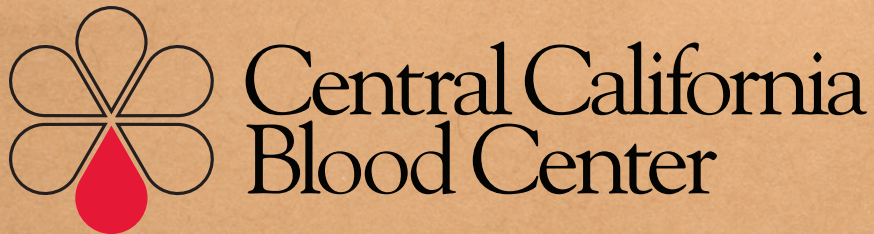


# DEMAND LOCALLY SOURCED!



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As the only source of a local, abundant, and ready blood supply, the Central California Blood Center has a unique place in the lives of the people of the Central Valley.

The Central California Blood Center brand is one of our most valuable assets and defines who we are and what we do. But our brand is more than our logo, tagline, and typeface.

It's what donors, recipients, hospital partners, influencers, benefactors, and friends all think, feel and respond to when they encounter anything and everything that originates from us.

This Brand Guide will help you make sure visual and brand continuity exists across various print and web materials. Given the diverse audiences our communications reach, it is increasingly important to express a single, compelling voice in everything we do.

Within the Brand Guide, you'll find instructions on how to use the Central California Blood Center logo, brand typeface and colors, visual elements and sample tactics.

You will also find a section that discusses our official tagline, "Together, Life Flows From Here." With these five words, we express to everyone the meaningfulness of the Central California Blood Center's role in sustaining the quality of life and health of our Central Valley people like no other blood supplier.

We encourage you to refer to this Central California Blood Center Brand Guide for every communication project to create a brand image and perception that are consistent no matter where they're seen. If you have questions or need assistance with marketing materials, please contact:

**Ersilia Lacaze**, Director of Marketing, at 559-389-5453 or [elacaze@donateblood.org](mailto:elacaze@donateblood.org)

"Our brand is  
more than our  
logo, tagline,  
and typeface."



The first thing we'll need to discuss in this guide is the Central California Blood Center logo. It's our badge of honor. Our most recognizable asset. It's what we use to sign off every piece of marketing or branding material that we publish.

The floral graphic looks positive and optimistic. It is built out of six similar droplet shapes.

Please notice that the spacing between the logo mark and the text is a fixed width. You should only use approved logo artwork and never modify the distance from the mark to the text.

The spacing between the words, and even between the letters in the logo font should never be altered either. The best way to avoid any compliance issues is by **ONLY** using the official logo artwork.

The logo font should always be either solid black or white, and never screened back in any way.



Central California Blood Center

The most important section of the floral graphic is the bottom middle "drop" shape. Usually shown in red, but in situations where red is not available, it will stand out by being the only solid shape in the grouping.

The main font in logo is a classic serif font, suggesting a classic, timeless quality and a warm, accessible personality.

This is the 2/color Horizontal version of logo. Please refer to pages 5-6 for full explanation of all the other versions.

On the following pages you'll see all the variations of the logo that currently exist as well as some of the ways in which they can be used. So you should be covered for just about every logo application that you can think of.

The CCBC logo comes in many shapes and color combinations. On this page, you'll see all of the 2-color versions of our logo.

**Column A** - For use on white or lighter  
(up to 25% value) backgrounds

**Column B** - For use on dark or colored backgrounds

**Option 1**

Horizontal Logo

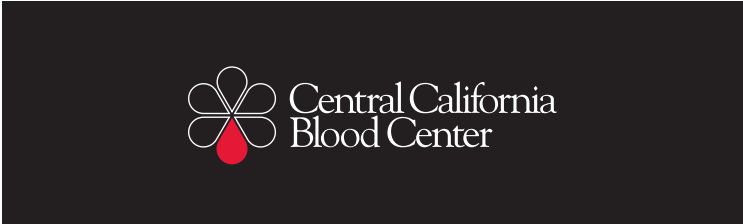
Use this when you have along, wide space to fill, or as an "anchor" across the bottom of a vertical shape.



**Option 2**

Stacked Logo

This is a great alternative when you have limited space horizontally and still want to make an impact!



**Option 3**

Vertical Logo

For those instances where you have a taller, narrower space to fill, this is the logo for you! Ideal for vertical banners, flags, or even small buttons.



All the color logos on this page were designed to work on either lighter backgrounds (Column A) or darker backgrounds (Column B). The logos in Column B can also be used over photographic backgrounds. But we advise you to pick photos that have large smooth areas and not too much detail or contrast in the area where you're planning to use the logo. You can also refer to the Logo Do's and Don'ts Section (2.4) for some helpful tips!

For situations where you can't use a 2-color art, we've created this set of solid black & white logos. (To overprint or knock out of a background.)

