Style Guide for Licensees

Visual Identity and Brand Use

Issue Date: 9/30/26, Version 2.2

STOP THE BLEED® is an official program
of the U.S. Department of War.

STOP THE BLEED® is a registered trademark of the U.S. Department of Defense.
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This Style Guide provides the visual brand standards for STOP THE BLEED® Licensees.

A companion Brand Guide document sets forth the messaging, communications, and compliance requirements that apply to all holders of a STOP THE BLEED® license.

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BRAND OVERVIEW

The STOP THE BLEED® program translates combat-proven hemorrhage control techniques—developed during operations in Iraq and Afghanistan—into civilian training that empowers anyone to control life-threatening bleeding. An estimated 10 million people across 172 countries have been trained.

Your Obligation as a Licensee

By accepting a STOP THE BLEED® license, you agree to use the brand name, logo, and associated marks only in the manner described in this guide and the companion Brand Guide document. Unauthorized use or misrepresentation may result in corrective action, including license suspension or termination.

The STOP THE BLEED® logo may not be reproduced in any form without the express written Department permission. All reproductions of the logo must contain the registered ® symbol, colors, and presentation in the manner shown in this guide.

If you have any questions about this style guide and its requirements, contact the Department at stopthebleed@stripes.osd.mil

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BRAND OVERVIEW

The STOP THE BLEED® Story

Uncontrolled bleeding is the number one cause of preventable death in trauma. STOP THE BLEED® started with soldiers. During the wars in Iraq and Afghanistan, service members without medical backgrounds were taught to control life-threatening bleeding in training, then used those skills to save one another.
In October 2015, the White House, the National Security Council, and the Department of War launched STOP THE BLEED® to bring this life-saving knowledge to the American public.

Refer to section 2 of the companion Brand Guide document for the full STOP THE BLEED® Story.



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USAGE GUIDELINES

The STOP THE BLEED® logos shown are the only ones sanctioned by the Department. 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 10).

Logos and other brand assets are available to licensees through program resources.

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Primary Logo Option
Red and Black



Secondary Logo Option
Black and White



Secondary Logo Option
White (Reverse)
Use on dark backgrounds



Stop Sign Logo Option
Red or Black





Written Word Style
All caps with superscript circle “R” symbol

STOP THE BLEED®

The mark is never used as a possessive, plural, or verb.
The mark is never abbreviated (for example STB).

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USAGE GUIDELINES

DO use the primary STOP THE BLEED® logo version on white or light backgrounds that do not detract from the logo colors. Use the white (reverse) logo on dark backgrounds.













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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.

DON'T

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



alter the logo in any way. This includes inserting or making the logo part of a larger design.



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~~

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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.

The minimum size of the STOP THE BLEED® logo should be no smaller than 150px wide in a digital display and 2 inches wide in print.

Exceptions to these spacing requirements must be approved in writing by the Department. Unless otherwise directed, requests for exceptions should be sent to 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 conseque seque aperitiis aut aut sint receribera idio consequ odi beratia v ol or e pe r i on sum veliae none debitati sinctem mostio et hitis



atia venim qui ecabor arum odissimi, enimpori expel magnisti imusae peratur quidus utatati untotatiae volest nonsequi alit quis rendit remporis dios doluptatem dem velentiis dolec t o t a t ur

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 volore vero init qui ut audit, offictotas velenditin conet quam ad mil eate vitius alitatur autem isqui imagnie nesectem esequibus, comnima ximagn.

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USAGE GUIDELINES

PROGRAM IDENTIFICATION LOGO

This logo identifies STOP THE BLEED® as a Department of War program. It is approved for use in contexts where program authority needs to be communicated in a compact format.

STOP THE BLEED®
is an official program of the
U.S. Department of War

EDUCATIONAL LICENSEE BADGE

Organizations that have been issued STOP THE BLEED® Educational License Agreements are entitled to use the Educational Licensee badge.

Other licensee categories have separate badges.

When displaying a licensee badge in proximity to the primary STOP THE BLEED® logo, the badge may not be larger than the primary logo.



Request for authorization, permissions, licensing info, or other program information should be sent to:
stopthebleed@stripes.osd.mil

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COLORS

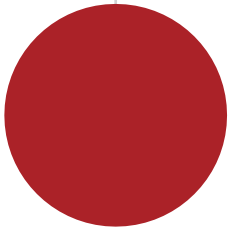
The logo must only be reproduced in these color formulations. No substitutions or modifications are permitted without written Department approval.

Digital applications must use the HEX or RGB values. CMYK values are for print production only.

