

Welcome to the Risk Communication Standardization Library

In this folder you will find sub-folders labelled:

Animations

Fonts

Icons

Infographics

Key Messages

Posters

Social Media Posts

Visibility Materials

This document will breakdown the aforementioned folders and their subfolders. Please note these folders are continually being expanding based on requests and necessity and this document will be updated at the end of every month to reflect those updates and changes. https://drive.google.com/open?id=1PecmdzNEzyRtPKNujs-c8c7BlkFF70hz

Animations

These animations are best suited for social media posting, the folder is divided into two subfolders:

English

Spanish

LINK: https://drive.google.com/drive/folders/18x2-4s-xyqNWJZVEJkPDXgewrxf1mQPU?usp=sharing

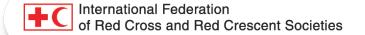
Fonts

This folder has desktop downloadable fonts in it. The fonts folder has no subfolders and the contents are currently as follows:

Helvetica

Caecilia

PMN Caecilia





Montserrat

LINK:

https://drive.google.com/drive/folders/1aJc9r5eEvszmpXkVrqIWphDm9THbwq2H?usp=sharing

Icons

The icons folder consists of icons you can use within documents and design deliverables. They are all available in the colours black, red and white, the project files are also enclosed, should you want to edit. The folders are as follows:

Black

Red

White

Project Files

LINK: https://drive.google.com/drive/folders/1r5pzaD-U-1KueLUO3v_5rmHxespLlVne?usp=sharing

Infographics

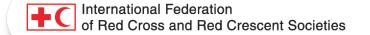
The infographics folder currently consists of infographics about the mosquito life cycle and symptoms/effects of the Zika virus. The folders are:

Final Infographics

Project Files

LINK:

https://drive.google.com/drive/folders/110kPX6suc1MegXnH5HnC_WG6-MJNW4F-?usp=sharing





Key Messages

The key messages folder consists of a word file, that has the current key messages used by all teams with the Caribbean Zika Project.

LINK: https://drive.google.com/drive/folders/1yfesP0-XgIZ066APLOaNVqzZPtLF4KaC?usp=sharing

Posters

The posters are all generic templates, they have a space for NS logos and messaging. There are no subfolders.

LINK:

https://drive.google.com/drive/folders/1dsiSIUCUXKVJw3hsOToztXNoaiK 30QuB?usp=sharing

Social Media Posts

The social media posts are separated by maternal messaging and priority behavior messaging, it is then broken down into Illustrator (Adobe), Word files and JPGs. Each visual messaging has a Real-Life image and a vector (cartoon) images.

Folders:

Maternal

Illustrator File -----→ Maternal Posts

Word Files ----- Real Life Images, Vector Images

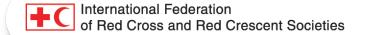
Priority Behaviour

Illustrator File -----→ Maternal Posts

Word Files ----- Real Life Images, Vector Images

LINK:

https://drive.google.com/drive/folders/1cC_4twGNhvSGGcqPpweMRU3N NBMTVLP7?usp=sharing





Visibility Materials

This folder consists of material ideas, however designs will be made per request. All requests can be made to:

Shani Bannister

Shani.Bannister@IFRC.org

Digital Creative and Communications Officer
Caribbean Disaster Risk Management Reference Center

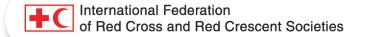
International Federation of Red Cross and Red Crescent Societies

Barbados Red Cross Society | Warrens | St. Michael | Barbados **Tel.** + 1 (246) 417 1530/2727 | **Fax** +1 (246) 417 1540 | **Cell** + 1 (246) 288 0134

Email shani.bannister@ifrc.org | Skype Shani BANNISTER

Whilst direct support is available, the design webinar can be accessed at the link below:

https://www.youtube.com/playlist?list=PL6nrcsgkM6kNqhjC6r4c0JrV3gzlANhs-





Additional Support:

Diana Medina

Regional Communications Manager

Communications

International Federation of Red Cross and Red Crescent Societies / Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja

Av. Jacinto Palacios Cobos. Building 221 | Ciudad del Saber, Clavton | Panama | Panama

Tel. +507 317 3050 | **Fax** +507 317 1811 | **Mob.** +507 6780-5395 **Email** diana.medina@ifrc.org | **Skype** medinadiana30

Diana Arroyo

Oficial Senior de Comunicación Communications

International Federation of Red Cross and Red Crescent Societies / Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja

Ave. Jacinto Palacios Cobos, Edificio 221 | Ciudad del Saber, Clayton | Panamá Dir. +507 317 3050 | Fax. +507 317 1811 | Mob. +507 6675 3300 | E-mail diana.arroyo@ifrc.org | Skype diana.arroyo20

Kathleen Sarkar

Senior Officer, Community Engagement and Accountability

International Federation of the Red Cross and Red Crescent Societies (IFRC) Country Cluster Support Team (English Speaking Caribbean and Suriname)

110 Picton Street, Newtown, Port-of-Spain, Trinidad

Email: Kathleen.Sarkar@ifrc.org | Office: +1-868-622-4700 | Skype: Kathleen Sarkar