**Column A** - For use on white or any lighter value of grey from 0% - 25%k

**Column B** - For use on solid black or any darker value of grey from 25% - 100%k

**Option 1**

Horizontal Logo

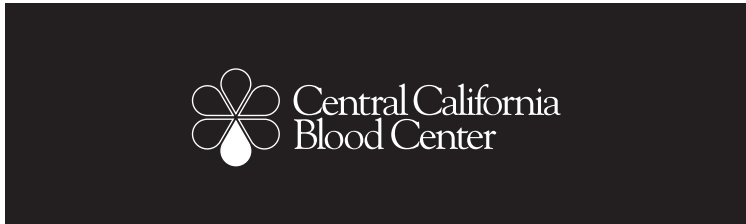
Even when it comes to black & white, if you have the horizontal space, this is our most recognizable logo.



**Option 2**

Stacked Logo

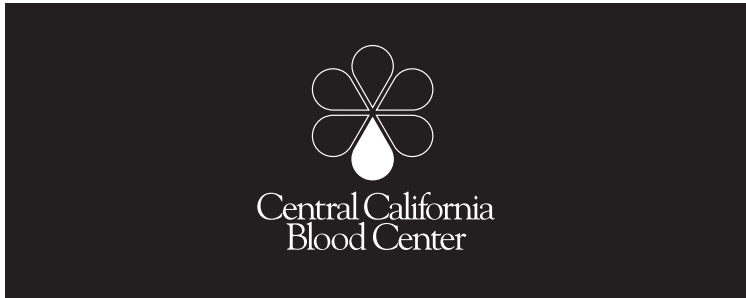
As with its 2-color counterpart, this is a great alternative when you have limited space horizontally and still want to make an impact!



**Option 3**

Vertical Logo

In the smallest, tightest and narrowest available spaces, this logo has the best chance of standing out and being legible.



You can use these 1-color logos when you are printing in black and white. Use the logos in Column A when printing on a white or very light (0-25%k) background. And the logos in Column B can be used when printing on black or any darker value of grey (25-100%k). Logos in Column B should also work over b&w photographic backgrounds, as long as the area of the photo isn't too busy. Please refer to Logo Usage Section (2.4) for some helpful tips!

Now that you've seen all the different logo variations, here are some guidelines for how much "clear space" you will need to maintain around the logo in order to help it stand out and give your piece a professional appearance. In the diagrams below, we're using the capital C (taken directly from logo) as a scalable reference point to show the amount clear space you'll need to keep around the logo. As logo size increases, so does size of letter C, and so does amount of clear space!

In order to see if you have enough free space around the logo, simply take the height and width of the capital "C" and use it as a measuring tool above, below and from side to side.



Using the capital "C" measure from the top and bottom of the drop flower, and from the widest point on both sides of the entire logo.

This rule applies to all logos: horizontal, stacked, and vertical. It applies to all the black and white versions. And, as you see to the right, it applies to all versions of logo with the tagline, too.



Now that we've shown you the white space requirements for the horizontal logo and the horizontal logo with tagline, please be sure that the logo has AT LEAST this much free space around it as shown.

We hope this demonstration helps you use the logo effectively. Because no matter how nice our logo it is, it's not going to do us any good if it gets lost on a crowded, busy-looking page. Please see following pages for some specific "Do's and Don'ts" concerning logo usage.

There are many ways to use our new logo correctly. Unfortunately, there are many more ways to use it incorrectly. We've put together this list to show you some basic "Do's and Don'ts" for logo usage. Use these examples to give you a baseline of what is (or is NOT) acceptable from a brand perspective.

CORRECT USAGE:



Horizontal 2-Color Positive Logo



Horizontal 2-Color Positive Logo w/Tagline



Horizontal 1-Color Positive Logo w/Tagline



Horizontal 2-Color Positive Logo



Horizontal 2-Color Positive Logo w/Tagline



Horizontal 2-Color Reverse Logo w/Tagline

INCORRECT USAGE



Incorrect Colors Used on Logo



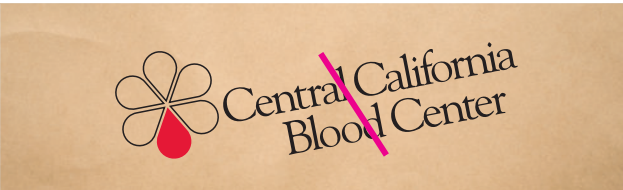
Blood Drop is in Wrong Position on Flower Shape



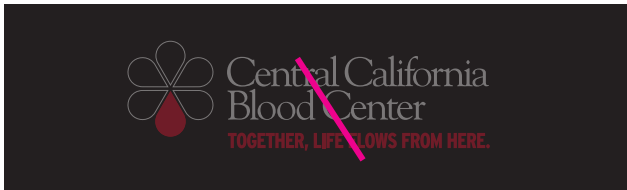
Never Alter Colors or Color Placement in Logo!