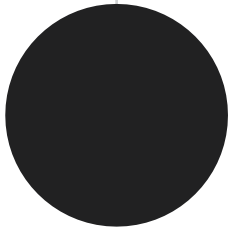
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STOP THE BLEED®

Primary Brand Colors

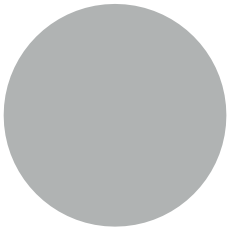


Pantone: 7621C
CMYK:
C: 0
M: 80
Y: 77
K: 33
HEX: #ab2328
RGB: R: 171
G: 35
B: 40



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

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TYPOGRAPHY

Franklin Gothic is the primary STOP THE BLEED® brand typeface and is used In official program materials.
Organizations using Franklin Gothic are responsible for obtaining any licenses required for their use.
Licensees that do not have access to Franklin Gothic may use the open-source Libre Franklin font as the approved substitute.
For general text and digital communications, the brand name may be represented with common sans serif fonts such as Arial, Calibri, and Open Sans.

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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

STOP THE BLEED®

Franklin Gothic Book

Franklin Gothic Heavy
(For Headlines)

Franklin Gothic Book
(For Body Text)

Franklin Gothic Book Italic
(For Captions and Call Outs)

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TAGLINES

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 suggested 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.











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TAGLINE ALTERNATE PLACEMENT

TAGLINE ALTERNATE PLACEMENT

In some instances the STOP THE BLEED® logo and tagline may be placed side by side to accommodate space limitations (e.g. banner ads, horizontal signage). 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.

DO

1. Keep the height of the tagline banner equal to the total height of the words STOP THE BLEED®
2. Keep the height of the tagline equal to the height of the words “THE BLEED”
3. Keep the same distance requirements from other elements on the page

DON’T

1. Modify the height or shape of the tagline banner (e.g. rounded corners)
2. Change the color of the tagline banner
3. Put the tagline banner in any other position relative to the STOP THE BLEED® logo



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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 the two logos will be of equal visual size. 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



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QR CODE USAGE

QR CODE USAGE

To make it easier for people to access Department approved STOP THE BLEED® training information and materials the use of QR codes has been approved. When creating STOP THE BLEED® branded QR codes, follow the guidelines below.

DO

1. Add the STOP THE BLEED® stop sign icon in the center of the QR code
2. Refer to the color guidelines (section 3, page 10)
3. Always connect the STOP THE BLEED® branded QR code to an official Department of War approved STOP THE BLEED® website or official STOP THE BLEED® landing page

DON'T

1. Modify the color that is outside the approved STOP THE BLEED® brand colors
2. Use any other icon or graphic inside the QR code
3. Overly design the QR code with frames and other graphic elements
4. Connect the STOP THE BLEED® QR code to a non-approved website or landing page

CORRECT



INCORRECT



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WEBSITE USAGE

WEBSITE DISPLAY REQUIREMENTS

All STOP THE BLEED® licensees must display the primary program logo and the required attribution text in the footer of their website, including a hyperlink to DODstopthebleed.org. This is a condition of your license.

Required Footer Elements

Primary Program Logo

Display the primary red and black STOP THE BLEED® logo in the footer of your website, hyperlinked to DODstopthebleed.org or such other address designated by the Department.

Required Attribution Text

Immediately below the logo, display the attribution text as written. The second sentence is required for websites, but not for print.



STOP THE BLEED® is an official program of the U.S. Department of War.
Learn more at DODstopthebleed.org

Placement Rules

- Both the logo and the attribution text must appear in the footer, visible on every page of the website
- The logo must not be smaller than 150 pixels wide
- The logo and text must appear on a white or light background with sufficient contrast
- The logo must not be obscured, cropped, or modified
- No other logos may appear between the STOP THE BLEED® logo and the attribution text
- The attribution text must be used as written; do not paraphrase or abbreviate

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IMAGE GUIDELINES

Any images used in STOP THE BLEED® promotional materials and authorized training programs should be tastefully done and reflect positively on the Department and the STOP THE BLEED® campaign.

- Include appropriate releases for recognizable individuals. Licensee is solely responsible for securing all necessary copyright, trademark, publicity, privacy or other intellectual property rights releases/licenses that may be necessary.
- No profanity, vulgar language, hate language, or sexual innuendo
- Reflect the diversity of communities served
- Show a range of settings: workplace, home, outdoors, vehicle, community
- Show veterans and service members teaching or in everyday community settings.
- No graphic imagery of injuries, combat casualties, or battlefield injuries.

