SHOW
RACISM
THE
RED
CARD

Branding Standards

01. Table of Contents and Introduction

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Show Racism The Red Card Branding Standards

This is the Graphic Standards Manual for the Show Racism The Red Card Charity. It sets the standard for the design of all Show Racism The Red Card public communications.

The guidelines in this manual are compulsory for all employees and contractors producing communications in association with Show Racism The Red Card, to ensure that the brand is presented in the best possible fashion.

This document should only be provided to people who are designing something with the approval of Show Racism The Red Card and the guidelines presented within it should be followed as closely as possible. Areas where exceptions can be made will be duly noted and explained.

Purpose of this Document

The Branding Standards Document is a recommendation both for the Show Racism The Red Card Staff and those developing media that is associated with the Charity to help ensure that the brand is used in the correct manner.

It does this by providing a general guideline to be followed when designing for various mediums. These mediums include web, print and expand into other areas.

This is intended to provide a consistent brand experience for across various mediums of design, advertising and communication with the public.

Included with this document will be a set of guidelines to be followed as well as, when appropriate, various templates to be used when appropriate.

Branding Standards

02. Logo & Colour Guidelines

This is the logo branding for Show Racism the Red Card.

This design has been created for Show Racism the Red Card and is intended to reflect the charity and the company values.

This logo must never be distorted in any way and must always be easily viewable and recognisable.

The preferred version of the logo is as shown above but alternatives have been displayed, along with guidelines into what changes are aloud to be made and how to use the logo on different mediums.

SHOW
RACISM
THE
RED
CARD

Logo — Brand Name

H: 300px
W: 265px
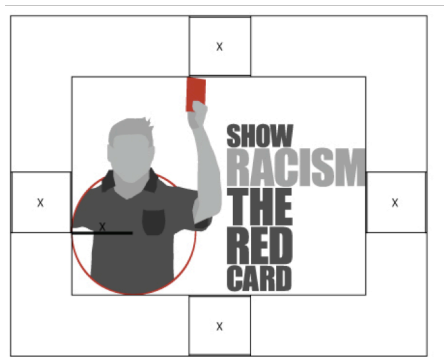
Alignment and Spacing

When using the Show Racism the Red Card logo, you need to make sure you keep the aspect ratio and stay above the minimum size and adhere to the minimum spacing around the logo.

Minimum Spacing

This is the minimum space to use around the logo at all times.

The value of X is calculated by measuring the Radius of the circle (Not to be confused with Diameter) the value of X should be used all around the logo to make sure no other objects intrude on the logo.

The value of X is variable and will change with each sizing of the logo for Show Racism the Red Card. But the size of the logo must never fall below the minimum size described below.

Minimum Brand Size

This is the minimum logo size for displaying Show Racism the Red Card's logo, the Height should never fall below 105 pixels and the width should never fall below 255 pixels.

If a smaller size is needed then you must create a new sample image and confirm it is acceptable with Show Racism the Red Card and that it adheres to the rules of use before it can be used.

INVERT

ROTATE

TILT

MIRROR

Incorrect Usage

These are some example changes people have tried on the Show Racism the Red Card logo which are not aloud; you are not permitted to change the logo in any way apart from size.

Size changes are only permitted when the aspect and ratio is kept.

Incorrect Usage (pt 2)

The logo must be kept intact during any use and no changes be made but not limited to the examples made, the Must be kept on the left of the signature and the Brand Name must be kept on the right with the correct spacing and clear space.

The signature logo must also be kept on a clear white or near white background and not placed on a coloured background or busy background, this will cause the signature logo to become illegible.
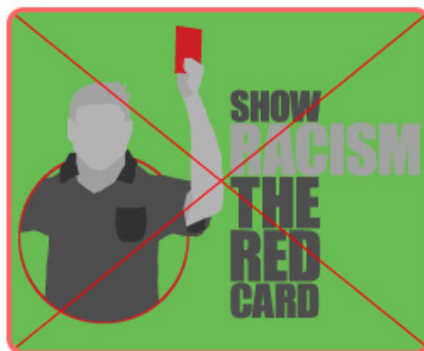
❌ EDIT COLOURS

❌ INVERT COLOURS

❌ EDIT CONTENT

❌ INVERT COLOURS

❌ EDIT COLOURS

Positive and Negative Combinations

Regardless of colour scheme or design used on page or screen colours, the colours of the signature logo must be kept intact and this includes the use of colour inverting.

Colour Palatte (Print)

An important part of the brand is how it is portrayed. We have just covered things you shouldn't do, and this section covers the colours you should use when producing printed work for Show Racism The Red Card.

