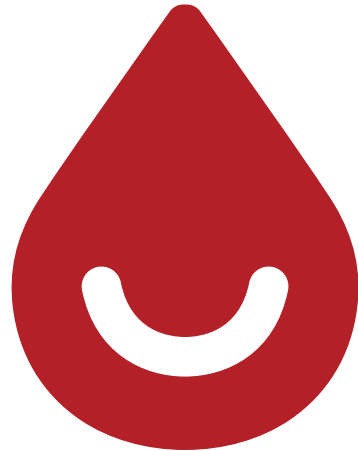
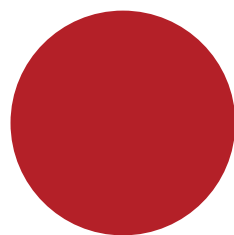


LifeSouth Community Blood Centers **Brand Guidelines**



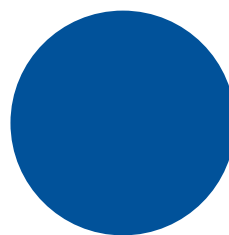


LifeSouth
Red

Pantone 7621C

#B21E27

C : 21 R : 178
M : 100 G : 30
Y : 95 B : 40
K : 12

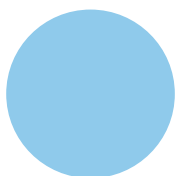


LifeSouth
Blue

Pantone 287C

#005398

C : 100 R : 0
M : 68 G : 83
Y : 0 B : 155
K : 12

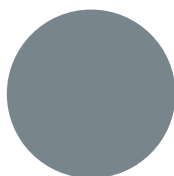


Accent
Blue

Pantone 291C

#99CAEA

C : 37 R : 154
M : 8 G : 201
Y : 1 B : 235
K : 0



Accent
Grey

Pantone 430C

#7C858C

C : 54 R : 125
M : 41 G : 134
Y : 38 B : 140
K : 4



Accent
Grey

Pantone 428C

#C3C5C8

C : 23 R : 195
M : 17 G : 198
Y : 17 B : 200
K : 0



LifeSouth Colors

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

LifeSouth uses two fonts: Museo Sans and Sentinel.
If you do not have access to these fonts, use Calibri and Georgia.

Sans Serif:

Calibri Regular

Calibri Italic

Calibri Bold

Calibri Bold Italic

Serif:

Georgia Regular

Georgia Italic

Georgia Bold

Georgia Bold Italic



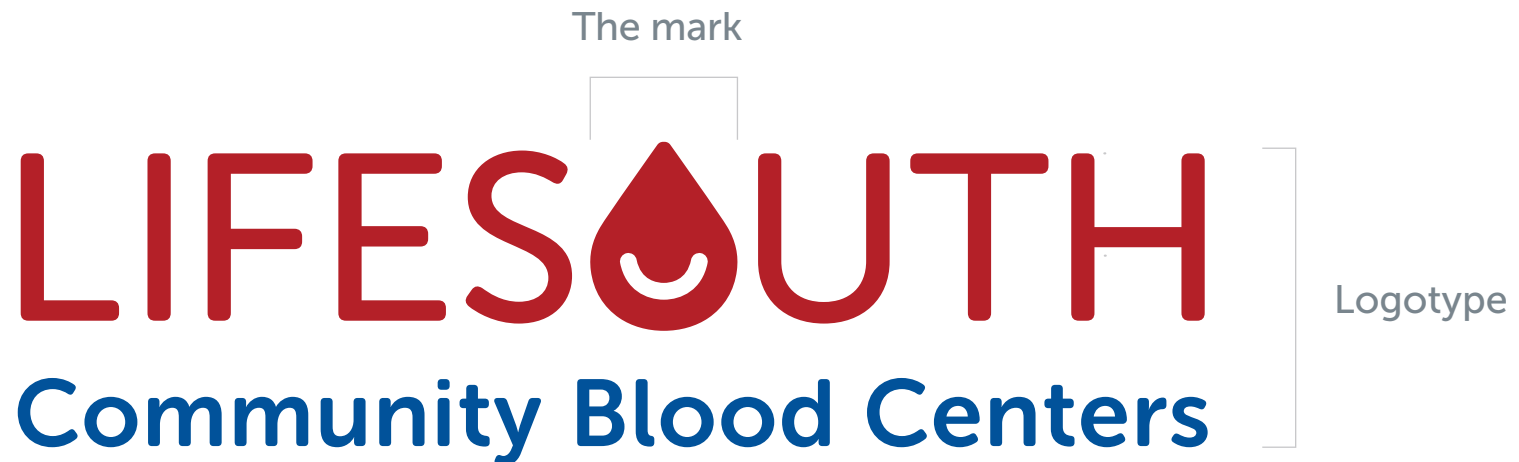
LifeSouth Typefaces

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.

