



**ConnectLife**

Blood & Organ Donor Network

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# Brand Guide

JULY 2019

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# ● The Purpose of This Guide

The purpose of the ConnectLife Brand Standards Guide is to ensure that all marketing materials are created according to the specific look and feel established by ConnectLife. This guide contains the information necessary to produce marketing communications and design that meet the defined expectations and standards of the ConnectLife brand, co-brands, and industry partners.

This guide was created for ConnectLife employees, creative and strategic partners, production vendors, and any other party involved in developing ConnectLife marketing materials.

As we work to reach our donors, community, and partners, we must maintain an image—both visually and in messaging—that consistently represents our local impact, service to the community, and the gift of life.



## ● Our Story

In the most uncomplicated terms, ConnectLife helps people help others. As Western New York's only community blood center and federally designated organ, eye, and tissue procurement agency, ConnectLife saves and enhances lives through the support and compassion of donors who graciously choose to give the gift of life.

While the idea of blood and organ donation is widely understood, the monumental impact that donors have on people whose lives have been diminished by ill-health, injury, or misfortune is not. Beyond facilitating the safe collection of blood and careful recovery of organs, ConnectLife aims to illuminate not only the facts behind blood, organ, eye, and tissue donation, but the invaluable difference that we can all make for people in need right in our own backyard.

All of the blood that ConnectLife collects stays local, helping nearly every hospital in Western New York's eight counties maintain safe inventory levels while saving them millions of dollars in out-of-state sourcing costs. And for every pint of blood donated, we save the lives of three of our neighbors.

Even greater education is needed around organ, eye, and tissue donation due to a lack of awareness. Specifically, a single donor can save or enhance the lives of up to 75 people. So, with the simple act of enrolling in the New York State Donate Life Registry, we have the power to restore sight, prevent amputation, revive mobility, renew spirits, and assist researchers around the world in their efforts to fight and cure disease. But without a heightened level of understanding, these opportunities vanish, which is why community outreach and engagement is critical.

At its core, ConnectLife was created to serve—making the blood donation process as personal and painless as possible; helping organ, eye, and tissue donor families honor the wishes of their loved ones during an emotional time; working with schools to equip the next generation of donors with the knowledge they need to make life-saving decisions; and supporting Western New Yorkers' inherent desire to do good.



# ● Our Mission & Vision

## Our Mission

We are committed to educating the community, inspiring donation and connecting lives.

## Our Vision

ConnectLife envisions a future where blood is available for all in need, we decrease the number of deaths of those waiting for a transplant, innovative tissues enhance quality of life and advance cutting-edge research, every donor and donor family is honored, and employees are empowered and motivated to realize their highest potential in service of our mission.



# ● Logo

## Formal

The preferred version of the ConnectLife logo is the primary full-color version with tagline. It is composed of the blue gradient interlocking C icon, the navy and light blue ConnectLife wordmark, and the gray tagline on a white background. The vertical and horizontal versions of the logo can be used as needed to best fit the space.

## Primary logo versions



## Grayscale & Monochrome Usage

The grayscale and monochrome versions of the logo should only be used when full color is not possible, or in secondary positions after the full-color logo is used. Only use monochrome versions of the logo when the gradient is not possible.



## ● Logo

### Informal

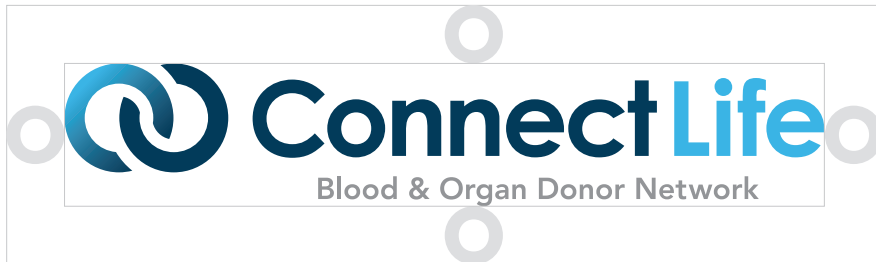
The ConnectLife logo should only be used without a tagline when it is preceded by the full version with tagline or in instances where space is limited and the smaller characters would be illegible.



