



KENTUCKY
BLOOD CENTER

BRAND GUIDELINES

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*All digital assets can be accessed through KBC's digital toolkit. Please contact KBC Marketing and Communications for the file.

Who We Are

Kentucky Blood Center is a community-based nonprofit organization providing life-saving blood products to Kentucky hospitals since 1968. KBC is the largest FDA licensed nonprofit blood bank headquartered in the Commonwealth of Kentucky and relies on volunteer blood donors to provide 400 pints of blood a day to meet area patients' needs.

Our Mission

To ensure a safe and abundant supply of life-giving blood to the hospitals we serve by being an integral and valued partner in the healthcare arena.

Our Vision

To be an integral and valued part in healthcare and support our local communities in any way we can by constantly innovating, developing and changing to improve the blood center the best way we can.

Our Values

Mutual respect

Innovation

Results

Integrity

Trust

Passion

Gratitude

Positivity

"Doing the right thing"



What Makes KBC Different

For individuals who have made the wonderful decision to donate blood, foster donations through blood drives or advocate for the generous act, Kentucky Blood Center is Kentucky's local blood center. Through the kindness of Kentuckians, KBC is dedicated to ensuring that every Kentucky hospital it serves has access to a safe and abundant blood supply. Understanding that KBC can only save lives through the generosity of donors, KBC is committed to the transparency of its need for blood, to safeguard the daily local demand of blood products, and to make every donor feel safe and valued.

Community Focused

Our tagline is "Live Local, Give Local." That means something to us. It is the foundation of our mission and the heartbeat of our operation. In everything we do, our focus is to save local lives. KBC's voice and tone should take on the following values to reflect KBC's community-focused mission:

Educational
Conversational
Caring

Friendly
Lighthearted
Motivational

Trustworthy
Local
Modern



Supplying Kentucky

The incorporation of a blood drop identifies KBC to the wider market, but the blue and fuchsia color palette (page 8) separate KBC from its competition. The blood drop evokes images of a flame to inspire and motivate donors. As Kentucky's local blood bank option, the blood drop is symbolically constructed from IV tubing that weaves in unison to supply the heart of Kentucky. Staying true to KBC's local roots and its mission of collecting, processing and distributing blood products, "Kentucky" is big and bold, and "Blood Center" is sleek and modern.

How to Use the Logo

The navy blue and fuchsia logo is the primary logo for KBC. The horizontal format is the preferred usage, although a stacked option is available (page 6).

The KBC logo should be used with adequate spacing around it from any graphic component, edge, other logo or body copy that may conflict, overcrowd, or otherwise lessen and impact the legibility of the logo.

Whenever the logo is to be used on a dark-colored background, use the white version of the logo.

The all-navy logo should only be used when the background color will conflict with the fuchsia in the gradient of the blood drop.



KENTUCKY
BLOOD CENTER



KENTUCKY
BLOOD CENTER



KENTUCKY
BLOOD CENTER

Secondary Option

Although the horizontal logo is the primary logo and should be used when possible, there are necessary cases (i.e. social media avatars) when the stacked version of the KBC logo can be used. Like the primary logo, the navy blue and fuchsia logo is the preferred usage. See page 5 for more details on spacing and color options.



OTHER LOGO VARIATIONS

Please Don't!

Every element of the logo has a purpose. With that said, please refrain from altering the logo in any way that would lessen the tone, message and impact of the logo. Specifically, when resizing the logo, please do so proportionally. The blood drop can be used on its own as a design element, but it should not be used on its own as a substitute for the logo, nor should "Kentucky Blood Center." Do not change colors, whether it is in or out of the KBC color palette. Do not use red!



Primary: Navy Blue

KBC donors place their confidence in KBC to safely collect, process and distribute blood products to local hospitals. Navy blue underscores trust and conveys a sense of calm and stability. It should be used as the starting point for all general KBC elements.



CMYK: 100 92 36 31
RGB: 30 41 87
HEX: 1e2957
PMS: 2766 C
Process 4-Color Printing: 288 Uncoated
Spot Color Printing: 280 Uncoated
Spot Color Printing: 2766 Coated/Gloss

Secondary: Fuchsia & White

KBC provides a friendly and welcoming environment. Using fuchsia will evoke feelings of warmth and care. Used as an accent (see logo on page 5), fuchsia stands out as bright and bold, serving to uplift and motivate. Its use should be purposeful.

To preserve the intentionality behind the use of fuchsia, white serves as a secondary base to complement the primary color of navy blue.



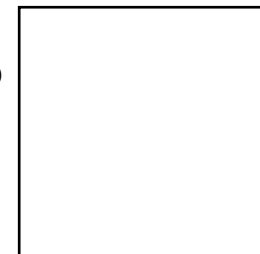
CMYK: 53 98 8 1
RGB: 140 43 134
HEX: 8c2b86
PMS: 513 C
Process 4-Color Printing: 254 Uncoated
Spot Color Printing: 248 Uncoated
Spot Color Printing: 513 Coated/Gloss

Tertiary: Cerulean Blue

There are cases when a design needs a third color option to stand out from KBC's primary and secondary colors. In these limited circumstances, cerulean blue can emphasize key elements while still complementing KBC's core color palette.



CMYK: 90 64 3 0
RGB: 34 98 169
HEX: 2262a9
PMS: 7455 C



CMYK: 0 0 0 0
RGB: 255 255 255
HEX: ffffff
PMS: 000 C

Do Not Use Red!

