

# Guidelines and information

In 2024, we are focusing on making sure everyone is...

### invited

to take part in training, with a mix of face to face and digital opportunities to learn CPR.

### included

in learning, through accessible resources, translate materials, and training sessions which speak their language.

### involved

in improving sudden cardiac arrest survival rates by being empowered to take action and make a difference.

## Branding and visuals

Branding and visuals must remain consistent to ensure campaign visibility.

### Font

Source Sans Pro Bold

Aa 0123456789 !?.,/#  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz

Available in Adobe Creative Cloud Font Library



### Logo



### Tagline

Learn CPR, act fast, save lives

### Colours

	#EE3B34 C 0 M 87 Y 78 K 0
	#0397A5 C 79 M 18 Y 33 K 3

