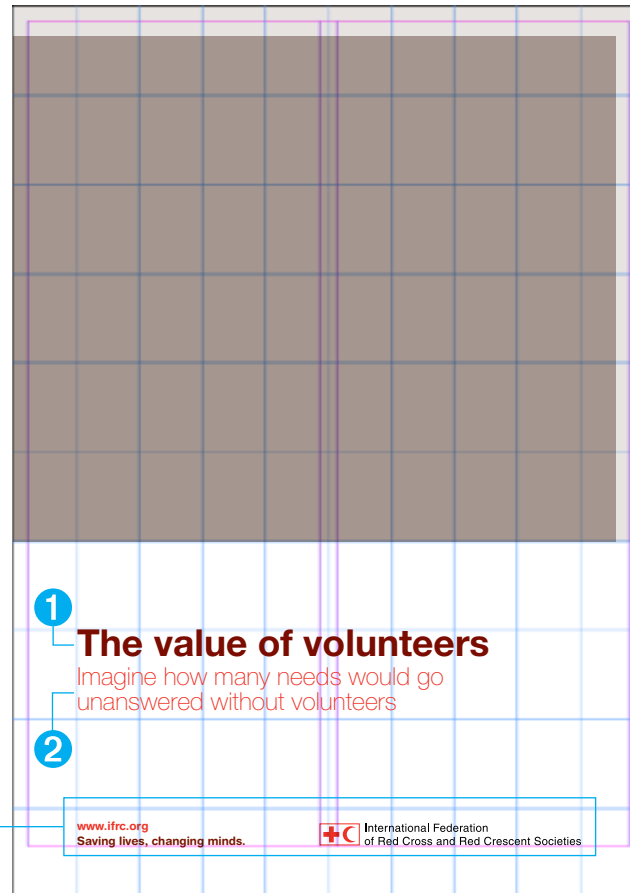
The rules established on the following pages can be applied to formats from A3 to A6.

See pages 26 and 27 for colour palettes.

Alignment of logo and tagline according to specifications on p.17 : both are aligned on bottom margin.

### A4 – advocacy report

- 1 **Title:** Helvetica Neue 75  
36 pt, leading 36 pt, P483
- 2 **Subtitle:** Helvetica Neue 75  
24 pt, leading 24 pt, P485
- 3 **Dates or subtitle (if needed):** Caecilia 55 Roman, 18 pt, leading 18 pt, P410



### A4 – technical manual

- 1 **Title:** Helvetica Neue 75  
36 pt, leading 36 pt, secondary colours palette
- 2 **Type of publication:** Helvetica Neue 75  
24 pt, leading 24 pt, secondary colours palette  
Note: Title and subtitle have to be complementary colours (i.e light green/dark green)
- 3 **Dates or subtitle (if needed):** Caecilia 55 Roman  
18 pt, leading 18 pt, P410



# APPEALS AND EMERGENCY OPERATIONS

B.4

34

To obtain Microsoft Word® templates for letterhead, news releases and appeals, please contact our design and production team or go to FedNet:

<http://bit.ly/wWgYY1>

## Disaster services / Performance and evaluation

**www.ifrc.org**  
Saving lives,  
changing minds.

**Cote d'Ivoire: Population movement  
Emergency appeal**

International Federation  
of Red Cross and Red Crescent Societies

**n° MDRPK006**

**in brief**  
Preliminary Emergency Appeal  
n° MDRPK006  
GUIDE n° FL-2010-000141-PAK

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**1. To view the attached  
Preliminary Emergency  
Appeal Budget.**  
**2. To link to a map  
of the affected area.**  
**3. To view contact details.**

**Emergency Appeal  
Budget and map below**  
Click here to return  
to the page

**Alan Bradbury (head of resource mobilization and PMER unit)**  
phone: +603 9207 5775, email: alan.bradbury@ifrc.org  
**For media enquiries: Patrick Fuller (acting area communications manager)**  
mobile: +6012 387 0829, email: patrick.fuller@ifrc.org

**Please send all funding pledges to: [zonern.asiapacific@ifrc.org](mailto:zonern.asiapacific@ifrc.org)**

Disaster services – Emergency appeal

**www.ifrc.org**  
Saving lives,  
changing minds.

**Long Term Planning Framework  
Name of business group  
2012-2015**

International Federation  
of Red Cross and Red Crescent Societies

**n° MDRPK006**

**in brief**  
Preliminary Emergency Appeal  
n° MDRPK006  
GUIDE EP-2010-000146-PHL

**itsa videm dolorum rem ea sita vel ma pratur  
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**1. To view the attached  
Preliminary Emergency  
Appeal Budget.**  
**2. To link to a map  
of the affected area.**  
**3. To view contact details.**

