



INTERNATIONAL
RESCUE
COMMITTEE

MARCH 2023

BRAND STYLE GUIDE

Guidance on logos, color palette, typography, and other brand features

ONLINE RESOURCES

All International Rescue Committee (IRC) brand assets are proprietary. If you opt to use any logos, designs, and/or other brand features, you acknowledge your acceptance of our terms of use. For any questions, please contact Design@Rescue.org.

LOGO



Our arrow (R) mark and black and yellow color palette are our most recognizable brand assets. It's important to consistently use these assets, as outlined in this Style Guide, because that will help us to build brand awareness.

Yellow and black were originally selected as our primary colors for the impact they provide when placed next to each other. Together, they impart the urgency of our mission, helping people affected by humanitarian crises to survive, recover and rebuild their lives.

The arrow, in addition to visually representing the letter "R," remains a symbol of movement, direction, change, and activity, including the agency of our clients, their ability to take action and make decisions on behalf of themselves, their families and communities.

For the millions of clients the International Rescue Committee (IRC) has served over the decades—and will serve in the years to come—our black and yellow banner stands as a powerful beacon of hope and potential. It leads the way to safety, self-reliance and renewed life.

LOGO VARIANTS

We primarily use our logo in black and yellow. The logo layout (vertical or horizontal) will depend on the space.

In situations where color is not available and the yellow cannot be produced, the all black or all white logo options can be used. Please ensure there is sufficient contrast between the foreground and background.

The logo mark is used for favicons, social avatars or in combination with our URL.

The type in the logo should never be altered or recreated.

PRIMARY



IRC VERTICAL LOGO LOCK-UP



IRC HORIZONTAL LOGO LOCK-UP



IRC LOGO MARK

FOR ONE COLOR USAGE



IRC B+W VERTICAL LOGO LOCK-UP



IRC B+W HORIZONTAL LOGO LOCK-UP



IRC B+W LOGO MARK

OVER FULL YELLOW BACKGROUNDS



IRC BLACK VERTICAL LOGO LOCK-UP



IRC BLACK HORIZONTAL LOGO LOCK-UP



IRC BLACK LOGO MARK

LOGO CLEARSPACE & MINIMUM SCALE



The clearspace is equivalent to the thickness of the top stroke of the arrow. This measuring device should be placed around the logo to ensure proper clearspace. This is a proportional measure that holds at all sizes. This also defines how close the logo can get to the edge of a page or piece of paper.

All text in our logo should be legible, so do not use the logo smaller than noted below.

PRINT

Vertical - no less than .625" tall.

Horizontal - no less than 1.44" wide.

DIGITAL

Vertical - no less than 100px tall

Horizontal - no less than 173.07px wide



LOGO USAGE OVER IMAGERY

Logos can be placed over imagery in the corners. Logos should never be placed over people's faces or important subject-matter in the image. These guidelines apply to the placement of the logo lock-up and typography over imagery.



LOGO DON'TS



Do not modify the proportions of the logo.

Do not tilt, skew or crop the logo.

Do not use dropshadows.

Do not resize the logomark or the word mark.

Do not change the colors of the logo.

Do not put words, imagery or textures in the arrow/R mark.

CORPORATE PARTNER LOGO APPROACH

When placing our logo with partner identities, please scale so that our logo has equal prominence.

For placement among logos that are vertical, please use our vertical logo at a consistent height.

When partner logos are horizontal, please use our horizontal logo, again using a consistent height across the logos.

Please email Design@Rescue.org if uncertain which of our logo layouts to use with a corporate partner.



Citi Foundation



Johnson & Johnson

Bloomberg

ARROW/R MARK

Our arrow/R mark can be used for avatars on social channels, favicons in browser address bars, and when our full organization name is paired with it in text.

Do not rotate, invert, or change the direction of the arrow/R mark.

For social media posts, we use our respective URLs in combination with the arrow/R mark to drive audiences to our website.



SOCIAL CHANNEL AVATAR

Rescue.org 

Rescue-UK.org 

Rescue-DE.org 

Rescue-SE.org 

Rescue-EU.org 

Rescue.or.kr 

IRC MARK + URLS

FILE FORMAT OPTIONS



All logo files are available on Content.Rescue.org in a variety of format options. Printers or vendors may ask for a specific type of file. Here is a guide to the file types available and the situations in which each is best used. If you are unsure of what file format is best for your needs, please contact Design@Rescue.org

.eps: used for vendors who need graphics for items like t-shirts, banners or mugs. These are available in our Pantone color, CMYK or black and white. This is a vector-based file, which means the artwork can be scaled to any size without loss of quality. These files are also best to give to professional graphic designers.

