Maldivian Red Crescent

Brand Identity

Style Guide

Building resiliency of the Maldivian
Community with the power of humanity

Intent of this guide

This style guide is a reference for our internal design team, vendors, and others who are authorized to work with MRC. Our intent with this guide is not to restrict creativity and innovation: far from it. We believe in the creative spirit, and innovation

What we strive for is a coordinated, consistent, and effective brand presence in everything we create. When we make something, we must ensure people can identify that it is by MRC.

While some of our brand executions and graphics have been standardized—like business cards, letterhead, and envelopes— these are not intended as the focus of this guide. Each one of our execution templates have internal documentation that is easier to update, follow and implement in today's digital environment.

Please refer back to this guide often. We believe that our style guide is a living document. It should evolve over time, just as our brand inevitably will.

If you have any questions concerning the content of this guide, please don't hesitate to reach out to MRC at info@redcrescent.org.mv.

Created By: **Loopcraft**

What's Inside

Using our brand materials

Guidelines are provided on the correct Graphic displays, Type faces, Colour and Layout Standards of the Maldivian Red Crescent Logos (Emblem, Seal, Logotype) displayed on administrative, service delivery and promotional materials and tools.

As prescribed in MRC Law 2009/07 and the Maldivian Red Crescent Emblem Use Policy approved by the Governing board at it's 4th meeting on 24th October 2009. The following guidelines are a living document which shall evolve and be added to over time or as additional guidance is needed.

- Maldivian Red Crescent Emblems Use Guidelines 2009 (Page 11 of this document) provides essential reference to the following usage guidelines.

- You must have specific permission and authorization to use any of our brand materials, including any resources, graphics, or visual elements found within this guide and its accompanying files. Simply being in possession of these materials does not imply or imbue permission in any way.

- The approval process for materials and implementations of our brand will vary. Please contact an authorized representative from MRC with questions.

- We reserve the right to disapprove or deny any use or uses of our logo, our brand visuals, or other brand elements at any time, for any reason.

- As per Maldivian Red Crescent Law 2009/07, Unauthorized use of the MRC emblem is a punishable offence

For legal, copyright, or usage questions relation to our brand visuals, logos, emblems please reach out to MRC at info@redcrescent.org.mv or identified focal point from MRC.

The Red Cross Red Crescent Movement Emblems

The Movement has three globally recognized emblems—the Red Cross, the Red Crescent, and the Red Crystal. They are symbols of assistance in times of conflict and disaster.

Our emblems have worldwide recognition in national and international law under the 1949 Geneva Conventions and their Additional Protocols. These are the international treaties containing the most important rules limiting the barbarity of war. The Red Cross and Red Crescent emblems date back to the 1800s. Though neither emblem has any religious association, the Red Crystal emblem was created in 2005 for states wishing to avoid any perceptions of religious significance.

The Movement works together to protect these emblems against misuse and abuse. It is essential they stand unchallenged as symbols of neutral and independent assistance at all times, guaranteeing protection in times of conflict and disaster.

Governments have also accepted an obligation to prevent their misuse and abuse, which in many countries can lead to prosecution. It is responsibility of Governments to ensure respect for the emblem.

Red Cross

Adopted under the original Geneva Convention of 1864. Its design is an inversion of the Swiss flag, recognizing the historic connection between Switzerland and the original Geneva Convention.

Red Crescent

Created during the late 1800s to avoid perceived religious connotations of the Red Cross emblem in certain countries. It was formally recognized in the updated Geneva Convention of 1929.

Red Crystal

Created during the late 1800s to avoid perceived religious connotations of the Red Cross emblem in certain countries. It was formally recognized in the updated Geneva Convention of 1929.

The Red Cross and Red Crescent Emblems is a neutral sign. It confers protection to Army Medical Services and Members of the Red Cross Red Crescent Movement. It is not an emblem (or symbol) of medical professions and its use is regulated by national and international law.

The Movement Logo

The Movement logo consists of the Red Cross and Red Crescent emblems side by side. It represents all three parts of the Movement as one: the International Committee of the Red Cross (ICRC), the International Federation of Red Cross and Red Crescent Societies (IFRC) and our 192 National Societies. **The Movement logo is used for representation, communication, promotion and fundraising purposes. It is not used for operational activities and its display requires special approval.**

Learn more about Red Cross Red Crescent Movements Logo, Emblems Here:

https://www.ifrc.org/emblems-and-logo

The Fundamental Principles of the Red Cross Red Crescent Movement.

The Fundamental Principles express the values and practices of the International Red Cross and Red Crescent Movement and serve as a guide and common identity of the movement. These principles form a common identity which must be reflected in every aspect of our work including our branding as a national society. We want to incorporate these principles in how we manage our brands and reflect them in the words and images we use. The better we manage our brands, the more

people will understand what we stand for, what we promise and what we do. And the better people feel they know us, the more we can improve the lives of those who are vulnerable.

Learn more about the principles - here

HUMANITY ‎ދިވެހިރެޑްކްރެސެންޓް

The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavors, 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 amongst all peoples.

IMPARTIALITY ‎ސައްތަ

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 ‎ވަކިކޮޅަކަށް ނުޖެހުން

In order 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 ‎މިނިވަންކަން

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 ‎އަމިއްލަ އިސްނެގުމުގައި

It is a voluntary relief movement not prompted in any manner by desire for gain. The principle of voluntary service represents the common motivation uniting all those working within the Movement: a desire to help others. It is both a source of inspiration and a statement of solidarity.

UNITY ‎އެއްބައިވަންތަކަން

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 ‎ބައިނަލްއަޤުވާމީ

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.

Basic rules

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

01.   The cross and the crescent must always be in plain, solid red. Their shapes must not be altered.

02.   The cross and the crescent must always appear on a white background. No variations, not even beige or grey shading, are allowed.

03.   No lettering, design or object should be superimposed on the white background or on the cross or crescent itself.

04.   The cross and the crescent must be two dimensional, not three-dimensional.

05.   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.

06.   Do not use the emblem alone. Please use the emblem with the full name placed on the lefthand side of the emblem

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

Maldivian Red Crescent

Emblems Use Policy 2009

The following Emblem Use Policy were approved by the Governing Board at its 4th meeting on 24th October 2009, and shall form the basis of administrative, service delivery and promotional materials developed by the National Society.

The Policies must be respected, adhered, and protected by all Society members, external partners, and the general public.

ދިވެހި ރެޑް ކްރެސެންޓް

Maldivian Red Crescent

Maldivian Red Crescent Law, No:7/2009 defines;

The emblem of the Maldivian Red Crescent is a Red Crescent that is open to the right handside on a white background. The seal is a red cresccent on a white background within two circular bands in black. Between these two circles on the top shall be written "**Maldivian Red Crescent**" and at the bottom,"ދިވެހި ރެޑް ކްރެސެންޓް"

- The law regulating the use of the emblem in Maldives is the Maldivian Red Crescent Law (Act 7/2009)

- Unauthorized use of the emblem is a punishable offence.

- Maldivian Red Crescent has a responsibility to encourage and support the work of the Governments to ensure respect for the emblem.

SEAL

The Seal shall Only be used for the highest authorizations (seals, stamps) and for national level ceremonial purposes.

Maldivian Red Crescent Governing Board defines;

Logotype

Logotype is the emblem and the approved text used together.

