

LifeGift Graphic Standards

This publication provides an overview of the components of LifeGift's identity. To convey our organization's self-understanding, our logo must remain clean, direct and uncontrived in all of its applications. Its effectiveness, however, depends entirely on its consistent application. All uses of the logo, logotype and dove on new products, such as promotional items or printed pieces, must be reviewed and approved by Director of Communications Laura Frnka. Contact Laura at 713.523.4438 or lfrnka@lifegift.org.

Our Logo

Our name, LifeGift, and our visual identity of a bird in flight were chosen to express hope – the desire for freedom from the confines of disease and the moment of transformation organ and tissue donation offers. We believe that this combination clearly and succinctly symbolizes who we are and what our mission is. The LifeGift logo has certain elements (see right) that should never be altered. The dove icon and logotype will be used together as a single entity, unless approved by the chief executive officer or director of communications.



Color Usage

The approved colors of the logo components are listed at right. CMYK refers to the four-color process percentages of cyan, magenta, yellow and black. The CMYK colors may be used only when PMS 549 cannot be used.



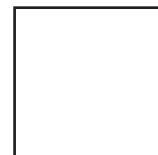
PANTONE 549
(Blue)

C: 60 M: 0
Y: 0 K: 30.2



BLACK

C: 0 M: 0
Y: 0 K: 100



WHITE
(Reversed Version)

C: 0 M: 0
Y: 0 K: 0

Usage

Clear Space Requirements

In order to protect the clarity and integrity of the logo, the minimum designated space surrounding it is the height of the "T" in LifeGift. The logo should remain clear of other graphic or written elements, such as a slogan or picture other than those designated on these pages. If other elements enter this space, the beauty and clarity of the logo will be diminished or lost.



Standard Sizes

In order to protect the clarity and integrity of the logo, the minimum size of the logo is 1" wide by .3" high. The logo may be reproduced at a larger size as long as all other guidelines are followed.



Dove Icon in Relation to Logotype

The size relationship between the dove icon and the logotype should not change from the example given or files provided. The dove icon should equal the height of the "L" in the LifeGift logotype. The dove icon should nest neatly above the "EG" of the logotype.



Color Versions

Utilizing a two-color logo is preferred. When a one-color treatment is required, you may use an all-black version or an all-blue version (Pantone 549).



Two color (preferred)



One color (acceptable)



One color (acceptable)

Reversed Version

The logo may be reversed out of a one-color solid as long as the background color is dark enough to make the logo visible.



Incorrect Usage of Logo

The strength of our identity depends on the consistent application of the logo. Misuse or inconsistent application will quickly erode the effectiveness of the logo. By understanding these principles, typical misuses, such as these to the right, will be avoided.



NEVER present the identity over a busy or complicated background.

Current Usage

Current usages are great reference material. The LifeGift business card (see right) and letterhead are good examples of correct logo and color usage.



SAMPLE



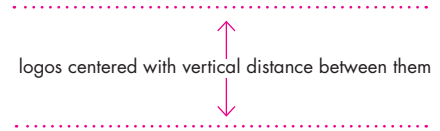
Other Logo Usage

Donate Life Texas

As a visual reinforcement of our commitment to the statewide Donate Life — Texas Registry, LifeGift includes the Donate Life Texas logo on all of its communication pieces. The Donate Life Texas logo should always be secondary (in both size and placement) to the LifeGift logo. An example of possible placement is shown at right.



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logos centered with vertical distance between them



Department Identity

Occasionally, the need for a LifeGift department-specific graphic arises. For these instances, a standard graphic treatment — as shown at right — has been created. The LifeGift logo is always included to reinforce the organization's identity. Then, the department name is typeset in the Lubalin Demi font underneath. These graphic treatments are created only by LifeGift's Communications Department. Contact Laura Frnka for additional information.



department name centered under logo in Lubalin Demi

Typestyles

General Out-of-House Use

LifeGift's logotype is a carefully considered and uniquely crafted typestyle. Consequently, few other typestyles intended for general use are appropriate for association with our identity. Three typefaces shown here, Lubalin, Futura, and Galliard, balance and complement the identity and fit well within our graphic identity system. Lubalin is used for display purposes such as use of titles and headline graphics of marketing collateral. Futura is a secondary typestyle and should be used for informational or instructional copy such as the subheaders and body copy on brochures or newsletters. Galliard is the designated typestyle of the logo, and can be used for body copy as well, where appropriate. These three typefaces should be used whenever possible to avoid the introduction of awkward or inappropriate typestyles.

General In-House Use

On in-house computers, use only Trebuchet and/or Arial typestyles. These typestyles should be used on materials such as letters, memos, fax cover sheets, etc.

ABCDEFGHIJKLMNopqrstu 1234567890
Lubalin Book

ABCDEFGHIJKLMNopqrstu 1234567890
Lubalin Demi

ABCDEFGHIJKLMNopqrstu 1234567890
Futura

ABCDEFGHIJKLMNopqrstu 1234567890
Futura Condensed

ABCDEFGHIJKLMNopqrstu 1234567890
Galliard

ABCDEFGHIJKLMNopqrstu 1234567890
Trebuchet

ABCDEFGHIJKLMNopqrstu 1234567890
Arial