



ImpactLife

BRAND STYLE GUIDE

BRAND OVERVIEW



MISSION

Save lives by providing blood products and services to communities in need.

VISION

Impact lives with a dedicated team engaging our donors, supporting our partners, and advancing medicine.

VALUES

Character demonstrated by high moral and ethical standards

Competency leading to highly capable teams

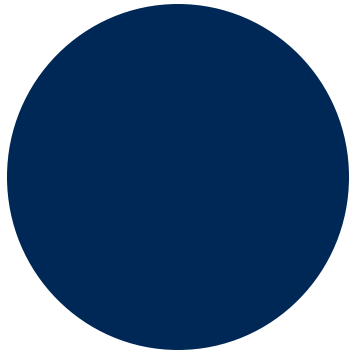
Communication delivered with clarity

Collaboration through teamwork

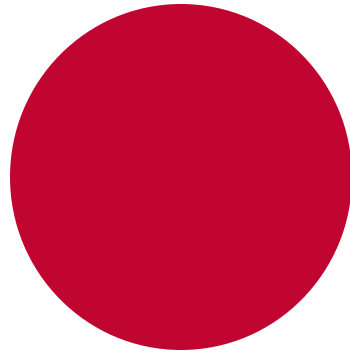
Commitment and accountability

BRAND COLOR PALETTE

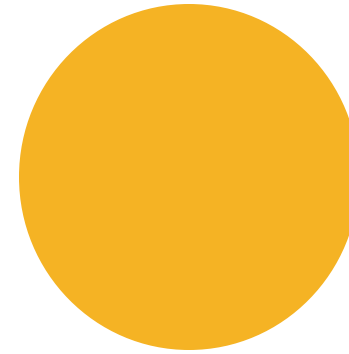
PRIMARY



ImpactLife Navy
Pantone 295 C
Hex #002856
R-0 G-40 B-86

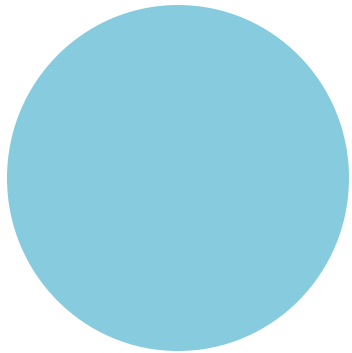


ImpactLife Ruby
Pantone 200 C
Hex #C00630
R-192 G-6 B-48

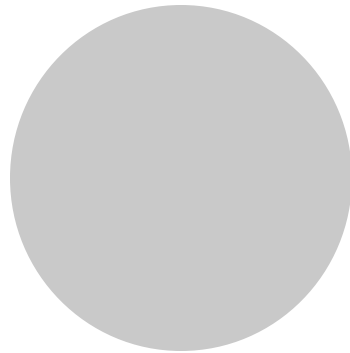


ImpactLife Gold
Pantone 7409 C
Hex #f5b324
R-245 G-179 B-36

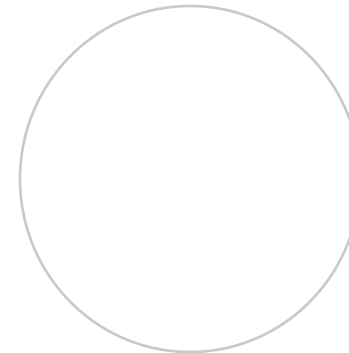
SECONDARY



ImpactLife Aqua
Pantone 636 C
Hex #86cbde
R-134 G-203 B-222



ImpactLife Gray
Pantone 4289 C
Hex #979797
R-151 G-151 B-151



ImpactLife White
Pantone 11-0601 TPX
Hex #F1F2F1
R-241 G-242 B-241

BRAND TYPOGRAPHY

Logo/Primary FormaDJRDeck Medium

Tagline FormaDJRDeck

Header FormaDJRDeck Bold

Subheader Roboto or Arial

Copy Roboto or Arial, 11pt

Caption Roboto or Arial, 10pt

Email Copy Roboto or Arial, 11pt

Email Signature Roboto or Arial, 11pt, Bold

LOGO VERSIONS

full color

Click here to download [logos](#)
One and two-color versions available by
emailing 2-marketing@impactlife.org



LOGO USAGE



Please allow 1/2in visual spacing around logo and place on a white/light gray or blue background. [Click here](#) to request 1 or 2 color version if using on dark backgrounds.

IMAGE USAGE

- All images featuring the donation process will not show needles.
- All images with identifying donor information will blur out that content.
- All images for use on social media will get verbal permission and all images for marketing assets will get signed permission.

▶ [CLICK HERE](#) for approved photos



Additional Resources

- Share donor and patient stories from www.bloodcenter.org/testimonials
- Utilize the images and [public service announcements](#) to spread the need for donors
- Educate and inspire your donors by sharing videos from our [YouTube channel](#)
- Download our [digital toolkits](#) filled with social graphics, tips and other resources.



LET'S BE FRIENDS!

@impactlifeblood

