

RISK COMMUNICATION LIBRARY MANUAL



International Federation
of Red Cross and Red Crescent Societies



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



International Federation
of Red Cross and Red Crescent Societies



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_5rmHxespLIVne?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



International Federation
of Red Cross and Red Crescent Societies



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-XglZ066APLOaNVqzZPtLF4KaC?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/1dsiSIUCUXKVJw3hsOToztXNoaiK30QuB?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_4twGNhvSGGcqPpweMRU3NNBMTVLP7?usp=sharing



International Federation
of Red Cross and Red Crescent Societies



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->



International Federation
of Red Cross and Red Crescent Societies



Red Cross Caribbean Disaster Risk Management Reference Center

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, Clayton | 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



International Federation
of Red Cross and Red Crescent Societies