**Emergency Appeal  
Budget and map below**  
Click here to return  
to the page

**Alan Bradbury (head of resource mobilization and PMER unit)**  
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mobile: +6012 387 0829, email: patrick.fuller@ifrc.org

**Please send all funding pledges to: [zonern.asiapacific@ifrc.org](mailto:zonern.asiapacific@ifrc.org)**

Performance and evaluation – Long-term planning framework



## Public communication

Media pack

### World Malaria Day

Press release

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**Beating malaria with protective nets and community campaigns**

19 April 2010

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**Those who are already the most vulnerable are likely to suffer the greatest impact**

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[www.ifrc.org](http://www.ifrc.org)  
Saving lives, changing minds

**International Federation of Red Cross and Red Crescent Societies**

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and settlements programme, please contact:

Paul Connolly  
E-mail: paul.connolly@ifrc.org  
Phone: +41 22 730 62 41  
Fax: +41 22 730 30 19

[www.ifrc.org](http://www.ifrc.org)  
Saving lives, changing minds.

## Red square and “Media pack” in the circle.

Media pack

### Myanmar Cyclone Nargis

Questions and answers

---

**One year commemoration**

19 April 2010

**How are the survivors coping one year after the disaster?**

- While much has been achieved, major challenges remain.
- Red Cross Red Crescent has reached more than one million survivors with relief, social support, water, improved housing and cash-for-work activities.
- Through cash-for-work projects, beneficiaries can earn income while participating in projects such as repairing roads, ponds and jetties or cleaning up the environment.
- Others will receive livelihood assets to re-establish their paddy fields, fishing boats

**What are the major challenges today?**

The lack of clean water is a major challenge, especially now during the dry season. The situation will improve when the monsoon starts in late May. In some water-poor areas, the start of dry season is expected to pose an ongoing challenge.

While considerable progress has been made in the provision of shelter, approximately 20 per cent of the most affected families, that is more than 100,000 families, still live in very basic temporary structures.

Stress and trauma continue to be experienced, especially among those who have lost their relatives and livelihoods. A small amount of aid or a slight uptick of wind can still cause serious problems.

Many survivors have incurred debts. Following Cyclone Nargis, they borrowed money to buy a new boat, a new business, seeds to plant or simply to meet their basic needs.

**Could you elaborate on the water situation and how are you responding?**

- Water ponds and water catchment systems in the Ayeyarwady Delta were destroyed by Cyclone Nargis and many were not repaired before the dry season. This means that there was no significant storage of water in the villages, and hence the deficit.
- Each year during the dry season fresh water recedes and salty water flows into the delta. This forces people to travel further from their homes to get clean water.
- The Red Cross Red Crescent still has five water treatment plants producing 35,000 litres of purified water daily. This is then distributed to almost 6,000 households (200,000 people).
- Aid agencies are collaborating well together to distribute clean water, buckets, purification tablets and to repair water facilities.
- The water shortage will improve during the monsoon season, but only around 50 per cent of catchment systems have been repaired, meaning that the challenge

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[www.ifrc.org](http://www.ifrc.org)  
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**International Federation of Red Cross and Red Crescent Societies**

Media pack

### Through albino eyes

Fact and Figures

---

**The Great Lakes albino crisis in figures**

20 October 2009

**\$75,000**  
Tanzanian police estimate of the value of witch doctors of a complete set of albino body parts, including all four limbs, genitals, ears, nose, and tongue.

**\$4,000**  
Amount raised by a local agency organized by the Tanzania Red Cross in Kigoma to assist abandoned albino children – all from private contributions by Red Cross volunteers and other local humanitarian workers.

**250**  
Number of individuals in Kigoma who contributed.

**\$246,000**  
Amount the Tanzania Red Cross is appealing for now to expand humanitarian work in Burundi and Tanzania (44 of them in Tanzania).

**7,000**  
Albino in Tanzania who have voluntarily registered with the authorities.

**1,000**  
Estimated minimum figure for albino population in Burundi.

**56**  
Official number of albino who have been killed by hunters over the past two years in Burundi and Tanzania (44 of them in Tanzania).

**300**  
Estimated minimum number of albino children and teenagers who are still sheltering in special schools in Tanzania or sanctuaries established by the police in Burundi and served by the Red Cross. (Includes 152 known to be in schools in Tanzania.)

**14**  
Number of different villages in Tanzania's Kigoma region from which albino children have fled to the Kabanga shelter in the last two years.