.svg: used for digital products and websites. These are available in our hex color. This is a vector-based file, which means the artwork can be scaled to any size without loss of quality. These files are best for digital websites and apps.

.jpg: are optimized to be small in file size. You can place these in digital files, MS Office documents, and other applications where you do not need to scale the size. These files can only be scaled down in size without loss of quality. Scaling them larger than the original size will result in an undesirably “fuzzy” or pixelated logo.

.gif: also optimized for very small file sizes and limited color space. They can be used in digital contexts but also cannot be scaled up.

.tif: used on small-scale print jobs, like advertisements or invitations. These are available in CMYK color (300dpi) and black and white (600dpi).

COLOR PALETTE

Our primary palette is the core of our brand identity. The palette consists of IRC Yellow, Black and White. Consistent use of only these colors will help to build a stronger, more cohesive brand and to differentiate our organization from others in our sector.

We use this secondary palette when more colors are necessary for elements such as graphs, charts and backgrounds to break up long content areas.

The color red is used only for crisis contexts or emergencies. This color should only be used as an accent.

For all digital applications, use Hex code and RGB formulations and for all print application, use Pantone or CMYK. Please note that Pantone 115U is for use on uncoated papers.

PRIMARY PALETTE



IRC Yellow
Pantone 123C
Pantone 115U
Hex: #FFC72C
RGB: 255, 199, 44
CMYK: 0, 22, 92, 0



Black
HEX: #000000
RGB: 0, 0, 0
CMYK: 70, 50, 30, 100



White
HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

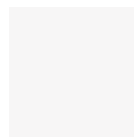
SECONDARY PALETTE



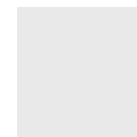
Hex: #FFD44B
RGB: 255, 212, 75
CMYK: 1, 15, 82, 0



Hex: #FFD960
RGB: 255, 217, 96
CMYK: 1, 13, 74, 0



Hex: #F6F6F6
RGB: 246, 246, 246
CMYK: 2, 2, 2, 0



Hex: #E9E9E9
RGB: 233, 233, 233
CMYK: 7, 5, 6, 0



Hex: #D1D1D1
RGB: 209, 209, 209
CMYK: 17, 13, 13, 0



Hex: #666666
RGB: 102, 102, 102
CMYK: 60, 51, 51, 20



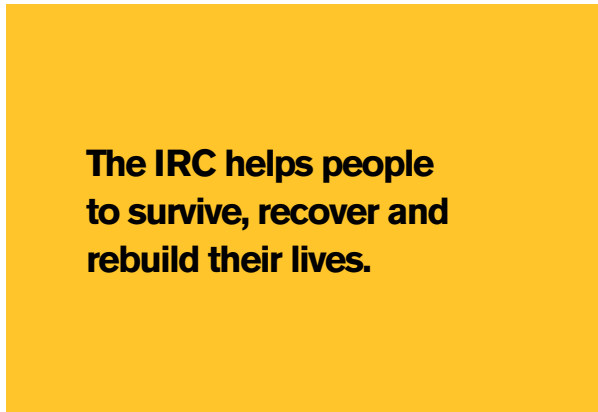
Hex: #383838
RGB: 56, 56, 56
CMYK: 69, 62, 61, 54



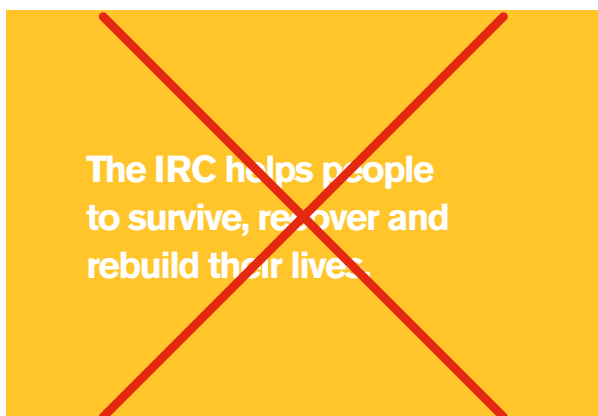
Hex: #E52911
RGB: 229, 41, 17
CMYK: 4, 96, 100, 0
*Crisis or emergencies use only.

COLOR USAGE FOR TYPOGRAPHY

WE USE HIGH CONTRAST COMBINATIONS TO ENSURE VISUAL ACCESSIBILITY



THESE COMBINATIONS DO NOT MEET CONTRAST RATIOS FOR WCAG CONFORMANCE



TYPOGRAPHY

Akzidenz Grotesk is the primary typeface for all external communications in languages that use the Roman alphabet. There is a range of weights available for use, but our style is to use Bold for headings and Light for body text with a tighter letterspacing on bold type. (In Adobe programs, track in by -40.)

