

# BRAND GUIDE

V7

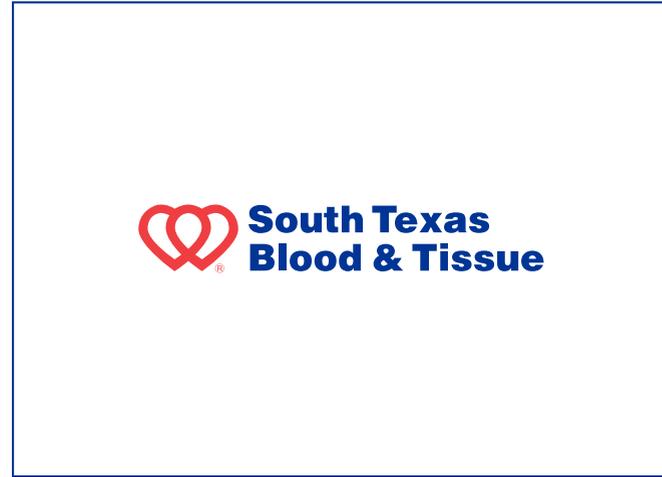
**Logo -** The double heart is the face of our brand, and our most recognizable brand asset.

The preferred approach is to use the double heart with the wordmark. Use of the double heart on its own is allowed in certain instances, such as a social icon or identifier. If you are not sure which logo to use, please contact us for assistance.