This logo is composed of specially drawn, carefully spaced logotype. For this reason, our logo graphic should be treated as unique artwork.

The logo and the mark graphic should never be recreated.



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.

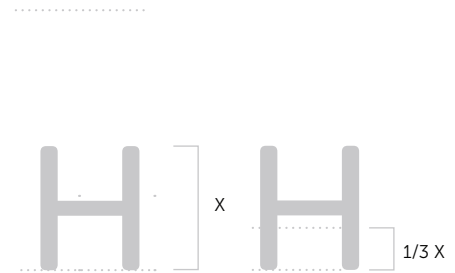
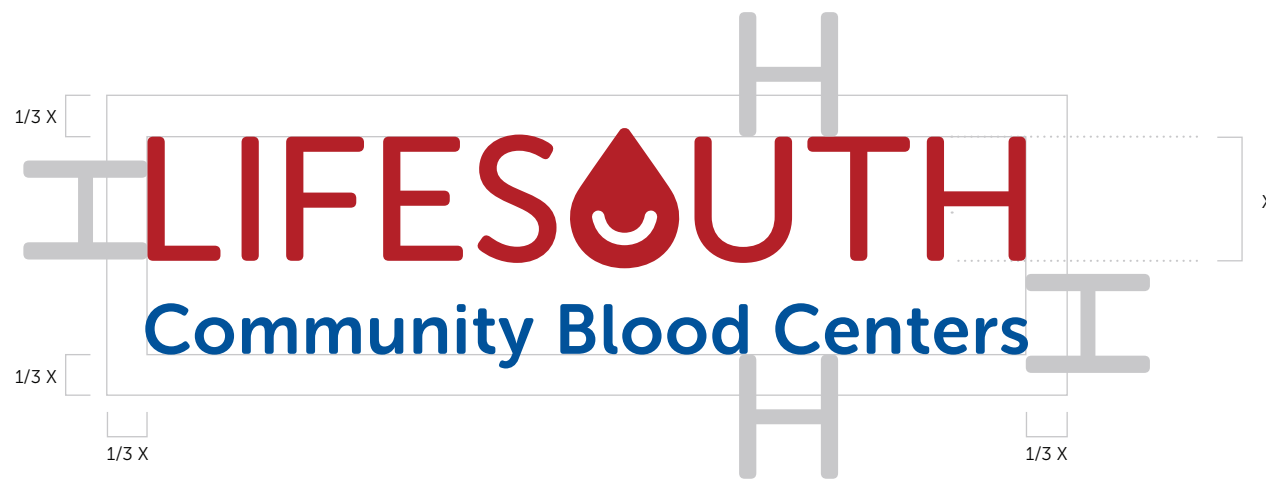


- Use only the approved LifeSouth logo in **Pantone 7621C/Pantone 287C**.
- Use the established proportions.
- Position the LifeSouth logo on a white background only for maximum visual impact.
- The 1-color black logo can be used when only one color is available and/or if the surface being printed on 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.