Emblem + Approved text = Logotype

The Red Crescent

- The Red Crescent is always open to the right.

- It must not be redrawn or altered in any way.

- Nothing must detract the visual impact of the Emblem, Seal or Logotype.

- No other elements should encroach on the white space of the Emblem and approved logotypes.

- The Emblems and Logotypes must always be reproduced from the Master Artwork

The Emblem, Seal and Logotype shall be incorporated into various logotype applications required for service delivery at Headquarters and Island Units (administrative to promotional materials).

The Seal shall Only be used for the highest authorizations (seals, stamps) and for national level ceremonial purposes.

MRC City Office/Unit Logos

Section 13 of the MRC Statues define 'Units' as local divisions of the Maldivian Red Crescent formed with the objective of ensuring that the National Society's activities including Programmes and services are extended throughout the entire country especially through community mobilization and engagement. Units are not constituted as separate legal entities.

All Units must ensure that when utilizing Unit Logo's that it must:

• Have MRC's Primary Logo visible and not altered as per the sections of the MRC Emblem usage Policy.

• The typefaces used to write the Unit Name must be the same as the MRC's Typeface.

• Both the Dhivehi and English name of the Unit must be visible in the logo.

All Logos used by Units must be in-line with MRC's Emblem usage policies section listed above.

MRC City Office/Unit logo compromises of the MRC's Primary Logo + Unit Name.

The City Office/Unit name is placed below a line having the thickness same as the thickness of the feet of the letter M as shown (x), and must have English & Dhivehi Name of the Unit in the same typeface (ie. Arial & Faruma).

English on the right, and Dhivehi on the left. Total width should be of the total width of the line below the Primary Logo.

Primary Logo

The brand logo identifies the MRC brand as a whole. Use this logo to represent individual posts, products, on video ads and merchandise.

The brand identity guideline would be provided along with this guide, for a better understanding of the logo usage.

The Dhivehi text is always on top of the English text.

The Red Crescent Emblem

Red Crescent always set on a plain white background

| Graphics	A solid red crescent as per proportions described in application principles.
Color	Red Cross Red Crescent Red Crystal red is Pantone© P.485

The Approved Text (Agency name)

Typeface[1]	Faruma for Dhivehi Arial for English
Color	Solid black always against a plain white background.

1   The typefaces should not be altered as it is part of the logo

Logo Proportions

68mm

10mm

Ø 68mm   Ø 58mm

5 x 5 mm

Maldivian Red Crescent

Maldivian Red Crescent
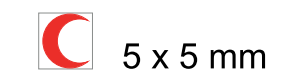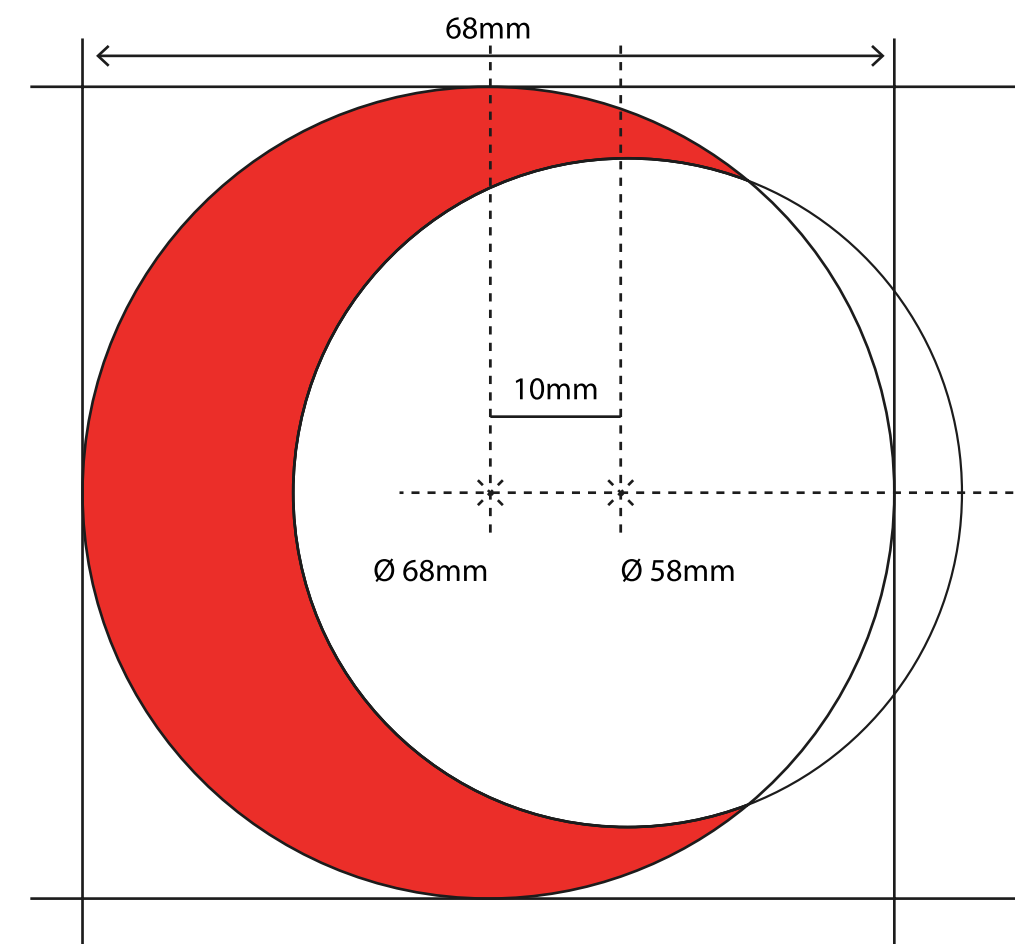
When the Red Crescent is reproduced at a greater or smaller size, please respect the proportions as shown.

5mm
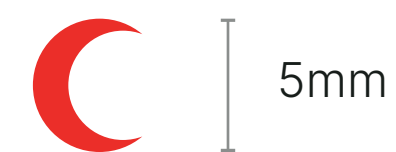
MINIMUM SIZE

Minimum width/height for the Red Crescent when used single is 5mm.

Please respect the acceptable proportions of correct Emblem use i.e.

Indicative – small size
Protective – large size

Color Variations

If is necessary to use monochrome (single color) or Black & White due to technical limitaions, a solid black crescent with a solid black agency name should be used.

