



## GRAPHIC IDENTITY GUIDE

A strong graphic identity strengthens a company's image, creating a positive and lasting impression. It is as important as the products we make and the service we provide. An identity is the total effect of our logos, products, brand names, trademarks, advertising, brochures and presentations. This graphic identity guide was developed to help you present Florida's Blood Centers' consistently and correctly.

The guidelines in this document provide a unified and visible means of identifying Florida's Blood Centers to our partners, donors, employees, the community and all others who help shape and share in our performance. Inconsistency degrades the value of our identity. Please help us by reading and adhering to these guidelines.

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## GUIDELINES AND IDENTITY

### ABOUT FLORIDA'S BLOOD CENTERS' IDENTITY

In the broader sense, Florida's Blood Centers' (FBC) graphic identity is exactly what it sounds like. It is the impression people have of FBC. Identity is influenced by many things: the donation experience; donor and patient testimonials; corporate partnerships; community position; news articles; literature published by FBC; and countless other impressions.

As you can imagine, there are many aspects of identity that are difficult to control. This gives us all the more reason to exert some influence over those areas that are within our control. One such area is the use of FBC's logos and trademarks.

### IDENTITY GUIDELINES ARE NECESSARY

Identity is important. FBC is a community with many members: donors, patients, staff, administrators and constituents. The members of this community have many differences, but all share a connection with the single institution that is FBC. A strong identity helps to strengthen the connection among the members of our community while positively promoting FBC. These guidelines are intended to provide standards for the use of the trademarks used by FBC.

### FOLLOW THESE GUIDELINES

Everyone who creates printed or electronic materials\* that represent FBC should follow these guidelines. These standards are intended to cover the majority of users. **If you encounter a situation where these standards are not helpful or you are unsure your usage is acceptable, contact Creative Services at 407-226-3859.** All files referenced in this guide are available in the newsroom at [FloridasBloodCenters.org](http://FloridasBloodCenters.org).

*\*Printed and electronic materials include but are not limited to:*

- *Brochures and Flyers*
- *Booklets and Catalogs*
- *Invitations*
- *Advertisements*
- *Posters*
- *Mailers*
- *Letterheads*
- *Envelopes*
- *Business Cards*
- *Folders*
- *Forms*
- *Memos and Fax Sheets*
- *Banners and Flags*
- *Exhibits and Displays*
- *Labels and Decals*
- *Signage*
- *Vehicles*
- *Websites*
- *Presentations*

## THE LOGO

### ABOUT THE LOGO

Florida's Blood Centers' logo is comprised of three basic elements: the blood drop, the wordmark of Florida's Blood Centers and the horizontal rule. This combination should always be used as a complete unit. The logo may also include a fourth element, the brand slogan. The font used for Florida's Blood Centers' wordmark and brand slogan are customized fonts. In all cases, artwork should be used. Do not attempt to recreate, substitute or otherwise alter the logo.

### LOGO AND BRAND SLOGAN CONFIGURATIONS

These are the two acceptable configurations of the logo, with and without brand slogan. In most cases, the logo with slogan should be used. An example of an exception would be materials that use the slogan as a featured headline on the piece.



### LOGO COLORS:

When printing in spot colors, Florida's Blood Centers' logo colors are Pantone® 1807 C and Black. The following represent the definition of these colors if used in other printing or electronic communications:



Pantone® 1807 C  
C=0 M=100 Y=96 K=28  
Web: B5121B



Black  
C=0 M=0 Y=0 K=100  
Websafe: 000000

*When including brand slogan:*



Dark Gray  
C=0 M=0 Y=0 K=75  
Web: 666666

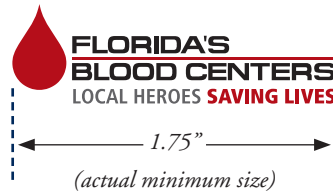
### LOGO CLEARSPACE REQUIREMENTS

When using the logo, a minimum space of "x" must be present around the logo. "X" is equal to one half the width of the blood drop. No type or other graphic element should enter this space.



### MINIMUM LOGO SIZE

To ensure a quality rendering of the logo, the absolute smallest the logo should always be at least 1.75" wide (no smaller than appear on official FBC business cards, with a preference of at least 2.25" wide).



