



# Logo Standards and Branding Practices

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MARCH 2021



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# Gift of Life Michigan corporate identity

## About this guide

This style guide has been developed to maintain the integrity of the Gift of Life Michigan corporate identity and collateral materials. It aims to serve as an aid for those within, and external to, Gift of Life to ensure the identity remains clear and consistent.

### This guide applies to:

- All Gift of Life Michigan staff members
- External vendors (print and web designers, marketing groups and printers)

### The logo may be used by:

- Designated employees of Gift of Life Michigan
- Approved vendors (print and web designers, marketing groups and printers)
- Approved groups working in partnership with Gift of Life

### Use of corporate identity by external parties

If any outside organization asks to use the Gift of Life logo, they must fill out and return a **Graphics Release** form. This form outlines the policy and procedure for using the Gift of Life Michigan name, logo, marketing descriptors, taglines, graphics or any published material from Gift of Life. A copy can be obtained from the Communications Department. The completed form, along with the draft material that will include the graphics, should be forwarded to the Gift of Life communications director for review and approval.

## Who we are

### Core Purpose

- We honor life through donation.

### Business Definition

- We facilitate organ and tissue recovery.

### Key Customers

- Transplant centers and tissue processors

### Core Values

- Determined
- Compassionate
- Professional

### Our Anchors

- One more ...
- Our people
- Fiscal responsibility

# Elements of the brand

## Key elements

The Gift of Life Michigan logo represents the organization. Maintaining its design integrity is important for ensuring name recognition.

### The key elements of the brand are:

1. Logo
2. Core purpose (We honor life through donation.<sup>SM</sup>)
3. Color palette
4. Fonts



logo

### The Gift of Life Michigan logo

All Gift of Life materials should include the logo. If there is a reason not to use it, consult with the communications director or manager.

Logos can be found on the Gift of Life intranet under **Resources > Communications**. Two formats are available, an EPS and a JPEG.

The EPS is a CMYK vector file and can be enlarged to any size without losing quality. This EPS is for use in printed materials. You will not be able to open this file. **It can be placed in design and text editing programs and can be used by professional printers.**

The JPEG is an RGB raster file. It measures 3.16 x 2.35 inches (948 x 705 pixels). This file can be used at 100% size or smaller, but not enlarged without losing quality. The JPEG is to be used for on-screen and internet applications or in text editing programs, such as the Microsoft Office suite. **It cannot be used for professional printing.**

### Special formats

On-screen applications might require a logo with a transparent background. A PNG version of the logo is available for this use. **It cannot be used for professional printing.**

In some cases (i.e., production limitations or legibility issues) the logo can be used without the bottom blue bar.\*

If you need a logo for a specific use, contact the communications director, manager or graphic designer.

## Size

The minimum size for reproduction of the logo is .625 inch wide.

If the area where the logo is to appear does not allow for it to be reproduced at the minimum size (i.e. on a pen), use the full name of the company as text or the website address only. The font that should be used is Avenir Medium. See the *Fonts* section of this guide for more information.

**Sizing Reminder:** When using the logo in any design or text editing program, be sure to hold down the shift key in order to scale the logo proportionately.



.625 inch

minimum size

## Clear space

A minimum amount of space — equal to the height of the lowercase letter f — must be kept clear around the logo.

Under no circumstances is a business unit or department name to be attached to the logo.



clear space

# Elements of the brand *(continued)*

## Logo colors

The logo appears in two colors:  
Pantone 285 U (blue) and 369 U (green).



## Logo usage

Use of the two-color option is preferred. If the logo is to appear in one color (monochrome), it must be in Pantone 285 U or 369 U, white or black. If the logo is to appear on a colored background, a monochrome version of the logo is often the best option. Use the version that provides the most contrast.

If using the logo on a photo or other art, keep the area behind the logo as clear as possible and consider using a monochrome version (in most cases, white) for good contrast.

If you need a monochrome version of the logo, please contact the communications director, manager or graphic designer.



samples of monochrome logos



samples of logo usage on an image showing logo style and positioning to allow for maximum readability

# Elements of the brand *(continued)*

## Logo dos and don'ts

When using the logo, the following guidelines must be maintained.

**Sizing Reminder:** When using the logo in any design or text editing program, be sure to hold down the shift key in order to scale the logo proportionately.

## DO

Contact the communications director, manager or graphic designer if you need a logo for a specific purpose, have questions about logo usage or need a Graphics Release form.

## DO

Use the logo as specified in this style and branding guide.



two-color logo



monochrome logos



## DON'T

**DON'T** change the format, font, color or proportions of the logo.



**DON'T** add any outlines or additional text to the logo.



**DON'T** truncate or crop the logo (\*see *Special Formats* on page 2). Do not use the heart and hand icon alone or as a frame for other art.