(eg: using black color photocopiers or printers, fax, newspaper advertisementss, etc)

Or a 60% black crescent should be used with a solid black agency name.
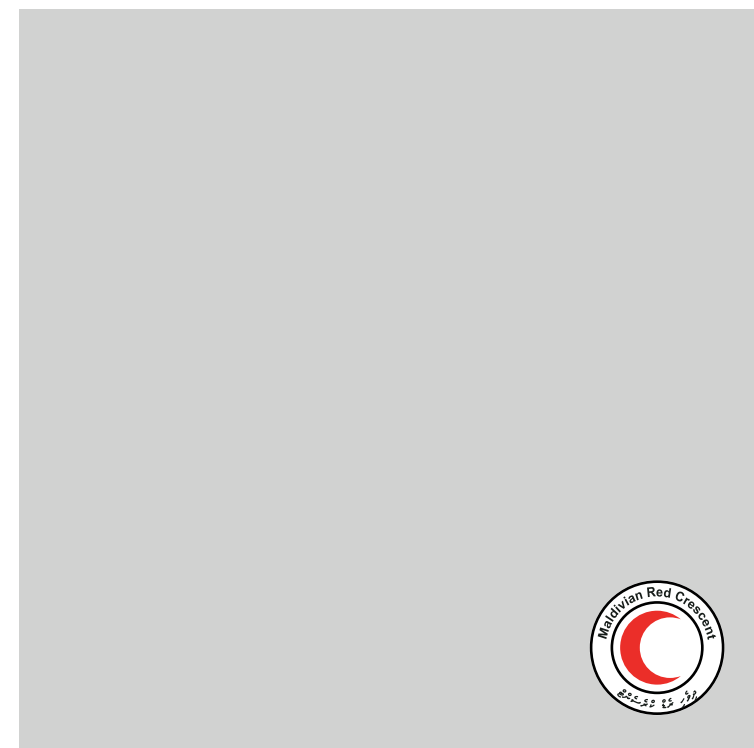
Common Errors

❌ Do not change the orientation/ dimensions/shape of the logo.

❌ Not to alter the logo at any given circumstances.

❌ The full logo must be included, with no cut offs.

❌ The seal cannot be used on social media posts.

✅ Always use the logo on a white background

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

Brand Colors

Color sets us
apart & helps to
invoke emotion.

Primary Color Palette

The colors we've chosen for our guide is a key factor in differentiation and recognition. These colors can be used for an illustrated post.

Any color outside of those outlined within this section can also be used, as long as the color tone is within the range of the given colors.

Pantone© P.485

CMYK: 2, 95, 94, 0
RGB: 225, 37, 27
HSB: 2, 87, 88
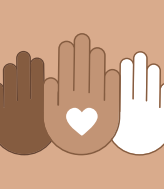HEX: #e1251b
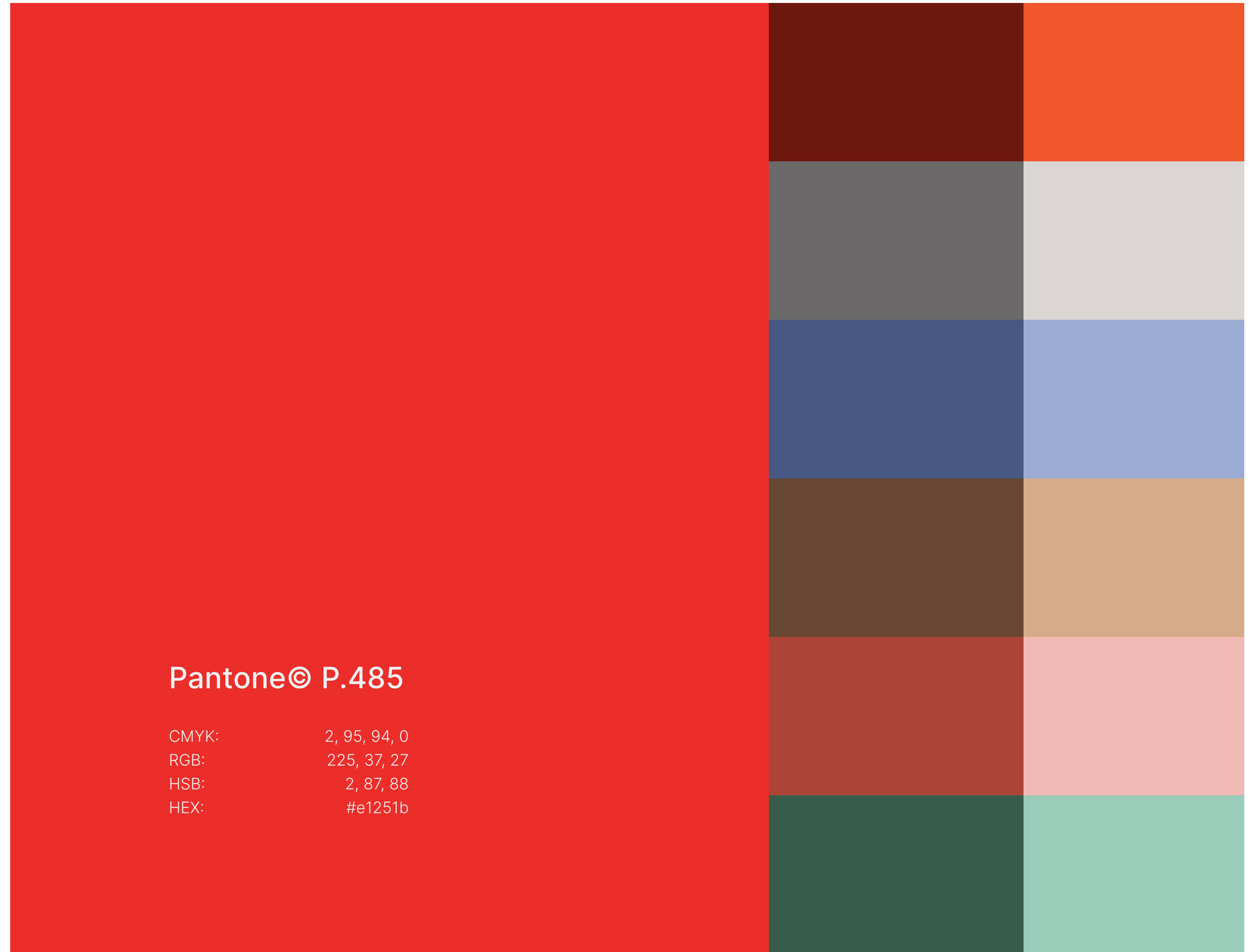
Brand Colors

This MRC Strategic Plan 2019-2030 centers on the concept of resilience. It advocates a shift in thinking and practice, recognizing the need for better coherence in the areas of disaster management, climate change, and development work. There are six strategic priority areas in total, five for Programmes and services, and one for organizational development and sustainability.

We would like to incorporate the color themes reflected in the Strategic Plan 2019-2030 as the basis of inspiration for visual themes to ensure that projects can reflect the relevant priority areas through the themes introduced and projects are aligned to MRC's Strategic Plan 2019- 2030.

THE SIX PRIORITIES ARE:

PRIORITY 1
Strengthen Emergency Response

PRIORITY 2
Strengthen First Aid and Psychosocial Support Service

PRIORITY 3
Facilitate Planning for Resilience

PRIORITY 4
Promote Health and Wellbeing in a Changing Environment

PRIORITY 5
Foster Humanitarian Values and Volunteerism

PRIORITY 6
Organisational Development and Sustainability

Using Tints

Illustrations require the use of color tints for variety and aesthetics. For example, when an inforgraphic is used within an illustration, using a tint change can help bring contrast between icons and the background.

If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% used as a background will require dark text.