# ● Logo

## Clear Space

Clear space must always surround the logo, and no copy, illustrated material, or other graphic elements may intrude. The clear space is proportional to the size of the logo as it is enlarged or reduced. A minimum clear space equal to the height of the “o” in the ConnectLife wordmark is required to ensure maximum legibility.

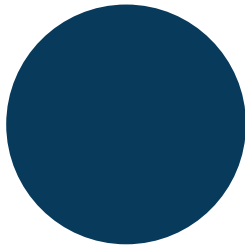




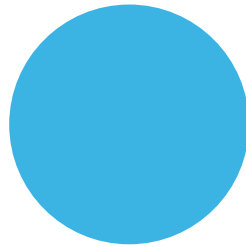
# ● Brand Colors

## Primary Colors

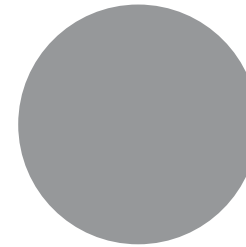
Color is a key component of the ConnectLife visual identity, and the colors of the primary palette are those found in the ConnectLife logo. Using these colors consistently across brand communications will build recognition for the ConnectLife brand and will establish a unified look.



**Connect Blue**  
PMS 302  
c100 m74 y40 k32  
web 003B5c  
HEX# 013D5B



**Life Blue**  
PMS 298  
c65 m10 y1 k0  
web 41b6e6  
HEX# 3EB4E4



**Donor Gray**  
PMS Cool Gray 7  
c0 m0 y0 k50  
web 97999b  
HEX# 939598

## Secondary Colors

The colors of the secondary palette were selected for supporting design elements, such as charts, graphs, call-outs, text, and accents in small color fields. These colors complement the ConnectLife primary colors and are useful for drawing attention to specific information and data.



PMS Warm Red  
c0 m88 y80 k0  
web f9423a  
HEX# EF463E



PMS 137  
c0 m42 y100 k0  
web 003B5c  
HEX# FFA400



PMS 368  
c55 m0 y94 k7  
web 78be20  
HEX# 76B646



# ● Typography

Typography is an important element in maintaining a clear, well-defined, and consistent brand. The fonts we have selected help create different tones of voice across all of our communication materials.

## Primary Font Family

Our primary font family is Avenir. This distinctive type family is contemporary and clear. It is also highly legible, flexible, and has a wide range of interchangeable poststyles for headlines and subheads.

Avenir Light & Light Oblique

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Avenir Book & Book Oblique

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Avenir Medium & Medium Oblique

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Avenir Heavy & Heavy Oblique

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Avenir Black & Black Oblique

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

## Secondary Font Family

Our secondary font family is Adobe Caslon Pro. This serif style type family should be used for longer blocks of copy for ease of reading, as the serifs help lead the eye from one character to the next.

Regular weight should be used for body text.

Adobe Caslon Pro Regular & Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Semibold and bold weights can be used for emphasis in body text.

Adobe Caslon Pro Semibold & Semibold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Adobe Caslon Pro Bold & Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz



# ● Proofing & Language Standards

## Oxford Comma (serial comma)

Use a comma in a list of three or more items, before “and” or “or.”

Example: ConnectLife is a federally designated organ, eye, and tissue procurement agency.

## ConnectLife

ConnectLife should always appear in copy as one word, with a capital C and L.

## ConnectLife.org

The website URL should always appear with a capital C and L.

## ConnectLifeGiveBlood.org

The website URL should always appear with a capital C, L, G, and B.

## ConnectLife.org/Register

The website URL should always appear with a capital C, L, and R.