**DON'T** place the color logo on a colored background or image that obscures its visibility; use the monochrome version that provides the best contrast.

**DON'T** rely on heavy drop shadows, outer glows or other effects to force logo visibility.



# Elements of the brand *(continued)*

## Core purpose

"We honor life through donation.<sup>SM</sup>" is the core purpose for Gift of Life and typically appears as follows.

**We honor life through donation.<sup>SM</sup>**

The font for the core purpose is Century Book. The font for the service mark (SM) is Avenir Roman. The SM must be superscripted and aligned with the top of the letter n of donation.

## Do not italicize the purpose line.

The preferred colors for the core purpose are the logo colors (Pantone 285 U and 369 U), Cool Gray 8 CP, black or white.

## Core purpose usage

When the core purpose is used, it is typically in conjunction with the logo, though not necessarily in direct proximity. In multi-page pieces, the core purpose may be used without the logo, but only after the Gift of Life identity has been well established.

The same clear space needs to be maintained — both between the logo and the core purpose and between the core purpose and other design elements.

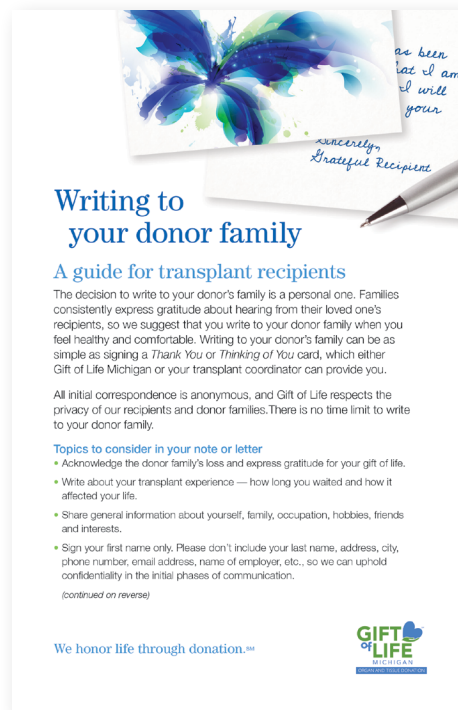
Contact the communications director, manager or graphic designer if you need an EPS or JPEG of the core purpose.



clear space for logo and core purpose



samples of core purpose usage in conjunction with the logo



sample of core purpose usage without the logo



In this case, it appears on the inside back cover of a 12-page book and with text that establishes the Gift of Life Michigan name sufficiently.

# Elements of the brand *(continued)*

## Fonts

The type faces used for Gift of Life materials are the Avenir and Century font families. The italic versions of these fonts can also be used in moderation.

Avenir is the font used in the Gift of Life logo.

Avenir is the preferred font and is used for body text, titles and headings. The book or roman version are preferred for body text. Avenir Roman is the font for the service mark. The light, medium, bold and heavy weights can be used for other accent text. Use these weights sparingly.

Century can be used for titles and headings. Century Book is the preferred font for the core purpose. The light and bold weights can be used for other accent text. Use these weights sparingly.

**Note:** For the MSWord letterhead and PowerPoint templates, Arial is used as the preferred font. The reason is that Avenir is not among the standard set of fonts that are included on Windows computers. Arial is very similar in appearance to Avenir.

### Avenir Light

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Avenir Book

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Avenir Roman

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Avenir Medium

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

#### Avenir Heavy

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

#### Avenir Black

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

#### Century Light

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

#### Century Book

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

#### Century Bold

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ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

# Elements of the brand *(continued)*

## Color palette

Pantone 285 U and 369 U are the Gift of Life logo colors. Pantone Cool Gray 8 CP is a preferred for the core purpose.

**PANTONE Matching System** and **CMYK** (four-color process) — used for professionally printed (offset and digital) materials

**RGB** — used for on-screen applications and some software, such as Microsoft Office products

**Hexadecimal** — used for on-screen applications, primarily in web publication and mobile devices

## Reproducing Pantone ink colors

Four-color process printing is limited in how accurately it can reproduce some pigment colors. Pantone has formulated the best CMYK percentages for reproducing their inks. It has done the same for both RGB and hexadecimal uses.