Colors
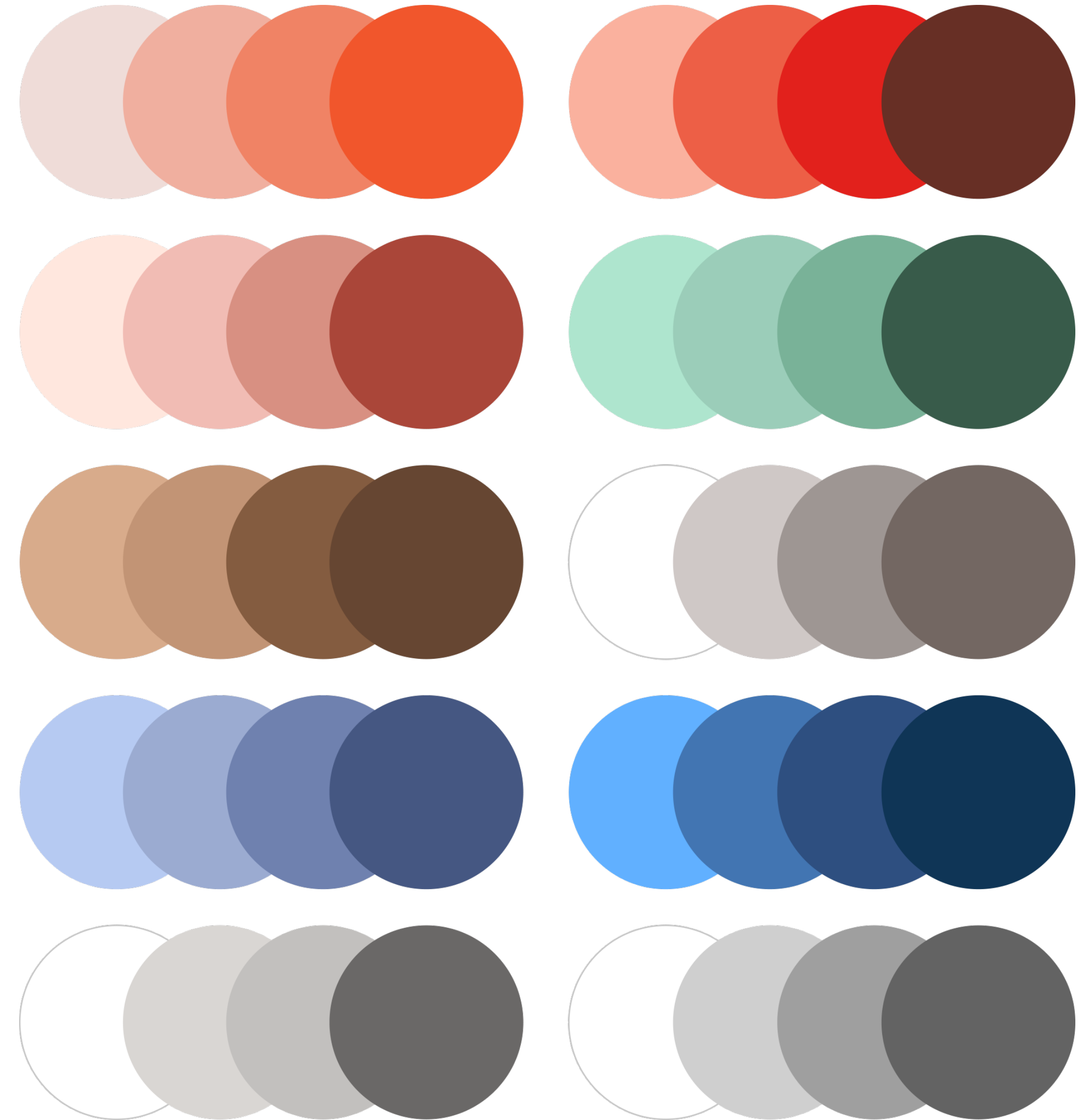
Typography

We are obsessed
with the beauty
of typography.

Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest.

Font files would be shared along with this guide. Using Monarcha font as the main copy (Headings) and Inter font as the body text or supporting text used on a post.

HEADLINES
Font: Monarcha Book

Monarcha

COPY & LIGHT SUBHEADER
Font: Inter Regular

Inter

HEADLINES
Font: MV Aamu FK

COPY & LIGHT SUBHEADER
Font: MV Waheed

Using Type

Font: Monarcha Book

Font-Size: 80px

Font: Monarcha Book

Font-Size: 48px

Font: Inter SemiBold

Font-Size: 24px

Font: Inter Light

Font-Size: 18px

Line-Height: 27px

Kerning: Metrix

Tracking: 5

Heading 01

Heading 02

Light subheader

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Excepteur sint occaecat cupidatat non proident.

Font: MV Aamu FK

Font-Size: 72px

Font: MV Waheed

Font-Size: 36px

Font: MV Waheed

Font-Size: 24px

Font: MV Typewriter

Font-Size: 14px

Line-Height: 24px

Kerning: Optical

Tracking: -5

Digital Type

Voice & Style

For Social Media content/ campaigns

We speak calmly with kindness & confidence.

The way we speak should reflect our brand.

We should strive to ensure that every post communicates this tone of voice.

In this section, you will find guidance on how to communicate in our voice and style.

Our Writing Tone & Voice

We speak to our audience, our team, and others with kindness, calmness, and confidence. Consider inclusivity and incorporate call to action whenever necessary.

Our marketing and advertising language should be precise, informative, and simple enough for the mass audience to understand and follow.

Try to avoid content with heavy copies[1] and captions[2].

Also, avoid using negative language and insensitive content.

_____

1   Copies: Content that goes on the post

2   Caption: Brief explanation
     accompanying the post on SM accounts

Master Style List

This is a guide to the grey areas in grammar, spelling, and commonly confused styles. This list is not comprehensive.

Headlines

- Headlines should be short, clear, and "hook" the user into reading more
- Use "&" instead of "and"
- Use Sentence case instead of Title Case when writing titles
  (eg: Correct way: Make sure to wash..
  Incorrect way: Make Sure To Wash..)
- Use periods when writing in sentences

Punctuation

- Use consistent punctuation
- Do not use spaces around the em-dash[1]
- Do not end bulleted or numbered lists in periods, unless the list item contains multiple sentences.
- Do not hyphenate paragraphs

---

1   The em dash can be used instead of parentheses, commas, colons, or quotation marks in a sentence.

i.e The course covers two topics—first aid training and self care tools

Formatting

- Capitalize the first word in a sentence

Copy & Caption

In general, short is best. If there is a lot of information that needs to be delivered through one post, opt going for one of the following strategies;

- Create a short video of no more than 60 seconds
- Use a photo or illustration with a short copy and a detailed caption

Some social media platforms have a character limit; others don't. But for the most part, we keep our social media copy short.

- Twitter : 280 characters
- Facebook : No limit
- Instagram : No limit

Dhivehi Posts

Try to be precise with the content. As mentioned earlier you can opt to create a video & or an album for facebook or a sliding posts for instagram if the content becomes too heavy.

Social Media Rules

- If you are sharing several times a day, space out your posts every few hours

- Try to upload maximum 3 posts per day with the exception of special occasions[1]

- Do not go on for long periods of time being inactive

- Do not use too many hashtags. Use 1-3 hashtags per post, across all platforms

- Respond to comments as quickly as you can

- Use first person plural when talking about MRC (We, Us)

---

1   Example; Volunteers Day or when
     conducting outdoor events which requires
     MRC to be active on social media

Logo Placement

Consistency is
the key for great
and better visuals.

Being familiar with the visual hierarchy of
the logos plays an important role on the
placement of the logo

Placement of the logo on canvas or on a Social Media ad is vital to a consistent visual style.

Where the logo is placed communicates a great deal about the post's visual style. In this chapter, you will find the guidance on how the logo should be positioned on a variety of touchpoints and media.

