VERSION 2.0

BRAND BOOK





CONTENTS

- 1. INTRO
- 2. LOGO
- 3. COLOR
- 4. TYPOGRAPHY
- 5. STATIONERY
- 6. PROMOTIONAL/DISPLAY
- 7. CLOTHING
- 8. SIGNAGE

INTRO

INTRO

/design guidelines

These guidelines describe the visual elements that represent **The Blood Connection's (TBC)** corporate identity. This includes our name, logo, and other elements such as color, type, and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **TBC's** commitment to quality, consistency, and style.

TBC brand, including the logo, name, colors, and other identifying elements, are valuable company assets.

The Marketing Department is responsible for approving all branding usage to ensure compliance with graphic standards. However, each department is responsible for the content, accuracy, and initial proofreading of their internal and external communications.

INTRO



/our history

A generation of Greenville citizens has grown up with **TBC** knowing blood will be available in an emergency - thanks to the support of the many donors in the Greenville and Upstate area. However it wasn't always that way.

Internal in the plan left is there. Instand you Bring all Dectioned



Blood Assurance Plan

By J. BUNTER STORES ready source of receipt of such there than 150 points, and food for rms at any given time make denors that weigh more

Is First In The State

foring of institute in the more lasts about your Native, address,

nest, from white came ready and age, talephone number, blood type,

A group of communityminded physicians, hospital and civic leaders decided on a plan to serve the needs of patients in the community and formed The Greenville Blood Assurance Plan.

1962



GREENVILLE ASSURANCE BLOOD PLAN A BLOOD DONATION TODAY PROTECTS YOU AND YOUR FAMILY TOMORROW

NOT FOR PROFIT

GREENVILLE BLOOD ASSURANCE PLAN "A" Wing Norses Home enville General Hospit. Greenville, S. C. Telephone: 233-4165 by Greenville Crunty Medical Society



WORLD WAR II

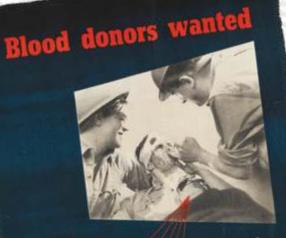
Blood collecting rapidly progressed with World War II, creating a tremendous demand for blood products in the U.S.



1947 The American Association of Blood Banks was organized

to support blood research and develop standards of practice for blood banking.

mithand-sette membership cover-jund



Your blood can save the life of someone...somewhere

TRANSFUSION SERVICE

own chair at the Carolina-Georgia

1978-1981 The Greenville Blood Assurance Plan was officially merged into a new organization called Carolina Blood Center.

When service was initiated for hospitals in Georgia, the name of the organization was changed to Carolina-

und Center, and Second Center, and a second center,



Storm leaves center short of regular gives undergo





2016

A new modern and versatile brand identity was created to establish a set of standards that will help maintain a sense of continuity as we continue to expand to more regions.





adopted the missionoriented name, The **Blood Connection** This name more

The board of trustees

accurately reflected the organization's mission to ensure an adequate, safe, and cost-effective blood supply for its healthcare partners.

2000













/preferred logo

Proper implementation of **TBC's** logo is of the utmost importance. Only use official artwork when incorporating **TBC** into your communications.

The official logo consists of the logo-mark, referred to as **The Bug**, the company name, and **"Your Community Blood Center"** tag-line. The logo should not be shown without these 3 elements. The two-color (red & black) version is the default logo. A one color option is available in all black or all white.

THE BLOOD CONNECTION Your Community Blood Center







/1 color on white



/2 color on white



THE BLOOD CONNECTION *Your Community Blood Center*

/1 color on red



2 color on black

/vertical logo

Due to space considerations, **TBC** logo may also be stacked vertically as shown below.

Best use is on the left side.

/horizontal logo

The horizontal logo is best used when height is a factor.

There is no tagline with this format.

S THE BLOOD CONNECTION



Your Community Blood Center

/minimum logo sizes

Minimum size with tagline: 40 mm wide Minimum size without tagline: 20 mm wide

 CONNECTION
 Image: Construction

 Your Community Blood Center
 Image: Construction

 40 mm
 30 mm

THE BLOOD

Minimum size for embroidery applications: 4 in wide



Your Community Blood Center

04 in

/clear space

No elements, such as typography, other logos, graphics, or photos may intrude upon the logo's safe area. In addition, do not place the logo too close to a folded, bound, or cut edge in any design application. Maintain at least 1/4" space from the fold, gutter or cut edge.

