

MARKETING MATERIALS

For Information, Communication & Education (IEC)

Branding Guidelines

Purpose: This tool serves as a guide only, all templates can be edited (for example. content, colours, fonts, images) at the discretion of each National Society Blood Program

GIVING IS IN YOUR BLOOD

Fonts

2 fonts are used in this campaign:

Universe Condense Bold (for Latin)

Changa Semi/Extra Bold (for Arabic)

Fonts can be found online, or please email
gapsecretariat@redcrossblood.org.au for support

GIVING IS IN YOUR BLOOD

Colors

Two colors can be used in text *in addition to white*:



PANTONE RED 032
CMYK 0:88:66:0
RVB 247:50:63
WEB #F63440



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

GIVING IS IN YOUR BLOOD

Hashtags

#GivingIsInYourBlood

#LeDonDansLeSang

#العطاء_بدمك