As a general rule, the logo should not be centered in an area. We typically favor a left-aligned layout.

Exceptions to this rule will inevitably surface. When in doubt, connect with a member of our team to review your situation.

Using only MRC Logo

Place the logo left-aligned on the bottom left of the post. If this space is not available due to the lack of visibility of an important portion of an illustration used, then the logo belongs in the top left corner.

This is the logo alignment that is preferred but not enforced.

Placement

PREFERRED

Align the logo to the primary grid line (referred to as the spine). The primary logo looks best when left-aligned.
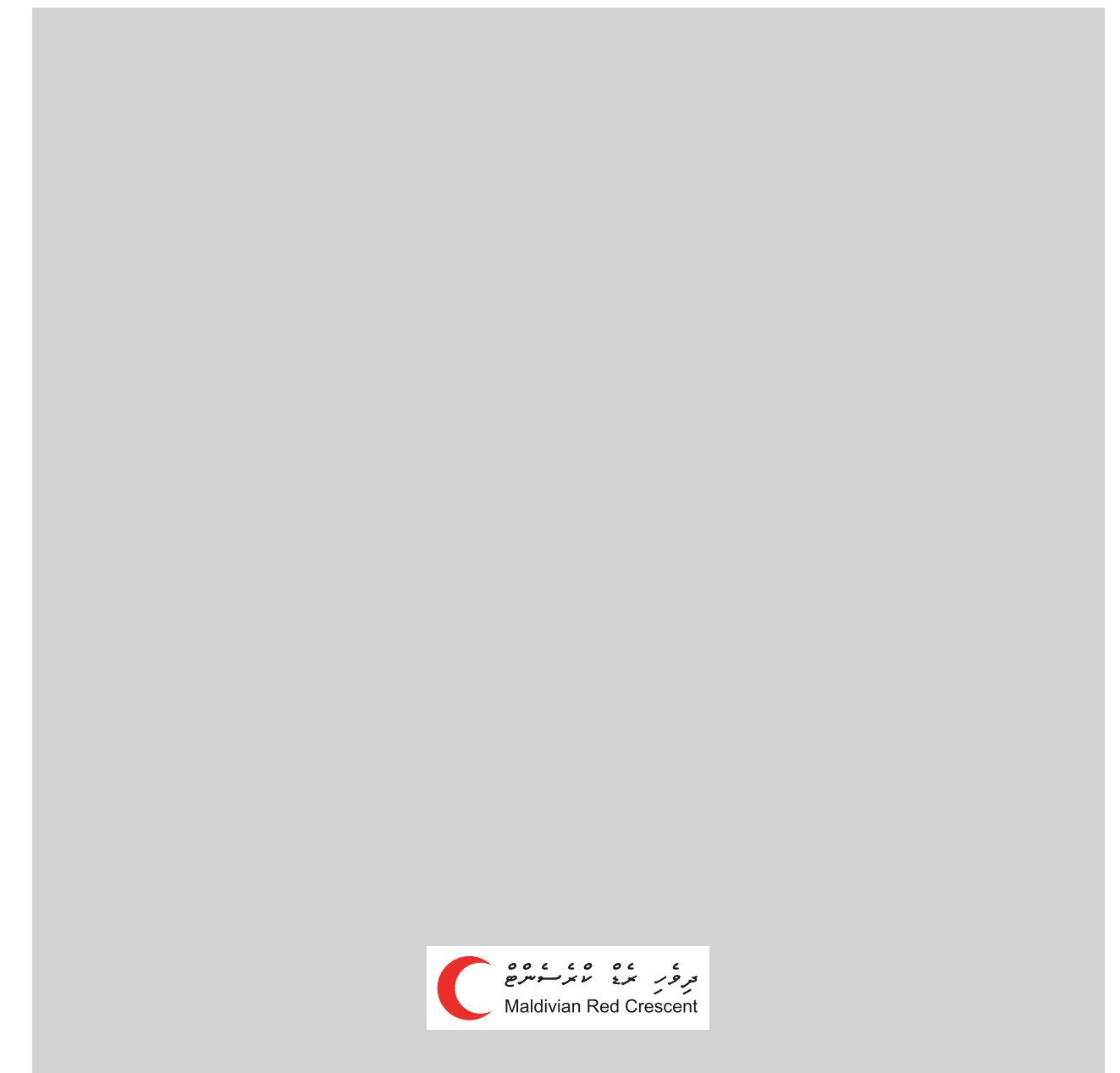
ALTERNATE OPTION

Align the primary logo to the bottom center. If the layout dictates a centered visual or text, use the logo as shown.

Using support/ associated logos

If needed to place other logos (supported/ associated) it is advised to use a white band at the bottom of the post. The height of this band should be the height of 230% of the original MRC logo.

