Carter BloodCare

Consolidated Brand Guidelines

2021 Edition

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Introduction

Carter BloodCare is the community blood center providing life-saving products to North, Central, and East Texas. The branding for Carter BloodCare allows us to position ourselves as transfusion experts and give us a platform to better communicate our purpose to the community.

The brand guidelines set out for Carter BloodCare must be used correctly and consistently to give credibility to the brand. Each piece sets the personality of the Carter BloodCare brand and, when used correctly, strengthens our message to compel the community to be a part of our mission.

Carter BloodCare

Two

Brand Colors

The main colors chosen for the brand work to emphasize the role Carter BloodCare plays in the community. The primary color is a bold, modern blue that represents the stability and credibility of the organization. Blue is often associated with calm and confidence, which are key to the Carter BloodCare brand.

The secondary color is a strong, vibrant red that represents our role to provide safe and ready blood products throughout North, Central, and East Texas. This color adds energy to the brand to get people excited to be a part of its mission.

The light blue and dark grey are to be used as accent colors.

PMS Coated	315C
PMS Uncoated	3145U
CMYK Coated	100, 0, 12, 41
CMYK Uncoated	100, 0, 19, 23
RGB	0, 113, 143
HEX	#00718F

PMS Coated	200C
PMS Uncoated	1935U
CMYK Coated	0, 100, 63, 12
CMYK Uncoated	0, 100, 57, 5
RGB	211, 17, 69
HEX	#D31145

PMS Coated	7458C
PMS Uncoated	305U
CMYK Coated	53, 3, 8, 9
CMYK Uncoated	54, 0, 10, 0
RGB	114, 177, 200
HEX	#72B1C8

PMS Coated	431C
PMS Uncoated	432U
CMYK Coated	45, 25, 16, 59
CMYK Uncoated	45, 24 , 14, 44
RGB	76, 75, 76
HEX	#4C4B4C

Three

Logo Usage

Carter BloodCare's primary logo will be used on all communications, materials and other applications inside and outside of Carter BloodCare. Consistent use of the primary logo will create awareness of the brand's strong visual identity, as well as reconfirm the organization's commitment to save lives by making blood transfusion possible. When the logo is used on top of photo overlays, it should not interfere with specific movement, people's faces or other important content within the image.

The precise and unchanging visual relationship between the brand's logo and color variations creates a basis for the Carter BloodCare branding program. Shown below are acceptable color variations of the primary logo.

Alternate Logos

There are special instances where the primary Carter BloodCare logo will not work well within a design. In these special instances, there are variations of the logo that will help create a more cohesive design without taking away from the brand overall. In most cases the alternate logos will not need to be used, but they can be used at your own discretion.

The same rules apply for the primary logo when using certain colors. The full-color versions should only be used on white, and the rest of the time the logo should be all white if used on any dark photo or background.

Secondary Logo

Carter BloodCare

Tertiary Logo

Carter BloodCare

Logo Mark

The secondary logo should only be used when space limits the size of the primary logo or if everything in a certain piece of design is centered.

The condensed logo should only be used when the full logo must be contained to a square or another space-limited usage. This version can also be used for collateral, like step-and-repeats.

The Carter BloodCare logo mark or 'bug' should be used in instances where the brand has already been clearly established, but a photo or design still needs to be Carter BloodCare branded.

Logo
Spacing

Logos cannot be crowded or overwhelmed. A clear space free of text and graphic elements must surround the logo. The minimum clear space allowance is measured as "e," the lower case "e" from the font in the logo. This is referred to as the x-height of Carter BloodCare. Allow additional clear space when possible.

Incorrect Usage

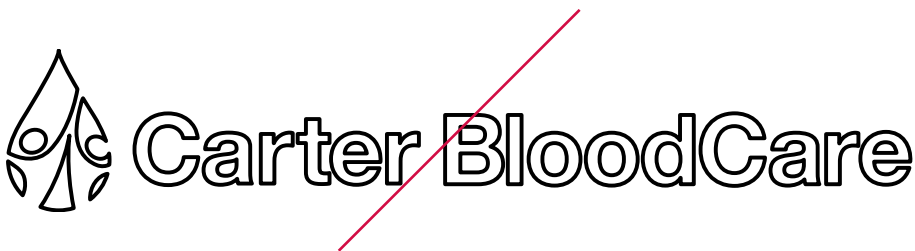**Do not** add any special effects to the logo like drop shadows to add depth

Do not stretch or shrink the logo disproportionately

Do not overlap the logo with type or other elements

Do not change the color of the logo unless it is an approved colorway

Do not outline the logo or use any other stroke as a border

Do not fill the logo with a gradient of any sort

Four

Brand Typography

The primary typeface for all Carter BloodCare materials is Helvetica Neue. This typeface has been selected for its distinct visual character, weight variations, and legibility. For all titles, headlines, and subheads, Helvetica Bold should be utilized for the font's attention-grabbing and friendly attributes. For standard body copy, Helvetica Neue Light or Regular will be used so the weight doesn't compete with any headlines. The back-up primary typeface for documents such as letterhead and memos is Arial.

The secondary typeface selected for Carter BloodCare is Georgia. This typeface was selected for its compliment to the primary font and its legibility in various formats. Georgia will be utilized for certain body copy, quotes, and more conversational writing. Content in this typeface will be put in Regular Italic.

All fonts are available to download via Dropbox.
Please email marketing@carterbloodcare.com if you need access.

Helvetica Neue

AaBbCcDd
1234567890

Regular
Bold

Georgia

AaBbCcDd
1234567890

Italic

Typography
Hierarchy

H1	**Donate**	**Helvetica Neue Bold** 90pt, -20pt tracking, 85pt leading
H2	**Give Life to the Community**	**Helvetica Neue Bold** 24pt, -20pt tracking, 20pt leading (with no descenders) 26pt leading (with ascenders and descenders)
Body	Carter BloodCare is dedicated to giving life to the community. Throughout North, Central, and East Texas, we provide life-saving blood components and transfusion services that give hope to people in need.	**Helvetica Neue Light** 10pt, 0pt tracking, 16pt leading
Quote	*Your community blood center.*	**Georgia Italic** 30pt, 0pt tracking, 36pt leading

For any questions regarding the content of this book, please contact us at marketing@carterbloodcare.org, and we will assist you as soon as possible. All brand assets are available to download via Dropbox. If you need access to any of these assets, please let us know. Thank you!

Carter BloodCare