/let it breathe

The area surrounding the top and sides of the logo should be clear of any graphics, texts, or images. In the example below, x represents the height of the word *Connection*. The clear space is equal to half the height of x.



/incorrect use of logo

Do not alter **TBC** logo in any way; this includes distorting, skewing, rotating, changing approved colors, or changing the proportion of the logo to tag-line. **Never** add graphic elements to the logo, and never use on an unapproved background.

It is important to provide outside vendors with the correct logo and instructions not to distort or customize it in any way. **The old logo should not be used at all.** If you need the current logo, please submit a ticket to Marketing.



Never skew, rotate, or distort the logo



Never use unapproved embellishments



Never alter the logo using different fonts



Never place elements within the logo clear space



Never use on unapproved backgrounds



Never use the old identity

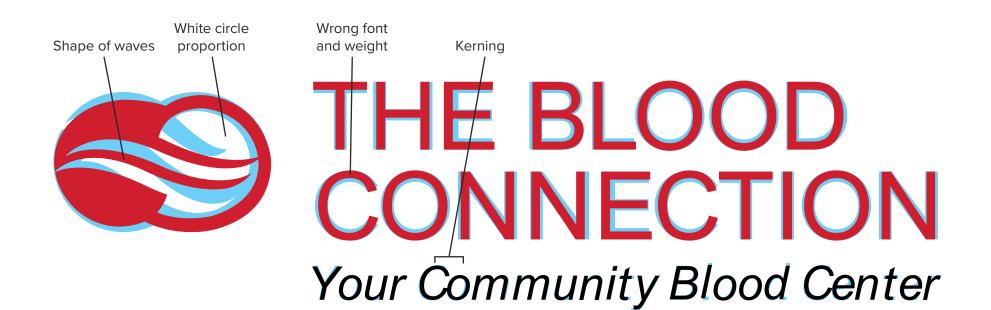




Correct Logo*



Incorrect Logo



*For demonstration purposes, the color has been changed to cyan

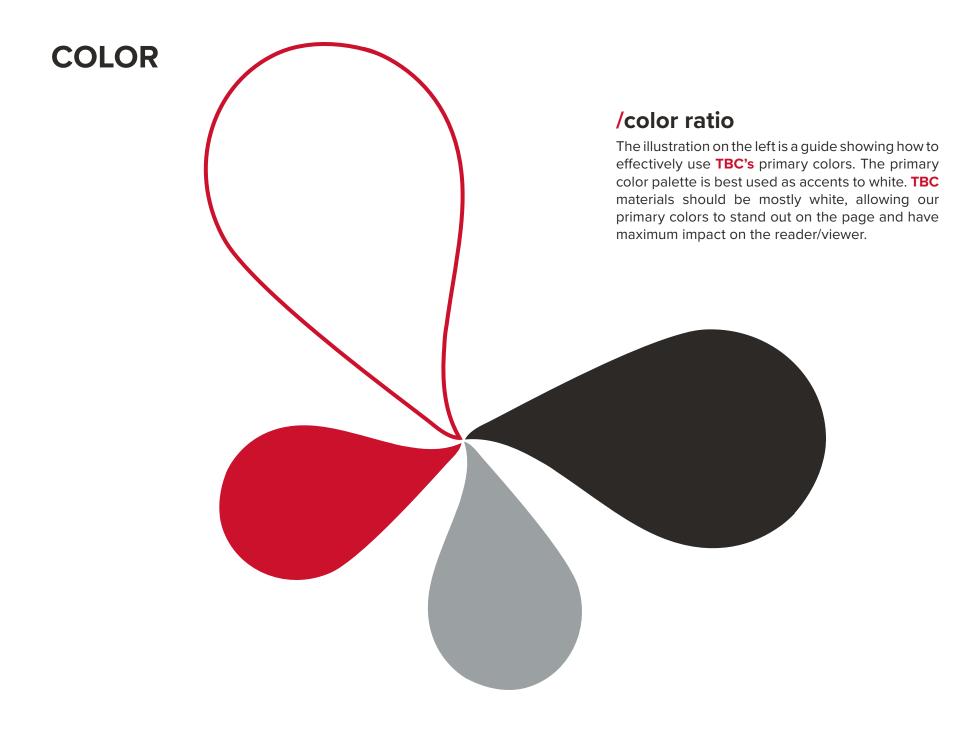
COLOR

COLOR

/primary color system

Color plays an important role in **TBC's** corporate identity. For this reason, a palette of primary colors has been developed. Consistent use of these colors will contribute to the cohesive and harmonious look of **TBC's** brand identity across all relevant media.

