



Together, we create resilient cultures by elevating readiness and fostering community to better protect people, brands, and the environment in times of crisis.

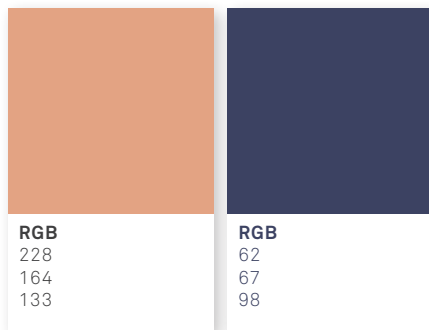
THIS GUIDE ENCOMPASSES THE RULES AND PRINCIPLES TO ADEQUATELY USE THE CRISIS READY BRAND. EVERY ITERATION OF THE BRAND OR ANY COMMUNICATION FOLLOWS THE SAME GUIDELINES IN ORDER TO CREATE A STRONG, UNIFIED, RICH BRAND.

This brandguide encompasses all relevant information regarding the identify of the Crisis Ready Institute brand. All uses of the Crisis Ready Institute brand must strictly follow and adhere to the guidelines stated within this book.

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# Color palette

## LOGO COLORS



### RGB

228  
164  
133

### RGB

62  
67  
98

### CMYK

9  
40  
47  
0

### CMYK

82  
75  
38  
26

### PMS

Pantone 7513C  
Pantone 487C  
Pantone 473C

### PMS

Pantone 5265C  
Pantone 5275C

### HEX

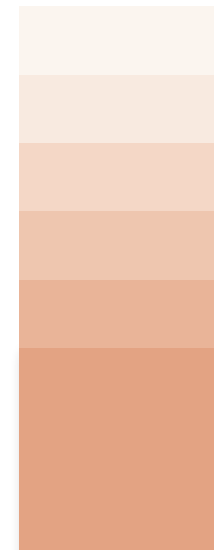
e4a485

### HEX

3e4362

## Brand's color Palette

### COPPER



### RGB

228  
164  
133

### CMYK

9  
40  
47  
0

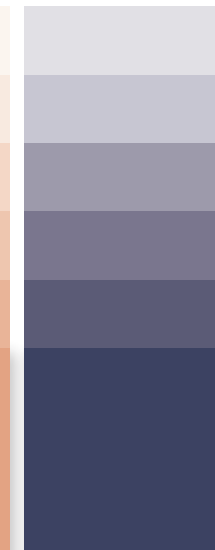
### PMS

Pantone 7513C  
Pantone 487C  
Pantone 473C

### HEX

e4a485

### DENIM



### RGB

62  
67  
98

### CMYK

82  
75  
38  
26

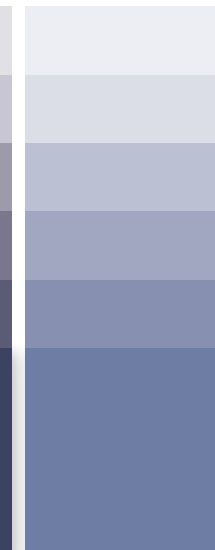
### PMS

Pantone 5265C  
Pantone 5275C

### HEX

3e4362

### LILAC



### RGB

111  
126  
165

### CMYK

63  
49  
19  
0

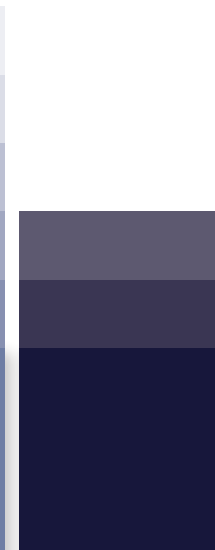
### PMS

00  
00

### HEX

6f7ea5

### PURPLE



### RGB

26  
26  
60

### CMYK

94  
91  
44  
83

### PMS

Process black

### HEX

1A1A3C

# Vital Space

the vital space protecting the logo is based on the height measure of the I in CRISIS.



the vital space protecting the logo is based on the height measure of the I in CRISIS.



the vital space protecting the logo is based on the height measure of the I in CRISIS.



As for the seals, the measure is 2 times the height of the I in Crisis.



## MAIN LOGOS

The brand's main logos are to be used and viewed most often. They are the signature of the Crisis Ready Institute and are comprised of:

- The Main Logo
- The Main Seal

The Main Logo should never be smaller than 0,125 inches in height, while the Seals should never be smaller than 0,6 inches in diameter. At those sizes, the text measures 5 pts.