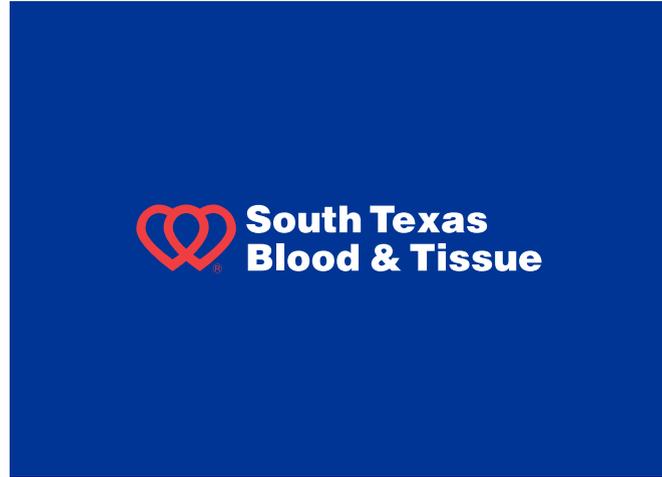


*Double Heart Logo*





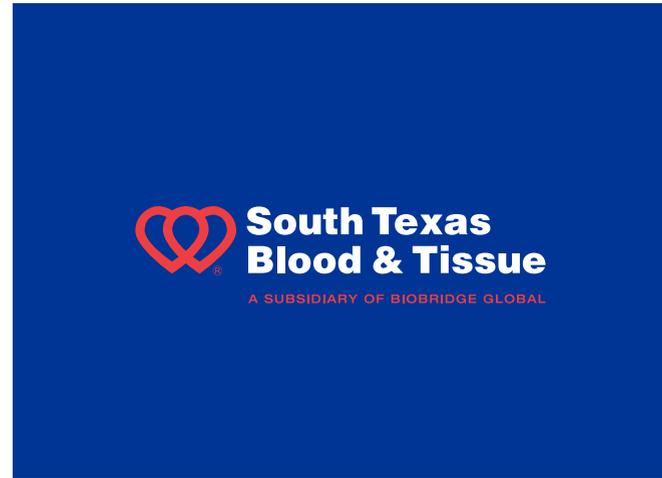
*Horizontal Version*



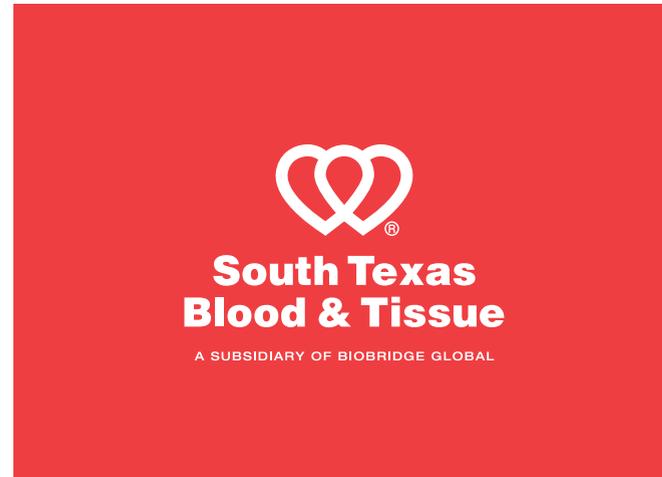
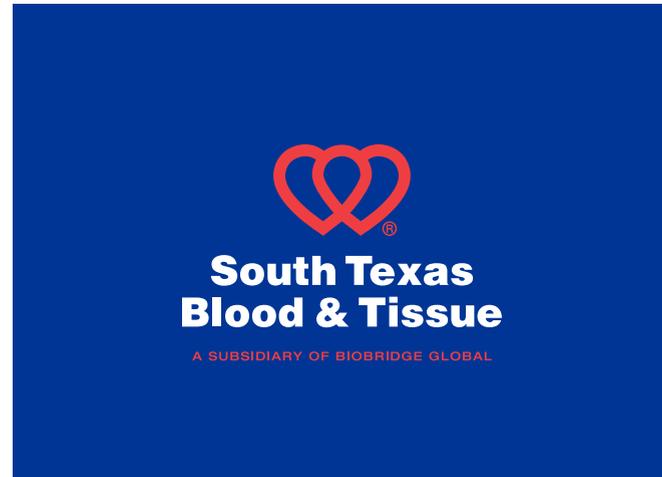
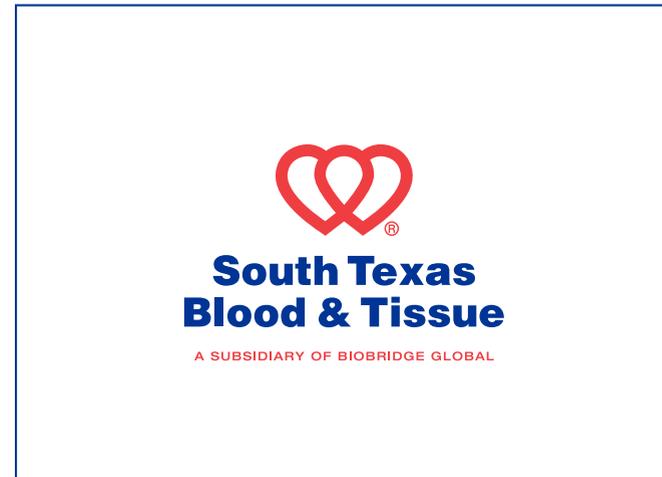
*Vertical Version*



Our main logo has two versions, horizontal, and vertical. Use the version that best suits your layout.



*Horizontal Version*

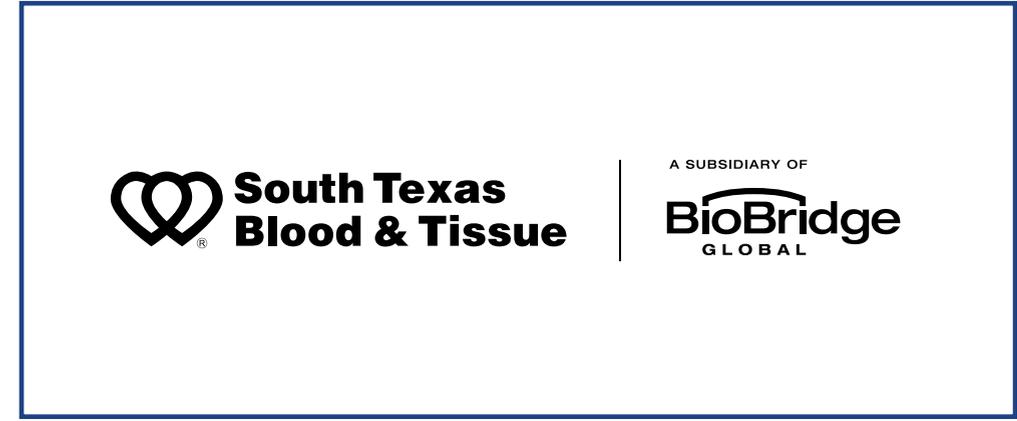


*Vertical Version*

Our main logo w/subsidiary has two versions, horizontal, and vertical. Use the version that best suits your layout.