PANTONE 186C	80%	50%	20%	CMYK 2 100 85 6	RGB 200 16 46	Hex# C8102E
PANTONE 422C	80%	50%	20%	CMYK 19 12 13 34	RGB 158 162 162	Hex# 9EA2A2
PANTONE [®] Black C	;			CMYK 63 62 59 94	RGB 45 41 38	Hex# 2D2926

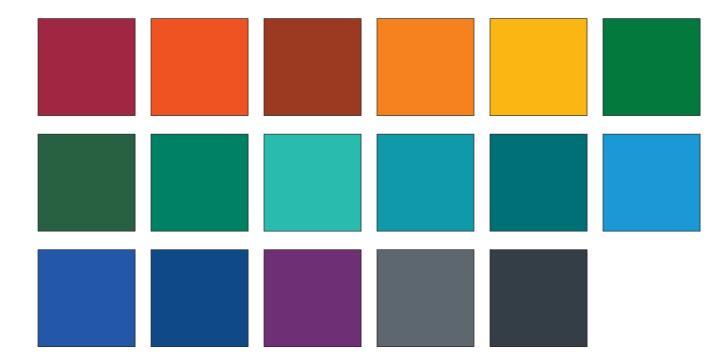


COLOR

/secondary color system

official colors, but are not recognizable identifiers for **TBC**. Secondary colors should be used sparingly, if at all.

The secondary colors are complementary to our The secondary colors are available for use in applications that require a wider range of colors. This can be for organizational purposes, or for better reaching a target audience.





The use of consistent typefaces is a key component of **TBC's** branding efforts to ensure consistency across all communications. Standard typefaces or fonts have been selected for use on printed and electronic materials.

/primary typeface

TBC uses Proxima Nova as the primary typeface in our logo and all our materials. Proxima Nova is a 2005 re-release of the 1994 typeface Proxima Sans, by Mark Simonson Studio. The typeface combines modern and geometric styles, being inspired by Helvetica, Akzidenz Grotesk, Futura, and others.

The Proxima Nova family contains 42 fonts — 7 weights and 3 widths all with matching italics.

PROXIMA NOVA

Semibold	Α	В	С	D	Ε	F	G	н	I	J	Κ	L	Μ
	Ν	0	Ρ	Q	R	S	т	U	V	W	Χ	Y	Z
	а	b	С	d	е	f	g	h	i	j	k	I	m
	n	0	р	q	r	S	t	u	V	w	x	У	Z
Regular	A	В	С	D	Е	F	G	Н	I	J	Κ	L	Μ
	Ν	0	Ρ	Q	R	S	Т	U	V	W	Х	Y	Ζ
	а	b	С	d	е	f	g	h	i	j	k	I	m
	n	0	р	q	r	S	t	u	V	W	x	У	Z
Figures	0	1	2	3		4	5	6	7	7 8	8	9	0
Special	!	"	§	\$	%	&	/	()	=	?	`;	:
Characters	i	"	¶	¢	[]	I	{	}	≠	ż	"
	«	Σ	€	R	+	Ω		/	Ø	Π	•	±	6
	æ	œ	0	Δ	0	а	©	f	9	, å	¥	≅ ≈	Ç
	\checkmark	~	μ	∞		_	\leq	<	>	≥	ٽ	> <	\diamond

ARIAL

Regular	Α	В	С	D	Е	F	G	Н		J	Κ	L	Μ
	Ν	0	Ρ	Q	R	S	т	U	V	W	Х	Y	Ζ
	а	b	С	d	е	f	g	h	i	j	k	L	m
	n	0	р	q	r	S	t	u	V	W	X	у	Ζ
Bold	Α	В	С	D	Ε	F	G	Н	I	J	Κ	L	Μ
Bold				D Q									
Bold	Ν	0	Ρ		R	S	т	U	V	W	X	Y	Ζ

TIMES NEW ROMAN

RegularA B C D E F G H I J K L MN O P Q R S T U V W X Y Za b c d e f g h i j k l mn o p q r s t u v w x y z

/secondary typeface

If Proxima Nova is not available on your machine, Arial should be used for all internal materials and emails. Times New Roman can be also used for body text in select applications.