### ACCEPTABLE COLOR TREATMENTS (LISTED IN PREFERRED ORDER)

Full color representation is the preferred display. This can be achieved by using 2 spot colors, Pantone® 1807 C and Black, or via four color process. (Please note: when printing with four color process, please use the provided "CMYK" versions of the logo. Do not allow automatic conversion from spot to process.)



When limited to one color representation, preferred use is the Pantone® 1807 C version.



The all black logo is for use in all black and white ads, such as newspapers. It may also be used on internal documents when color is not an option.



Since many of our materials and promotional items are red, it is acceptable to use a reversed logo with a solid white outline of the blood drop.



### LOGO MODIFICATION OR VARIED USES

Occasionally, cases arise in which standard uses are not possible, such as building/structure restrictions or some promotional items. In these cases, the Creative Department should be consulted for proper treatment and use.

### IMPROPER LOGO USAGE

Do not distort, stretch or skew the logo in any way:



Do not rearrange the configuration or change the size relationships of the logo in any way:



Do not alter the colors of the logo. Do not substitute a vendor's "house" colors for FBC colors:



Do not use web resolution (low resolution) version of the logo in print or old logo versions:



Do not alter, redesign or "recreate" the logo in any way:



## BRAND IDENTITY STANDARDS

### COLOR PALETTE

Primary color palette:



Pantone® 1807 C  
C=0 M=100 Y=96 K=28  
Web: B5121B



Black  
C=100 M=86 Y=34 K=30  
Web: 000000

Secondary color palette:



Pantone® 135 C  
C=0 M=96 Y=81 K=54  
Web: FFCC66



Dark Grey  
C=0 M=0 Y=0 K=75  
Web: 666666



Pantone® 1205 C  
C=0 M=5 Y=35 K=0  
Web: FFEEBB

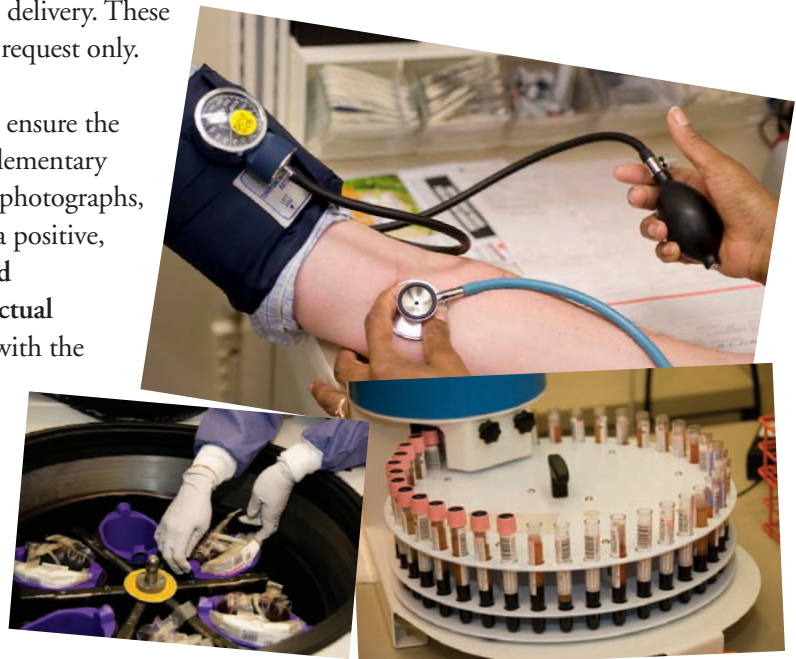


Light Grey  
C=15 M=16 Y=8 K=0  
Web: CCCCCC

### STOCK PHOTOS AND GRAPHIC ELEMENTS

FBC maintains a custom image library, including images from donation to hospital delivery. These images are available for use upon request only.

When using photography, always ensure the photos are balanced with a complementary color near them. When selecting photographs, choose photographs that convey a positive, diverse message. **Photographs and illustrations of needles and the actual cannulation are not to be used** (with the exception of approved use in a medical journal or medical newsletter article).



### **ADDITIONAL GRAPHIC ELEMENTS**

In addition to logo use, many graphic elements appear frequently, such as our phone number and website and our brand slogan. To further support a clean and consistent look, these elements are also provided as a graphic image.