*Red-Black Version*



*Black Version*



*Red-White Version*



*White Version*

Our co-branded logo when used in conjunction with its parent company, BioBridge Global, must be used in red and black to maintain a unified look and feel.



 **South Texas  
Blood & Tissue**  
You Give. **They Live.**

 **South Texas  
Blood & Tissue**  
You Give. **They Live.**

You Give.  
**They Live.**



You Give.  
**They Live.**



Our tagline is “You Give. They Live.” and it must be used in conjunction with an approved version of the South Texas Blood & Tissue brand.

## Logo Use - DO

Ensure there is enough space around the logo to maximize visibility and impact.



## Logo Use - DON'T

Use the logos as they are. Do not attempt to recreate or move logo elements.



Don't use logos that blend into background elements.



Don't use logos that blend into photography.



Don't distort the logo in any way.



Do not use the logo in a sentence.



Don't use the wordmark without the logo.



We love gradients, just don't use them with the logo.

**Color** - Our red is an iconic color, and an important part of our brand.

We are pairing our red with a cool grey and strong blue. Secondary colors should be used to soften and modernize the overall look and brand.

## Main Colors



Pantone 185C

C 0 R 228  
M 91 G 0  
Y 76 B 43  
K 0 HEX #ed3a46



Pantone Cool Grey 8

C 48 R 139  
M 40 G 138  
Y 38 B 141  
K 4 HEX #8b8c8e



Pantone 661C

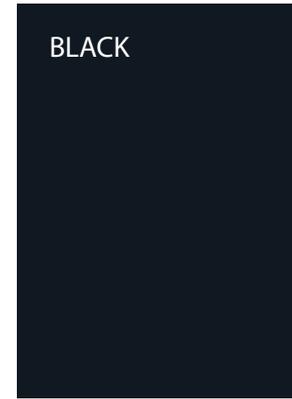
C 100 R 0  
M 86 G 53  
Y 15 B 149  
K 5 HEX #003595

## Secondary Colors



Pantone 2945C

C 0 R 255  
M 0 G 255  
Y 0 B 255  
K 0 HEX #ef3842



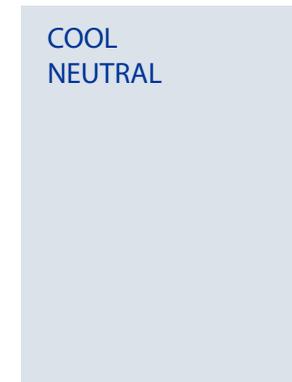
Black 100%

C 0 R 0  
M 0 G 0  
Y 0 B 0  
K 100 HEX #000000



Pantone 291C

C 38 R 152  
M 8 G 202  
Y 1 B 234  
K 0 HEX #98caea



Pantone 656C

C 12 R 220  
M 7 G 226  
Y 3 B 235  
K 0 HEX #dce3eb

**Voice** - South Texas Blood & Tissue's voice is evolving to unite our brand and increase inclusivity and engagement.

We are updating our language to a more contemporary style to better communicate with our prospective donors. Our aim is to establish a stronger brand relevance and deeper connection with our audience by using straightforward, easy-to-understand language and incorporating emotions in our messaging.

**Typography** - We're using three fonts that work brilliantly across all print and digital mediums.

**Montserrat**

**Noto Serif**

**Avenir Next Condensed**

Montserrat is our main font. It is mostly used for body copy and headlines.

It can take up to 50  
blood donations to  
save a cancer patient.

Make sure we have  
enough.

**There is  
more than  
one way  
to give.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz1234567890

**Noto Serif** is our accent typeface that should be used for more expressive moments.

If you commit  
to give blood 4  
**times a year,**  
you could **save**  
**up to 12 lives.**

**Thanks  
for  
giving.**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**

abcdefghijklmnopqrstuvwxyz1234567890

Avenir Next Condensed is a our versatile typeface that works when other fonts don't.