DOS AND DON'TS OF TYPEFACE USAGE

DO

use a combination of uppercase and lowercase use only approved colors use only the approved typefaces align body copy flush left and ragged right

DON'T

place type in a hard-to-read format use special effects to emphasize type distort the typefaces

substitute other typefaces unles you're using approved alternates

/text styles and headlines

Typographic hierarchy is another form of visual hierarchy. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy.

On the right are some common techniques for **TBC** layouts.

Title	DONATE
	Proxima Nova/Arial Semibold - Capital Letters 34pt Type / 30 pt Leading
A Header	DONATE
	Proxima Nova/Arial Semibold - Capital Letters 20pt Type / 20pt Leading
B Header	DONATE
	Proxima Nova/Arial Regular - Capital Letters 16pt Type / 16pt Leading
Main Body	Perspel ius pel milliquis eat. Id molessum que consequias aut qui Alici blatin cum, omnihite nonsed quaes est labore volupta voluptas dolescitio vellabo. Abo. Ellabo.
	- Proxima Nova/Arial Regular 11pt Type / 13.2pt Leading
Body Alt.	Perspel ius pel milliquis eat. Id molessum que consequias aut qui Alici blatin cum, omnihite nonsed quaes est labore volupta voluptas dolescitio vellabo. Abo. Ellabo.
	Times New Roman Regular 11pt Type / 13.2pt Leading

The sector of

/corporate identity

All departments are required to use the **approved** letterhead and business card styles. Other stationery items must also conform to the approved styles.

The **TBC** brand provides a consistent identity and image for the organization. All print and electronic communications that bear the name and symbol of **TBC**, particularly those viewed by the public, project an image of the company.

All departments are required to use the The use of third party logos (hospital/corporate **approved** letterhead and business card styles. partners) is prohibited without approval.

Under NO circumstances should any department deviate from the approved letterhead and business card style.



THE BLOOD CONNECTION Your Community Blood Center	Keeping THE BLOOD You Informed Connection DATE: January 01, 2017 The BLOOD
<text><text><text><text><text><text><text><text><text></text></text></text></text></text></text></text></text></text>	SUBJECT: Milliquis eat. Hello, Perspel uis pel milliquis eat. It nonsed quase set labore volup Perspel uis pel milliquis eat. It nonsed quase set labore volup Perspel uis pel milliquis eat. It nonsed quase set labore volup Perspel uis pel milliquis eat. It nonsed quase set labore volup Perspel uis pel milliquis eat. It nonsed quase set labore volup Perspel uis pel milliquis eat. It nonsed quase set labore volup Perspel uis pel milliquis eat. It nonsed quase set labore volup Perspel uis pel milliquis eat. It nonsed quase set labore volup Perspel uis pel milliquis eat. It Derspel uis pel milliquis eat. It Derspel uis pel milliquis eat. It It control to the set of th
Signature John Doe Job Title	Etiam finibus loren egit foncus dignisism. Nunc uma tellus, congue in pelentesegue a, tincidunt a justo. Suspendisse id um suscipit, finibus justo omare lacus. Suspendisse varius magan mollis justa materia in functionaria sectorizationaria sectorizatione sectorizationaria sectorizationaria sectoriza

This is sample content to show how text can be formatted onto corporate letterheads.

/email standardization instructions

- Open *Microsoft Outlook*
- Click on *File*
- Choose **Options**



- Choose *Mail* (left-hand column)
- Under Compose Messages choose Stationery & Fonts (right-hand side)
 - Open **Personal Stationery** tab
 - Under Theme, No Theme should be selected
 - For both *New Email* & *Reply/Forward*
 - Click on Font
 - Choose Arial / size 11 / black
 - Click **OK**
- Close out of each box by clicking **OK**
- Close out of **Outlook** to reset selections

/email signature instructions

- Email **marketing@thebloodconnection.org** for the email signature content and copy it exactly.
- Open *Microsoft Outlook*
- Open **New Email**
- Click on Signature then click Signatures
- Click on **New** and add a new signature named **New Corporate Email**
- To the right you will see **Choose Default Signature**
 - Click on New Messages and click on New Corporate Email Signature
- Click on Replies/Forward and click on New Corporate Email Signature
- Paste (choose Keep Source Formatting option) the signature into the large box at the bottom, and change the details to match your own. You may choose whether or not to include your cell number.
- Click **Save** and **OK**

Absolutely NO deviation is permitted!

