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.
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