

**CHECK
YOUR
HEART™**



Style Guide

JULY 2022

LOGO

The CHECK YOUR HEART logo consists of two elements—the CHECK YOUR HEART TM lock up, and the heart within the circle.

These elements were designed at specific proportions to each other to create a balanced logo. Do not alter the size ratio between these two elements.

The logo has two variations in order to fit appropriately in different spaces. The horizontal logo should only be used when space does not allow for the primary logo, and better suits the horizontal size.

PRIMARY LOGO



HORIZONTAL LOGO



LOGO: WHITE SPACE

White space is empty space around the content of a design. When you place white space around the logo, it will help to lead the viewers eye to the logo, raising the odds that the logo will be seen.

On each side, the logo should always have white space at least the size of the letter H in the logo.

PRIMARY LOGO



HORIZONTAL LOGO

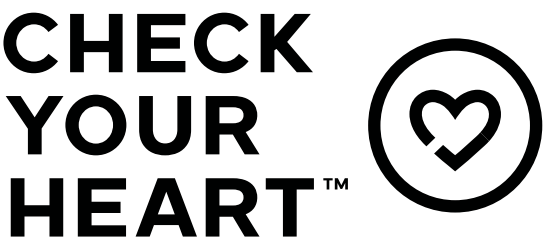


LOGO: COLOR VERSIONS

The CHECK YOUR HEART logo can be used in 3 colorways.

- 1. Dark Blue and Red
- 2. White
- 3. Black

The logo colors should never change beyond these.



COLOR PALETTE

The Check Your Heart color palette was created to embody a light-hearted, yet important call to action of checking your heart on your ID..

These colors are all used in certain ways, please refer to the following pages to ensure you are using them correctly.

Pantone colors are a variation of the true color palette. Only use pantone colors when you absolutely have to.

<div>Light Blue</div> <div>#E0FAFC</div> <div>C 10</div> <div>M 0</div> <div>Y 2</div> <div>K 0</div> <div>R 224</div> <div>G 250</div> <div>B 252</div> <div>PANTONE</div> <div>P 121-1 C</div>	<div>Sky Blue</div> <div>#88CCEE</div> <div>C 49</div> <div>M 1</div> <div>Y 1</div> <div>K 0</div> <div>R 136</div> <div>G 204</div> <div>B 238</div> <div>PANTONE</div> <div>P 298 C</div>	<div>Medium Blue</div> <div>#2191FA</div> <div>C 71</div> <div>M 39</div> <div>Y 0</div> <div>K 0</div> <div>R 33</div> <div>G 145</div> <div>B 250</div> <div>PANTONE</div> <div>279 C</div>	<div>Dark Blue</div> <div>#2B3D73</div> <div>C 96</div> <div>M 86</div> <div>Y 27</div> <div>K 13</div> <div>R 43</div> <div>G 61</div> <div>B 115</div> <div>PANTONE</div> <div>280 C</div>	<div>Red</div> <div>#C41F30</div> <div>C 16</div> <div>M 100</div> <div>Y 89</div> <div>K 06</div> <div>R 196</div> <div>G 31</div> <div>B 48</div> <div>PANTONE</div> <div>1797 C</div>	<div>White</div> <div>#FFFFFF</div> <div>C 0</div> <div>M 0</div> <div>Y 0</div> <div>K 0</div> <div>R 255</div> <div>G 255</div> <div>B 255</div>
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COLOR USAGE: LOGO

Low contrast text can be hard to read and can cause eye strain. While good contrast allows the viewer to see the text clearly.

To ensure there is enough contrast between the logo color(s) and the background color, the dark blue and red logo should only be used on the white and light blue colors.

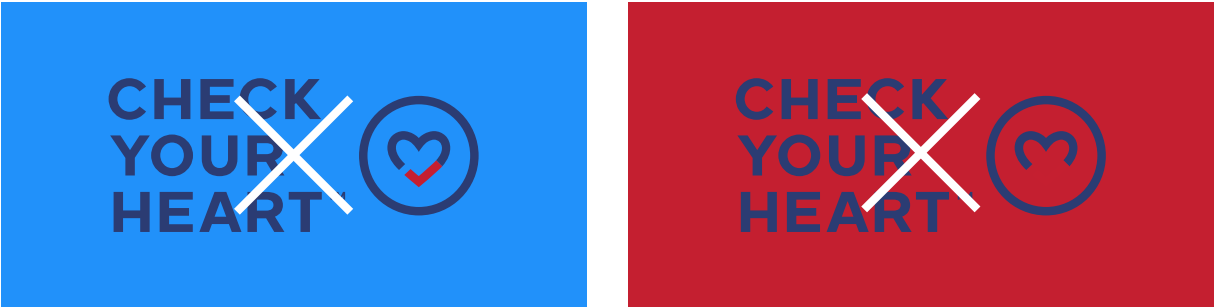
If the logo needs to go on a medium or dark blue background, the white logo must be used.

Red should only be used for the check mark in the logo. It should never be used in any other way.

DO



DON'T



COLOR USAGE: TYPE

Similar to the logo, text color must have enough contrast to the background color in order for the viewer to read with ease.

Please be sure to check these color combinations to ensure your design has enough contrast.

Red should only be used for the check mark in the logo.

DO

Become an organ donor today.	Become an organ donor today.	Become an organ donor today.	Become an organ donor today.
Become an organ donor today.	Become an organ donor today.	Become an organ donor today.	Become an organ donor today.

DON'T

Become an organ donor today.	Become an organ donor today.	Become an organ donor today.	Become an organ donor today.
Become an organ donor today.	Become an organ donor today.		

TYPEFACE

Aftika is a clean geometric sans serif family that is well suited for advertising and branding.

It has unique characteristics that make it more fun and approachable.

Aftika is to be used for all headlines, subheads, body copy and call outs.

Sentence case should be used for headlines, subheads and body copy.

All caps should always be used for the URL and for any small informational, call out text.

Headline set in Aftika Extra Bold

Make sure there is adequate spacing inbetween the lines of headlines.

Subhead at Aftika Bold

Make sure there is adequate spacing inbetween the headline and subhead, and subhead and body copy.

Body copy set at Aftika Light. Officia qui dolupturi
od qui officiliqua dolum aligend escium exerum
remos sin peligen empore netur secumquamet
quas verehentias aut quostium et exped eium aut
faccum voles etures.

**SHORT CALL OUT TEXT SET
IN AFTIKA EXTRA BOLD**

WHITE SPACE

White space is empty space around the content and elements of a design. When you place white space between elements and between lines of text, your design becomes more reader-friendly, and leads the reader’s eye around the design, raising the odds that the text will be read.

Ensure there is adequate white space around all text, logos, images and any element on your design.


DO

Are you an organ donor?

Register today.

GOLM.ORG/REGISTER

CHECK YOUR HEART



GIFT of LIFE

MICHIGAN

ORGAN AND TISSUE DONATION

DONATE

LIFE

DON'T

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