

Brand Guide

Operation Rescue America

Press Kit for Journalists



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Operation Rescue America — Press Kit for Journalists

1. Brand Overview

Operation Rescue America is a humanitarian organization headquartered in Switzerland and active in several countries, including Brazil, Ethiopia, Mozambique, and India. Our mission is to provide care, nutrition, education, and full development opportunities for children and teenagers in vulnerable situations.

2. Official Brand Elements

The logo is the main identifier of the organization. It reflects hope, love, and social transformation — values that should always be present in all visual and textual communications.

3. Institutional Colors

Primary Red: #C0182B Dark Red: #8F1220 White Support: #FFFFFF Neutral Gray: #444444

4. Typography

Primary: Montserrat (for titles) Secondary: Open Sans (for body text)

5. Tone of Voice

The brand voice should express hope, humanity, and credibility. Avoid sensational tones; prefer messages that are positive and inspiring.

6. Recommended Applications

- News and reports: include logo and mention www.operacaoresgateamericana.org
- Interviews: logo on neutral background, preferably white or red
- Social media: keep a hopeful tone; include @operacaoresgateamericana and #TransformLives
- Campaigns: prioritize real photos (with authorization)
- Videos: add official 3-second logo intro + slogan

7. Official Slogan

“Transforming lives, rescuing dreams.”

8. Media Assets

The Press Kit includes logos, color palette, official photos, videos, and brand intro animation.

9. Media Credits

Mandatory credits: Operation Rescue America — All rights reserved. Website:
www.operacaoresgateamericana.org

10. Media Contact

Communication Office: raquel@operationrescue.ch | WhatsApp: +55 (19) 99586-1314

Official Color Palette

Primary Red	#C0182B	
Dark Red	#8F1220	
White	#FFFFFF	
Neutral Gray	#444444	

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