CMYK: C0 M0 Y0 K81	CMYK: C0 M0 Y0 K29	CMYK: C0 M100 Y10 K20	CMYK: C0 M84 Y81 K20
RGB: R78 G78 B78	RGB: R180 G180 B180	RGB: R204 G0 B0	RGB: R203 G32 B38
HEX: #4E4E4E	HEX: #B4B4B4	HEX: #CC0000	HEX: #CB2026

CMYK: C70 M64 Y63 K61	CMYK: C65 M58 Y57 K36	CMYK: C30 M24 Y24 K0
RGB: R49 G49 B49	RGB: R78 G78 B78	RGB: R180 G180 B180
HEX: #323232	HEX: #4E4E4E	HEX: #B4B4B4

Colour Palatte (Web)

This section covers the colours you should use when producing online media for Show Racism The Red Card.

These are the colours that were selected for the logo, and converted for use on the website.

When designing web pages make sure you stick with these colours or use close alternatives including alpha colouring.

CMYK: C0 M0 Y0 K81	CMYK: C0 M0 Y0 K81	CMYK: C0 M0 Y0 K29	CMYK: C0 M0 Y0 K2	CMYK: C0 M100 Y10 K20	CMYK: C0 M84 Y81 K20	CMYK: C0 M67 Y65 K20
RGB: R49 G49 B49	RGB: R78 G78 B78	RGB: R180 G180 B180	RGB: R249 G249 B249	RGB: R204 G0 B0	RGB: R203 G32 B38	RGB: R204 G67 B72
HEX: #313131	HEX: #4E4E4E	HEX: #B4B4B4	HEX: #F9F9F9	HEX: #CC0000	HEX: #CB2026	HEX: #CC4348

Branding Standards

03. Printed Media

Show Racism the Red Card
Carmichael Centre for Voluntary Groups
North Brunswick Street
Dublin 7

Dear [name],

We are writing to inform you of Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat volupta-tem.

Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commo-di consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia dese-runt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere

Kind Regards

(Your Name here)

Letter Head

For communications by the brand templates have been provided for communications, in the form of a Letterhead Template. This should be adapted for Fax and Public Statements.

Posters have no specific guidelines, as such, as they need a certain amount of leeway in terms of design. It is required that they follow the logo guidelines provided earlier in this document.

Print Typography

Typography in terms of print should always be handled in pt, never in pixels. To provide a consitent appearance in printed documents, all body text in printed media should be 10pt in size and, where possible, have a 12pt line height. An example of this is the document here.

In terms of fonts, important headings should be created using the Arial Black font, with subheadings being created using the Arial Font, but styled as bold. Regaular text should be done using Arial Regular.

Support Typeface - Arial Black

A

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
£ $ & ? ( ) { }

Support Typeface - Arial - Bold Weight

A

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
£ $ & ? ( ) { }

Branding Standards

04. Web Based Media

Web Typography

To provide consistency across web pages, typography for the web should always be handled in pixels, not em or pt. The only exception to this is with regards to print stylesheets, which should always be in pt.

Letter & Line Spacing

Letter Spacing and Line Height should remain standard in any headings.

Letter Spacing should be standard for blocks of copy but a 2px Line Height may be used.

Colours

Try to always use black text on a white background. Avoid badly contrasting combinations such as red on black, black on red.

Alignment & Justification

Text should always be aligned to the left, unless right alignment needs to be used for an address or similar.

Styles

Using underlining, italics, or bold text is acceptable where applicable.

Do's and Don'ts

Do use proper punctuation and spelling.

Do follow all of the guidelines above.

Do not have blocks of copy in all upper case or all lower case.

Support Typefaces on The Web

Arial Black should be used for headers, titles and menus on the web, and be no smaller than 14 – 16px. Standard Line Height and Letter Spacing should be used.

Arial with a bold weight should be used when Arial Black is unavailable.

These typefaces are very clear and have a good readability.

Tahoma should be used for paragraph and body text, it should be no smaller than 12px, with standard Letter Spacing. An extra 2px of Line Height should be used.

Verdana should be used when Tahoma is unavailable.

These typefaces are very easy to read in large blocks of copy.

Support Typeface - Arial Black

A

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
£ $ & ? ( ) { }

Support Typeface - Arial - Bold Weight

A

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
£ $ & ? ( ) { }

Support Typeface - Tahoma

A

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
£ $ & ? ( ) { }

Web Typography Examples

To the left are examples of the fonts that are to be used on the web. These are the primary fonts to be used online.

If these fonts are not available for use, suitable fall back fonts should be used.