Using the Reverse version of logo on too light of background makes everything hard to read.



Please do not create any new versions of the logo artwork yourself, under any circumstances.

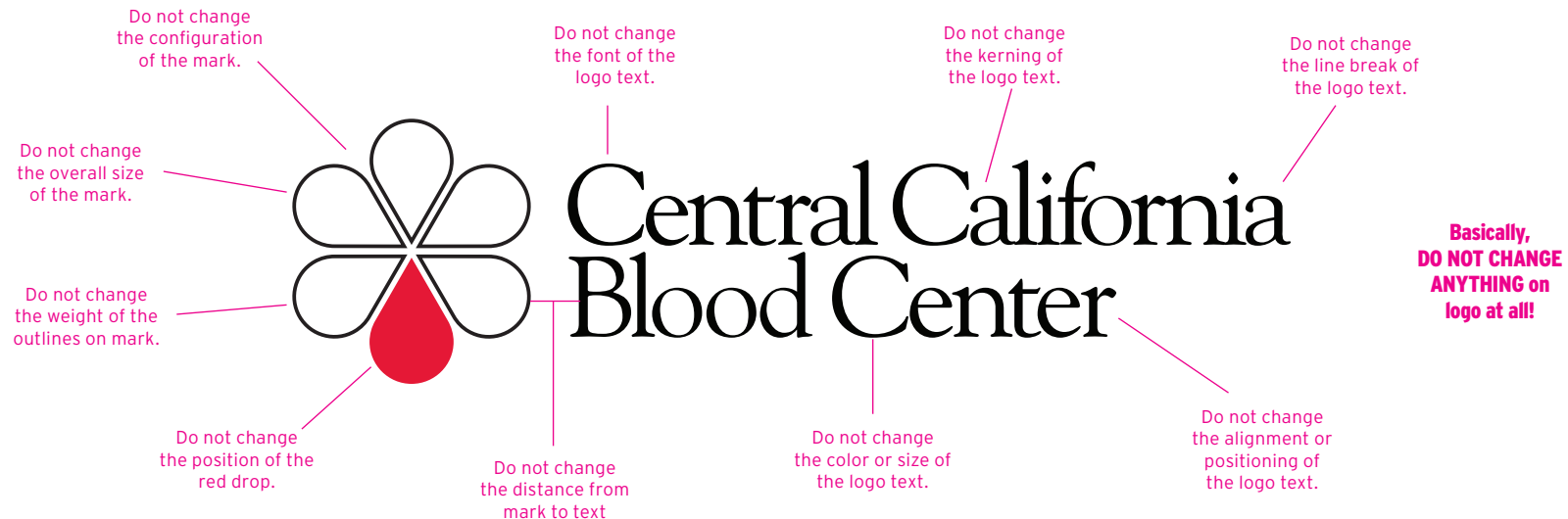


Even if using the correct version of logo, please do not screen it back. Logo should always be 100% solid.

We can't possibly show you every incorrect use of our logo. But we hope this demonstration gives you a better idea about what is or isn't on-brand. If you're ever in doubt or have a question on logo usage, please contact our Director of Marketing, **Ersilia Lacaze**, at 559-389-5453 or [elacaze@donateblood.org](mailto:elacaze@donateblood.org)



This is really quite simple. At no time, ever, can you manipulate or alter the Central California Blood Center logo or any of the branding elements in any way, shape or form. In fact, all Central California Blood Center materials must be used as stipulated in this guide. In the rare instance that you may have a certain tactic or application that isn't addressed directly in this document, it will be your responsibility to reach out for expressed, written consent to break from any of the brand standards that are established in this guide.

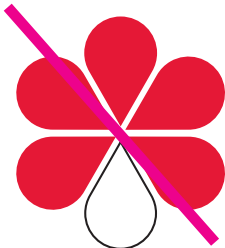


Please pass this Brand Guide on to anyone who's going to set up a file for you to print, and the Central California Blood Center will benefit from a stronger, more consistent and more recognizable public image. Which will translate into a stronger brand and more continued success for us all! If you ever have any questions, please contact **Ersilia Lacaze**, our Director of Marketing, at (559) 389-5453.

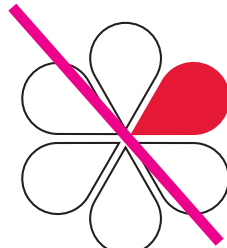
This section is dedicated to our bold, simple and highly recognizable graphic icon - The Drop. To the right, you'll see a large close-up that showcases all the component elements of the mark. And below, we've included a few examples of what should not be done with it.



We love bright colors as much as the next person. But under no conditions should you ever modify the colors in our logo, even if it seems like a good idea at the time!