**\$15**  
Cost of a potentially life-saving wide-brimmed hat for an adult albino.

Download the full publication related to this article on [www.ifrc.org](http://www.ifrc.org)

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**International Federation of Red Cross and Red Crescent Societies**

# EXTERNAL PUBLICATIONS



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## Advocacy reports

These examples show how a variety of layouts can be generated using the same grid and elements. No secondary colours are used for background, borders or fonts on these examples. The layout is kept clean and simple. This approach is suitable for corporate literature such as advocacy reports or reviews. These are

our most visible publications externally and so they must use our primary corporate colour palette. The same principles apply for knowledge sharing and advocacy reports produced in sizes from A4 to A6.

**Haiti earthquake 2010**  
Two-year progress report

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**The Red Cross Red Crescent approach to Promoting a culture of non-violence and peace**

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**Transformation towards a CNV+P:**  
Component 2: Violence prevention, mitigation and response

21,658  
19,000  
2,000  
85  
158.6 million Swiss Francs

**Shelter**

178,645  
67,251  
4,511

International Federation of Red Cross and Red Crescent Societies

**Respectful: Violence and Abuse Prevention Programme Educator Canadian Red Cross**

DJ Joseph  
Respected: Violence and Abuse Prevention Programme Educator  
Canadian Red Cross

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## Newsletters

#02  
February 2011

## Africa reportage

The newsletter from IFRC Africa zone

p.02 **A word from the Director** | p.03 **Strategy 2020 in action** Population movement in West Africa – Protecting the population from polio – A universal approach to malaria in Malawi – Seeking a peaceful referendum in Southern Sudan | p.04 **In Africa right now** | p.05 **Together for action** – African Leaders renew commitment to developing Movement partnerships – BNS initiative forges walking partnerships between North and South | p.06 **In numbers** | p.06 **Diary** | p.08 **Humanitarian diplomacy in action** – Profiling volunteer action leads to land donation – Leading thinkers debate MDGs beyond 2015 | p.07 **Working together** – Senegal River | p.07 **Working in partnership** – external donor news | p.08 **Promoting our principles** – humanity



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N°09  
February 2011

## FedLife magazine

The bi-monthly IFRC staff magazine

p.2 ... **worth more than a thousand words** | p.2 **2011 and the year of volunteers and volunteering** | p.3 **Profiles** Carmen Ferrer, shelter coordinator • Dr Mohammed Al Masdeed, IFRC vice president for Asia Pacific | p.4 • **One-minute update** World AIDS Day 2010: Out of harm's way • The first DREF donor meeting | p. • **What's on your mind?** | p.6 **In brief** | p.7-8 **Latest news from the field** Africa leadership forum • Breaking the cycle of urban vulnerability • Law and saving lives in disasters tops agenda • Millions affected by six natural disasters • Aiming for DREF recognition • Response to Hurricane Tomas | p.9 **My blog spot** My new passion: IT in humanitarian aid • Pictures from Kolontár



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#05  
February 2011

## Asia Pacific Voices

A newsletter of the International Federation of Red Cross and Red Crescent Societies Asia Pacific zone

**Contents** – p.02 **Volunteering**: A force for social change | p.03-05 **News from the zone office** | p.06 East Asia | p.07-09 Pacific | p.11-12 South Asia | p.13-14 South-East Asia



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## Case study and fact sheet

The IFRC's primary colour palette should be used.

**Disaster  
Laws**

### Fact sheet: regulatory barriers to shelter

Meeting emergency and transitional shelter needs

#### Shelter after disasters: untying the regulatory knots

In November 2011, the state parties to the Geneva Conventions and the International Red Cross and Red Crescent Movement will come together to discuss the key humanitarian issues of the day at the 31<sup>st</sup> International Conference of the Red Cross and Red Crescent. High on their agenda will be how to resolve regulatory barriers to providing emergency and transitional shelter to those displaced by disasters.

and other humanitarian partners have been faced with questions such as:

- How can the use of land be obtained and assigned quickly and effectively to provide temporary housing for displaced persons?
- How can delays in implementing shelter solutions due to ownership clarification or compliance with construction or planning approval procedures be reduced?
- How can equity be ensured in shelter assistance efforts, including as between recognized property owners and non-owners (e.g. renters and squatters) and between men and women?
- What support should be provided to persons who lack formal documentation or recognized title to homes that have been destroyed?

Our lack of ready answers contributes to the sustained suffering of disaster-affected persons. So what can be done?

#### Examples from the field

**Fast-track procedures speed recovery: the experience of Chile**

In February 2010, an earthquake measuring 8.8 on the Richter scale struck Chile and unleashed a tsunami causing additional damage. Over 200,000 homes were destroyed and over 800,000 people displaced. Finding shelter solutions for so many raised significant legal and regulatory challenges. As noted by Martin Bravo, Head of Property Purchases for the Chilean Ministry of National Property, "All reference points have disappeared...it is very difficult to finalize land titles when everything is upside down". A new act was passed in Chile in August 2010, which accelerated the process for regularizing land titles for small properties in both rural and urban areas. What was normally a two year process was cut down to six months for those urgently requiring shelter assistance following the earthquake and tsunami.

