



# Logo and Brand Mark Style and Usage Guide

STB\_Style\_Guide\_111121

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# 1

## BRAND OVERVIEW



The STOP THE BLEED® campaign 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 anyone'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.



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

**The STOP THE BLEED® campaign is administered by the Combat Casualty Care Research Program, Defense Health Agency. All uses of the campaign's name and logo are licensed for quality control purposes.**

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

# 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" symbol**

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:  
[stopthebleed@stripes.osd.mil](mailto:stopthebleed@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 [stopthebleed@stripes.osd.mil](mailto:stopthebleed@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  
untotataieolest  
nonsequi alit quis  
rendit remporis  
dios doluptatem  
dem velentiis  
dolectotatur

molum untiunt. 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 volere 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” symbol in superscript when using it in the body of text.

### DONT:

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



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



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



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

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

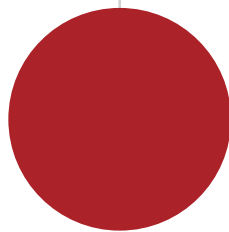


# 3

## COLORS



Primary Brand Colors



Pantone: 7621C

CMYK:

C: 0

M: 80

Y: 77

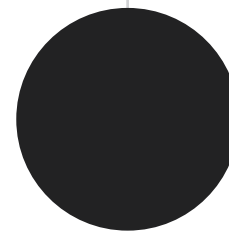
K: 33

HEX: #ab2328

RGB: R: 171

G: 35

B: 40



Pantone: Black C

CMYK:

C: 94

M: 77

Y: 53

K: 94

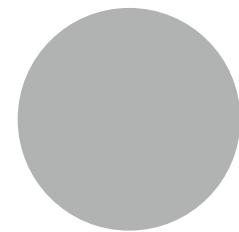
HEX: #222223

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 & CAMPAIGN 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 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

### STOP THE BLEED® CAMPAIGN BADGES

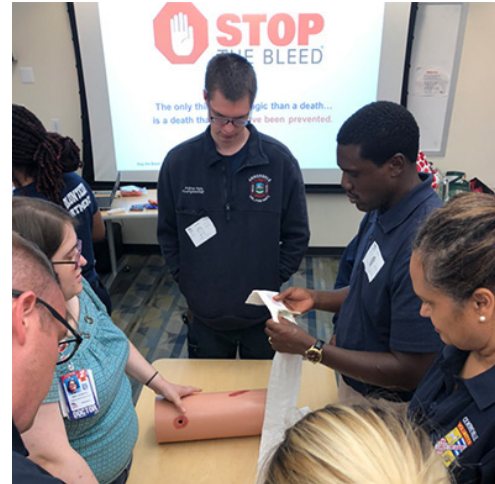
Below is an example of a STOP THE BLEED® badge. All requirements and regulations that pertain to the STOP THE BLEED® logo also apply to any STOP THE BLEED® campaign badge.



# 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® campaign. 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 your audience. Be aware that there are laws relating to the right of privacy and publicity. If your organization uses any pictures or photographs that show recognizable images of any individual or third party owned trademarks or other proprietary property, your organization is solely responsible for obtaining all necessary releases.





## 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 [stopthebleed@stripes.osd.mil](mailto:stopthebleed@stripes.osd.mil).

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

- The STOP THE BLEED® logo may not be superimposed onto 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 [stopthebleed@stripes.osd.mil](mailto:stopthebleed@stripes.osd.mil).

The Defense Health Agency and the Combat Casualty Care Research Program are focused on ensuring that all bleeding control training programs and any product that displays the STOP THE BLEED® logo meets DoD quality standards. If you encounter a use of the STOP THE BLEED® logo that you believe does not meet the standards set forth in this style guide, or may not have been properly licensed by DoD, please inform us by sending an email to [stopthebleed@stripes.osd.mil](mailto:stopthebleed@stripes.osd.mil).