DO NOT add a Confidentiality Notice. IT has set it up to automatically appear only on external emails.

	110	 8 / ⊻ ⊕ ∷	
To:			
Cc:			
Subject:			

FirstName LastName		
Your Job Title 1099 Bracken Road, Piedmont, Office: 864.255.5000	SC	29673



Making a Lifetime of Difference By Donating Today

/promotional materials

Everything from PowerPoint slides to banners to donor cards should be designed with a consistent look.

This steadfast attention to detail across every communication will connect the materials in a way that further reinforces and builds the brand.

/appointment card

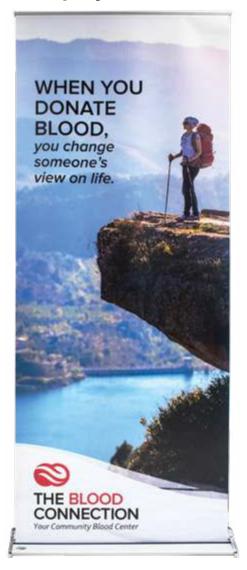
	THE BLOOD CONNECTION That Canterwards Bland Center	800.392.6551 thebloodconnection.org
	Greenville 435 Woodruff Rood	Greenwood 341 Old Abbeville Hwy
Time: Date:	Spartanburg 270 North Grove Medical Park Drive	Seneca 1308 Sandifer Blvd.
Location:	Easley 1954 East Main Street	Hendersonville 825 Spartanburg Hwy