**Member of the Chilean Red Cross working in the recovery of the country after the earthquake.**



#### Why focus on this issue?

In the immediate aftermath of major disasters, such as the 2010 earthquake in Haiti and floods in Pakistan, huge numbers – even millions – of persons can be displaced at once. This is not just a national crisis for the governments concerned, but an ongoing personal crisis for each affected family. While permanent solutions are developed, providing people with immediate and transitional shelter is critical to keeping them healthy and able to rebuild their lives.

Yet, very often, regulatory issues stand in the way. Over and over again, governments, Red Cross and Red Crescent Societies

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**case  
study**

### Haiti earthquake – 2 years Livelihoods



#### Connecting the camp

Mackenson St Louis, 26, lives at the La Piste transitional shelter site, home to dozens of families from Haiti's deaf community. With the help of an IFRC livelihoods grant Mackenson has transformed half of his transitional shelter into a thriving cyber café.

With nearly 70% of the population already living below the poverty line, the January 2010 earthquake dealt a massive blow to Haiti's fragile economy. Businesses, equipment, materials and stocks were destroyed and households lost their breadwinners, savings and homes, leaving many families with no source of income.

Assessments have shown that income levels in Haiti now are between 10 and 50 per cent of pre-earthquake levels and Haitians have consistently prioritized the chance to earn an income over more immediate needs such as food and money. People want help to restart businesses and find employment, rather than handouts from aid agencies, and job creation features prominently in the Haitian Government's plans.

However rebuilding a country's economy takes years and while this process takes place, Red Cross will support thousands of families to restart their own household incomes through job creation, cash grants, business support and training opportunities.

"I set up a cyber café because I learned about computers at school. I really like the internet. I can be in contact with the entire world and express myself as I want to" he continued.

With just 2 laptops and a generator, Mackenson has already made a name for himself in the community.


"I opened in March and I typed up files and posted them all over the camp here. The files worked, everyone here knows about the cyber café. I get about 20 or 30 customers a day but I only have two laptops so people have to queue up and wait".

**Fact box**

- Haiti ranks 145 out of 189 countries on the human development index, which measures life expectancy, literacy, education and standards of living<sup>1</sup>
- More than 69.0 per cent live below the poverty line.

1. <http://hdrstats.undp.org/en/countries/profiles/HT.html>

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**Shelter  
Cluster**

### The Shelter Cluster – The shelter coordination team (SCT)



#### Summary

At the 2005 General Assembly, the International Federation of Red Cross and Red Crescent Societies (IFRC) committed to convening the Shelter Cluster after natural disasters. Over the following six years, the IFRC deployed the Shelter Cluster to nearly twenty disaster response operations worldwide.

The following case study outlines the IFRC's role as convener of the Shelter Cluster through an examination of the cluster system and the Shelter Cluster's key coordination mechanism, the SCT.

**Inclusive list of all ISASC members:**  
 American Council for Voluntary International Action (Acter Action)  
 Food and Agricultural Organization (FAO)  
 International Committee of the Red Cross (ICRC)  
 International Council of Voluntary Agencies (ICVA)  
 International Federation of Red Cross and Red Crescent Societies (IFRC)  
 International Organization for Migration (IOM)  
 Office of the High Commissioner for Human Rights (OHCHR)  
 Office of the Special Rapporteur on the Human Rights of Internally Displaced Persons (OH on HR of IDP)  
 Steering Committee for Humanitarian Response (SCHR)  
 United Nations Children's Fund (UNICEF)  
 United Nations Development Programme (UNDP)  
 United Nations High Commissioner for Refugees (UNHCR)  
 United Nations Human Settlements Programme (UN-HABITAT)  
 United Nations Office for Coordination of Humanitarian Affairs (OCHA)  
 United Nations Population Fund (UNFPA)  
 World Bank  
 World Food Programme (WFP)  
 World Health Organization (WHO)

#### Humanitarian Reform

The Inter-Agency Standing Committee (IASC) is the primary mechanism for inter-agency coordination of humanitarian assistance. It is a unique forum involving the key humanitarian partners. Its membership includes various UN agencies, the IFRC, the International Committee of the Red Cross and the main NGO consortia.

The Humanitarian Reform was adopted by the Inter Agency Standing Committee (IASC) following a 2005 review of international responses to humanitarian emergencies, known as the Humanitarian Response Review.

The Humanitarian Reform seeks to improve the effectiveness of humanitarian response by ensuring greater predictability, accountability and partnership. It is an ambitious effort by the international humanitarian community to reach more beneficiaries, with more comprehensive needs-based relief and protection, in a more effective and timely manner.

