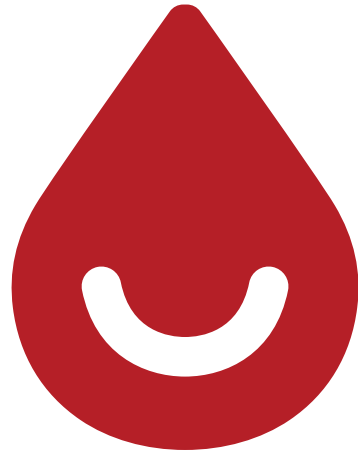


# LifeSouth Community Blood Centers

## **Brand Guidelines**



# LifeSouth Colors

<div>LifeSouth Red</div> <div>Pantone 7621C #B21E27</div> <div>C: 21    R: 178 M: 100   G: 30 Y: 95    B: 40 K: 12</div>	<div>LifeSouth Blue</div> <div>Pantone 287C #005398</div> <div>C: 100   R: 0 M: 68    G: 83 Y: 0     B: 155 K: 12</div>	<div>Accent Blue</div> <div>Pantone 291C #99CAEA</div> <div>C: 37    R: 154 M: 8     G: 201 Y: 1     B: 235 K: 0</div>	<div>Accent Grey</div> <div>Pantone 430C #7C858C</div> <div>C: 54    R: 125 M: 41    G: 134 Y: 38    B: 140 K: 4</div>	<div>Accent Grey</div> <div>Pantone 428C #C3C5C8</div> <div>C: 23    R: 195 M: 17    G: 198 Y: 17    B: 200 K: 0</div>
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# LifeSouth Typefaces

LifeSouth uses two fonts: Museo Sans and Sentinel. We are aware that these fonts may not be installed on all the computers in our footprint. If you do not have access to these fonts, use Calibri and Georgia.

## Sans Serif:

Museo Sans 100  
*Museo Sans 100 Italic*  
Museo Sans 300  
*Museo Sans 300 Italic*  
Museo Sans 500  
**Museo Sans 700**  
**Museo Sans 900**

## Serif:

Sentinel Light  
*Sentinel Light Italic*  
Sentinel Book  
*Sentinel Book Italic*  
Sentinel Medium  
**Sentinel Semi Bold**  
**Sentinel Bold**  
**Sentinel Black**

## Sans Serif:

Calibri Light  
*Calibri Light Italic*  
Calibri Regular  
*Calibri Italic*  
**Calibri Bold**  
*Calibri Bold Italic*

## Serif:

Georgia Regular  
*Georgia Italic*  
**Georgia Bold**  
***Georgia Bold Italic***

**Blood drive materials should use Calibri & Georgia.**



# LifeSouth Logo

The LifeSouth Community Blood Centers logo is a key element of our brand identity. It is one of our company's most valuable assets, and consistent usage will continue to enhance recognition in the communities we serve.

Logo usage on all printed materials must be approved by LifeSouth's marketing department.



- Use only the approved LifeSouth logo in **Pantone 7621C/Pantone 287C**.
- Use the established proportions.
- Position the LifeSouth logo on a white background only for maximum visual impact.
- The 1-color black logo can be used when only one color is available and/or if the surface being printed on is not white.
- If the background is not white, use a file format that allows for a transparent background behind the logo. Examples: .png, .eps, .ai or .tiff
- The 1-color reverse/all white logo can be used for printing on solid background colors.
- For non-print applications, such as etching or embossing on fabrics, metals, plastics, etc., it is acceptable to use an all white LifeSouth logo.
- Surround the LifeSouth logo with adequate clear space to ensure maximum prominence and visual impact.
- To ensure clear communication, the minimum size at which the LifeSouth logo should be printed is 1 inch (25.4 mm) wide.

## LifeSouth Logo Violations

Welcome to 

- DO NOT link any text to the logo or use in sentences.



- DO NOT apply the logo on low-contrast backgrounds.



- DO NOT enclose the logo in a shape.



- DO NOT rotate, invert, spin, angle or pivot the logo.



- DO NOT skew, bevel, fold, dimensionalize, stretch, add a drop shadow or otherwise alter the shape of the logo.

LIFEsouth

- DO NOT recreate the logo from type.



- DO NOT use a logo with a white background (.jpg), if printing over a color.



- Do not alter the height or width of the logo. Hold Shift when resizing to keep the proportions accurate.

