



Logo and Brand Mark Style and Usage Guide **V6**

TABLE OF CONTENTS

1. STOP THE BLEED® Brand Overview

2. Usage Guidelines

3. Colors

4. Fonts

5. Other Applications

6. Taglines & Program Badges

7. Image Guidelines

8. Summary

1

BRAND OVERVIEW



The STOP THE BLEED® program is a cooperative effort between the U.S. Government, the private sector and the American public. It is one of the nation's largest public health campaigns and is designed to enhance the bystander's ability to take decisive, lifesaving action to assist victims with traumatic injuries. This will be accomplished by providing the public with both the knowledge and tools necessary to stabilize an injured person and control severe bleeding until first responders arrive on the scene.

The program is administered by the U.S. Department of Defense (DoD) which owns the STOP THE BLEED® trademark and licenses all uses of the mark.

The STOP THE BLEED® logo may not be reproduced in any form without the express written permission from the DoD. All reproductions of the mark should contain the registered ® symbol which should be displayed in the manner shown in this guide.



STOP THE BLEED® is a registered trademark of the U.S. Department of Defense.
All rights reserved. ©DoD

2

USAGE GUIDELINES

The STOP THE BLEED® logos shown are the only ones sanctioned by the DoD. The full version of the logo shows hand and stop sign coupled with the tagline. The stop sign alone should normally only be used when space is limited. It is important that the logo always be reproduced in the color formulations shown in Section 3: COLORS page.

**Primary Logo Option -
Red and Black**



**Secondary Logo Option -
Black and White**



**Secondary Logo Option -
White**



**Stop Sign Logo Option -
Red or Black**



**Written word style -
All caps with superscript
circle "R"**

STOP THE BLEED®

2

USAGE GUIDELINES

AUTHORIZATION and INFORMATION

Corporations or other for-profit entities may use either the black and white or color version of the logo to promote bleeding control training programs and related community events. These uses must be approved in advance by the DoD and are subject to its licensing policies.

Request for authorization and program information should be sent to:
trademarks@stripes.osd.mil

2

USAGE GUIDELINES

SPACING

To ensure the prominence and legibility of the STOP THE BLEED® logo, always surround it with a field of clear space. This field area isolates the STOP THE BLEED® logo from competing graphic elements such as text or photography that may divert attention from the STOP THE BLEED® logo.

The amount of clear space required around the logo is roughly equal to one-half height of the STOP THE BLEED® logo. This ratio should be maintained as the minimum amount of space on all materials where the logo appears.

Exceptions to these spacing requirements must be approved in writing by the DoD. Unless otherwise directed, requests for exceptions should be sent to trademarks@stripes.osd.mil.

EXAMPLE SPACING

Pidel eiusam ipsam, simagnim autemquatio volesti issitibus aut ut idest in cullabo. Onem quam doluptium eius accum quis saperovitio blaborum reptasi nctibea ruptibuscium atectios aut et fuga. Ut aut a cusa nobis disciae rchiliquam aut optur? Fugit abore volupta ectore modia si con re di ipsa sus.

Us, ventio ma
aut esernat
quatet, eat
consequ seque
aperitiis aut aut
sint receribera
idio consequ
odi beratia
voloreperion
sum veliae none
debitati sinctem
mostio et hitis



atia venim qui
ecabor arum
odissimi, enimpori
expel magnisti
imusae peratur
quidus utatati
untotataeolest
nonsequi alit quis
rendit remporis
dios doluptatem
dem velentiis
dolectotatur

molum untunt. Riscit aut ex estem que velent aut occum doloruptate am lis a cus, vollaboris ma doloriorerum reria di dolest aliquos alibus aditatestium estiusante conse pro eicianiaspe volore vero init qui ut audit, offictotas velenditin conet quam ad mil eate vitius alitatur autem isqui imagnie nesectem esequibus, comnima ximagn.

2

USAGE GUIDELINES

DO: use the appropriate STOP THE BLEED® logo version on a white or light colored background that does not detract from the logo colors and the white versions of the STOP THE BLEED® logo on dark backgrounds.



2

USAGE GUIDELINES

DO: always type STOP THE BLEED® in all caps with the registered trademark circle “R” in superscript when using it in the body of text.