#### The Cluster Approach

The cluster approach is a component of the Humanitarian Reform. It was designed as a way of addressing gaps and strengthening effectiveness in support of the host government. By clarifying the division of labour, and better defining organisations' roles and responsibilities, the cluster approach helps ensure predictability and accountability, and creates a more structured, accountable and professional system.

At country level, the number, type of clusters activated, as well as the lead organisation is determined by the humanitarian country team. The table on next page outlines the clusters and their leads at the global level.

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# TRAINING PUBLICATIONS

## Training, educational and technical manuals

These examples show how a variety of layouts can be generated using the same grid and elements. Examples of the use of four colour imagery with colours from the secondary colour palette are shown. The same principles apply to training, educational and technical

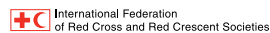
documents produced in sizes from A4 to A6. Use this grid mainly for technical reports and training materials for internal audiences (i.e Movement).



## International first aid and resuscitation guidelines 2011

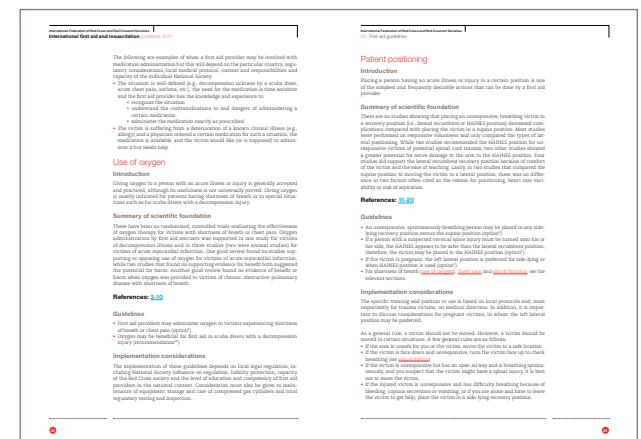
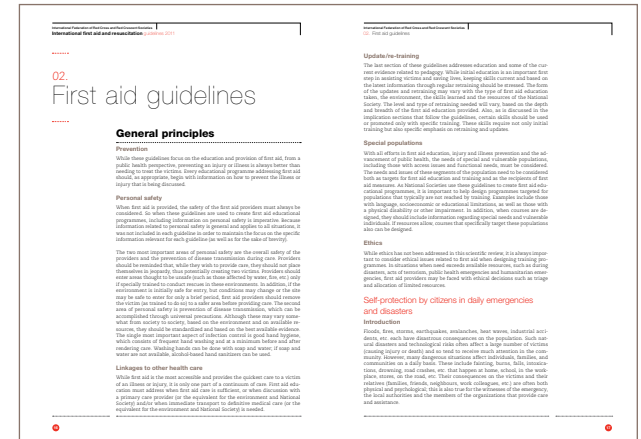
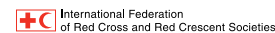
For National Society First Aid Programme Managers, Scientific Advisory Groups, First Aid Instructors and First Responders

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## Public awareness and public education for disaster risk reduction: a guide

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# CORPORATE PUBLICATIONS

B.4

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## PowerPoint presentation

The sample layouts on the right show how to apply the visual identity to PowerPoint slides.

The title slide should use 26-point white bold type for the heading and 24-point dark red bold for the subtitle.

The subsequent slides should use 26-point bold type for the headings and 22-point regular weight type for the body text and bullets. **We recommend not including more than 100 words per slide.**

- **Helpful hint:** The red circle is located in the slide master. To work on the text:
  - From the «View» menu, click on “Slide master” and you can type into the circle on slides 1 and 2.
  - Once done, click on “Close master view” and continue to work on your presentation normally.
  - This will apply automatically to all slides in your presentation.

You can access templates in the PowerPoint menu under “My templates”. We have also developed a basic template for single slides. You will find them under the following naming convention:

- IFRC\_2011 presentation-language.pot  
and
- IFRC\_2011 presentation-language basic.pot

Remember to use Arial typeface in PowerPoint.





# CORPORATE PUBLICATIONS



## Annual report

International Federation of Red Cross and Red Crescent Societies

# ANNUAL REPORT 2010

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ANNUAL REPORT 2010

### A TALE OF TWO DISASTERS: HAITI AND PAKISTAN

**Haiti**  
12 January  
Earthquake

**Pakistan**  
21 July  
Monsoon floods



**Haiti**  
Location: 12 million south west of Port-au-Prince  
Population: 2 million people affected, 232,072 people dead, 1.5 million people injured  
IFRC appeal target: 100% of 100 million USD  
Appeal target recovered (as of end 2010): 71%  
ECHO deployed by IFRC: 21 (13 other national teams)  
Expected duration of IFRC operation: 7 years

**Pakistan**  
Location: 100 million people reported in the northern province of Punjab, Pakistan. The rest were mostly rural areas dependent on the rain of the monsoon  
Population: 20 million people affected, 1,800 people killed, 20 million people injured  
IFRC appeal target: 100% of 100 million USD  
Appeal target recovered (as of end 2010): 55.1%  
ECHO deployed by IFRC: 11  
Expected duration of IFRC operation: 7 years

ANNUAL REPORT 2010

and social elements that need to come together to provide a long-term solution that is acceptable to the local community. The impact of flood season is high in advanced and flooding variables had to build on ground as economic challenge is all range operating in Haiti.