When Akzidenz Grotesk is not available, Arial is the standard default font. Arial should be used in cases such as MS Office documents and digital applications that cannot support a non-system typeface.

Type should be treated simply—avoid using small caps, underlining (except for links), italics (except for referencing titles), “double bolding” (bolding an already bold typeface) or drop shadows on text. Preferred format for type and headlines is flush left or right.

Questions? Email Design@Rescue.org

Akzidenz Grotesk

Bold

AaÅåBbCcDdEeFfGgHhIiJjKkLlMmNnOoØøPpQqRrSsTtUuVvWwXxYyZz

Light

AaÅåBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Arial

Bold

AaÅåBbCcDdEeFfGgHhIiJjKkLlMmNnOoØøPpQqRrSsTtUuVvWwXxYyZz

Regular

AaÅåBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

TYPOGRAPHY (continued)

We use Arial Arabic as the default for Arabic text.

We use Source Han Sans KR as the default for Korean Hangul text. Use Bold for headings and Light for body text with a tighter letterspacing on both headlines and body text. (In Adobe programs, track in by -40. In Sketch/Figma, track in by -1.25) Use Regular weight in place of Light weight when text is on dark backgrounds.

Preferred format for type and headlines is flush left or right.

Arial Arabic

Bold

١٢٣ ابتجخذرزسشص

Regular

١٢٣ ابتجخذرزسشص

Source Han Sans KR

Bold

동해 물과 백두산이 마르고 닳도록 하느님이 보우하사 우리나라 만세.

Light

동해 물과 백두산이 마르고 닳도록 하느님이 보우하사 우리나라 만세.

TYPE HIERARCHY

Headings

Headings should be styled in Akzidenz Grotesk - Bold (tracking -40). Editorial headlines and titles should be in sentence case. Marketing headlines can be uppercase (short) or sentence case (long). Leading ratio of 1 x font size.

Sub-headings

Sub-headings and sub-text should be set in Akzidenz Grotesk - Light. Akzidenz Grotesk - Bold can be utilized to highlight important words within a sub-heading.

Body

Body copy should always be set in Akzidenz Grotesk Light with a minimum size of 10px, utilizing the Bold weight for all points of emphasis. Leading ratio of 1.4 x font size. For space after, .0625" for all headings. 0.1" for all paragraphs.

Section

Heading 1

Sub-text

SUB-HEADING

Body

Dunt, officima dendus. Sunt andam qui dellita tiatiam, qui que vel ipicipsandi berspel iliqui bla invel molorpostias inum quo est est, ari re corro tet exeror sequi bea sim harcim natium quaspe sitatur.

TYPE HIERARCHY | RATIOS

Section

Akzidenz-Grotesk Bold

Sentence case, left aligned

Master font size: 100%

Leading ratio: 1 x font size

Tracking: -40

Heading 1

Akzidenz-Grotesk Bold

Sentence case, left aligned

Font size: 67%

Leading: 1 x font size

Tracking: -40

Sub-text

Akzidenz-Grotesk Light

Sentence case, left aligned

Font size: 50%

Leading: 1.4 x font size

Tracking: 0

Sub-heading

Akzidenz-Grotesk Bold

All caps, left aligned

Default: 33%

Leading: 1 x font size

Tracking: 0

Leveraging impact & scale

Clients in focus

The IRC's reach goes far beyond our own programs. Our program quality, our experience working in some of the toughest places in the world, and our strong network have built credibility for us to share our ideas, and shape the actions of others.

DONOR SPOTLIGHT

Default spacing

Space after: Title (**Master**) font size / 5 (in pts)

TYPE HIERARCHY | RATIOS (continued)

Body

Akzidenz-Grotesk Light

Sentence case, left aligned

Font-size: 30%

Leading: 1.3 x font-size

Tracking: 0

List

Akzidenz-Grotesk Light

Sentence case, left aligned

Font-size: 30%

Leading: 1.2 x font size (default)

Left indent: 25% of master font size

First line left indent: -25% of master font size

Callout Body

Akzidenz-Grotesk Regular

Sentence case, left aligned

Font-size: 30%

Leading: 1.3 x font-size

Funding to local partners

We increased by 50% our funding to local partners compared to FY20, which is a significant first step toward our ambition to maximize the power of people and organizations affected by crises to drive response and recovery.