# LifeSouth Pre-printed Materials

The LifeSouth marketing department would love to make every custom poster and flyer that is requested, however, because of the size of our company, this is not feasible. To ensure cohesive designs across our footprint, we provide pre-printed materials. These include posters, flyers, email flyers and half-page flyers. We also provide Microsoft Word templates that allow you to fill in your drive information and current promotions.



It's never been so simple to be so significant.

One pint of blood saves three lives.

**Give local. Save local.**

All donors will receive a recognition item and a free cholesterol screening. Donors must be 16 or older, weigh at least 110 pounds, and show photo I.D. 16-year-olds require written parental permission.

**LIFESOUTH**  
Community Blood Centers



It's not about the needle. It's about the need.

One pint of blood saves three lives.

**Give local. Save local.**

All donors will receive a recognition item and a free cholesterol screening. Donors must be 16 or older, weigh at least 110 pounds, and show photo I.D. 16-year-olds require written parental permission.

**LIFESOUTH**  
Community Blood Centers



Someone in your local hospital is waiting for your help.

One pint of blood saves three lives.

**Give local. Save local.**

All donors will receive a recognition item and a free cholesterol screening. Donors must be 16 or older, weigh at least 110 pounds, and show photo I.D. 16-year-olds require written parental permission.

**LIFESOUTH**  
Community Blood Centers





# LifeSouth Rules of Type

To ensure that our journalistic, advertising and public relations endeavors are consistent and correct, follow these style guidelines when producing material for LifeSouth. These guidelines apply to all written material, whether printed or digital.

**Composed according to AP {Associated Press} style.**

## – Time:

- Correct: a.m. or p.m.
- Incorrect: am, AM A.M. pm, PM, P.M., o'clock
- 12 a.m. should be written as midnight
- 12 p.m. should be written as noon.
- With minutes, use numerals as normal (12:15 p.m.)

## – Numbers:

- With the exception of time, spell out numbers below 10
- Use numerals for 10 and above.

## – Dates:

- Do not include the year with the date.
  - Correct: "Saturday, June 22"
  - Incorrect: "Saturday, June 22, 2016"
- Do not use "st" or "th" for dates.
  - Correct: "June 22 - 24"
  - Incorrect: "June 22nd --- 24th"
- Always spell out days of the week and months. If you must abbreviate due to space constraints, use the following AP style abbreviations: (some do not get abbreviated)

Jan.	May	Sept.
Feb.	June	Oct.
March	July	Nov.
April	Aug.	Dec.

Mon Tue Wed Thu Fri Sat Sun

- In paragraph form, days must be spelled out.

## – Addresses:

- Spell out and capitalize "First" through "Ninth" when they are used as street names.
- For streets higher than nine, use figures with two letters.
- It is usually not necessary to include the state with the address.
  - Correct: "Ninth St., Gainesville"
  - Correct: "23rd St., Gainesville"
  - Incorrect: "9th Street, Gainesville, Florida"
  - Incorrect: "23rd Street, Gainesville, FL"

## – Capitalization:

- Titles:
  - Capitalize the first and the last word.
  - Capitalize nouns, pronouns, adjectives, verbs, adverbs, and subordinate conjunctions.
  - Lowercase articles (a, an, the), coordinating conjunctions, and prepositions.
  - Lowercase the "to" in an infinitive (I want to play guitar).
- Bloodmobile: one word, only capitalized at the beginning of a sentence
- LifeSouth: One word, L and S are always capitalized
- T-shirt: NOT teeshirt or tshirt
- DO NOT capitalize words for emphasis. Use correct capitalization rules.



# LifeSouth Rules of Type Design

- DO NOT mix more than two type styles in one page layout.
  - LifeSouth typefaces are Sentinel, Museo Sans, Georgia, and Calibri.
  - DO NOT use other typefaces i.e. Comic Sans or Papyrus.
- Use italics and bold text sparingly
  - DO NOT use both in one design.
- Please refrain from using all caps unless it is for a title.  
IT LOOKS LIKE THE TEXT IS YELLING AT YOU.
- DO NOT underline text or **highlight text**.
  - There is no circumstance where that is pleasing to read.
- Please limit exclamation points to ONE
  - You don't put 10 periods after a sentence, so why use 10 exclamations!!!!!!!

- Word Art and Text Effects
  - DO NOT USE
  - Preprinted materials are designed with visual elements already in place. Using extra images takes away from the overall design and makes the piece very busy to read.
- Paragraph alignment:
  - All paragraph blocks should be left or center aligned.
  - DO NOT right align text.
  - Never leave one word on the bottom line of a paragraph. Try to balance the lines so they are pleasing to look at and easy to read.
- DO NOT use colored type. Use black.
- The largest text on a page should be the headline (drive name) followed by the date and time.