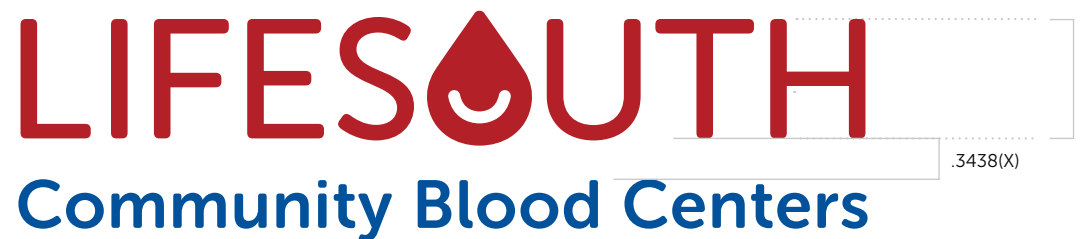
LifeSouth Logo Violations



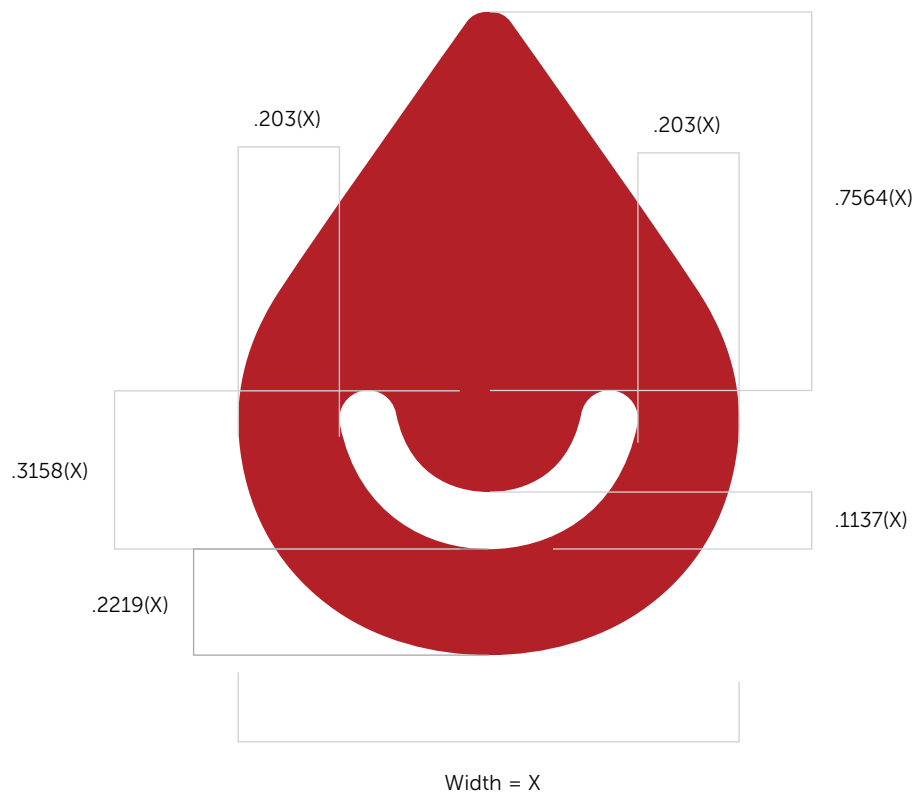
- DO NOT link any text to the logo or use in sentences.
- DO NOT apply the logo on low-contrast backgrounds.
- DO NOT enclose the logo in a shape.
- DO NOT rotate, invert, spin, angle or pivot the logo.
- DO NOT skew, bevel, fold, dimensionalize, stretch, add a drop shadow or otherwise alter the shape of the logo.
- 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.



"X" is equal to the height of the uppercase "H" in our logo, and our minimum clear space for signage is one-third of the height of X.

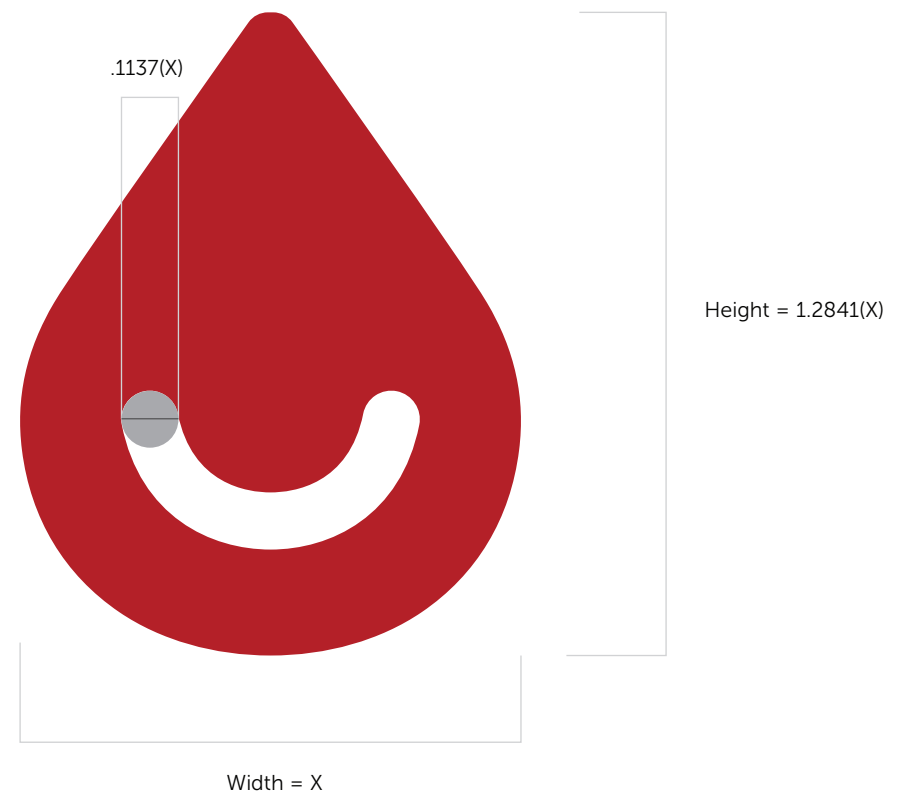


LifeSouth Logo Spacing



These measurements are estimates.
A vector version of the LifeSouth logo is available at lifesouth.org/brand-guidelines.

Press and hold the shift key down when scaling the logo, this will lock proportions of the smile.



LifeSouth Mark Violations



LifeSouth Mark