Maintain this alignment for visible consistency of the placement of the logo

RCRC Movement
partners logo

Maldivian Red Crescent

230%

Placement

Maldivian Red Crescent

RCRC Movement
partners logo

Maldivian Red Crescent

WHO LOGO

RCRC Movement
partners logo
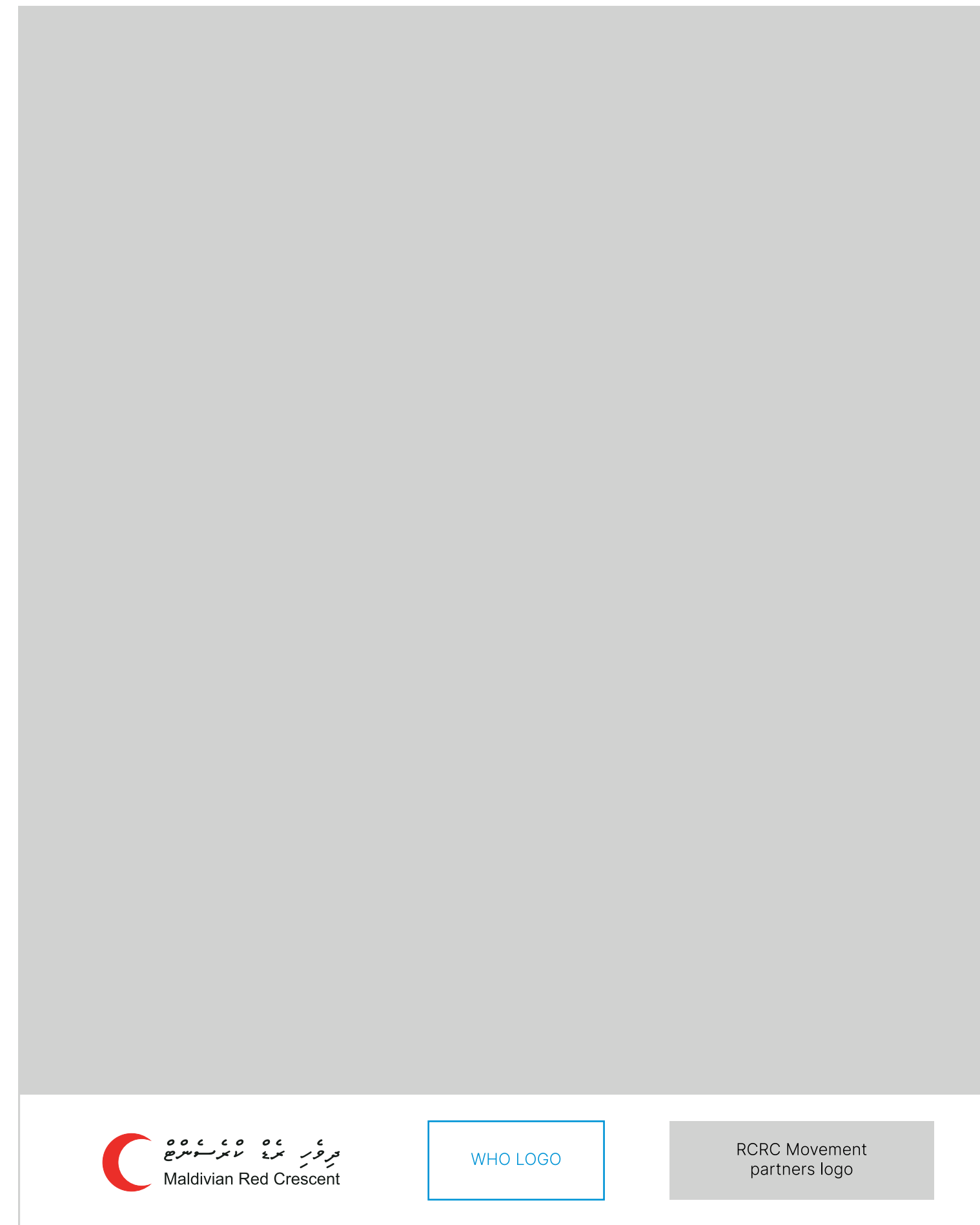
Placement

Using support/ associated logos

If needed to place more logos which cannot accommodate within the band, it is advised to use the RCRC Movement partners logo along with MRC logo as shown. If this space is not available due to the lack of visibility of an important portion of an illustration used, then the logos belongs in the top left corner.

Maintain this alignment for visible consistency of the placement of the logo

Placement

Copy that goes
with the post

RCRC Movement partners logo	Maldivian Red Crescent

Campaign Symbol	Ministry of Health LOGO	HPA LOGO	WHO LOGO	UNICEF LOGO

RCRC Movement partners logo	Maldivian Red Crescent

Copy that goes
with the post

Campaign Symbol	Ministry of Health LOGO	HPA LOGO	WHO LOGO	UNICEF LOGO

Using logos on posters/ leaflets

It is advised to follow the placement of the logo or with support/ associated logos as mentioned earlier. To use a white band at the bottom of the poster/ leaflet.

Maintain this alignment for visible consistency of the placement of the logo

Placement

Visual Style

Ingredients for
post layouts and
composition

Photo based posts

Using tint overlays to bring contrast with the text and a photo used as a background. This brings visibality and acts an important role for design aesthetics.
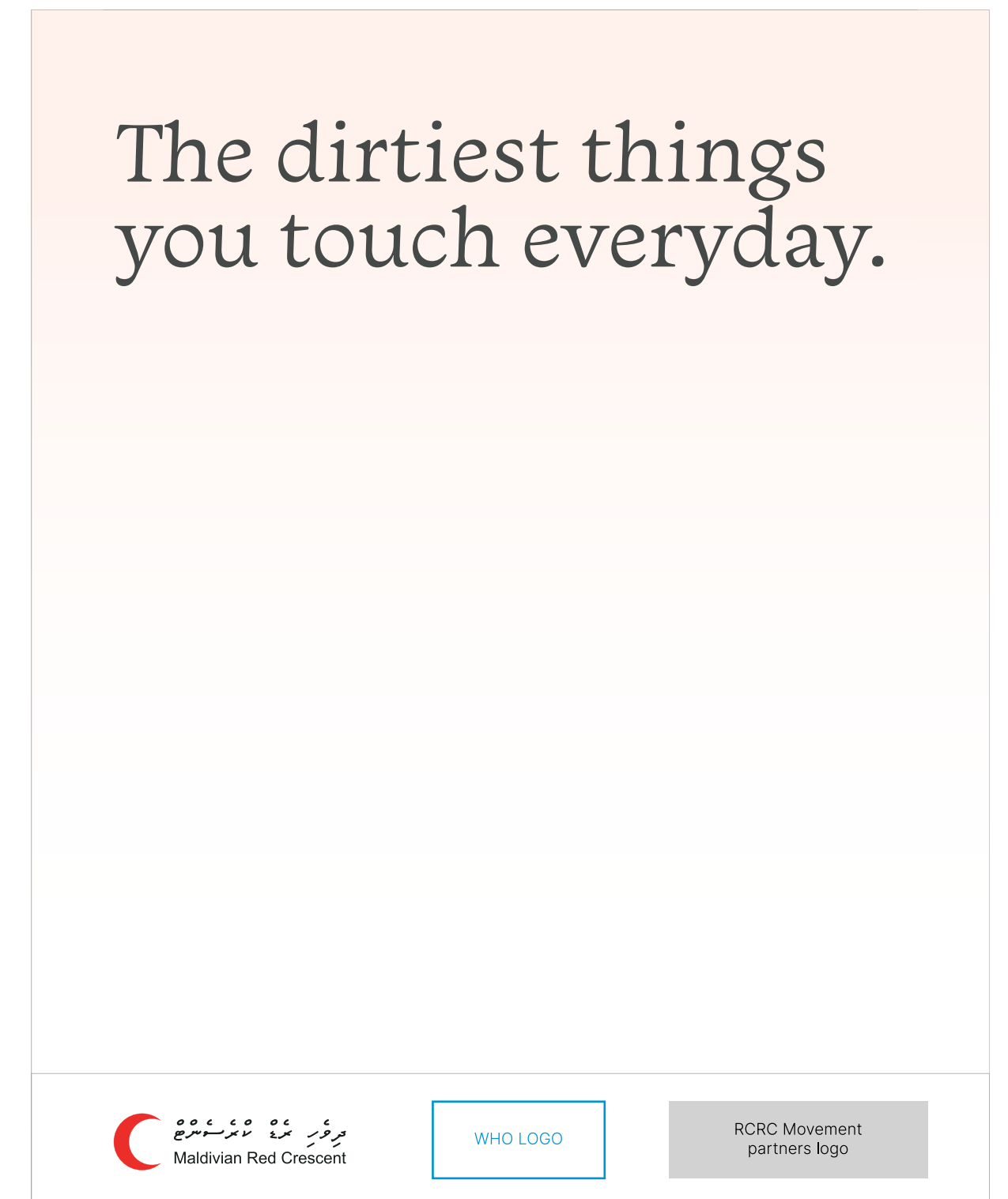
Tint Overlays