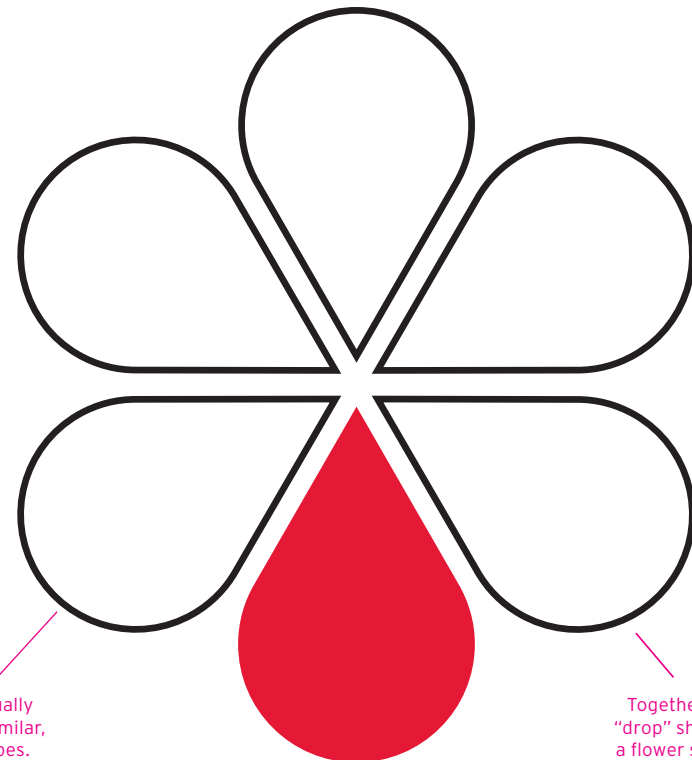
One of the most powerful aspects of the Drop is that it really IS a drop. But if you make other sections of logo red, it will quickly lose that power.



Likewise, the Drop is most powerful when it is in the bottom center of the logo mark. This isn't our rule, it's the Law of Gravity!

The Drop has been a hallmark of our brand for many years. It represents a key aspect of our brand: the strength that we share when we come together as a community. The five outlined shapes depict the unified potential of the Central Valley, and the single solid drop at bottom represents what happens when we come together.

And, speaking of being stronger when we come together, we also have a new tagline that we'll show you on the next page.



The Drop is actually made up of SIX similar, "drop-like" shapes.

Together, the six "drop" shapes form a flower shape that connotes life, growth and beauty.

The key Drop is in the bottom, center as it is the only shape that is filled in solid. In this case, red.

Our new tagline is “Together, life flows from here.” It is the literal embodiment of what we do: bringing the proud and diverse Central California community together, to help life flow from where it may be more abundant to where it is needed most. You could probably replace the word “life” with “love,” because what we do, through the help and support of all the generous donors and support organizations, is truly a labor of love.



This is our new tagline. Get used to it. Embrace it. Become it. But most of all start using it!

When used with the horizontal logo, the tagline is visually centered below the logo. (See below for some other possible orientations that can be used.)

Whenever a second color is available, the tagline and the solid Drop in logo mark should be solid red.

**HOW TO USE THE TAGLINE.**

The tagline is our rallying cry. Our mantra. Whenever size and space permit, we should try to include it with our logo. (Please note that the tagline always needs to be used in conjunction with our logo. In some cases, it can be used a headline, as long as our logo follows immediately, completing the thought.



As also shown above, the tagline should be visually centered below the horizontal logo.



TOGETHER, LIFE FLOWS FROM HERE.



There are two options for using the tagline with the stacked logo. Option 1 has tagline stacked on three lines and separated by a red vertical rule to the right of logo(as shown on left). And Option 2 has tagline on one line below and left-justified with logo text (as shown on right).



There are also two options for for how the tagline can be used with the vertical logo: either on two lines or one, centered below logo.

For your convenience, there is a full set of logo/tagline lockups that has been created to keep sizing, spacing and alignment consistent when using the tagline in all marketing and corporate communications. Please reach out to our Director of Marketing, **Ersilia Lacaze**, at at (559) 389-5453 for more information.

**PRIMARY BRAND FONT: INTERSTATE**

Every brand has a personality. A “voice.” A demeanor. And one of the most effective ways to convey this personality is through the typeface used in a brand’s marketing materials. The primary brand font for CCBC is called Interstate. It is available in many weights and was designed by Tobias Frere-Jones in the mid-to-late 1990’s. It is extremely legible, based on the same alphabet used on United States federal highway signage since 1949. You may have seen it a few times driving on the 99!