**Are you O+?**

Because we  
could really use  
some Os!

**Download.  
Schedule.  
Give.**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890**

abcdefghijklmnopqrstuvwxyz1234567890

**Photography** - Our photography should be honest, engaging, and real. Our people should be diverse and relatable.

Our photo style is constantly evolving with trends and innovating while trying to keep a brand-consistent look.

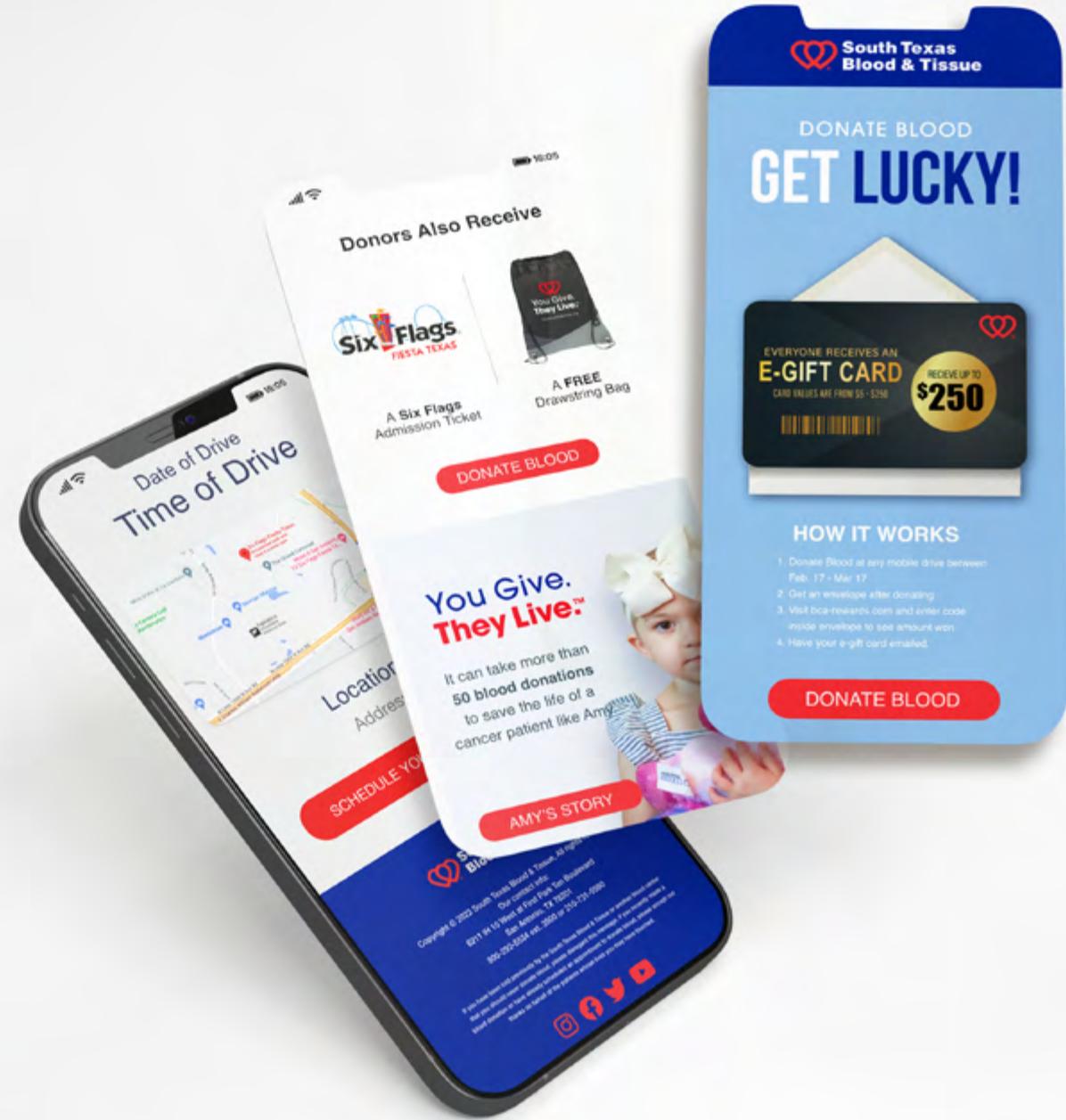
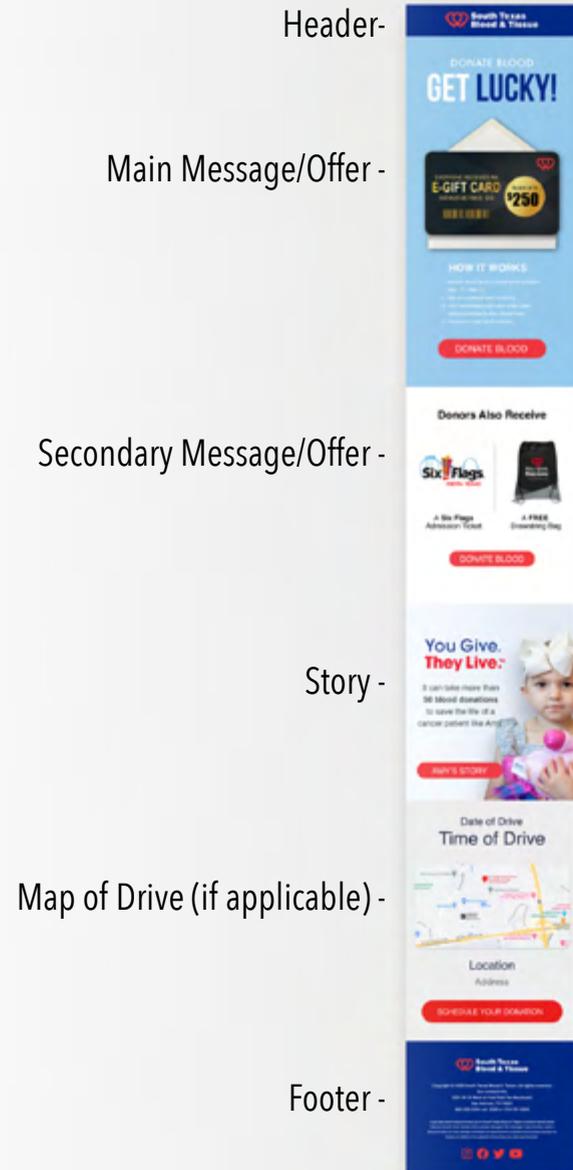
**The goal:** every photo and video is identifiable as South Texas Blood & Tissue. We use people to tell stories and illustrate the why and importance of donating blood.