Blood Drive

- Do not separate dates, times, addresses, phone numbers or websites onto two lines for any reason. Make the type smaller if necessary.
  - Correct: [www.lifesouth.org](http://www.lifesouth.org)
  - Incorrect: [www.life-south.org](http://www.life-south.org)
  - DO NOT hyphenate sentences.

## LifeSouth Approved Graphics

- Recognition Item Inserts
  - DO NOT change proportions.
  - Hold Shift when adjusting size to keep proportions accurate.



- Social Media Icons

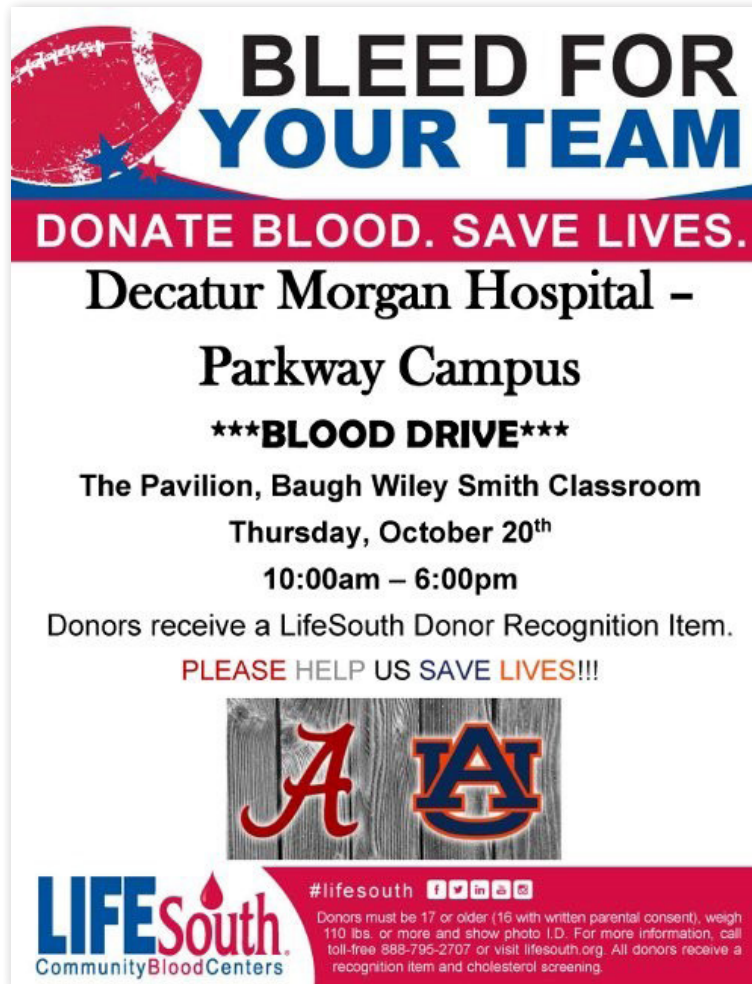


# LifeSouth Pre-printed Material Layout Example #1

## Corrections

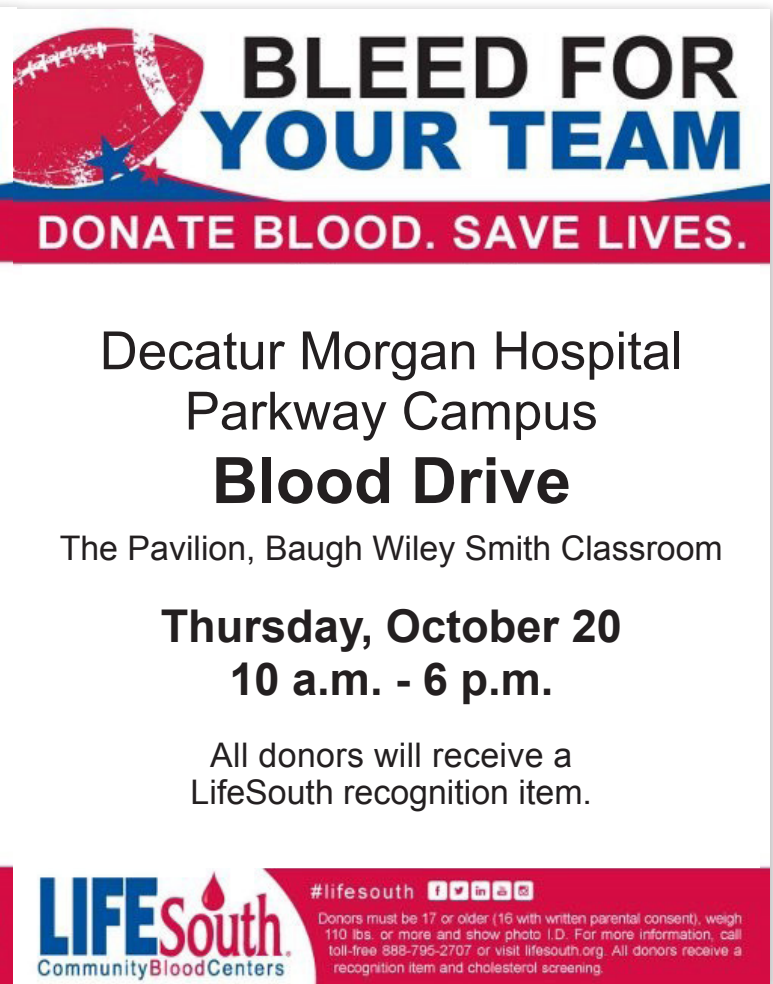
- DO NOT use three different fonts in the same document.
- DO NOT use unnecessary punctuation.
- DO NOT use all caps.
- Use AP style for dates and times.
- Use correct capitalization rules.
- DO NOT use colored text.
- It is illegal to print copyrighted photos/logos without permission. DO NOT include additional graphics or clipart without consulting the marketing department.

## Incorrect



The incorrect flyer features a header with a football graphic and the text "BLEED FOR YOUR TEAM" in two different fonts. Below this is a red banner with "DONATE BLOOD. SAVE LIVES." in all caps. The main text is "Decatur Morgan Hospital - Parkway Campus" followed by "\*\*\*BLOOD DRIVE\*\*\*" in all caps. The location is "The Pavilion, Baugh Wiley Smith Classroom" and the date is "Thursday, October 20<sup>th</sup>". The time is "10:00am - 6:00pm". A line of text states "Donors receive a LifeSouth Donor Recognition Item." followed by "PLEASE HELP US SAVE LIVES!!!" in mixed case. There is a small graphic of the letters "A" and "AU" on a wooden background. The footer includes the LifeSouth logo, social media icons, and a disclaimer: "Donors must be 17 or older (16 with written parental consent), weigh 110 lbs. or more and show photo I.D. For more information, call toll-free 888-795-2707 or visit lifesouth.org. All donors receive a recognition item and cholesterol screening."