**Interstate Light**

*(recommended for normal -sized body copy)*

abcdefghijklm  
 nopqrstuvwxyz  
 ABCDEFGHIJKL  
 MNOPQRSTUVWXYZ  
 WXYZ!?\$%&  
 0123456789

**Interstate Regular**

*(recommended for smaller body copy)*

abcdefghijklm  
 nopqrstuvwxyz  
 ABCDEFGHIJKL  
 MNOPQRSTUVWXYZ  
 WXYZ!?\$%&  
 0123456789

**INTERSTATE CONDENSED BLACK**

*(recommended for headlines, in all-caps)*

abcdefghijklm  
 nopqrstuvwxyz  
 ABCDEFGHIJKL  
 MNOPQRSTUVWXYZ  
 WXYZ!?\$%&  
 0123456789

While every design application is unique, using the recommended fonts/weights above will help you to create more powerful, consistent materials that will also tie in with the broader mass-market efforts running concurrently in your community. But we do recognize that creatively, you will need some freedom to bring your concepts to life. That’s why we chose a primary brand font with so many weights and versions. There is also a secondary brand font. See next page for a glimpse of it and a few examples of how they all work together. And there are also some more samples on pages 17-20, so feel free to review those as well.

SECONDARY BRAND FONT: DIN CONDENSED

This font is a wonderful complement to the ultra-clean shapes and letterforms of our primary brand font (Interstate) shown on the previous page. This font can be used for smaller, supportive messaging in a piece – most notably for the various “Blood donor/Life saved” captions used throughout our 2018-2019 campaign. If there are other captions or call-outs, that would also be an instance where this secondary font should be considered. (However, for very small text, like legal disclaimers etc. we recommend sticking with something in the Interstate family of fonts.)

DIN Condensed Bold  
(recommended for secondary captions, etc.)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZ!?\$%&0123456789

A WORD ABOUT KERNING, TRACKING, LEADING, ETC.

Most fonts come with preset letter-spacing built in. And by default, these settings are generally adjusted for the most fool-proof usage. So the words you type may look too spaced out, with too much air between the individual words or letters. And this can negatively effect legibility, not to mention aesthetics. Depending on what software you’re using (Adobe InDesign is preferred) there are usually some kerning-tracking adjustments you can make. The same goes for vertical spacing between the lines (Leading). Take a minute to research how these work on your software and try experimenting to see how you can give your text a more even appearance!

TOO TIGHT:

Blood/donor

TOO LOOSE:

B l o o d / d o n o r

UNEVEN:

Blood/donor

Larry Salinas  
Blood donor

Main Headline Font:  
Interstate Black Condensed  
(Texture Layer Applied)

Caption Font:  
DIN Bold Condensed



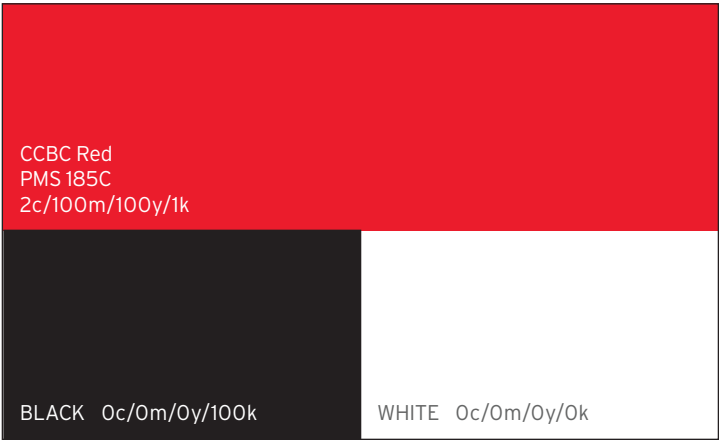
Additional Fonts:  
Interstate (Various Weights)



Color is one of the most powerful tools in the creation of a brand. And it's no different for us. As with the other sections of this guide, you'll notice a recurring theme: consistency! So, whenever you are creating any piece of branding or marketing, please adhere to these color standards so that over the course of time, from tactic to tactic and vendor to vendor, ALL of the materials that are created to represent our company will share a common look and feel.

PRIMARY COLORS

The primary brand colors are the exact colors used in the CCBC logo. And it's no coincidence that red is the same color as the life-giving blood that flows through us. And you don't need to use a lot of it to get noticed. In fact, red will draw the eye to that area when used sparingly on a field of black and white. When printing in 4-color process, you can use a mixture of 2% Cyan, 100% Magenta, 100% Yellow and 1% Black.



SECONDARY COLORS

We really don't have a true "secondary" color. But there is a definite need to include a couple grey options here. These two greys are nicely balanced, work together well, and can be used when you'd like something a bit more subtle than red, black or white. (Should never exceed 50% of page.)



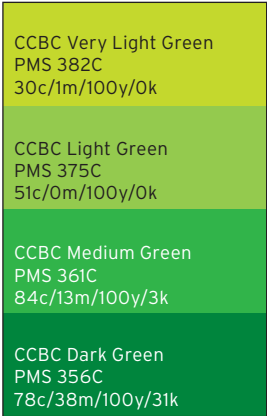
BACKGROUND COLORS

You will notice on the following pages that many of our new print templates feature a rich brown textured background. This earthy 4-color atwork may not always be available, so we are offering you a group of earth colors, ranging in value from light to very dark, for use as background colors in your layouts. When using them, please be sure to use correct logo artwork and font color for proper legibility. And that goes for any other artwork too because you'll want to have sufficient contrast so your layouts will be inviting to read.