# Main Logo

Denim	
PNG (digital use ) transparent background	CRI2-MainLogo-Denim.png
AI (vector: no size limit)	CRI2-MainLogo-Denim.ai

Black	
PNG (digital use ) transparent background	CRI2-MainLogo-K.png
AI (vector: no size limit)	CRI2-MainLogo-K.ai

# Main Logo

Copper	
PNG (digital use ) transparent background	CRI2-MainLogo-Copper.png
AI (vector: no size limit)	CRI2-MainLogo-Copper.ai

White	
PNG (digital use ) transparent background	CRI2-MainSeal-W.png
AI (vector: no size limit)	CRI2-MainSeal-W.ai

# Main Seal

Denim



PNG (digital use )  
transparent background

CRI2-MainSeal-Denim.png

AI (vector: no size limit)

CRI2-MainSeal-Denim.ai

Black



PNG (digital use )  
transparent background

CRI2-MainSeal-K.png

AI (vector: no size limit)

CRI2-MainSeal-K.ai

# Main Seal

Copper



PNG (digital use )  
transparent background

CRI2-MainSeal-Copper.png

AI (vector: no size limit)

CRI2-MainSeal-Copper.ai

White



PNG (digital use )  
transparent background

CRI2-MainSeal-W.png

AI (vector: no size limit)

CRI2-MainSeal-W.ai



## BRANCH LOGOS AND SEALS (or badges)

Seals have been designed to illustrate and represent the three branches of the Crisis Ready Institute. Each branch has a Certified “Badge”

- Academic
- Consultant
- Professional

Seals should never be smaller than 0,6 inches in diameter. At that size, the text measures 5 pts.

## Branch Logo Academic

Denim



PNG (digital use )  
transparent background

CRI2-Academic-Denim.png

AI (vector: no size limit)

CRI2-Academic-Denim.ai

Black



PNG (digital use )  
transparent background

CRI2-Academic-K.png

AI (vector: no size limit)

CRI2-Academic-K.ai

## Branch Logo Academic

Copper



PNG (digital use )  
transparent background

CRI2-Academic-Copper.png

AI (vector: no size limit)

CRI2-Academic-Copper.ai

White




PNG (digital use )  
transparent background


CRI2-Academic-W.png

AI (vector: no size limit)


CRI2-Academic-W.ai


## Branch Seal Academic

Denim	
PNG (digital use ) transparent background	CRI2-MainSeal-Denim.png
AI (vector: no size limit)	CRI2-MainSeal-Denim.ai

Black	
PNG (digital use ) transparent background	CRI2-MainSeal-K.png
AI (vector: no size limit)	CRI2-MainSeal-K.ai

## Branch Seal Academic

Copper	
PNG (digital use ) transparent background	CRI2-MainSeal-Copper.png
AI (vector: no size limit)	CRI2-MainSeal-Copper.ai

White	
PNG (digital use ) transparent background	CRI2-MainSeal-W.png
AI (vector: no size limit)	CRI2-MainSeal-W.ai

## Branch Logo Consultant

Denim	
PNG (digital use ) transparent background	CRI2-Consultant-Denim.png
AI (vector: no size limit)	CRI2-Consultant-Denim.ai


Black	
PNG (digital use ) transparent background	CRI2-Consultant-K.png
AI (vector: no size limit)	CRI2-Consultant-K.ai


## Branch Logo Consultant

Copper	
PNG (digital use ) transparent background	CRI2-Consultant-Copper.png
AI (vector: no size limit)	CRI2-Consultant-Copper.ai


White	
PNG (digital use ) transparent background	CRI2-Consultant-W.png
AI (vector: no size limit)	CRI2-Consultant-W.ai


# Branch Seal Consultant

Denim	
PNG (digital use ) transparent background	CRI2-MainSeal-Denim.png
AI (vector: no size limit)	CRI2-MainSeal-Denim.ai

Black	
PNG (digital use ) transparent background	CRI2-MainSeal-K.png
AI (vector: no size limit)	CRI2-MainSeal-K.ai

# Branch Seal Consultant

Copper	
PNG (digital use ) transparent background	CRI2-MainSeal-Copper.png
AI (vector: no size limit)	CRI2-MainSeal-Copper.ai

White	
PNG (digital use ) transparent background	CRI2-MainSeal-W.png
AI (vector: no size limit)	CRI2-MainSeal-W.ai

## Branch Logo Professional

Denim



PNG (digital use )  
transparent background

CRI2-Prof-Denim.png

AI (vector: no size limit)

CRI2-Prof-Denim.ai

Black



PNG (digital use )  
transparent background

CRI2-Prof-K.png

AI (vector: no size limit)

CRI2-Prof-K.ai

## Branch Logo Professional

Copper



PNG (digital use )  
transparent background

CRI2-Prof-Copper.png

AI (vector: no size limit)

CRI2-Prof-Copper.ai

White




PNG (digital use )  
transparent background


CRI2-Prof-W.png

AI (vector: no size limit)