/donor identification card

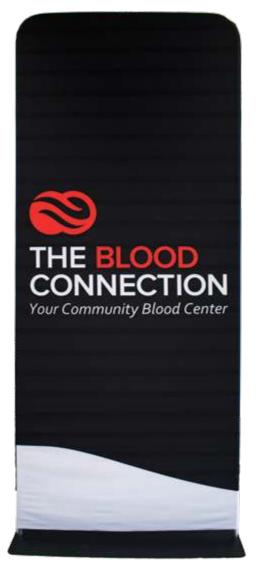




/display



/monument



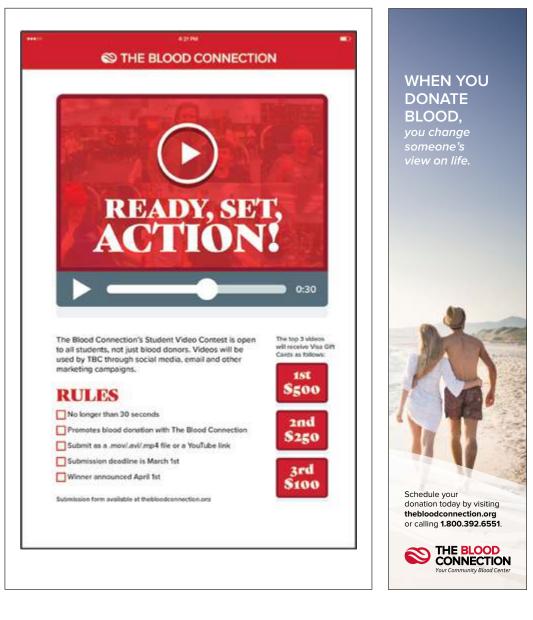
/tablecloths

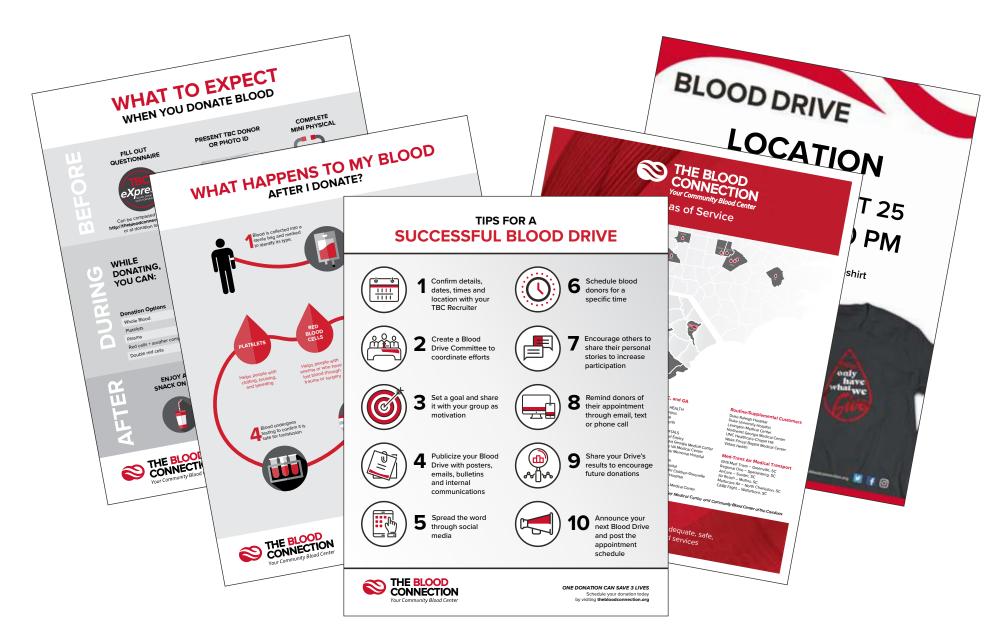


/printed materials

While consistency builds the **TBC** brand, inconsistency can diminish the brand's value. Therefore, standard templates have been developed to help ensure a consistent and effective brand experience for our donors, our business partners, and our hospital partners.

Under NO circumstances should one create, print, and/or distribute non-approved designs and templates for public viewing.





WHUCO

/scrubs





Scrubs should NOT have any other trim colors or embellishments.

JACKETS

solid black medical-grade scrubs material no hoodies or sweatshirts

SOCKS

solid black no color accents

SHOES

solid black non-porous no holes no mesh no color accents Hair accessories are to be solid black, NO COLORS





UNDERSHIRTS

black/white long/short sleeves

SHOES

black/brown/red

OPTIONAL

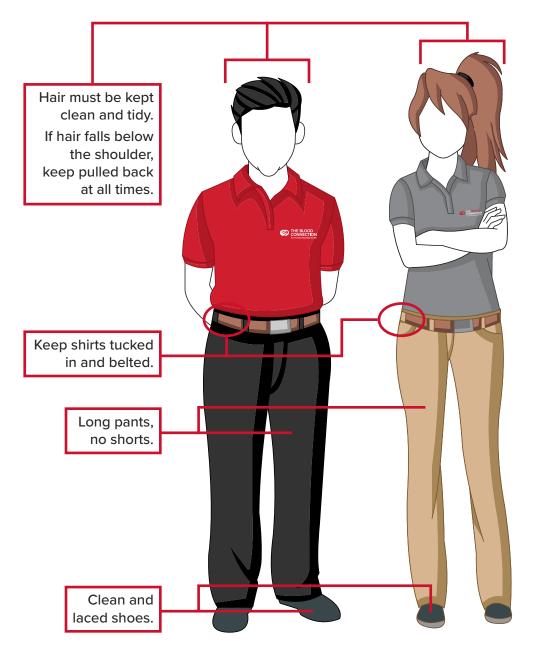
jacket

beanie

ball cap

All three must have the current TBC logo, they are available upon request.

All uniforms are to be clean and pressed.



/identification badges

The ID badge you receive at on-boarding contains your name, department, and username. This badge should be kept on you at all times and will give you access to buildings, workspaces, as well as to clock-in and clock-out.

The ID badge should **only** be worn with the TBC badge reel/lanyard. Badge reels in colors other than black are not approved. There should not be any unapproved attachments* on the badge reel, ID badge, or lanyard.





*Team Leader badgemates are approved

9 THE BLOOD CONNECTION

Your Community Blood Center

2

SIGNAGE

e Sovino Li

WAKE

SIGNAGE

/buildings and vehicles

The **TBC** logo will require a period of phase-in as vehicles and building exteriors are replaced or remodeled. The placement of the **TBC** logo on vehicles and buildings should be reviewed by Marketing before being painted or applied.



SIGNAGE







/key points you should know

- **1.** The Marketing Department provides marketing, graphic design, and support services to all departments.
- Only approved logos may be used. No department is permitted to create or use a logo other than approved logos. Requests for approved logos must be submitted through Marketing TIX.
- **3.** All printed material in view of the public (even if meant for employees) must be approved in advance by the Marketing Department.
- 4. All promotional items must be submitted to the Marketing department for approval before being produced.

THE BLOOD CONNECTION



Published by the TBC Marketing Department.