#### **Brand Slogan**

The brand slogan, often included with the logo treatment, may on occasion need to be used as a separate element. If used separately, the FBC logo must be included somewhere in the piece. Here are the two acceptable configurations (all color treatments previously mentioned in regards to the logo apply to these elements as well):

**LOCAL HEROES  
SAVING LIVES**

**LOCAL HEROES SAVING LIVES**

#### **Telephone Number and Website Listing**

Our contact information is another element that frequently is included with FBC information. These elements have also been rendered graphically for consistency purposes. If the graphic element cannot be used, please adhere to using periods to separate the phone number. Additionally, omit the “www” from the website listing and use capital letters for the beginning of each word. Here are the two acceptable graphic configurations:

**1.888.9.DONATE**

**FloridasBloodCenters.org**

**1.888.9.DONATE ♦ FloridasBloodCenters.org**

## FONTS PALETTE

Use of typography is an important element in maintaining a clear, well-defined, and consistent brand. Using a distinct type family helps establish a proprietary look for all Florida's Blood Centers' communications.

The signature sans serif font family for our brand, Frutiger Condensed should be used across all our communications, both online and offline, whenever possible. Frutiger Condensed is to be used for all headlines. If a specific program does not allow for its use (i.e. Powerpoint, websites), please use Arial as a substitute.

Frutiger Light Condensed  
Aa Bb Cc Dd Ee Ff Gg  
1 2 3 4 5 6 7 8 9 0

Arial  
Aa Bb Cc Dd Ee Ff Gg  
1 2 3 4 5 6 7 8 9 0

Frutiger Condensed  
Aa Bb Cc Dd Ee Ff Gg  
1 2 3 4 5 6 7 8 9 0

**Arial Bold**  
**Aa Bb Cc Dd Ee Ff Gg**  
**1 2 3 4 5 6 7 8 9 0**

**Frutiger Bold Condensed**  
**Aa Bb Cc Dd Ee Ff Gg**  
**1 2 3 4 5 6 7 8 9 0**

Use Adobe Garamond as the primary serif font on materials. Garamond should be used in instances where a serif face is preferred for larger amounts of body copy. It is only to be used for titles and subtitles treatment, out-takes, and quotes, when additional emphasizing is needed. If a specific program does not allow for its use (i.e. Powerpoint, websites), please use Times New Roman as a substitute.

Adobe Garamond  
Aa Bb Cc Dd Ee Ff Gg  
1 2 3 4 5 6 7 8 9 0

Times New Roman  
Aa Bb Cc Dd Ee Ff Gg  
1 2 3 4 5 6 7 8 9 0

**Adobe Garamond Bold**  
**Aa Bb Cc Dd Ee Ff Gg**  
**1 2 3 4 5 6 7 8 9 0**

**Times New Roman Bold**  
**Aa Bb Cc Dd Ee Ff Gg**  
**1 2 3 4 5 6 7 8 9 0**

*Adobe Garamond Italic*  
*Aa Bb Cc Dd Ee Ff Gg*  
*1 2 3 4 5 6 7 8 9 0*

*Times New Roman Italic*  
*Aa Bb Cc Dd Ee Ff Gg*  
*1 2 3 4 5 6 7 8 9 0*

## SUMMARY AND CONTACT INFORMATION

### GRAPHIC IDENTITY SUMMARY

Our graphic identity is one of our key assets. Using standard design elements provides a distinct and familiar look that consistently builds equity and strength in the FBC brand. The look and feel of our brand identity reveals a key component of our equity—the value of our brand. A clean, uncluttered visual identity provides clarity and consistency. Using these standard design elements consistently strengthens and preserves the value of the FBC brand with each use.

We've established these standards as a source of guidance and insight for creating communications that connect with our audiences and send the appropriate messages. These standards function as the framework for creating strong and effective brand communications. They are our rules for providing definition of acceptable ways to communicate. Bottom line, these standards are your compass, a tool to direct your decisions as you create, produce and represent FBC through any communication.

### CONTACT

When developing communication pieces or partnering with vendors, please adhere to the standards presented in this guide. **If you encounter a situation where these standards are not helpful or you are unsure your usage is acceptable, contact:**

Creative Services  
407-226-3859  
[bsprau@floridasbloodcenters.org](mailto:bsprau@floridasbloodcenters.org)

All of the files referred to in this document are available on CD-ROM or for download in the newsroom at [www.floridasbloodcenters.org](http://www.floridasbloodcenters.org).