CRI2-Prof-W.ai


# Branch Seal Professional

Denim	
PNG (digital use ) transparent background	CRI2-MainSeal-Denim.png
AI (vector: no size limit)	CRI2-MainSeal-Denim.ai

Black	
PNG (digital use ) transparent background	CRI2-MainSeal-K.png
AI (vector: no size limit)	CRI2-MainSeal-K.ai

# Branch Seal Professional

Copper	
PNG (digital use ) transparent background	CRI2-MainSeal-Copper.png
AI (vector: no size limit)	CRI2-MainSeal-Copper.ai

White	
PNG (digital use ) transparent background	CRI2-MainSeal-W.png
AI (vector: no size limit)	CRI2-MainSeal-W.ai

## SUB LOGOS

Certain components of the Crisis Ready institute require their own visual approach to distinguish and highlight their identity and scale. Those branches have their own sub logos. They are comprised of:

- The Crisis Ready Certification
- The Crisis Ready Community

Many more might appear in the future. They should all follow the same visual assembly mode. Sub logos, which are constituted of the Icon, the “Crisis Ready” term followed by the specification “Community”, “Certification” or other, all stack on top of each other (on 3 lines).

Sub logos, when occupying 3 lines, should never be smaller than 0,35 inch in height. At this size “Crisis Ready”, which in most cases will be the widest element, measures 0,8 inch, and the smallest text measures 5 pts.



## Sub Logo Certification

Denim



PNG (digital use )  
transparent background

CRI2-Certifications-Denim.png

AI (vector: no size limit)

CRI2-Certifications-Denim.ai

Black



PNG (digital use )  
transparent background

CRI2-Certifications-K.png

AI (vector: no size limit)

CRI2-Certifications-K.ai

## Sub Logo Certification

White



PNG (digital use )  
transparent background

CRI2-Certifications-W.png

AI (vector: no size limit)

CRI2-Certifications-W.ai

## Sub Logo Community

Denim



PNG (digital use )  
transparent background

CRI2-Community-Denim.png

AI (vector: no size limit)

CRI2-Community-Denim.ai

Black



PNG (digital use )  
transparent background

CRI2-Community-K.png

AI (vector: no size limit)

CRI2-Community-K.ai

## Sub Logo Community

White



PNG (digital use )  
transparent background

CRI2-Community-W.png

AI (vector: no size limit)

CRI2-Community-W.ai

# PRINT typography

BwDarius

AaBbCcDd AaBbCcDd  
1234 1234

abcdefghijklmnopqrstuvwz  
abcdefghijklmnopqrstvwxyz  
1234567890@#%?&\*()

MRC Akkurat

AaBbCcDd AaBbCcDd  
1234 1234

abcdefghijklmnopqrstuvwz  
abcdefghijklmnopqrstvwxyz  
1234567890@#%?&\*()

## TITLE WITH SERIF

Cimusda in reium *iumquamet harupta* speria adis aboremosae. Il maiorest et quaessinis reicips aperiatesto magnis aliquo tem. Faccaer ibusam quasse lame litatem fugia excernatem nobis minum res illaut as aut eum labor sitatenis dollaut quam, soluptam quatemp orecaororum simincto blabor autendi ipsam quatenis sus.

## Title sans serif

Cimusda in reium *iumquamet harupta* speria adis aboremosae. Il maiorest et quaessinis reicips aperiatesto magnis aliquo tem. Faccaer ibusam quasse lame litatem fugia excernatem nobis minum res illaut as aut eum labor sitatenis dollaut quam, soluptam quatemp orecaororum simincto blabor autendi ipsam quatenis sus.

## TITLE SANS SERIF

Cimusda in reium *iumquamet harupta* speria adis aboremosae. Il maiorest et quaessinis reicips aperiatesto magnis aliquo tem. Faccaer ibusam quasse lame litatem fugia excernatem nobis minum res illaut as aut eum labor sitatenis dollaut quam, soluptam quatemp orecaororum simincto blabor autendi ipsam quatenis sus.

## Title with serif

Cimusda in reium *iumquamet harupta* speria adis aboremosae. Il maiorest et quaessinis reicips aperiatesto magnis aliquo tem. Faccaer ibusam quasse lame litatem fugia excernatem nobis minum res illaut as aut eum labor sitatenis dollaut quam, soluptam quatemp orecaororum simincto blabor autendi ipsam quatenis sus.

# WEB typography

Web typography

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DM Serif = Bw Darius

**ABCDEFGHIJKLMNO  
PQRSTUVWXYZabc  
defghijklmnopqrstu  
vwxyz  
1234567890**

Source Sans Pro = MRC Akkurat

ABCDEFGHIJKLMNO  
PQRSTUVWXYZabcde  
fghijklmnopqrstuvwxyz  
1234567890

