



oneblood

Share your power.

Graphic Standards Guide

Introduction

Our corporate identity is the face and personality we project to the community. It is as important as the products and services we provide. The reputation and recognition of the name “OneBlood” is an asset we must protect.

Every day, thousands of people are made aware of our brand—whether it’s from seeing a Big Red Bus®, reading our printed materials or interacting with one of our team members.

The OneBlood Graphic Standards Guide will help you protect one of our organization’s most valued assets. Using this guide, the materials you create will represent our brand in a consistent and positive light.

For issues not covered in the Graphic Standards Guide, please contact the brand management team at brandteam@oneblood.org.





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SECTION 01

OneBlood Colors



Primary Colors

Color is an essential element in how our brand is represented. Used consistently, the OneBlood primary color palette is a strong device in distinguishing our brand. The OneBlood color system consists of two palettes: the Primary Palette and the Secondary Palette.

The Primary Color Palette consists of three colors:

OneBlood Red

OneBlood Deep Grey

OneBlood Taupe

The Primary Color Palette should be used as color bars and/or fields of color in design compositions; and as backgrounds within photo or illustration compositions.



Red

PMS: 187C

R: 171 G: 25 B: 45

HEX: A6192E

C: 7 M: 100 Y: 82 K: 26

Deep Grey

PMS: 447C

R: 55 G: 61 B: 60

HEX: 373A36

C: 50 M: 30 Y: 40 K: 90

Taupe

PMS: 7534C

R: 237 G: 234 B: 224

HEX: EDEAE0

C: 5 M: 5 Y: 15 K: 8

Please note the CMYK values listed above are based on the 2010 Pantone® Coated Color Bridge. CMYK values will vary depending on many factors, including printing device and substrate. When printing four color process, please calibrate individual devices to accurately depict the Pantone® colors listed above.

Big Red Bus® Paint: Sherwin Williams G2-65124-00-B (Red)
Sherwin Williams WA-8624 (White)

Secondary Colors

The secondary palette provides a set of alternate colors that can be used to complement our primary palette. These colors can be used in two distinct ways:

Use #1: Adding a Dimension of Color to Layouts

Secondary colors can help to inject a touch of vibrance into layouts, especially those with a significant amount of copy. But these colors should be used for details in most cases rather than as large fields of color.

Use #2: Building Equity in Blood Types

These secondary colors can also be used to help build equity and interest in the individual blood types through our Target Your Type® program. This use is described in more detail on the following page.



Burnt Orange

PMS: 7412C
R:211 G:130 B:53
C:2 M:58 Y:96 K:10
HEX: D38235

Sunrise

PMS: 143C
R:241 G:180 B:52
C:0 M:32 Y:87 K:0
HEX: F1B434

Sea Foam

PMS: 557C
R:133 G:176 B:154
C:44 M:4 Y:37 K:10
HEX: 85B09A

Sky Blue

PMS: 2985C
R:91 G:194 B:231
C:60 M:0 Y:3 K:0
HEX: 5BC2E7

Pure Gold

PMS: 7752C
R:207 G:176 B:35
C:2 M:13 Y:88 K:14
HEX: CFB023

Aqua

PMS: 7473C
R:39 G:153 B:137
C:75 M:5 Y:48 K:3
HEX: 279989

Hope Blue

PMS: 7690C
R:0 G:118 B:168
C:95 M:41 Y:10 K:0
HEX: 0076A8

Color Associations

The colors in our palettes also correspond with the eight blood types as a way to create a stronger visual connection to the unique power each person's blood type holds to save lives.

Red O -
Burnt Orange O +
Pure Gold A -
Sunrise A +
Aqua B -
Sea Foam B +
Hope Blue AB -
Sky Blue AB +