ACCENT COLORS

These accent colors were chosen to tie in with all the benefits of being locally sourced and also to make a connection to the Central Valley's rich heritage as a major producer of fresh, life-giving produce for the rest of the country. But use them sparingly – no more than 15% of total area.



# "Locally Sourced"

The elements on this page are used to create layouts that have a rich, natural feel. This reinforces the key benefit that we are the only supplier of fresh, "locally sourced" blood – *from* our community, and *for* our community. The earthy background and rich textures are proudly inspired by the strong agricultural influences here in the Central Valley.



"KraftPaper\_uprez.jpg"



"BLOODBAG\_Premium1\_CCBC-logo.jpg"



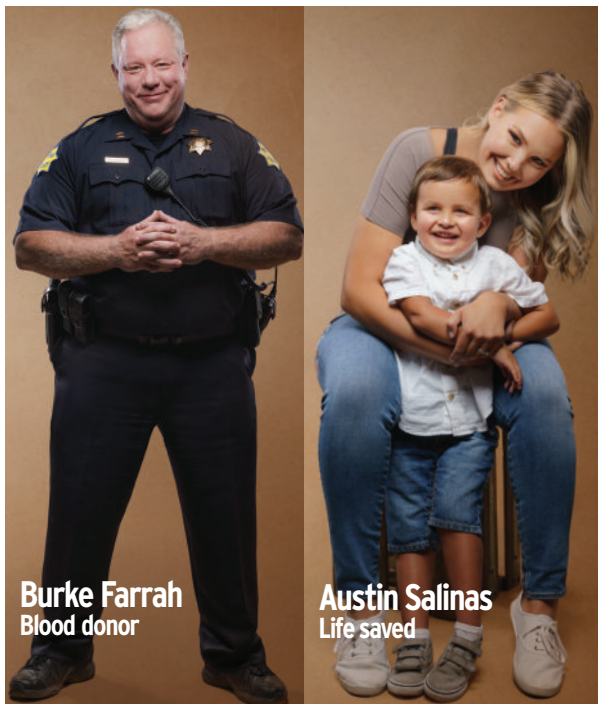
"Premium\_Locally\_Sourced" Label Art



Beautifully lit photos of fresh, locally grown produce, representing the range of crops grown here in Central Valley.

# "Blood donors/Lives saved"

Throughout this campaign, we have reinforced our messaging with a series of powerful couplets that connect some of our local blood donors to the people in our local community whose lives have been saved. And in doing so, we are able to introduce a very strong human element to our message. Here are just a few:



Shown from left to right: Burke Farrah (Blood donor)/Austin Salinas (Life saved), Gary Hanoian (Blood donor)/Kelly Flores (Life saved), Hannah Harris (Blood donor)/Steve Howell (Life saved). This series of couplets can be seen in a beautiful room installation at the Jenny Eller Donation Center. And there are several more on display at our other locations.



Our advertising campaign positions CCBC as a one-of-a-kind and irreplaceable advocate for the health and wellbeing of the Central Valley by expressing that people in the Central Valley understand the importance of sharing blood with local people who need it most.

On the following pages, you will see various examples of how the brand standards outlined in this guide all come together on the final printed materials.

If you have questions or need assistance with marketing materials, please contact: **Ersilia Lacaze**, Director of Marketing, at (559) 389-5453.

"People in the Central Valley understand the importance of sharing blood with local people who need it most."



View of new wall installation display at Jenny Eller Donor Center, showing series of blood donors with those whose lives were saved.



In addition to the work shown on following pages, there is a robust branding effort being implemented to help build awareness and increase donations. (Shown: 30-sheet outdoor execution featuring Makayla Weaver, recent cancer survivor whose life was saved by blood donations from family and local community.)

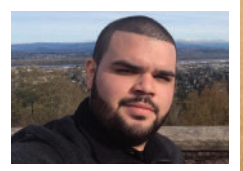
## Section 9.1

## Sample Tactics: Posters

At the Central California Blood Center, we're always looking for ways to provide better and more effective tools for helping people and organizations to get the word out about their upcoming blood drives. And one of the strongest vehicles for building interest and awareness is the poster. We have a number of pre-built poster templates for a variety of uses. Please reach out to your recruiter if you need any assistance accessing these assets, or customizing them for your specific event's needs.

(Please note that all sample tactics shown on this and the following pages have sample placeholder text, and none of the names, dates, locations or other info shown is the final or correct text.)