### CMYK

C	73	68	23
M	45	17	16
Y	0	100	13
K	0	2	46

### RGB

R	72	96	136
G	130	161	139
B	208	68	141

### Hexadecimal

#	4882d0	60a144	888b8d
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# Written and visual communication basics

## Guidelines

- All Gift of Life collateral materials should include the logo. If there is a reason not to use it, consult with the communications director or communications manager.
- The organizational name is **Gift of Life Michigan**. Editorial applications of the name should use the official name, "Gift of Life Michigan." When using the name for the first time in written material, the full name should be used. Subsequent references may be shortened to "Gift of Life."
- **Acronyms which refer to the organization (e.g., GOL or GoLM) are discouraged.**
- The donor registry name is the **Michigan Organ Donor Registry**. Editorial applications of the name should use the official name, "Michigan Organ Donor Registry." When using the name for the first time, the full name should be used. Subsequent references may be shortened to "Donor Registry."
- Using the word "agency" to refer to Gift of Life is prohibited; the word "organization" should be used.
- Materials meant for an outside audience should contain the toll-free telephone number to the organization: **866-500-5801** and, when relevant, the donor referral line, **800-482-4881**. The local telephone number may also be used, **734-973-1577**.
- Materials should contain the organization's web address: **giftoflifemichigan.org** or **golm.org**.
- When appropriate, the social media addresses may also be used:
  -  **@giftoflifemichigan**
  -  **@giftoflifemich**
  -  **@giftoflifemich**
  -  **giftoflifemichigan**
- Gift of Life Michigan uses sentence casing for headlines (e.g., "Are you an organ donor?" not, "Are You an Organ Donor?"). For titles, an initial cap style is used (e.g., "Family Care Guide" not, "Family care guide").
- If you have a question about a specific matter, consult with the communications director or communications manager.

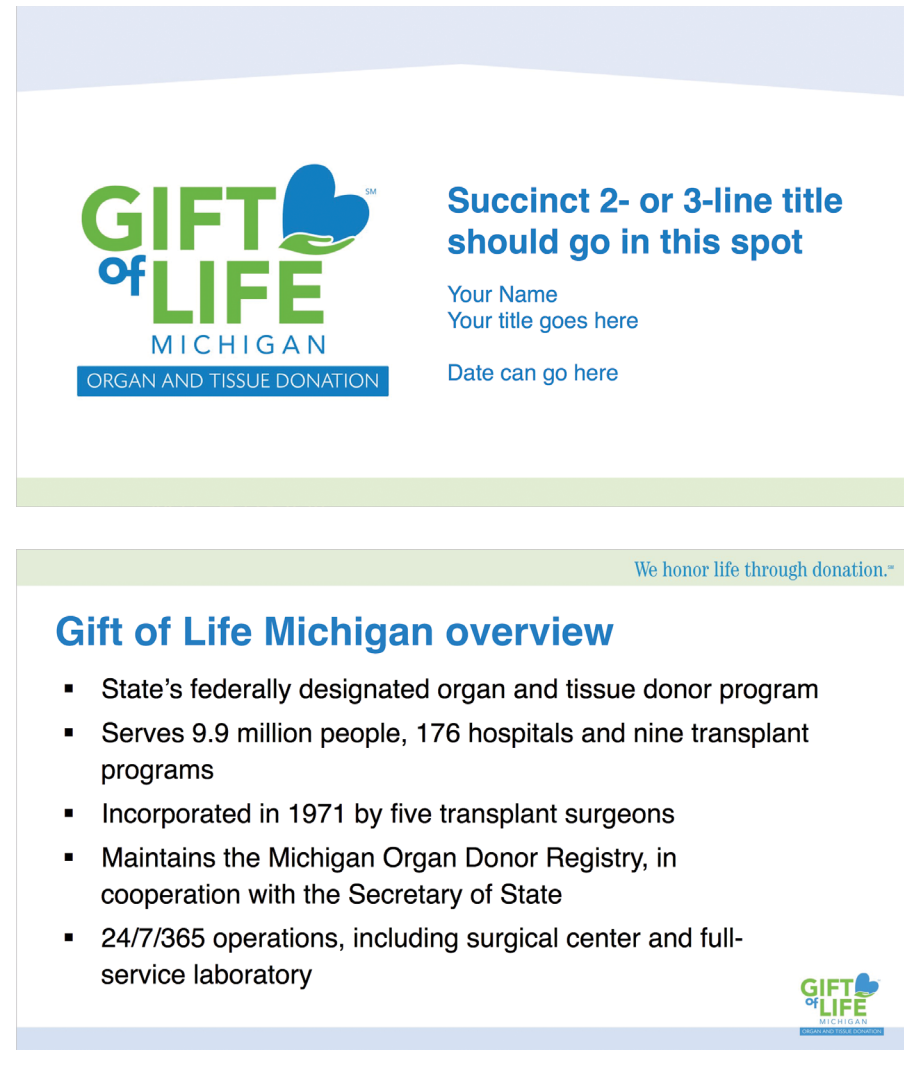
# PowerPoint presentations

## Guidelines

The approved PowerPoint template can be found on the Gift of Life intranet under Resources > Communications.