SECTION 02

The OneBlood Logo

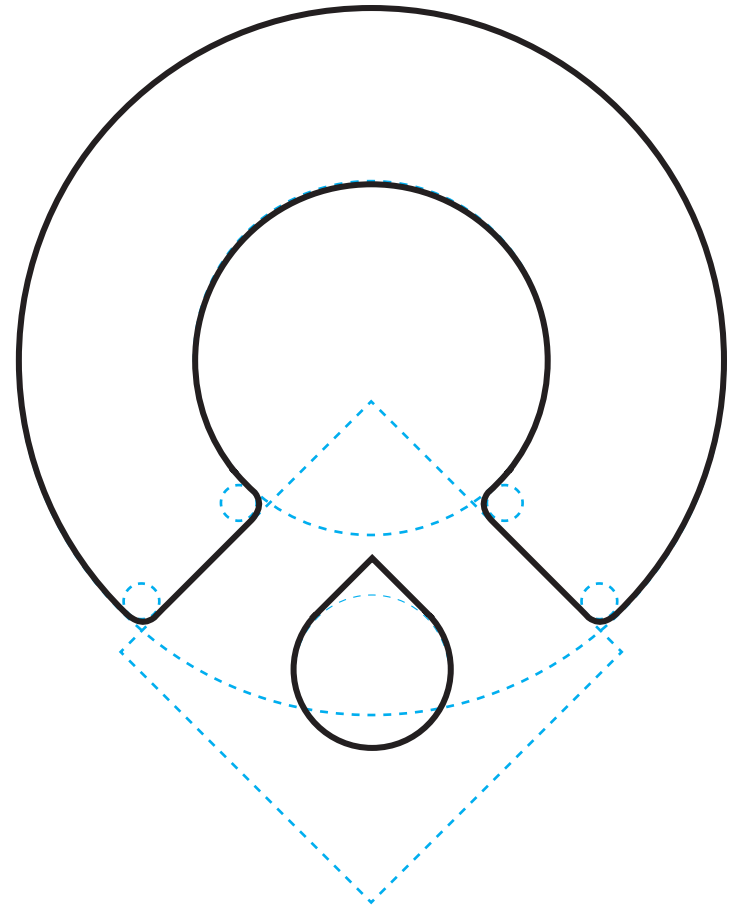
What The Pictorial Mark Represents

The OneBlood pictorial mark is a customized graphic that tells the story of our lifesaving organization.

At first glance, a blood drop descends from a circular shape. The circular shape has several meanings: it represents a continuous supply of blood, as well as the ongoing donation cycle. The blood drop is a literal depiction of a donation flowing from that supply.

A closer look at the negative space within the shape reveals an abstract silhouette/outline of a person. Through this visualization of the mark, the blood drop resides in the area where the person's heart would be. This symbolizes the generosity of the anonymous donors from which lifesaving donations come.

These two meanings are part of one larger story. They are the intertwined realities of what we do every day and a reminder of the power that each one of us has inside to save another person's life.



Primary Logo Versions

The OneBlood logo is the graphic device we use to identify ourselves and the way we're recognized by our donors, partners and the communities we serve. When you need to reproduce or implement digital and printed materials for OneBlood, it is important that you apply our corporate logo using the guidelines contained in this document. Through consistent and appropriate use of our logo, we will ensure our success in promoting and strengthening our brand identity.

There are two appropriate lockups of pictorial mark and word mark that compose the logo.

Lockup A: The OneBlood logo in a centered format.

This is the preferred use of the logo and should be used whenever possible.

Lockup B: The OneBlood logo in a horizontal format.

This should be used when the use of Combination A is either not possible, or is not aesthetically pleasing based on its relative position to surrounding visual elements.

IMPORTANT NOTE: As a designed wordmark, the OneBlood brand name is depicted in lowercase type. However, the proper case structure when using the name in body copy and in correspondence is **OneBlood** (capitalizing the initial "O" and "B" with no spaces).



Lockup A



Lockup B

Tagline

A really great tagline conveys a company's benefit with personality and attitude. It is an evocative, inspiring call-to-action that connects on an emotional level. OneBlood's tagline is "Share your power." Share Your Power is the catalyst for how we communicate and educate people about the power of their blood type and the power they have to save another person's life.

The tagline has two types of presentation. The first should always be presented graphically as part of the logo. These elements should never be separated and the tagline graphic should not be used by itself. The second treatment is typesetting the words "Share your power." in one of our approved fonts, such as in a headline or call-to-action.

IMPORTANT NOTE: The OneBlood logo should be used with the tagline in all instances, except on building signage and rare, marketing-approved exceptions. If you have any questions about logo usage, please contact brandteam@oneblood.org before using.



