



America's Blood Centers[®]
It's About *Life*.

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1-888-USBLOOD  www.AmericasBlood.org

America's Blood Centers Marketing, Communications and Style Guide 2004

America's Blood Centers Graphic Standards for ABC Members and the Public

ABC's corporate identity is an important organizational asset. It provides immediate recognition and promotes goodwill for our organization. The graphic standards outlined in this manual are intended to assist you in the proper usage of our identity. They are intended to ensure a clear and consistent appearance to the public, our members and our staff. To achieve our goal of consistent corporate image, all departments must adhere to the guidelines outlined in this manual.

Adherence to graphic standards will help us build ABC's recognition and image among our members, the public and our service communities.

FAQs About ABC's Graphic Standards

(click on a question below to find the answer)

1. [Why has ABC developed graphic standards?](#)
2. [What is the official name of ABC and how should it be used?](#)
3. [What are the logo treatments available and how should they be used?](#)
4. [Where can I obtain the ABC logos?](#)
5. [What are the most common logo misuses?](#)
6. [What alternative logos are available to ABC members?](#)
7. [What are the official colors of ABC and what are the specifications?](#)
8. [What are the official typefaces \(fonts\) of ABC?](#)
9. [How do these standards apply to the *My Blood, Your Blood* brand?](#)
10. [What will happen to materials that do not comply with these standards?](#)
11. [Who can I ask if I have a question about these standards?](#)

Graphic standards have been developed to:

- Provide a unified image to ABC’s marketing and communications materials and forms;
- Convey the image of ABC as the leading organization in the blood community to members, the general public, hospitals and healthcare professionals, donors, program sponsors, financial contributors, vendors, and staff;
- Unify ABC’s public presence as a single integrated entity and differentiate ABC from other blood organizations.

Our Name:

Our name for general use is “America’s Blood Centers.” When using it for the public or the members, ABC’s name should be spelled out completely when first introduced, “ABC” can be used later on.

The Logo:

ABC’s logo is the standard identifying mark to be used on all official corporate communications and marketing tools. The logo combines our name, America’s Blood Centers, and the “blood drop” with the unique tag line or slogan “It’s About Life.” When incorporating the logo into a form or publication, official logos that preserve the image clarity and image-to-text aspect ratio must be used. Official logos can be found on the ABC Web site at www.AmericasBlood.org, inside the Press Room. You may also request them to the ABC’s Communications Department.

Four basic treatments of the logo are approved for use on official communications and marketing materials.

Horizontal two-line:



America’s Blood Centers[®]
It’s About *Life.*

Horizontal three-line:
(For marketing materials)



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Vertical three-line:



Vertical four-line:
(For marketing materials)



The decision on which treatment to use on a publication will depend on the space available for the logo and which format treatment works best with other elements of the design. The logo should never be printed so small that the integrity of the blood drop or the clarity of the text is compromised.

To ensure image clarity and enhance logo recognition, all logo treatments should include a minimum amount of free space around the blood drop and text.

“America’s Blood Centers” and “It’s About Life” should **always** appear together one on top of the other. The ® symbol must **always** be part of the logo. The Web site address has a **capital A** and **capital B** to facilitate reading. The toll free number **always** includes “1” at the beginning: 1-888-USBLOOD. (*See Official ABC Colors below for more information.*)

Logo Misuse:

- The logo should never be printed so small that its integrity is compromised;
- Do not reset logo by using any substitute fonts for our name or by adding departments;
- Do not use one line of text for “America’s Blood Centers” for the vertical treatment;
- Do not use more than one line of text for “America’s Blood Centers” for the horizontal treatment;
- Do not use logo as part of text in a document;
- Do not change graphic-to-name aspect ratio;
- Do not use shadow effects;
- Do not separate “America’s Blood Centers” from “It’s About Life.”
- Do not use exclamation marks for the slogan.

ABC Logo for Member Use:

ABC members may use the logo on any of their publications adhering to the standards set forth in this document. In addition to the four logo treatments outlined above, ABC members have the possibility to use the ABC logo with the extra line “Member of” as shown below.



Member of
America's Blood Centers[®]
It's About *Life*.



Member of
America's Blood Centers[®]
It's About *Life*.
1-888-USBLOOD  www.AmericasBlood.org

Official ABC Colors:

The official colors of ABC are the following:

- White;
- Black;
- Red: PMS (Pantone Matching System) 200 or equivalent CMYK (Cyan, Magenta, Yellow, Black) 0, 100, 63, 12;
- Blue: PMS 286 or equivalent CMYK 100, 66, 0, 2.

The star is **always** white, never transparent. The text is always black with the exception of “Life” which is red. The logo should be printed in these four colors whenever possible for corporate printing, including letterhead, business cards and envelopes. It is also acceptable to print the logo in shades of gray for black and white publications.

The blood drop may be used as a stand-alone element only when used as an icon (button on a Web site, or bullet on a presentation) but **never** for corporate printed materials.

Typefaces

Consistent use of type is vital for a strong graphic identity. The typeface in the logo for “America’s Blood Centers” is **Onyx**. Always use “smart quotes” or curly apostrophes (’) for the ABC name. The type face for the slogan is **AGaramond**, italicized for “*Life*.” The letterhead uses Arial Narrow. All initial letters on the name and the slogan are capitalized.

Because of their readability and clarity, typefaces from the Verdana, Arial and Times New Roman families are recommended for ABC’s marketing and communications materials and

forms. Typeface selection may vary according to publication purpose and audience. The Communications Dept. can recommend alternate typefaces for specific marketing applications.

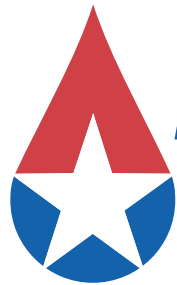
One general rule of thumb for typeface selection is that serif typefaces (those with “feet” on the letters, such as Times New Roman) anchor and lead the eye making them easier to read for body copy. Conversely, the clean lines of sans serif typefaces (without “feet” such as Verdana and Arial) make them more suitable for headlines and presentations.

My Blood, Your Blood:

The same graphic standards apply to *MBYB* marketing and communications materials. The *MBYB* name both when spelled out or abbreviated should be italicized, a comma separates *My Blood* from *Your Blood*. When the *MBYB* and the ABC logo are used simultaneously **and** aligned vertically or horizontally, the blood drops on both logos should be the same size. The *MBYB* Web site is spelled with a capital M, B, Y and B: www.MyBloodYourBlood.org.



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My Blood,[®]
Your Blood

From **August 1, 2004** all publications, forms, labels and such must adhere to the standards in this guide. Adjust any electronic forms or publications to these standards.

If in doubt regarding any of the standards contained in this document, contact the Communications Department at (202) 654-2913. Thank you.