Here are some basic style guidelines for presentations:

- Use Arial for the font.
- Type color is black for body text and blue for headings. Both are included in the template. Use sentence casing for titles and headings (e.g., "Are you an organ donor?" not, "Are You an Organ Donor?").
- Use italics and boldface sparingly.
- Font size should not go below 18 pt. If you can't get everything to fit at 18 pt or above, you probably have too much on the slide.
- Be consistent about size and spacing of type and lines. Bullet point and paragraph spacing has been built into the template. **Do not** use double spacing between bullet points or paragraphs. If more space between items is needed, use the paragraph spacing feature.
- The easiest way to add a new slide with the correct styling is to use the "Duplicate Selected Slide" option from the "New Slide" dropdown menu.
- In general when it comes to type and bullets, less is more.
- The PowerPoint slideshow is a tool to help the audience follow your presentation. It is not a teleprompter for you to read from.



The image shows a PowerPoint template slide. The top section has a light blue header. Below it, on the left, is the Gift of Life Michigan logo, which includes a blue heart icon and the text "GIFT of LIFE MICHIGAN" and "ORGAN AND TISSUE DONATION". To the right of the logo, there is a blue heading "Succinct 2- or 3-line title should go in this spot" followed by placeholder text: "Your Name", "Your title goes here", and "Date can go here". Below this is a light green horizontal bar with the text "We honor life through donation." in blue. The main content area has a white background with a blue heading "Gift of Life Michigan overview" and a bulleted list of five items. At the bottom right of the content area is a small version of the Gift of Life Michigan logo. The slide is framed by a light blue border at the top and bottom.

**GIFT of LIFE MICHIGAN**  
ORGAN AND TISSUE DONATION

**Succinct 2- or 3-line title should go in this spot**

Your Name  
Your title goes here  
Date can go here

We honor life through donation.

**Gift of Life Michigan overview**

- State's federally designated organ and tissue donor program
- Serves 9.9 million people, 176 hospitals and nine transplant programs
- Incorporated in 1971 by five transplant surgeons
- Maintains the Michigan Organ Donor Registry, in cooperation with the Secretary of State
- 24/7/365 operations, including surgical center and full-service laboratory

**GIFT of LIFE MICHIGAN**  
ORGAN AND TISSUE DONATION

cover and content slides from the template



# Letterhead

## Guidelines

The approved letterhead template can be found on the Gift of Life intranet under Resources > Communications.

Here are some basic style guidelines:

- Use Arial for the font.
- Type color is black.
- Font size is 10 pt. with 13 pt. line spacing.
- Space after paragraphs is 1.2.
- The proper font size and spacing is built into the template.  
**Do not** use double spacing between paragraphs.



**GIFT  
of  
LIFE**  
MICHIGAN  
ORGAN AND TISSUE DONATION

We honor life through donation.™

June 21, 2019

Firstname Lastname  
Title  
Company  
1234 Main Street  
Anytown, MI 48000

Greeting Line,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi facilisis sem sit amet fringilla iaculis. Curabitur facilisis luctus lorem ac sagittis. Integer suscipit tortor nibh, id viverra neque sodales sed. Maecenas ac efficitur elit, sed volutpat tortor. Nulla placerat, mi vel fringilla scelerisque, turpis mi bibendum felis, ac vestibulum nisi tortor in tortor. Aenean vehicula luctus mattis Donec laoreet lorem at sollicitudin. Sed justo sit amet erat ullamcorper finibus. Phasellus nec lacinia mihui.

Mauris maximus fringilla orci, a tempus nisl auctor eu. Nunc ac congue mi. Ut suscipit gravida turpis, eget commodo sem molestie eget. Morbi at posuere neque. Suspendisse nec nunc velit. Interdum et eget lacus. Agravida nisl ut feugiat. Duis feugiat venenatis lacus ac commodo. Suspendisse nec tortor consequat, pharetra nisi eu, malesuada felis non porttitor lorem. Fusce massa nisl, ullamcorper non convallis in, porttitor quis massa. Suspendisse potenti.

Nulla facilisi. Mauris non neque cursus, ultricies sem ut, vestibulum turpis. Aliquam efficitur consectetur dapibus. Pellentesque ut rhoncus tortor, non porttitor lorem. Aenean in dignissim dui. Nam id elit mattis, Egravida vel augue. Pellentesque urna arcu Donec laoreet lorem at sollicitudin gravida a laoreet a, placerat in massa. In mauris dui, feugiat non dignissim quis, sagittis nec sem.