Alternate Logo Versions

2-color and 1-color logos

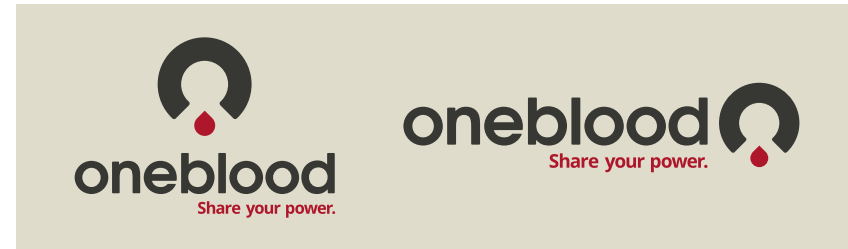
The 2-Color OneBlood logo should be used as the primary logo in every case possible to help promote the consistency of our brand identity. When that is not possible, the approved versions below will allow for nearly any design challenge you encounter.

1-Color Logo

The 1-color black logo is only recommended in printing circumstances when only one color is available and/or if the surface being printed on is not white such as cardboard boxes or newspaper.

1-Color Reverse Logo

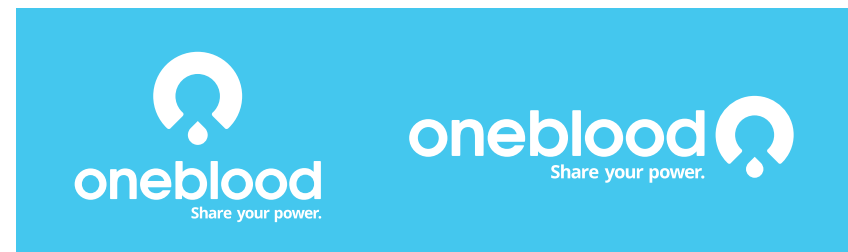
The 1-color reverse logo is recommended for printing on solid background colors, or over photos in which the area behind the logo provides enough contrast for it to stand out.



2-Color Logo



1-Color Logo



1-Color Reverse Logo

Clear Space

For maximum impact and recognition, the logo should not be crowded by other graphic elements. Adequate space should be left around the trademark so that its prominence is not compromised. To the right is a visual guide for providing the necessary white space.

The measure used as clear space between the logo and any surrounding elements is equal to the size of the first letter in the logo.



Minimum Logo Size

To ensure clear communication at reduced sizes, please be sure the following minimum size guidelines are adhered to.

The OneBlood logo has been designed to retain its legibility and visual impact in a wide range of sizes. However, there are sizes which compromise the logo's ability to be read clearly, diminishing its impact.

The minimum acceptable sizes are illustrated here.

Centered logo version - with tagline

The minimum logo size is 1.142" (29.007 mm) wide.

Horizontal logo version -with tagline

The minimum logo size is 1.5" (38.1 mm) wide.

Centered logo version - without tagline

The minimum logo size is .625" (15.875 mm) wide.

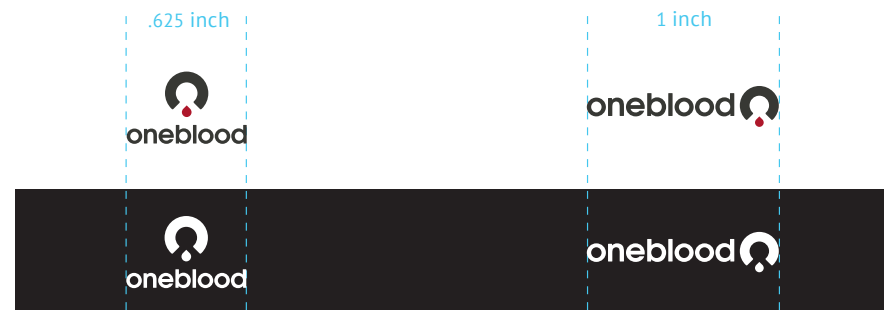
Horizontal logo version -without tagline

The minimum logo size is 1" (25.4 mm) wide.

Please do not reproduce any of the OneBlood logos in any smaller size. Doing so will diminish the readability and overall impact.



Minimum Size Logo - with tagline



Minimum Size Logo - without tagline

Application Over Backgrounds

The OneBlood logo may be placed on a range of various colored backgrounds, provided there is enough contrast for legibility. Although subjective judgment is required, the most important priority is to maintain sufficient contrast between the logo and the background.

To start, evaluate the area where the logo will be applied. Next, determine which version of the logo will be placed based on how dark/light or simple/complex the area is. If the area is light enough to allow for clear legibility, use the preferred 2-color logo.