**HERE IN THIS VALLEY WE NEVER FORGET THE NEED FOR BLOOD.**



**Carl Allen Williams III**  
1991 - 2017

**CARL ALLEN WILLIAMS III MEMORIAL BLOOD DRIVE**

**FRIDAY, SEPTEMBER 7, 2018**  
2:00 P.M. - 6:00 P.M.  
FRONTIER ELEMENTARY  
MULTIPURPOSE ROOM  
1854 North Mustang Dr.  
Hanford, CA

**SIGN UP:** Tammy Johnson (559) 904-3934  
**BLOOD DRIVE INFO:** Daria Silvera (559) 288-6319

**Give and receive FREE Donor Reward Coupons!**

**Central California Blood Center**  
TOGETHER, LIFE FLOWS FROM HERE.  
For More Information: (559) 389-5442  
[donateblood.org](http://donateblood.org)

Sample "In Memoriam" blood drive poster

**WITH VALLEY BLOOD YOU CAN DO ANYTHING.**



**Makayla Weaver**  
Life saved

**CLOVIS WEST HIGH SCHOOL BLOOD DRIVE**

**BLOOD DRIVE CONTACT:**  
Milena Wilson  
(559) 327-2000  
**FREE T-SHIRT FOR ALL DONORS!**

**WED, FEB 7**  
8:30 A.M. - 3:30 P.M.  
Clovis West High School (Cafeteria)  
1070 E. Teague Ave.  
Fresno, CA 93720

**Central California Blood Center**  
TOGETHER, LIFE FLOWS FROM HERE.  
For More Information: (559) 389-5442  
[donateblood.org](http://donateblood.org)

All students, regardless of age, must have written parental consent to donate blood.

Sample High School blood drive poster

**HERE IN THIS VALLEY WE NEVER FORGET THE NEED FOR BLOOD.**



**Colonel Jack Davidson**  
Life saved

**2018 9/11 BLOOD DRIVE**

**FRIDAY, SEPTEMBER 7, 2018**  
2:00 P.M. - 6:00 P.M.  
FRONTIER ELEMENTARY  
MULTIPURPOSE ROOM  
1854 North Mustang Dr.  
Hanford, CA

**SIGN UP:** Tammy Johnson (559) 904-3934  
**BLOOD DRIVE INFO:** Daria Silvera (559) 288-6319

**Give and receive FREE Donor Reward Coupons!**

**Central California Blood Center**  
TOGETHER, LIFE FLOWS FROM HERE.  
For More Information: (559) 389-5442  
[donateblood.org](http://donateblood.org)

Blood donation takes less than one hour to complete. Donors must be in good general health, weigh a minimum of 110 pounds and be at least 18 years of age (16 and 17-year-olds must have written parental consent). Senior citizens are encouraged to donate, as there is no upper age limit. Donors should eat a good meal and drink plenty of water within four hours prior to their donation. Donors can give blood every eight weeks. Photo ID is required at donor registration.

Sample poster for one of our signature blood drives (9/11)

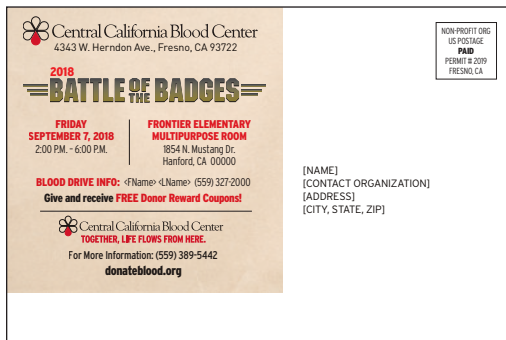


## Section 9.2

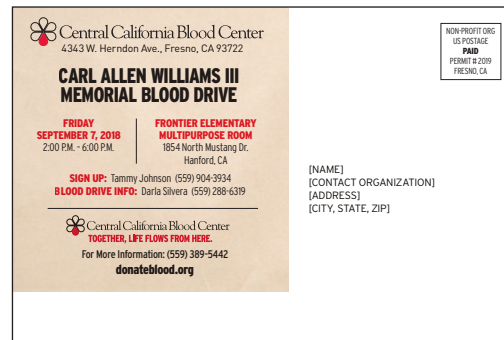
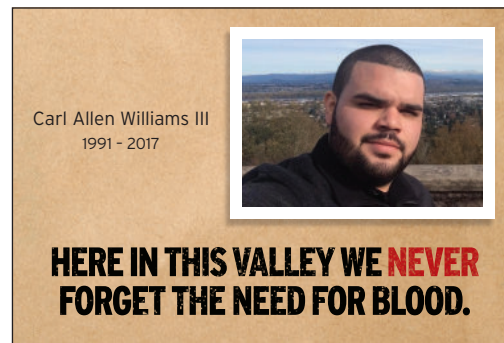
# Sample Tactics: Postcards

Another great tool in our marketing arsenal is the postcard. In fact, there is probably no better or more cost-effective way to target specific mailing lists to inform them of upcoming blood drives or other important messages. Again, the Centryal California Blood Center has a number of pre-built templates for a variety of postcard designs. Our recruiters would love to provide you with any assistance in accessing these assets, or customizing them for your needs.