DARK OVERLAY

This tint is used when the photo used carries more dark areas compared to light areas. A faded gradient with 20% black
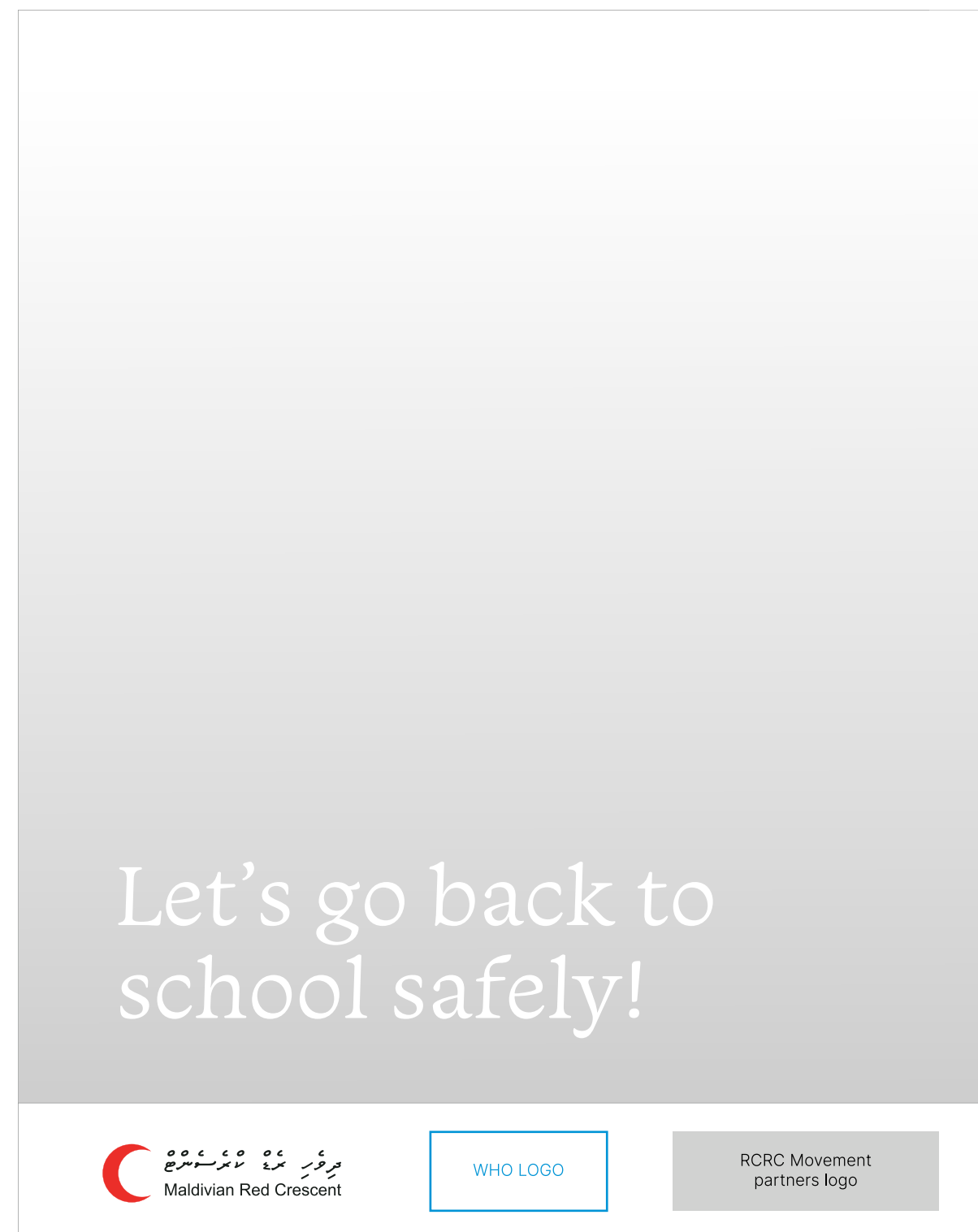
LIGHT OVERLAY

This tint is used when the photo used carries more light areas compared to dark areas. A faded gradient with 60% of a color from the picked from the photo.

Let's go back to school safely!

Maldivian Red Crescent | WHO LOGO | RCRC Movement partners logo

The dirtiest things you touch everyday.

Maldivian Red Crescent | WHO LOGO | RCRC Movement partners logo

Not sticking to a specific illustration style, but maintaining the color palette, and giving breathing space when arranging the composition within the post would give perfect results for a good looking aesthetic post.

Illustrations

Smart phones

Lifts

Restaurant menus

Shopping cards

Money

Door knobs and switches

Make sure to wash your hands frequently.

Maldivian Red Crescent

WHO LOGO

RCRC Movement partners logo

Fight against
COVID19

Maldivian Red Crescent

WHO LOGO

RCRC Movement partners logo

Endslide of videos

Highly advised to use the logos at the outro of any video/ TV ad. As there would be times that the visual space would not be available to place the logo on bottom left of the clip due to the lack of visibility when a video clip of sign language interpreter is used, or subtitles to be used.

Maldivian Red Crescent

WHO LOGO

RCRC Movement partners logo

Outros

Brand Collateral

Pre-designed
layouts, crafted
with care

Business Cards

Business cards are reserved for management and roles, and printed on an as-needed bases. If these are not needed for day to day use, do not produce them. We prefer to reduce our usage of paper products

Content on all business cards should follow the included template: nothing should be added or removed.

Size: Standard 3.5" x 2" (88.9mm x 50.8mm)

Paper: 250gsm art card

Printing: In Multi colors on both sides

Finishing: Matt lamination on both sides

BACK

Two-color process print on matte stock.
Centered icon printed in spot UV.

FRONT

Two-color process print on matte stock.

Stationery

Name
Designation

f 🐦 📷 in
@maldivianrc

Maldivian Red Crescent, MRC Headquarters Building,
2nd and 3rd Floors, Plot No. 11493, Mirihi Magu, Maldives
Tel: +(960) 334 1009, Fax: +(960) 334 7009

Maldivian Red Crescent

1425

CAMPAIGN LOGO

For any ongoing campaign,
the logo can be placed next
to primary logo.

The content of this email is confidential and intended for the recipient specified in message
only. It is strictly forbidden to share any part of this message with any third party, without a
written consent of the sender. If you received this message by mistake, please reply to this
message and follow with its deletion, so that we can ensure such a mistake does not occur
in the future.

Email Signature

*Design to be approved.