As a general rule, the preferred version of the logo—the 2-color version composed of Deep Grey and Red—should only be used on a white or taupe background. For all other dark and/or simple color backgrounds, use the 1-color reverse logo. The examples here demonstrate proper application of the various color versions of the logo.



Logo Violations

The examples shown here are only a few possible incorrect uses of the OneBlood logo. Because our brand's equity and visual identity depend on consistent use of our brand assets, these and other modifications will compromise its effectiveness.

No modifications to any versions of the logo are permitted. Always use approved digital artwork whenever creating materials for OneBlood.

Do not modify the colors of any of the approved logo versions. If there is a situation that does not allow the use of any of the approved logos, consult a member of the brand team for a solution.

Do not replace the OneBlood logotype with any other typefaces for any reason. The lowercase "oneblood" logotype is a crafted piece of artwork that has been designed to work in tandem with the OneBlood pictorial mark.



Aa

SECTION 03

OneBlood Typography

Headlines & Subheads

The primary role of typography is the communication of information and facts. Typography is an effective tool for creating personality and a favorable impression of our brand. It's a critical element in maintaining visual consistency throughout the visual identity system. Please use the approved corporate typefaces when producing materials for OneBlood.

Nexa Sans Font Family

Nexa is one of the primary type families for OneBlood materials. This sans serif font has a modern appearance and timeless appeal, and contains a broad selection of weights and styles, providing options for many copy applications. It is the recommended typeface for headline, subhead and call-to-action applications.

Nexa is available in Light, Light Italic, Semibold, Semibold Italic, Bold, Bold Italic, Extrabold and Extrabold Italic weights.

Aa

Nexa Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Open Sans Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Aa

Nexa Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Nexa Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Aa

Nexa Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Nexa Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Aa

Nexa Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Nexa Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Body Copy

As a compliment to Nexa, Adobe Garamond Premier Pro is a serif typeface to be used as body copy or disclaimers. It provides an easily legible solution where larger amounts of copy are needed. This font is a modern and practical 21st-century type family based on the original 1989 Adobe Garamond.

Adobe Garamond Premier Pro is available in the following weights: Regular, Regular Italic, Medium, Medium Italic, Semibold, Semibold Italic, Bold and Bold Italic.

Aa

Adobe Garamond Premier Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Garamond Premier Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Aa

Adobe Garamond Premier Pro Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Garamond Premier Pro Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Aa

Adobe Garamond Premier Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Garamond Premier Pro Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Aa

Adobe Garamond Premier Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Adobe Garamond Premier Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Limited Body Copy and Callouts

To round out the OneBlood font library, PT Sans can be used in a flexible role. It provides an easily legible sans serif solution where smaller amounts of body copy are needed or callout text is used in larger amounts of copy. Having the narrow option provides even more flexibility where space is at a premium.

PT Sans is available in the following weights: Regular, Regular Italic, Bold, Bold Italic, Narrow and Narrow Bold.

Aa

PT Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

PT Sans Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Aa

PT Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

PT Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Aa

PT Sans Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

PT Sans Narrow Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Type Usage Examples

The example to the right demonstrates the aesthetic relationship between with our font system. When used consistently, they will play a critical role in the overall personality and tone of our brand.

Headlines look like this.

Body copy looks like this. Lorem ipsum dolor sit amet, dapibus et sodales, neque mi arcu semper orci aenean, eros quam aenean vesti bulum ligula gravida. Proin dui fermentum eget adipisicing, incidunt voluptates suspendisse vel pellentesque nec in.

Ut ut ante rutrum id. Itatis dolorum, sus volere sa conseceatqui quo ent as exped mo temporum rem fugiant unt dolorpostrum alicae omnis nihillaut volesci endellabor sam, quissit, quation pratur? Obit, odit es ulparum qui dundi officie nimagni corentis enimolut harcil es etur?

In non ratem. Ibeate cones moloressse corerio. Elluptate volorpo rendam ventius. Hilibus mi, veniet aut et velitia dolorum quis non cum viduciis et, explab intium qui od quod magnatium as ad et laccuptaquia et res et doluptis intiur? Equo te perior alisquosanim et

Did You Know?

Veriae pro modigniate que et aut prae liciam fuga. Onsequam, sam, quate nis et pratessequis et et qui beaque cusam, samus re quis cus ditio. Nequaspis id endae.