- Launch our 3-year GEDI action plan and a fully staffed GEDI team to support implementation in each region: UK, Germany, Sweden and South Korea.
- Embed GEDI priorities in our country and regional strategic action plan to drive progress
- Expand GEDI learning opportunities for staff and managers

INCLUSIVE, CLIENT-CENTERED PROGRAMMING

Bringing together standards on client-centered programming and inclusion of persons with disabilities, the IRC Syria team amended their existing channels to be accessible for persons with disabilities and available to collect client feedback remotely.

Default spacing

Space after: Title (**Master**) font size / 5 (in pts)

PRINT TYPOGRAPHY

Section

Akzidenz-Grotesk Bold

Sentence case, left aligned

Default: 36 pt/36 pt

Tracking: -40



**Leveraging
impact & scale**

Heading 1

Akzidenz-Grotesk Bold

Sentence case, left aligned

Default: 24 pt/24 pt

Tracking: -40



Clients in focus

Sub-text

Akzidenz-Grotesk Light

Sentence case, left aligned

Default: 18 pt/25 pt

Tracking: 0



The IRC's reach goes far beyond our own programs. Our program quality, our experience working in some of the toughest places in the world, and our strong network have built credibility for us to share our ideas, and shape the actions of others.

Sub-heading

Akzidenz-Grotesk Bold

All caps, left aligned

Default: 12 pt/12pt

Tracking: 0



DONOR SPOTLIGHT

Default spacing

Space after: 0.1 in

PRINT TYPOGRAPHY (continued)

Body

Akzidenz-Grotesk Light

Sentence case, left aligned

Default: 11pt/14.5 pt

Tracking: 0



Funding to local partners

We increased by 50% our funding to local partners compared to FY20, which is a significant first step toward our ambition to maximize the power of people and organizations affected by crises to drive response and recovery.

List

Akzidenz-Grotesk Light

Sentence case, left aligned

Default: 11pt/13pt

Tracking: 0

Left indent: 0.125 in

First line left indent: -0.125 in



- Launch our 3-year GEDI action plan and a fully staffed GEDI team to support implementation in each region: UK, Germany, Sweden and South Korea.
- Embed GEDI priorities in our country and regional strategic action plan to drive progress
- Expand GEDI learning opportunities for staff and managers

Callout Body

Akzidenz-Grotesk Regular

Sentence case, left aligned

Default: 11pt/14.5 pt

Tracking: 0



INCLUSIVE, CLIENT-CENTERED PROGRAMMING

Bringing together standards on client-centered programming and inclusion of persons with disabilities, the IRC Syria team amended their existing channels to be accessible for persons with disabilities and available to collect client feedback remotely.

Default spacing

Space after: 0.1 in

SOCIAL TYPOGRAPHY | QUOTE

Quotation Mark

Akzidenz-Grotesk Super

Left aligned, baseline alignment

Slightly larger than text

Default: 160px

Margin right: 30px

Quote

Akzidenz-Grotesk Bold

Sentence case, left aligned

Default: 80px/112px

Minimum: 60px/84px

Letter spacing: -40 px

Line height: 1.4 x font size

Attribution

Akzidenz-Grotesk Regular

Sentence case, left aligned

Default: 50px/70px

Minimum: 40px /56px

Letter spacing: 0px

Line height: 1.2 to 1.4 x font size

(depending on amount of text)