The IFRC has long been committed to building back better. With adequate funding, disaster can provide an opportunity to improve infrastructure and build resilient homes, livelihoods, health care and disaster risk reduction planning in a resilient and sustainable manner. This is the idea that the IFRC and others have been promoting in Haiti. The IFRC and others have always advanced the need for long-term solutions and support the disaster authorities. They will provide comprehensive early response to the people of recovery.

approached, the Red Cross Red Crescent pre-positioned relief items for 20,000 families across Haiti and the IFRC regional support team in Pakistan.

Risk assessment and information are crucial for effective disaster preparedness and the disaster response. Red Cross Red Crescent and the IFRC had led a number of studies and assessments on disaster risk reduction, community-based disaster risk reduction, and disaster risk reduction. The IFRC and others have always advanced the need for long-term solutions and support the disaster authorities. They will provide comprehensive early response to the people of recovery.

Preparedness and risk reduction efforts continued in response and recovery of tropical cyclone Red Cross staff and volunteers were ready to be deployed, supported by teams of international staff teams in the country. It was clear that all the staff were ready to be deployed. It was clear that all the staff were ready to be deployed. It was clear that all the staff were ready to be deployed.

preved for a quiet sea and Haiti was spared another disaster.

**Sanitation: the number one threat to life**  
Just a few years ago, the Haitian authorities had only minimal resources for water and sanitation. Sanitation coverage did not meet national standards, nor to make them more acceptable. Unfortunately, the government's plan to reduce Haiti's water and sanitation problems had just begun when the earthquake struck. The Red Cross Red Crescent, working with other agencies, set efforts to provide water and sanitation on behalf of the Haitian authorities.

The need for clean, drinking water is always clearly understood. It is used for proper sanitation, for food preparation and hygiene practices can quickly be a matter of life or death. The Red Cross Red Crescent was responsible for the water and sanitation supply in emergency situations. It was exceptionally high, and advanced strength than the Haitian authorities needed.

# CORPORATE PUBLICATIONS

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## Strategy 2020 promotional posters

A1 posters developed to support Strategy 2020 communication worldwide.

**Strategic aim 01**

“Save lives, protect livelihoods, and strengthen recovery from disasters and crises.”

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**Strategic aim 02**

“Enable healthy and safe living.”

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**Strategic aim 03**

“Promote social inclusion and a culture of non-violence and peace.”

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## Corporate brochure 2012

Institutional leaflet that presents global IFRC humanitarian action.

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International Federation of Red Cross and Red Crescent Societies

**WHO WE ARE**

**THE WORLD WE LIVE IN**

**HOW WE HELP**

**Quick facts**

**Ending healthy and safe living**

**Promoting social inclusion and a culture of non-violence and peace**

# TECHNICAL SPECIFICATIONS

## Paper

The choice of paper should take into account how the publication will be used (audience, training etc.).

For advocacy reports, annual reports or case studies, we recommend using recycled uncoated paper. For technical and training materials, use semi-matte paper for covers and uncoated papers for inside pages.

The touch and feel of uncoated, natural white offset paper can accentuate the message and reinforce the visual imagery by adding texture. Uncoated paper can reproduce strikingly beautiful monochrome and full-colour pictures, and its excellent opacity allows for clear and legible reproduction of pictures, even when using thinner paper.

Semi-matte papers are strong, provide long life and support intense use. They are well-suited for training and technical materials mostly used in the field.

## Environmentally friendly papers and printing

Made from 100% recycled paper, our Geneva-based publications have a low carbon footprint. We also select our printers according to this philosophy. They use vegetable inks and recycle them. They are certified FSC, and they do not use chemical processes in the printing or recycling process during digital printing.

Environmentally friendly papers and printing processes should be used whenever possible. Similar practices should take place in the field as well.

