The Show Racism the Red Card brand consists of an eye-catching and meaningful icon with simple yet effective typography that compliments this. Its main aim was to focus in on the ever-increasing problem of racism within our society, to raise awareness and as a result, educate people against racism.

The rectangular red card is an obvious take on a referee’s red card however it has been slightly manipulated in that there are two curved corners and two right-angled corners. This was to give the red card itself a visually more interesting design appeal.

Within the red card is a stencil outline image of two hands shaking, one white and one black. They are positioned centrally on the card and horizontally as well as having the same proportions in order to convey the message of equality.

This is a very striking image and it does say more than a thousand words. The icon gets to the core point of the charity whilst maintaining a strong positive outlook as the hands together show a strong sign of friendship.

The handshake itself is a powerful one, which gives across a sense that they really mean it and are both committed to showing racism the red card.

The typography was kept simple in order to let the icon have the limelight. It is structured simply in a rectangular box and the font-type and colours gel really well with the icon, both being used together creates a very strong logo design.
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Colour Palette

**Primary Colour Palette:**

Main colour scheme used in the logo.

- **Deep Red**
  - Pantone:
  - CMYK: c:18 m:99 y:96 k:7
  - RGB: r:191 g:35 b:41

- **Black**
  - Pantone:
  - CMYK: c:75 m:68 y:67 k:90
  - RGB: r:0 g:0 b:0

- **White**
  - Pantone:
  - CMYK: c:0 m:0 y:0 k:0
  - RGB: r:255 g:255 b:255

**Rollover & Highlight Colour Palette:**

- **Red:** 
  - Pantone:
  - CMYK:
  - RGB: #FF0000

- **Grey:** 
  - Pantone:
  - CMYK:
  - RGB: #D7D7D7

These colours are to be used as on hover link colours or to compliment the main red and black colour scheme used above.
Typography used in logo

The font-type used to create the logo is century gothic regular, with an adjustment in the letter and line spacing. The words ‘racism’ and ‘red’ should always be emphasised either by a difference in colour or a stroke used to add extra weight as shown in the two logo’s below.

Font-family: Century Gothic
Font-type: Regular
Orginal font-size: 35pt
Line spacing: 62pt
Letter-spacing on bottom line: -14

In order to create rounded corners the text was expanded both by object and fill, then a stylize effect of 1 or 2pt rounded corners was applied depending on the size of the text.

The left side of the crossbar from the letter ‘t’ has been removed so that it doesn’t symbolise any religious symbols as well as creating a stronger rectangular shape and structure to the typography.
Alignment & Spacing

It is important that the Show Racism The Red Card logo is influential and readable across all applications. To ensure this, there is a minimum clear space area around the logo and no other graphic element is allowed to breach it. The minimum clear space is illustrated below.
Sub-Branding

Addition of Show Racism the Red Cards email address in same font as main typography and only ever placed in bottom right hand corner of logo. Must also be considerably smaller than the main typography and black or grey (#d7d7d7) in colour.

This should be used on all types of merchandising for example t-shirts, badges, wristbands, stickers etc.
Alternatives

As there are downloadable versions of the logo already on the website as well as how important the message is to get across alternative logo’s have been created in different languages. Consideration has been taken here in order to make the words fit accordingly with the logo.

1. Danish Translation
2. French Translation
3. German Translation
4. Hungarian Translation
11. Russian Translation

12. Slovak Translation

13. Swedish Translation
Positive and Negative Combinations
Master Brand and how it should be used

1. Primary horizontal logo version. The icon should be scaled so that the height equals that of the height of the two lines of text. The icon must always be placed to the left of the text, NEVER to the right. This is to be used on the official website and may be used for other types of branding and merchandising.

2. Original Logo and the one that should be used primarily if an alternative is not needed. Addition of web address if possible on all merchandising.

3. The brand text can be used on its own on some types of merchandising for example t-shirts and badges and addition of web address should be used if possible. The use of the brand icon can too be used sparingly on its own for some merchandising purposes.
Master Brand and how it should not be used

- Do not alter the colours of the Master Brand in any way.
- Never add an effect to the Master Brand.
- Positive and negative combinations is black and white never grey.
- Never swap colours of the hands on the Master Brand.
- Never stretch out the Master Brand in anyway.
- Never change the font on the Master Brand.
show racism the red card
Jeff the Ref is a cuddly and friendly dog who has recently been adopted by the "Show Racism the Red Card" team to help tackle racism in Ireland. Jeff loves sports and believes everyone should enjoy the games too, regardless of their background, be it colour, nationality, religion or culture. Jeff believes racism is not acceptable and should it be about, be sure that Jeff will get his red card out!.

Background Story

Jeff the Ref is a cuddly and friendly dog who has recently been adopted by the "Show Racism the Red Card" team to help tackle racism in Ireland. Jeff loves sports and believes everyone should enjoy the games too, regardless of their background, be it colour, nationality, religion or culture. Jeff believes racism is not acceptable and should it be about, be sure that Jeff will get his red card out!
Mascot Design: Jeff the Ref

HELP US TACKLE RACISM!
Sticker / Badge Designs

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Branding T-shirt Designs
Branding T-shirt Designs
Branding Wristband Designs

- 202mm
- 172.1mm
- 12mm
- 7.5mm

- PMS White C (Band)
- Debossed - PMS 485 C
- Debossed - PMS Black C
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