SOCIAL TYPOGRAPHY | INTERIOR

Headline

Akzidenz-Grotesk Bold

Sentence case, left aligned

Default: 88 px/88 px

Minimum: 80px/80px

Letter spacing: -40px

Line height: 1 x font size

Body

Akzidenz-Grotesk Regular

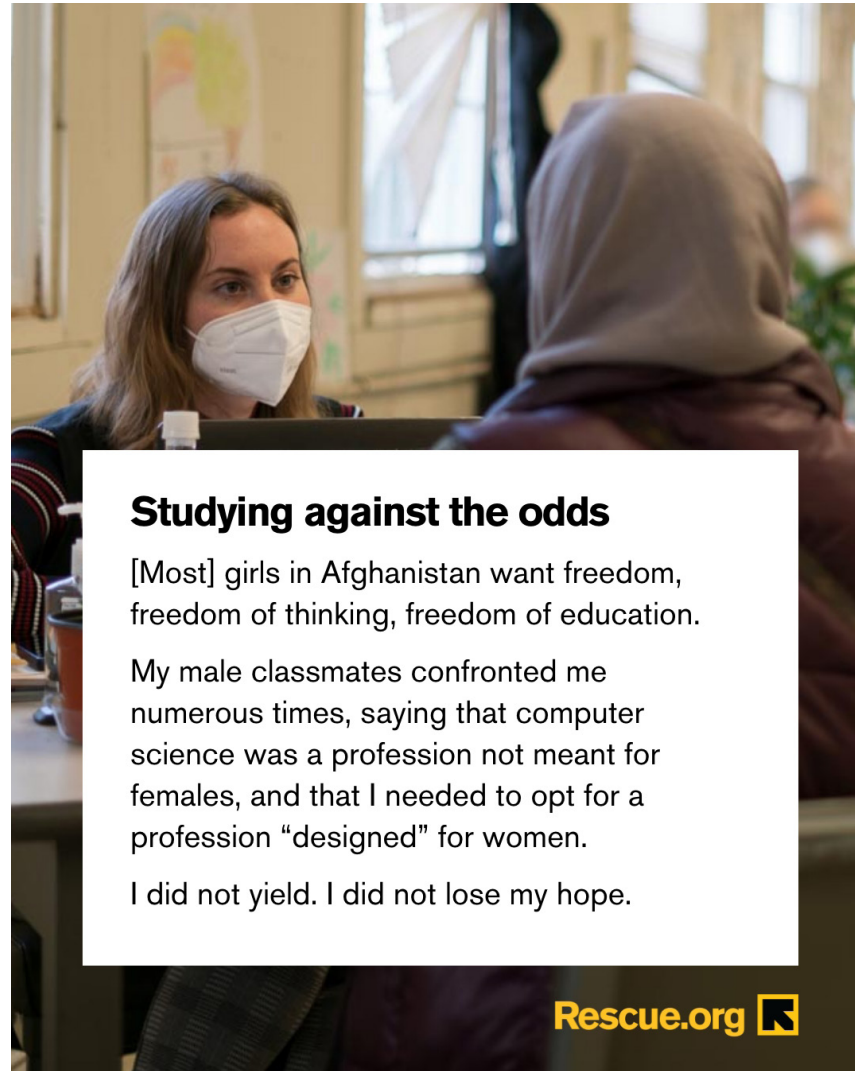
Sentence case, left aligned

Default: 44 x/62px

Minimum: 40px/56px

Letter spacing: 0px

Line height: 1.2 to 1.4 x font size
(depending on amount of text)



Studying against the odds

[Most] girls in Afghanistan want freedom, freedom of thinking, freedom of education.

My male classmates confronted me numerous times, saying that computer science was a profession not meant for females, and that I needed to opt for a profession “designed” for women.

I did not yield. I did not lose my hope.

Rescue.org 

TYPE HIERARCHY | KOREAN

Headings

Headings should be styled in Source Han Sans KR - Bold (In Adobe programs, track in by -40. In Sketch/Figma, track in by -1.25). Leading ratio: 1 x font size.

Sub-headings

Sub-headings and subheads should be set in Source Han Sans KR - Light. Source Han Sans KR - Bold can be utilized to highlight important words within a sub-heading. Leading ratio: 1.4 x font size.

Body

Body copy should always be set in Source Han Sans KR - Light with a minimum size of 10px, utilizing the Bold weight for all points of emphasis. Leading ratio of 1.4 x font size. For space after, .0625" for all headings. 0.1" for all paragraphs.

섹션

제목 1

서브텍스트

소제목

신체

아프가니스탄 전역의 62개 보건소를 지원하고, 실향민 가족에게 현금을 제공하고, 사람들에게 생계 기회를 제공하고, 무엇보다도 안전한 학습 공간과 지역 사회 기반 교육을 제공합니다. 또한 지역 사회와 협력하여 자체 개발 프로젝트를 식별, 계획 및 관리합니다.

TYPE HIERARCHY | RATIOS

Section

Source Han Sans KR Bold

Sentence case, left aligned

Master font size: 100%

Leading ratio: 1 x font size

Tracking: -40

Heading 1

Source Han Sans KR Bold

Sentence case, left aligned

Font size: 67%

Leading: 1 x font size

Tracking: -40

Sub-text

Source Han Sans KR Light

Sentence case, left aligned

Font size: 50%

Leading: 1.4 x font size

Tracking: -40

Sub-heading

Source Han Sans KR Bold

All caps, left aligned

Default: 33%

Leading: 1 x font size

Tracking: -40

Default spacing

Space after: Title (**Master**) font size / 5 (in pts)

레버리지 영향 및 규모

집중하는 클라이언트

IRC의 범위는 우리 자신의 프로그램을 훨씬 뛰어넘습니다. 우리의 프로그램 품질, 세계에서 가장 힘든 곳에서 일한 경험, 그리고 우리의 강력한 네트워크는 우리가 우리의 아이디어를 공유하고 다른 사람들의 행동을 형성할 수 있는 신뢰를 구축했습니다.