## Paper weight and quality

### Corporate brochures and external reports

Uncoated paper – Offset should be used.  
Cover: 250g, Uncoated paper, FSC  
Inside pages: 90g, Uncoated paper, FSC

### Technical and training material

Cover: 250g/300g, Semi-matte paper, FSC  
Inside pages: 90g, Uncoated paper, FSC

### Case study and fact sheet

Uncoated paper – Offset should be used.  
150g, Uncoated paper, FSC

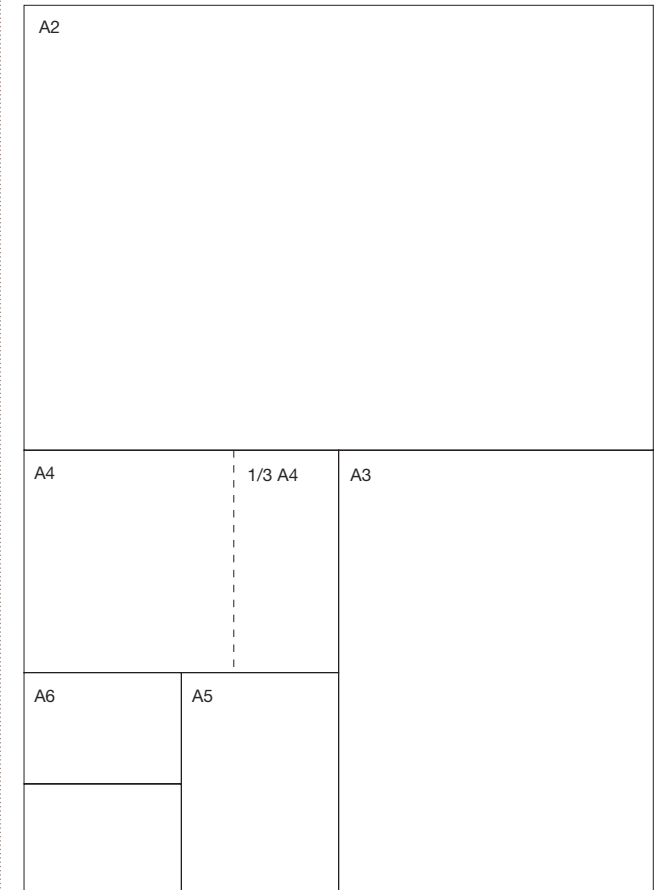
### Letterhead and stationery

Letterhead is printed on Antalis *Evolve office*, 80g.

## Paper sizes

Below are some of the standard European paper sizes which can be used:

A2 594x420mm	A3 420x297mm
A4 297x210mm	A5 210x148mm
1/3 A4 210x99mm	A6 148x105mm









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# Photography, video, web and multimedia

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# PHOTOGRAPHY + ILLUSTRATIONS

B.5

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## Photography

A strong and consistent photographic style is an essential part of our visual identity.

Photography is a dynamic and engaging way of articulating our brand. It can show not only *who we are* but also *what we do* and *for whom*.

### Guidelines for selecting photographs

Avoid the use of images that are generic and impersonal. Instead, choose images that embody a strong focus and personal view of the relevant subjects and metaphors.

Context for our photography is important, therefore we do not use cut-out imagery. Contact the design and production team or the audiovisual senior officer for guidance on photography.

Please refer to the IFRC's photography guidelines for more information on technical requirements for photography.

### Where to obtain photos

All photos in our publications are available on our online photo library which can be accessed at [www.av.ifrc.org](http://www.av.ifrc.org)

All images must be properly credited. Credits as well as captions and dates can also be found on [av.ifrc.org](http://av.ifrc.org)

Please contact our senior audiovisual officer (see contacts) to access this database online.



The images shown above and to the right demonstrate the creative approach necessary to promote the diversity and dignity of our beneficiaries and the work of the IFRC worldwide. Specifically, we emphasize a creative style that conveys our values and supports Strategy 2020.

# PHOTOGRAPHY + ILLUSTRATIONS

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## Video

### Place of video within the visual identity

Video is a key element of our visual identity as it is one way of showcasing our work and our brand. Video production has to be understood as a cross-cutting platform where many creative tools can be integrated.

### Guidelines for video production

Videos are essential in telling a story. But to be able to tell a story you need to have all the right elements. You need to think about the story that you are trying to tell before starting to film. The key element of a successful production is to know who your audience is. Technical guidelines have been developed to give you an overview of the preferred formats for filming and editing. You can get more information on this by contacting our audiovisual senior officer. You can also contact him if you need support or assistance before or during a production. All footage must be well detailed with captions and dates.

### Where to find videos

All of our videos (films and b-roll footage) are available on our online database which can be accessed at :

[www.av.ifrc.org](http://www.av.ifrc.org)

You can also view most of our film productions on our YouTube channel at [www.YouTube.com/ifrc](http://www.YouTube.com/ifrc)

A special platform for b-roll footage is also available at [www.ifrcnewsroom.com](http://www.ifrcnewsroom.com)

Please contact our senior audiovisual officer (see contacts) if you are unable to access any of these platforms.

