

# INSTRUCTIONS FOR USE



## Posters: General Public and Events

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**SIZE:** As desired (A4 or A3 / other)

**PURPOSE:** General information for potential donors, events / mobile / blood drive posters

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### UPDATES REQUIRED:

- 🔴 DOWNLOAD REQUIRED FONT(S): Helvetica Neue Condensed Bold
  - 🔴 Insert logo(s) as required
  - 🔴 Update contact details (ie. telephone, address, social media etc)
  - 🔴 For event posters, insert blood collection mobile / blood drive / event details (this may even be an educational event / presentation)
  - 🔴 Print in desired size
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Before using these resources, please consider which materials are relevant and appropriate for your National Society's level of involvement in blood programs (Levels A, B or C).

It is important to understand the risk management issues around appropriate use of Red Cross / Red Crescent logos and branding in government blood centres, including any reputational risks surrounding this.

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Note. The use of these templates, and all associated documents referenced within, is at the user's own risk and the Global Advisory Panel (GAP) on Corporate Governance and Risk Management of Blood Services in Red Cross and Red Crescent Societies disclaims any liability for its use. It is at the user's sole discretion to adapt these to a more or less stringent format, subject to the user's own operational context and requirements, and it is strongly advised that comprehensive stakeholder collaboration between parties is conducted to validate the document is relevant and effective for local processes. In providing a copy of these templates, and all associated documents referenced within, GAP does not undertake to provide updates nor warrant its fitness for any purpose other than as a representation / sample of an operational agreement undertaken within the National Society's operational context. GAP disclaims any liability arising out of the use of these documents, and all associated documents referenced within, or any document derived from these materials.

# GENERAL POSTERS

# GIVE BLOOD, SAVE LIVES

BECOME A VOLUNTARY BLOOD DONOR



## DONATE NOW

#DONATEBLOOD

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CALL: 123 456 789

FACEBOOK.COM

123 GIVING STREET, DONOR TOWN



# BLOOD HAS A LIMITED SHELF LIFE

WHICH IS WHY REGULAR DONATION IS IMPORTANT



## DONATE NOW

BECOME A VOLUNTARY BLOOD DONOR

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CALL: 123 456 789

FACEBOOK.COM

123 GIVING STREET, DONOR TOWN

#GIVINGISINYOURBLOOD



# **EVENT POSTERS**

# SAVE UP TO THREE LIVES

BECOME A VOLUNTARY BLOOD DONOR

**#DONATEBLOOD**



## FORREST UNIVERSITY BLOOD DRIVE

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21<sup>ST</sup> JULY 2020 | 1PM - 3PM  
123 GIVING STREET, ROOM 4E

CALL 1300 12 34 TO MAKE AN APPOINTMENT  
[FACEBOOK.COM/EXAMPLEREDCROSS](https://www.facebook.com/exampleredcross)