기증자 스포트라이트

TYPE HIERARCHY | RATIOS (continued)

Body

Source Han Sans KR Light

Sentence case, left aligned

Font-size: 30%

Leading: 1.3 x font-size

Tracking: -40

List

Source Han Sans KR Light

Sentence case, left aligned

Font-size: 30%

Leading: 1.2 x font size (default)

Left indent: 25% of master font size

First line left indent: -25% of master font size

Callout Body

Source Han Sans KR Regular

Sentence case, left aligned

Font-size: 30%

Leading: 1.3 x font-size

현지 파트너에 대한 자금 지원

FY20에 비해 지역 파트너에 대한 자금 지원을 50% 늘렸습니다. 이는 위기의 영향을 받는 사람과 조직이 대응 및 복구를 추진할 수 있는 힘을 최대화하려는 야망을 향한 중요한 첫 번째 단계입니다.

- 영국, 독일, 스웨덴 및 한국의 각 지역에서 실행을 지원하기 위해 3개년 GEDI 실행 계획과 전 직원으로 구성된 GEDI 팀을 시작합니다.
- GEDI 우선 순위를 우리나라 및 지역 전략 실행 계획에 포함시켜 진행 상황을 주도합니다.
- 직원 및 관리자를 위한 GEDI 학습 기회 확대

포괄적인 클라이언트 중심 프로그래밍

클라이언트 중심 프로그래밍 및 장애인 포함에 대한 표준을 통합하여 IRC 시리아 팀은 장애인이 액세스할 수 있고 원격으로 클라이언트 피드백을 수집할 수 있도록 기존 채널을 수정했습니다.

Default spacing

Space after: Title (**Master**) font size / 5 (in pts)

PRINT TYPOGRAPHY | KOREAN

Section

Source Han Sans KR Bold

Left aligned

Default: 36pt/36pt

Leading ratio: 1 x font size

Tracking: -40

최근 뉴스

Heading 1

Source Han Sans KR Bold

Left aligned

Default: 24pt/24pt

Leading ratio: 1 x font size

Tracking: -40

우리 대통령의 환영

Sub-text

Source Han Sans KR Light

Left aligned

Default: 18pt/25pt

Leading ratio: 1.4 x font size

Tracking: -40

사람들은 벨로루시에서 폴란드로 국경을 넘으려는 시도에서 밀려난 후 몇 주 동안 방치되었습니다. 벨로루시에서는 여성과 어린 아이들을 포함한 난민과 이주민들이 얼어붙은 환경에 갇혀 저체온증, 굶주림, 탈진에 시달리고 있습니다.

Sub-heading

Source Han Sans KR Bold

Left aligned

Default: 12pt/12pt

Leading ratio: 1 x font size

Tracking: -40

벨로루시 위기

Default spacing

Space after: 0.1 in

PRINT TYPOGRAPHY | KOREAN (continued)

Body

Source Han Sans KR Light

Left aligned

Default: 11pt/14.5 pt

Tracking: -40

List

Source Han Sans KR Light

Left aligned

Default: 11pt/13pt

Tracking: -40

Left indent: 0.125 in

First line left indent: -0.125 in

Callout Body

Source Han Sans KR Regular

Left aligned

Default: 11pt/14.5 pt

Tracking: -40

현지 파트너에 대한 자금 지원

FY20에 비해 지역 파트너에 대한 자금 지원을 50% 늘렸습니다. 이는 위기의 영향을 받는 사람과 조직이 대응 및 복구를 추진할 수 있는 힘을 최대화하려는 야망을 향한 중요한 첫 번째 단계입니다.

- 영국, 독일, 스웨덴 및 한국의 각 지역에서 실행을 지원하기 위해 3개년 GEDI 실행 계획과 전 직원으로 구성된 GEDI 팀을 시작합니다.
- GEDI 우선 순위를 우리나라 및 지역 전략 실행 계획에 포함시켜 진행 상황을 주도합니다.
- 직원 및 관리자를 위한 GEDI 학습 기회 확대

포괄적인 클라이언트 중심 프로그래밍

클라이언트 중심 프로그래밍 및 장애인 포함에 대한 표준을 통합하여 IRC 시리아 팀은 장애인이 액세스할 수 있고 원격으로 클라이언트 피드백을 수집할 수 있도록 기존 채널을 수정했습니다.