## Correct



The correct flyer features a header with a football graphic and the text "BLEED FOR YOUR TEAM" in a single font. Below this is a red banner with "DONATE BLOOD. SAVE LIVES." in all caps. The main text is "Decatur Morgan Hospital Parkway Campus Blood Drive" with "Blood Drive" in a larger font. The location is "The Pavilion, Baugh Wiley Smith Classroom" and the date is "Thursday, October 20". The time is "10 a.m. - 6 p.m.". A line of text states "All donors will receive a LifeSouth recognition item." The footer includes the LifeSouth logo, social media icons, and a disclaimer: "Donors must be 17 or older (16 with written parental consent), weigh 110 lbs. or more and show photo I.D. For more information, call toll-free 888-795-2707 or visit lifesouth.org. All donors receive a recognition item and cholesterol screening."



# LifeSouth Pre-printed Material Example #2

## Incorrect



**Give local. Save local.**

Hobby Lobby - Cortez Blvd - Brooksville

### Blood Drive

Friday, December 15, 2016

10:30 am -6:30 pm

store

12950 Cortez Blvd

ALL DONORS ARE ENTERED TO WIN A SCRAP BOOKING GIFT BASKET

**EAT & DRINK PLENTY OF FLUIDS BEFORE DONATING**

**Help Us Save Lives !**

All donors will receive a recognition item and a free cholesterol screening. Donors must be 16 or older, weigh at least 110 pounds, and show photo I.D. 16-year-olds require written parental permission.



## Correct



**Give local. Save local.**

### Hobby Lobby Blood Drive

**Friday, December 15**

10:30 a.m. - 6:30 p.m.