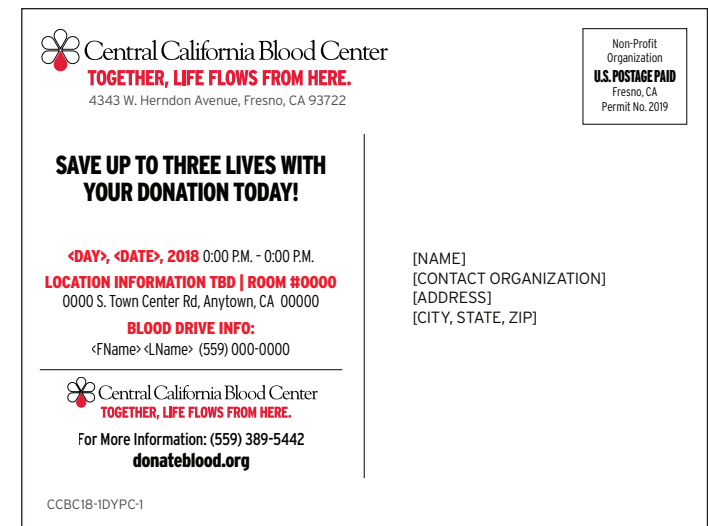
(Please note that all sample tactics shown on this and the following pages have sample placeholder text, and none of the names, dates, locations or other info shown is the final or correct text.)



Battle of the Badges Postcard (Front & Back)



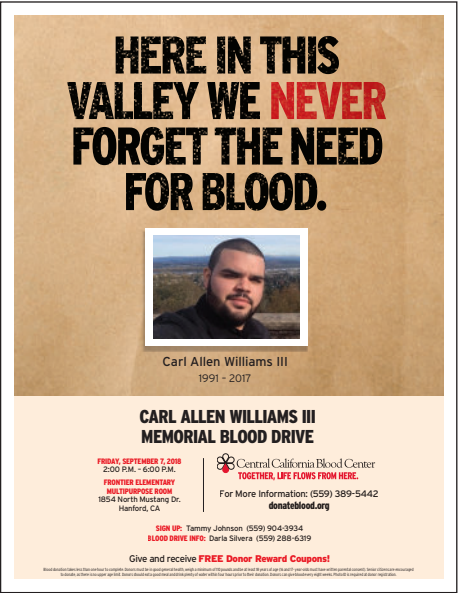
Sample "In Memoriam" Postcard (Front & Back)



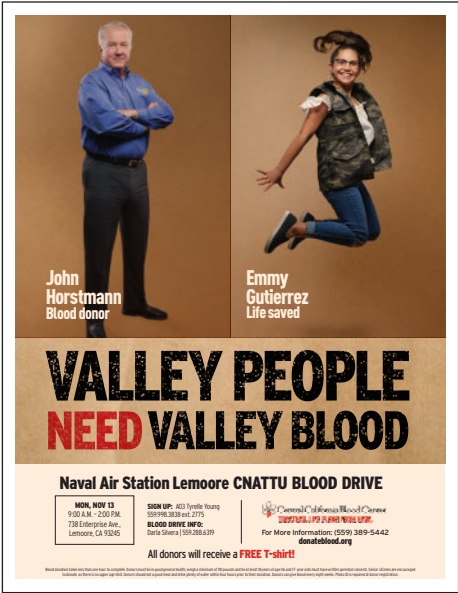
Sample One-Day Blood Drive Postcard (Front & Back)

The last tactic we'd like to share with you is the hard-working, versatile flyer. You can leave a stack at the front desk of a local business, gym or spa, pin a few up on a message board at the cafeteria or laundromat, slide them under the windshield wiper of cars parked at a popular venue or, best yet, hand them out directly to people as you give them a smile and make your case in a face-to-face manner. Cheap to produce and readily available. Just reach out to one of our recruiters for the assets you need and any tips on how to best utilize them!

(Please note that all sample tactics shown on this and the following pages have sample placeholder text, and none of the names, dates, locations or other info shown is the final or correct text.)



Sample "In Memoriam" Blood Drive Flyer



Sample High School blood drive poster



Sample High School Blood Drive Flyer

In order to maintain consistency as a brand, we've summed up everything in this Brand Guide with these ten simple rules. If we all do our best to adhere to these rules, then we, as a whole, will be able to do a better job at helping life flow from our community to those who need it most.

- 1.** Always follow the guidelines in this book.
- 2.** Never change the logo artwork.
- 3.** Always do your best to match the brand colors.
- 4.** Always try to use the correct version of the logo.
- 5.** Never change the Drop artwork.
- 6.** Never change the tagline.
- 7.** Never change the branding fonts.
- 8.** Never change the branding colors.
- 9.** Use the customizable templates whenever possible.
- 10.** Repeat steps 1-9.

Thank you for taking the time to review this Brand Guide. Together, we can help save more lives. If you have any further questions about specific branding issues, or even if you'd like to organize a blood drive of your own, please contact **Ersilia Lacaze**, our Director of Marketing, at (559) 389-5453.