Default spacing

Space after: 0.1 in

SOCIAL TYPOGRAPHY | QUOTE

Quotation Mark

Akzidenz-Grotesk Super

Left aligned, baseline alignment

Slightly larger than text

Default: 160px

Margin right: 30px

Quote

Source Han Sans KR Bold

Left aligned

Default: 80px/112px

Minimum: 60px/84px

Letter spacing: -40 px

Line height: 1.4 x font size

Attribution

Source Han Sans KR Regular

Left aligned

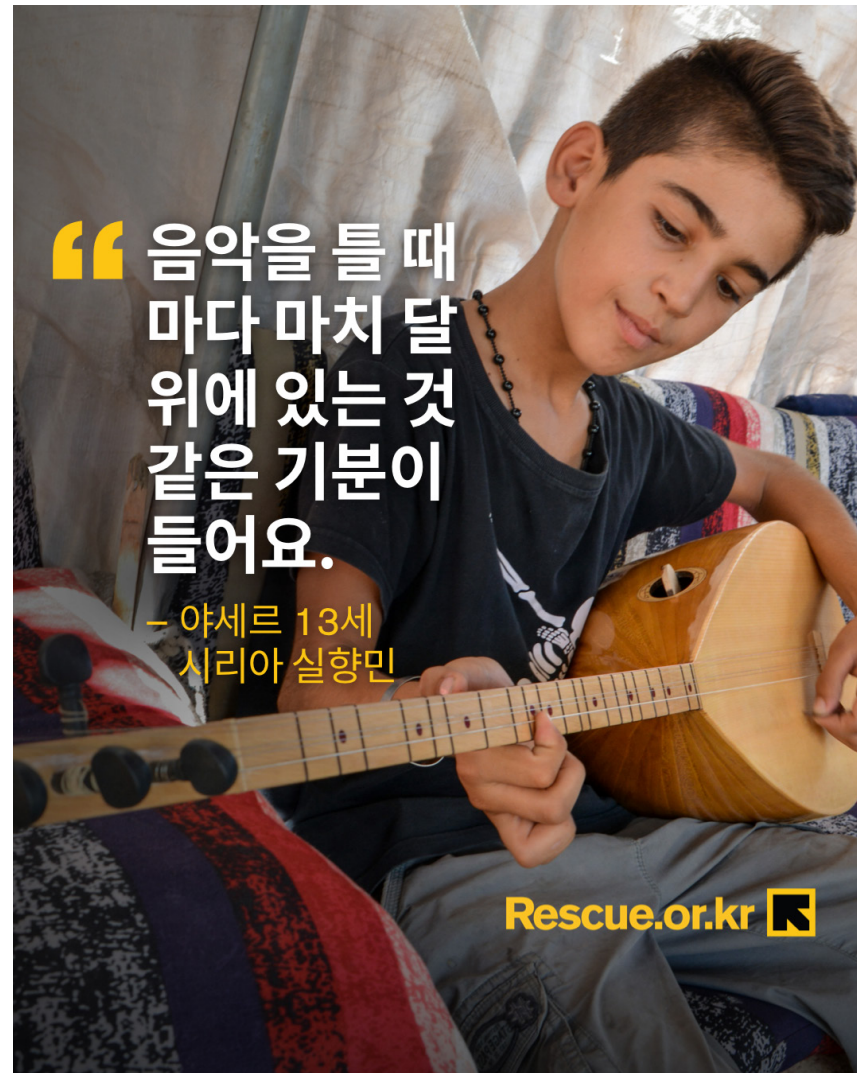
Default: 50px/70px

Minimum: 40px /56px

Letter spacing: 0px

Line height: 1.2 to 1.4 x font size

(depending on amount of text)