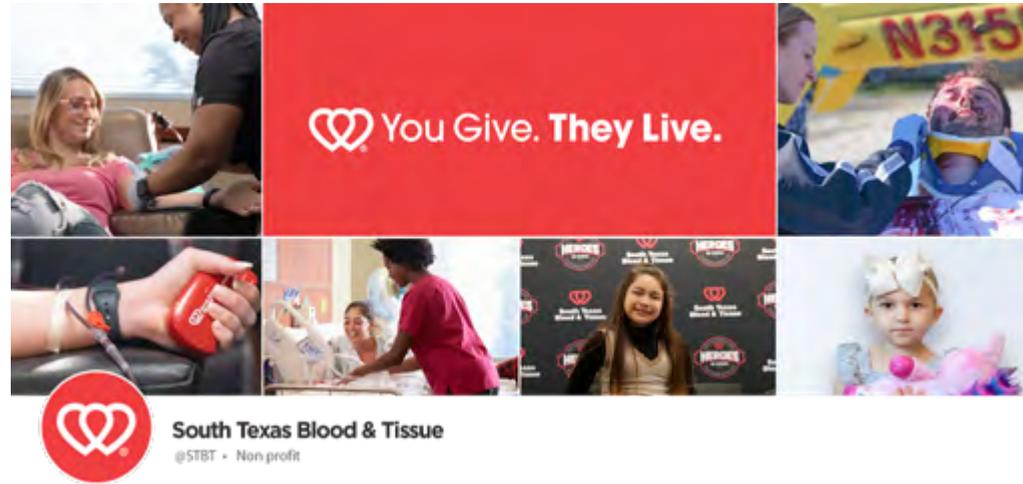
**Style** - Our style, like our photography is constantly evolving, but the viewer should be able to identify any graphic as South Texas Blood & Tissue.