Suspendisse convallis finibus accumsan. Maecenas sodales risus eu lacus tincidunt, non vehicula odio suscipit. Sed imperdiet quam id volutpat mollis. In a aliquam lectus. Duis at tortor purus. Donec laoreet lorem at sollicitudin tempus. Curabitur eget placerat justo. In eu nulla consectetur, fermentum orci eu, maximus nisi. Mauris tristique nunc ut lectus malesuada laoreet.

Sincerely,

Firstname Lastname  
Title  
Gift of Life Michigan

3861 Research Park Drive ■ Ann Arbor, MI 48108-2217 ■ [goflm.org](http://goflm.org)  
General 866.500.5801 ■ Donor Referral 800.482.4881 ■ Fax 734.973.3133



A Donate Life Organization

# Donate Life logo usage

## Authorized use of Donate Life logos

The registered Donate Life, Done Vida and Donate Life America logos are service marks of Donate Life America. As an approved Donate Life community member, Gift of Life may use the logos in their materials for the sole purpose of promoting donation and transplantation.

All uses of Donate Life logos must be within the policies set forth in the Donate Life Brand Usage Policy. Use incurs an obligation to maintain integrity and consistency.

If you need to use a Donate Life logo, please consult with the communications director or manager.



Donate Life logo



Done Vida logo



A Donate Life Organization

this logo is used by license to AOPO members only

## Use of logos by Donate Life community members

Community members are organizations that work on a daily basis to educate the public about donation and transplantation and encourage donor designation. They are authorized to use the logos and must:

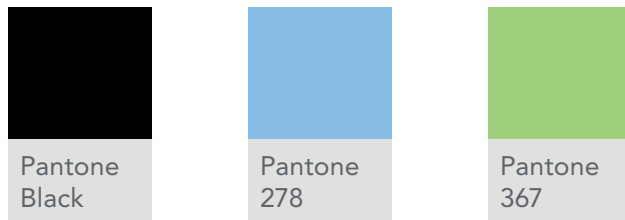
- Follow the Donate Life Brand Usage Policy.
- Incorporate Donate Life logos for general benefit and not primarily for the benefit of any individual or select group.
- When using the Donate Life logos on social media, use the version of the logo with [DonateLife.net](http://DonateLife.net), [RegisterMe.org](http://RegisterMe.org) or your state donor registry domain ([golm.org](http://golm.org)) below the logo. At the minimum, the image should be hyperlinked to one of these domains.
- For fundraising activities, follow the guidelines on page 6 of the Donate Life Brand Usage Policy.
- Use the Donate Life America corporate logos only when referring to the national Donate Life America organization.

## Use of Donate Life logos on promotional merchandise

All promotional items decorated with the registered Donate Life, Done Vida, state versions and any other composite Donate Life logos must be purchased through one of Donate Life America's licensed vendors. **See the Donate Life Brand Usage Policy for these licensed vendors.**

### Donate Life logo colors

For maximum branding effectiveness, the logo must be printed using the following Pantone colors:



When it is not possible to print in Pantone colors, use one of the following alternatives, listed in order of preference.

### 4-color process

Black plus standard CMYK equivalents as follows:

- Pantone 278 — C 39 | M 14 | Y 0 | K 0
- Pantone 367 — C 32 | M 0 | Y 59 | K 0

### Monochrome — black or white

All black areas of logo design are printed in either black or white only. Blue and green areas knock out to background.

**Sizing Reminder:** When using the logo in any design or text editing program, be sure to hold down the shift key in order to scale the logo proportionately.

### Color standards

- Color areas may not be filled with any colors other than those listed at the left.
- Color areas may not be filled with a screen or approximated value of any color including black.
- Colors may not be swapped between the two areas.
- One of the color areas may not be filled while leaving the other one empty.

### Font and other standards

- Logos must include the registered service mark — ®.
- Within the Donate Life and Done Vida logos, the words “donate” and “life” appear in all caps in the Helvetica Condensed Black font. The space between letters and size and space relationships between elements may not be altered.
- Logos may not be skewed or manipulated. They must be sized horizontally and vertically by the same ratio.
- Avoid placing text or other images too close to the logo to achieve comfortable visual space.

# Need assistance?

## Contacts

The communications director, manager and graphic designer are the points of contact for any questions regarding style, logo usage or branding practices, including:

- development of graphic pieces and sub-branding
- requests for exemption from elements of the policy
- campaign exemptions

Any requests for exemptions or approvals must be submitted through the communications director, manager or graphic designer.