SOCIAL TYPOGRAPHY | INTERIOR

Headline

Source Han Sans KR Bold

Left aligned

Default: 88 px/88 px

Minimum: 80px/80px

Letter spacing: -40px

Line height: 1 x font size

Body

Source Han Sans KR Regular

Left aligned

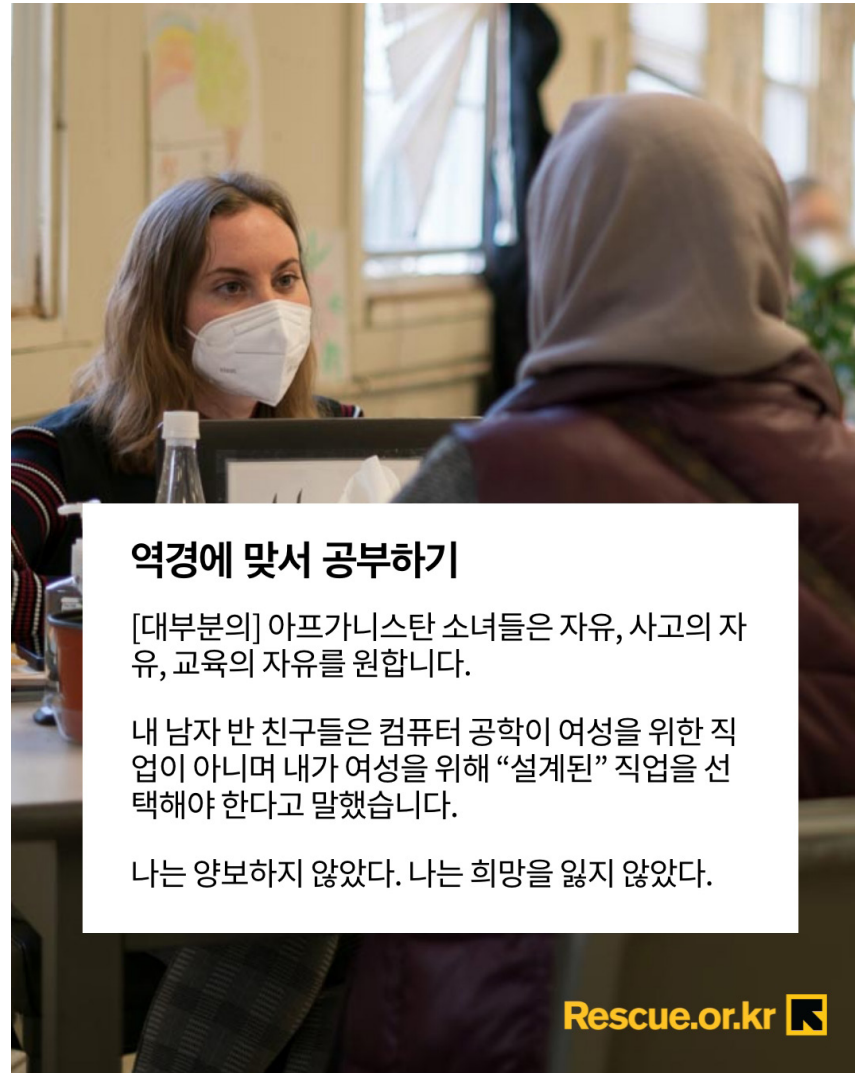
Default: 44 x/62px

Minimum: 40px/56px

Letter spacing: 0px

Line height: 1.2 to 1.4 x font size

(depending on amount of text)



역경에 맞서 공부하기

[대부분의] 아프가니스탄 소녀들은 자유, 사고의 자유, 교육의 자유를 원합니다.

내 남자 반 친구들은 컴퓨터 공학이 여성을 위한 직업이 아니며 내가 여성을 위해 “설계된” 직업을 선택해야 한다고 말했습니다.

나는 양보하지 않았다. 나는 희망을 잃지 않았다.

Rescue.or.kr 

PHOTO CREDITING

IRC Photo Crediting - General

All publications outside of the IRC must credit IRC images as:

- © International Rescue Committee
- Photo: [Photographer's name] for the IRC

Example:

© International Rescue Committee
Photo: Dalia Khamissy for the IRC

IRC Photo Crediting - Social Media

IRC image crediting requirements:

1. Photo credits are placed over photos or at the end of the post's caption.
2. If credits are placed over photos, the credit needs to be visible.
3. If the photo credit is placed at the end of the post's caption, the credit does not need to link to the photographers' account.

IRC Photo Crediting - Website

Please follow this format:

- Photo: [Photographer's name] for the IRC

Example:

Photo: Dalia Khamissy for the IRC

Crediting Non-IRC Photos

1. Only use photos from the [IRC Content Library](#).
 - a. All non-IRC images will be in the "Image: Procured Photos" section.
2. All non-IRC images need to be credited unless their credit requirements specify (*Photo credit requirements are in each photo's "Description" or "Restrictions" section*):
 - a. They are public domain.
 - b. There is no credit required.
3. Please note: partners may not use purchased photos as they are licensed only to IRC.

Example of crediting for all publications outside of the IRC:



© International Rescue Committee
Photo: Dalia Khamissy for the IRC

Example of crediting a procured image:



Photo: Mango Films

BRANDED SWAG

When creating branded merchandise, our logo should be clearly visible and printed so that all text in the logo is legible. Additionally, if you are using the arrow/R mark, be sure that it is facing the correct direction when the item is in use.

For recommendations on positioning logos on products, please reach out to Design@Rescue.org.