DONT:

print the logo on a background of any pattern, design, photograph, or artwork.



emboss the logo, apply shadows, layer other images on top of the logo, alter the colors, or distort the size of the logo.



alter the logo in any way. This is important to maintain the integrity of the STOP THE BLEED® brand.



use STOP THE BLEED® in text with alternate capitalizations or without the registered trademark superscript circle “R”

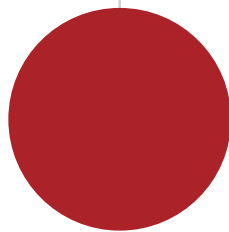
~~Stop The Bleed~~
~~STOP the BLEED~~
~~Stop the bleed~~

3

COLORS



Primary Brand Colors



Pantone: 7621C

CMYK:

C: 0

M: 80

Y: 77

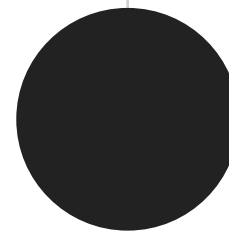
K: 33

HEX: #ab2328

RGB: R: 171

G: 35

B: 40



Pantone: Black C

CMYK:

C: 94

M: 77

Y: 53

K: 94

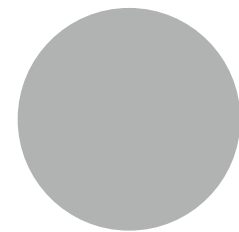
HEX: #222223

RGB: R: 34

G: 34

B: 35

Secondary Brand Colors



Pantone: Cool Grey 5

CMYK:

C: 31

M: 24

Y: 25

K: 0

HEX: #b1b3b3

RGB: R: 177

G: 179

B: 179

4

BRAND FONTS

In order to maintain a consistent brand image throughout all communication materials both digital and printed, use the following fonts. Try to maintain consistency when using typefaces when developing STOP THE BLEED® communication materials.



Franklin Gothic Heavy



Franklin Gothic Book

Franklin Gothic Heavy (For Headlines)

Franklin Gothic Book (For Body Text)

Franklin Gothic Book Italic (For Captions and Call Outs)

5

OTHER APPLICATIONS

CO-BRANDING

The STOP THE BLEED® logo may be co-located with partner logos. In no case should the STOP THE BLEED® logo be smaller than the other logo. Normally it will be in a 50% – 50% proportional relationship, with a field of clear space around it. Here too, the amount of clear space required between the logos should be roughly equal to one-half the height of the STOP THE BLEED® logo.

The second logo can be above, below or on either side of the STOP THE BLEED® logo as long as the spacing requirements are met.

YES



NO



6

TAGLINES & PROGRAM BADGES

TAGLINES

Below are examples of the STOP THE BLEED® logo with suggested tag lines. As long as the distance requirements between the logo and other words or designs are met, the logo and associated taglines can be used in a the following ways.

STOP THE BLEED® should never be translated into a foreign language. Instead, the foreign language translations should be shown on a tagline underneath the logo.



BE PREPARED TO SAVE A LIFE



SAVE A LIFE



DETENGA EL SANGRADO



BE PREPARED

PROGRAM BADGES

Below is an example of a STOP THE BLEED® badge. All requirements and regulations that pertain to the STOP THE BLEED® logo also apply to any STOP THE BLEED® program badge.



7

IMAGE GUIDELINES

Any images used in STOP THE BLEED® promotional materials and authorized training programs should be tastefully done and reflect positively on DoD and the STOP THE BLEED® program. While graphic images of injuries may be beneficial in some teaching settings, care should be taken to make sure the pictures are appropriate for viewing by the students. Images that are appropriate for medical professionals may not be suitable for viewing by the general public. Be aware that there are laws relating to the right of privacy and publicity. If any pictures you use show recognizable images of any individual or third party owned trademarks or other proprietary property, you are solely responsible for getting all necessary releases.



Excessive Bleeding or Blood

Shocking Images

SUMMARY

GUIDELINES SUMMARY AND AUTHORIZATION

This style guide provides guidance on how the STOP THE BLEED® mark and related brand assets should be used. Requests for uses that are not covered by the style guide or to request information about educational and product licensing please contact DoD at trademarks@stripes.osd.mil.

All uses of the logo must comply with the following rules:

- The STOP THE BLEED® logo may not be superimposed on any other design or artwork.
- Proper spacing between text or other designs or logos must be maintained.
- No verbiage or additional visual elements may be added to the logo except through the use of taglines as shown in this style guide.
- Do not re-proportion or modify the logo in any way.
- The logo may only be reproduced in the Pantone colors and color formulas shown in this style guide.
- No profanity, vulgar language, hate language or sexual innuendos are allowed.
- Graphic images showing serious injuries may be allowed if it is clearly related to educating the public in the proper way to control severe bleeding.
- The logo may not be used in a manner that would appear to endorse any product, company, organization, political party or religion.
- STOP THE BLEED® is a registered trademark in the U.S. and many foreign countries. It should always be printed in capital letters and followed by the registered ® symbol.
- Any exception to the above rules must be approved by DoD in writing. Requests for exceptions should be sent to DoD at trademarks@stripes.osd.mil.