Please use the following examples as a guide to brand-focused design across multiple mediums. While trends and applications may evolve faster than this guide, please aim to maintain the overall aesthetic and feel of these examples.

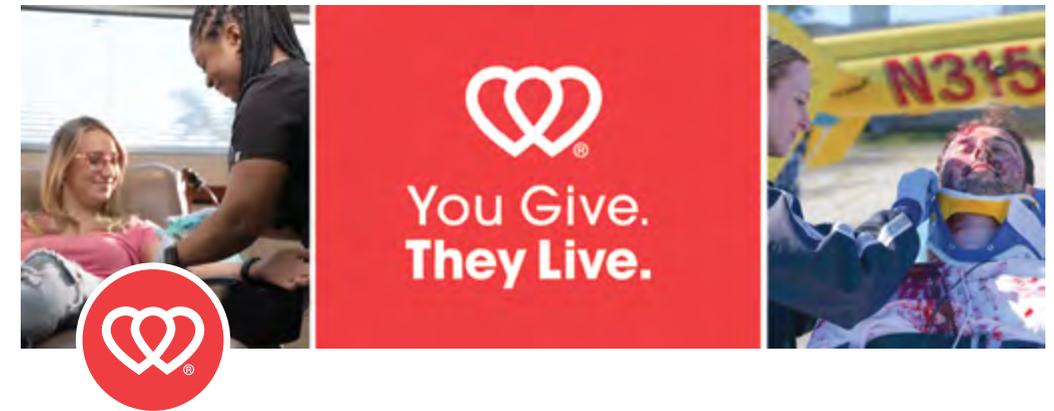
## Anatomy of an Email



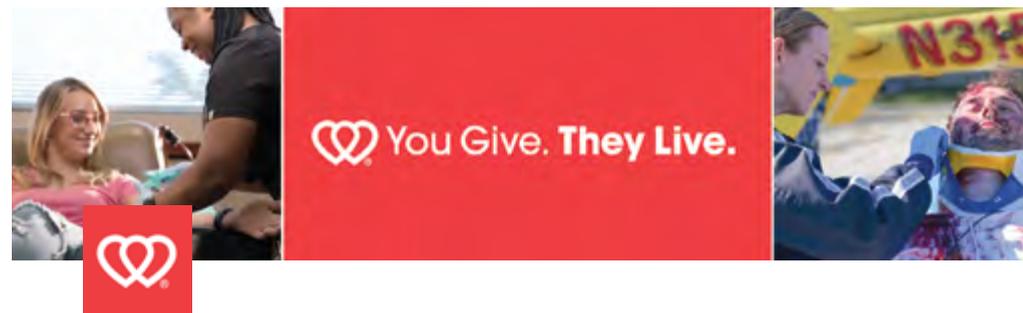
Facebook Cover -



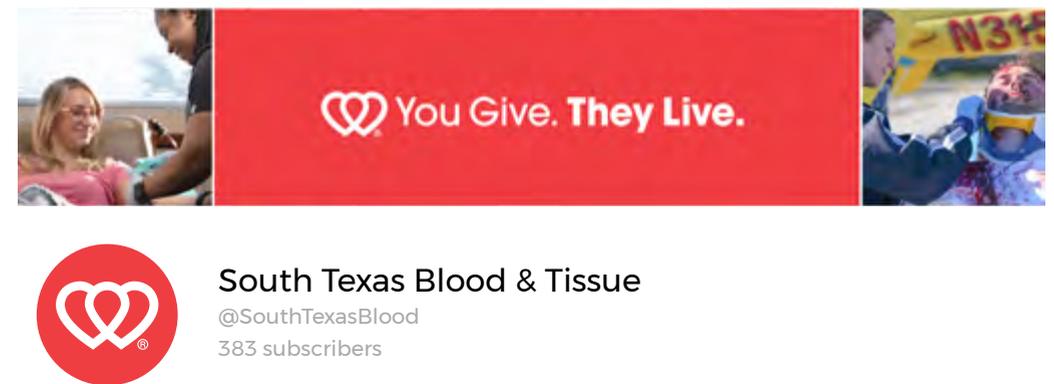
Twitter Cover -



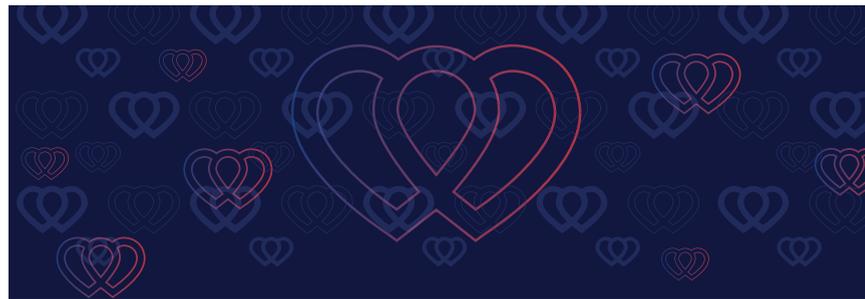
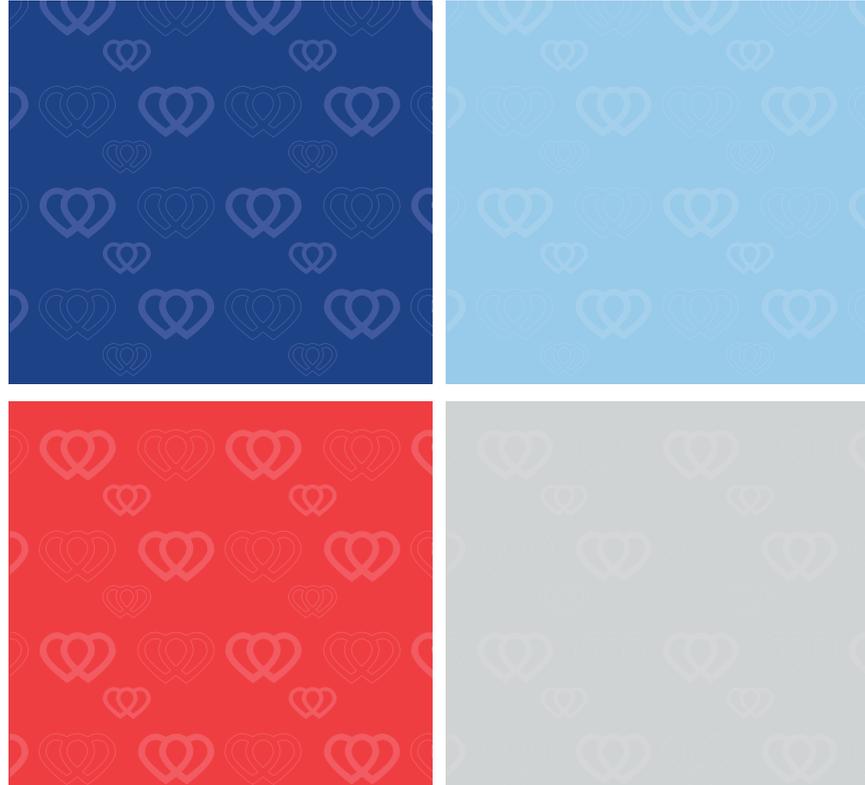
LinkedIn Cover -



YouTube Cover -



Social media cover graphics match the campaign. The left image is give. The right image is live. The images inside the squares should be changed periodically to keep the covers fresh.



*Bus design concept.*

The brand's overall design will maintain consistency in brand color, typography, and voice, while design elements such as these will continue to evolve with trends. This is crucial to prevent the brand's aesthetic from becoming stagnant and to keep it fresh and inviting.



**South Texas  
Blood & Tissue**

**Sub-brands** - Sub-brands are a great way to reach new audiences, or give an existing audience another reason to engage or connect with your brand.



Full Color



4 Color



Black & White

The Heroes In Arms new logo employs the same color scheme as the primary brand. With three options available, the logo's adaptable design seamlessly integrates into any setting.



**DOUBLE**  
YOUR IMPACT



**DOUBLE**  
YOUR IMPACT

The Double Your Impact brand utilizes the same colors and double heart design as the main brand. To enhance its versatility, there are both regular and inverted versions of the brand available.