Stamps &
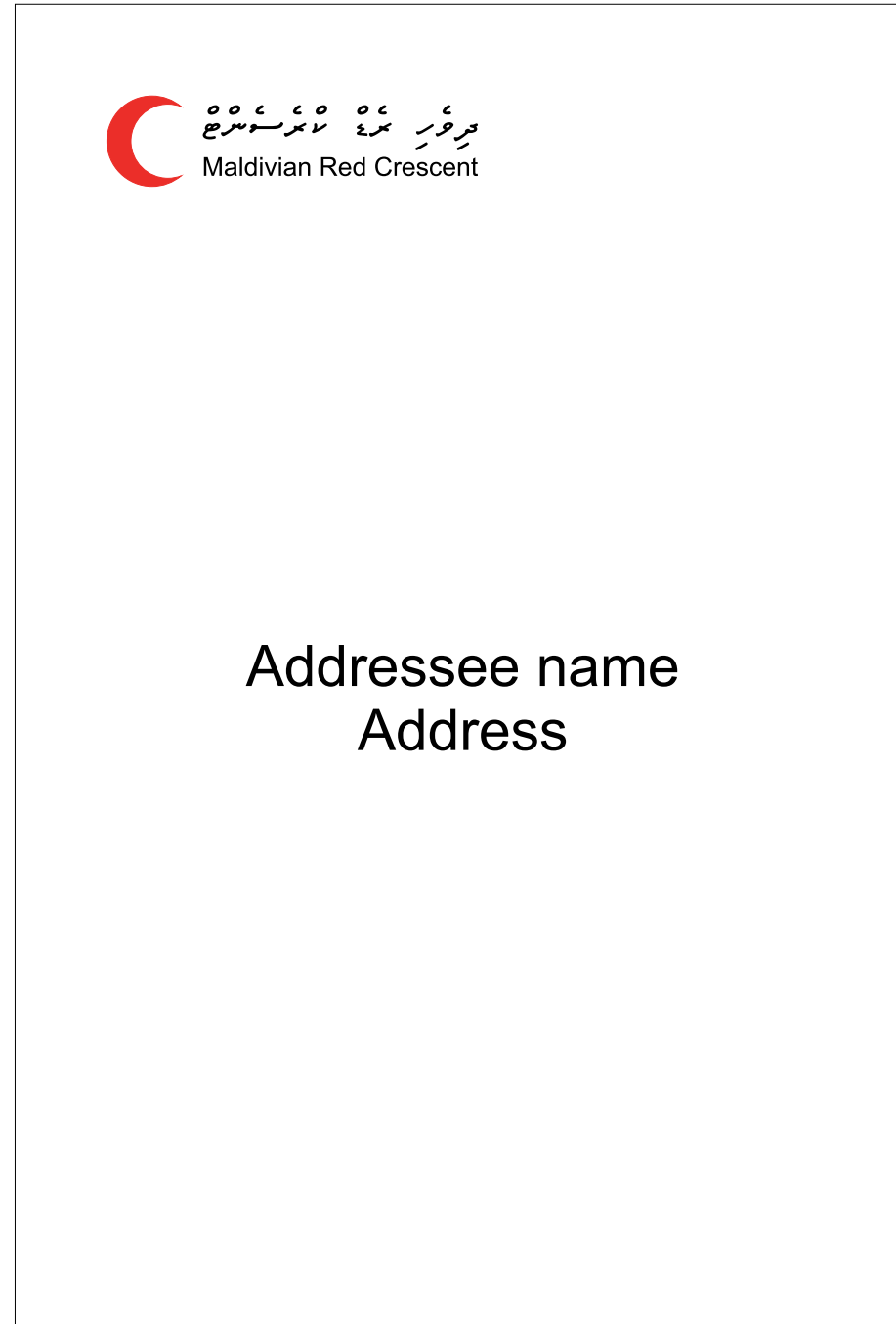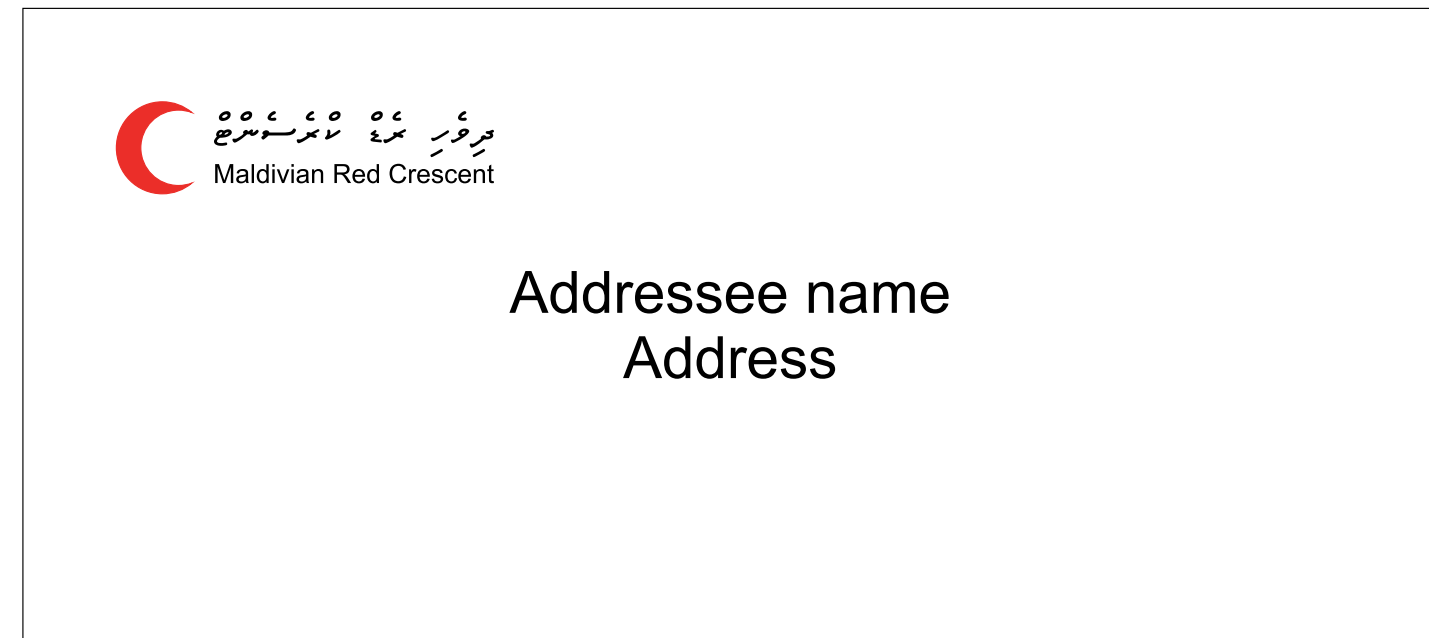# Letterheads

It is advised to use the full
logo for the letterhead.

The Address, Social media
links and contact details can
be placed below.

Portrait orientation

Landscape orientation

Maldivian Red Crescent

Addressee name
Address

Maldivian Red Crescent

Addressee name
Address

Maldivian Red Crescent

Addressee name
Address

Formats

A3, A4, A5, A6
B3, B4, B5, B6
C3, C4, C5, C6

Formats

Envelope #9, #10, #11, #12, #14
Monarch
Cheque

Envelopes

Folder

Signage

For commercial
or public display
signs.

*Design to be approved.

Signage

Apparels

Following the brand

Current design as of 2022

In Closing

Everything we forgot to mention before this.

As previously stated, this guide is not a comprehensive list of rules. We recognize the creative journey is full of twists and turns. New approaches, new trends, and changes in technology will inevitably have an effect on our brand and the way we execute it visually.

That being said, we insist that any post execution follow the guidelines listed within. Anything outside of these guidelines must be approved by an authorized representative from MRC.

Outside approvals may be submitted electronically by emailing the concept to info@redcrescent.org.mv or by calling our Communications department.

If you are a vendor working on one of our social media executions, we require an electronic proof before any item is published, or otherwise executed. These proofs can be submitted to your point of contact within MRC.

Questions prevent mishaps: If you have a question about the use of our brand materials, please do not hesitate to ask!

Approvals

References

- Maldivian Red Crescent Emblems Use Policy 2009

- International Federation Red Cross Red Crescent Red Crystal Emblems, Design Guidelines (2006)

- International Federation Style Guide (2008)

- International Federation Corporate Identity Guide (2008)
    Section B - International Federation
        Stationary

- International Federation Colour Palette

- International Federation Web Guidelines

- National Societies Web Guidelines

- International Federation Social Media Kit

- International Federation

- Hong Kong Red Crescent Corporate Style Guide

- IFRC Corporates Communication Package – Visual identity Guideline

- MRC Strategic Plan 2019 - 2030

- Red Cross Red Crescent - Movement Branding Initiative

- Branding Toolkit - January 2016

Humanity

Impartiality

Neutrality

Independence

Voluntary service

Unity

Universality

Thank You