12950 Cortez Blvd., Brooksville

All donors will be entered to win a scrapbooking gift basket.

Please eat well and drink plenty of fluids before donating!

All donors will receive a recognition item and a free cholesterol screening. Donors must be 16 or older, weigh at least 110 pounds, and show photo I.D. 16-year-olds require written parental permission.



## Corrections

- DO NOT put borders around your text box.
- DO NOT underline text.
- It is not necessary to include the year in the date.
- Use AP style for times and addresses.
- DO NOT use all caps.
- DO NOT use drop shadows or other text effects.
- DO NOT stretch graphics. Use correct proportions by holding down shift.



# LifeSouth File Types

When requesting logos from companies or photos for “in honor of” drives, it is important to understand the difference in file types. The main types of images are vector and raster graphics. Each has pros and cons. Below are the basics. The marketing department can refuse the use of a logo if it is not fit for print.

## Vector

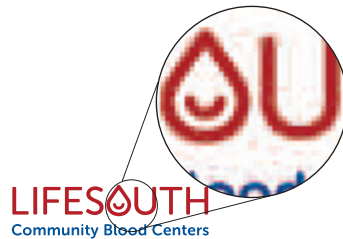


- Use mathematical equations to create images from lines and curves.
- The files can be scaled to any size without losing definition.
- Vectors are used for logos and simple illustrations.



Vector File Extensions

## Raster



- Created from grids of dots called pixels with a different color value.
- The files lose definition and become blurry as they are scaled up.
- Raster images are used for photos.



Raster File Extensions

When requesting a logo, ask for a vector format. If a vector format is not available, it is acceptable to use a logo in raster format if that format supports transparency.



Raster File Extensions that support transparency.



Raster File Extension that DOES NOT support transparency.



- All .jpg logos will have a white background. We CANNOT use a .jpg logo on a T-shirt.

## When Requesting Photos

When requesting a photo, a .jpg or any raster format is acceptable. A correct file size and good resolution are important to remember.

### Size requirements

- Digital
  - No less than 575 KB
  - 72 PPI
- Print
  - No less than 2.75 MB
  - 200 PPI
  - No smaller than 4 x 6 in.

PPI (Pixels per Inch) describes how many pixels are in one inch of a photo.





# LifeSouth Photography Tips

Here are some tips for taking photos with any camera (including phone cameras).

- **Clean the lens**

- **Set the focus**

- Most phone cameras do this by touching the screen.
- If your subject is moving around, take a second to touch the screen around their face before taking the picture.

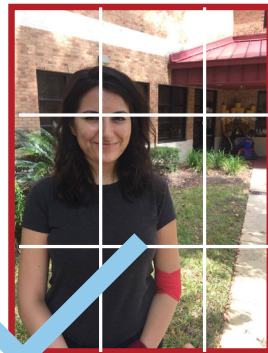
- **Don't use the zoom**

- Phone camera zooms reduce the quality of the photo, especially in low light.



- **Keep your camera steady**

- If you shake, the picture will be blurry, especially in low light.
- Brace your arm against something steady.
- Use both hands.



- **Use the Rule of Thirds**

- Composition is an important rule in photography.
- Mentally divide your image using two horizontal and two vertical lines. Position the important elements along those lines or at the points where they meet.

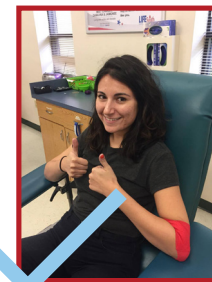


- **Shoot from an upward angle**

- As a general rule, people look better from above. If possible, taking the picture from slightly above them will make a more flattering image.

- **Take multiple shots**

- Never just take one picture.



# LifeSouth Photography Tips

Here are some tips for taking photos with any camera, (including phone cameras).



## – Lighting

- Natural lighting (the sun) often makes for better photos.
- When shooting outside, do it in full shade. A mix of shade and direct sunlight will result in lines across the subject's face.
- Avoid dark areas if better lighting locations exist.
- DO NOT use the flash if it is not necessary.
- Flash makes a photo look flat and makes the subject's skin look terrible.
- DO NOT shoot directly in front of an open window. Move to the side of it.



## – Pay attention to the background

- For example, don't take the picture in front of a trash can.
- Place your subject near a LifeSouth sign if possible.

## – Encourage the subject to smile.

## – Don't edit photos

- When sending the marketing department a photo, please don't edit the photo before sending it.
- DO NOT put a filter on your photos.



## – Remember to take photos!