## 01. Logo for video



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Minimum size for video use and file extension

## 02. Placement of the logo on intro screen



16:9  
720x576



4:3  
1920x1080

## 03. Title requirements

International Federation of  
Red Cross and Red Crescent Societies

### **The challenge of urban response**

Atemqui rataect otaquiae quature repera  
conseni hilles eum cor aturio

Placement and  
size of title for  
screen sizes

International Federation of  
Red Cross and Red Crescent Societies

### **The challenge of urban response**

Atemqui rataect otaquiae quature  
repera conseni hilles eum cor aturio

Placement and  
size of title for  
screen sizes

## Email signature

When communicating by email with our member National Societies and external partners, it is important to convey a professional and unified image of the organization. This should also be reflected in your email signature.

In an effective email signature, everything should be seen at a glance. Information about you, your position and the IFRC should be simple, accessible and legible.

To this end, we have designed simple and effective guidelines to unify our email signatures.

Note: please embed your email address in the hyperlink line when you are creating a new signature. Never use another staff's email signature to create your own because if you do so, their hyperlink will remain embedded in your email signature.

Technical instructions and guidance on how to ensure your signature is on brand and consistent with our visual identity are available from the Information Support department's help desk.

After significant and widespread consultations, three reasons were clearly identified for **not including the IFRC logotype** in the standard email signature:

- 1 Technically, including the logotype is the same as including an attachment of unspecified type and this increases the likelihood that outgoing messages to external audiences will be trapped in spam filters.
- 2 While the increase in the file size of each individual message that includes the logotype is small, when combined with the large volume of mail sent from and between ifrc.org accounts, there is an immediate and significant impact on server space and individual mailbox limits.
- 3 IFRC logotypes included in email signatures can be copied, pasted, cropped or resized by third parties into subsequent documents. This limits our control over protective and indicative uses and is counter to our efforts to promote increasing consistency across IFRC.

## IFRC Geneva secretariat

**Johanna Bayanjanki**  
*Senior officer, Humanitarian affairs*

**International Federation of Red Cross and Red Crescent Societies**  
Chemin des Crêts, 17 | 1211 Petit Saconnex | Geneva | Switzerland  
**Tel.** +41 (0)22 730 4444 | **Fax** +41 (0)22 730 0395 | **Mob.** +41 (0)79 249 6687  
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## Field

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*Communications officer*

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**E-mail** [yunis.encik@ifrc.org](mailto:yunis.encik@ifrc.org) | **Skype** y.encik.asia

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## Wallpaper

Wallpaper is available upon request for the following screen sizes :

- Half VGA – 4:3 – 480x360
- XGA – 4:3 – 1024x768
- SXGA – 5:4 – 1280x1024
- WXGA – 8:5 – (16:10) 1280x800
- SXGA+ – 8:6 – 1400x1050
- WSXGA – 8:5 – (16:10) 1440x900
- HD+ – 16:9 – 1600x900

Wallpapers are available for both Windows and MAC OS and in BMP. You can also access wallpapers for your BlackBerry© and iPhone© (in development).

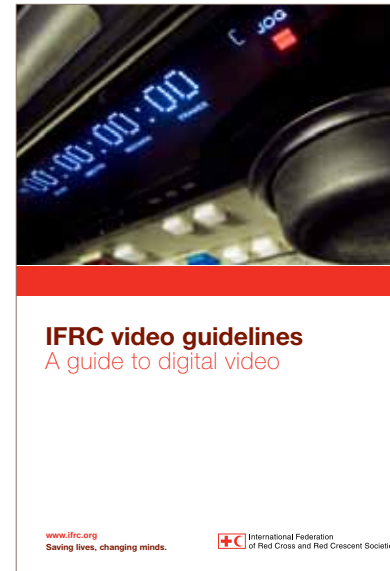
For technical queries, please contact the Information Support department (ISD).



# CONTACT THE DESIGN + PRODUCTION TEAM

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**Additional guidance manuals related to IFRC visual identity available :**



For further information on images, print guidelines or to download logos or templates, please visit:

[fednet.ifrc.org](http://fednet.ifrc.org)

For support on all matters related to visual identity and access additional guidelines, please contact:

**The design and production team**

+ 41 22 730 4294 or [sebastien.calmus@ifrc.org](mailto:sebastien.calmus@ifrc.org)

These guidelines are published by the communication department of the International Federation of Red Cross and Red Crescent Societies

P.O. Box 372  
CH-1211 Geneva 19  
Switzerland  
Tel.: +41 22 730 42 22  
Fax.: +41 22 733 03 95

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# OUR FUNDAMENTAL PRINCIPLES

## The Fundamental Principles of the International Red Cross and Red Crescent Movement

### **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 among 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 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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