While red is a common color for blood centers, KBC wishes to differentiate itself from other centers. Fuchsia can be used in elements that would typically call for the use of red (i.e. blood drops, blood bags, etc.).

When and Why to Use

To provide variety to KBC's color palette, select gradients can be used to both draw attention and to serve as background, complementary design pieces. To echo KBC's logo (pages 5 and 6) and color palette (page 8), KBC's gradient uses a 2/3 blue to 1/3 fuchsia blend to ensure fuchsia stands out as a bold and inspiring element.

Preferred: Vertical

Reflecting KBC's logo, the preferred gradient use is a linear vertical design, which uses a 2/3 blue to 1/3 fuchsia blend. A textured vertical design on page 10 can also be used.



Secondary: Diagonal

In cases where the vertical gradient is not feasible, a diagonal gradient can be used. Like the linear option, it uses a 2/3 blue to 1/3 fuchsia blend, and a textured option is available (page 10).



Logo: BEBAS NUE and Futura PT Bold

KBC’s logo features two modern sans serif fonts of different strokes. “Kentucky” is Bebas Nue Regular. “Blood Center” is Futura PT Book. Bebas Nue should only be used for the logo to ensure the logo stands out in all uses. Varying strokes of Futura PT can be used for other typography needs outlined below.

Headers: LEMON MILK BOLD

Lemon Milk Bold should be used for headers (i.e. headlines in press releases, primary type element on graphics, etc.). It is an all-caps font and therefore should be used selectively to grab attention, but not overwhelm.

Subheaders: Futura PT Bold

To differentiate from headers but still stand out, Futura PT Bold should be used. Lemon Milk Bold should always be first in the header hierarchy, but Futura PT Bold will often dwarf Lemon Milk in usage to accentuate the headers.

Body: Futura PT Light

Clean and modern, Futura PT Light should be utilized for copy that involves multiple sentences.



HEADER TEXT LEMON MILK BOLD

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
1234567890
.,!@#%&*()-_+=?";:<>

Subheader Text Futura PT Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
1234567890
.,!@#%&*()-_+=?";:<>

Body Text Futura PT Light

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmn**opqrstuvwxyz**
1234567890
.,!@#%&*()-_+=?";:<>



Typographic Scale

KBC uses a typography scale for a consistent harmony between font sizes that accentuates the hierarchy of text. KBC uses a high-contrast scale known as the perfect fifth, which is a 1.5 ratio. Using the body text as the base font size, each increase in hierarchy (from body to subheader to header) should be multiplied by 1.5.

In this example, where the body text is set at 14, use the formula “ rf ,” where “ f ” is the size in the scale and “ r ” is the ratio of the scale. It will produce a subheader size of 21. The subheader size is then multiplied by 1.5 to get the header size of 31.5.

The typographic scale is a general guideline that should be used as an anchor for optimal design, not as a hard-and-fast rule.

HEADER SIZE IS 31.5

Subheader Size is 21

Body text size is 14. Body text size is 14. Body text size is 14. Body text size is 14.
Body text size is 14. Body text size is 14. Body text size is 14. Body text size is 14.
Body text size is 14. Body text size is 14. Body text size is 14. Body text size is 14.

Leading

Leading is the space between adjacent lines of text. KBC leading should typically be set at 20% larger than the font size. Most design documents default to 20%. Word processing documents should be set to 1.15. Some fonts require a different distance, especially from one font hierarchy (body to subhead to header) to another.

Kerning

Kerning is the spacing between individual letters of characters in text. Kerning size for KBC fonts vary depending on the text hierarchy. Please reference the guide below to ensure legibility:

- Lemon Milk Bold: maximum of 50, minimum of -10
- Futura PT Bold: maximum of 10, minimum of -10
- Futura PT Light: maximum of 20, minimum of -20

KBC for Short

Kentucky Blood Center should be spelled out on first reference. KBC is acceptable on all future references. KBC is not needed as an acronym after the first reference, i.e. "Kentucky Blood Center (KBC)."

Associated Press Style

In general, KBC follows the written guidelines of The Associated Press Stylebook, a leading writing and editing reference, for consistency. The AP Stylebook can be accessed at apstylebook.com.

Title Capitalization

One key exception to AP Style is headline writing. All characters in headers will be capitalized because the Lemon Milk font is an all-caps font. For subheaders not written in sentence form, the first letter of major words (nouns, verbs, adjectives, pronouns and adverbs) should be uppercase, and minor words (conjunctions that are three letters or less, short prepositions and all articles) should be lowercase. Subheaders can be written in lowercase (excluding the first letter of the first word) when written as a sentence. Body text follows traditional grammar rules.

HEADERS ARE IN ALL CAPS

Subheaders are Generally Capitalized

Body text follows traditional grammar rules. Body text follows traditional grammar rules.
Body text follows traditional grammar rules. Body text follows traditional grammar rules.
Body text follows traditional grammar rules. Body text follows traditional grammar rules.

Live Local, Give Local

KBC is the largest FDA-licensed blood bank in the Commonwealth of Kentucky and provides blood exclusively to Kentucky hospitals. KBC has been helping save Kentucky lives since 1968. The tagline “Live Local, Give Local” underscores KBC’s local mission and is the preferred tagline. It should not be used with the logo; only as a complementary piece for marketing materials.

Messaging Assets

In cases where additional messaging is needed (i.e., vehicle branding, banners, etc.), additional messaging can be used below:

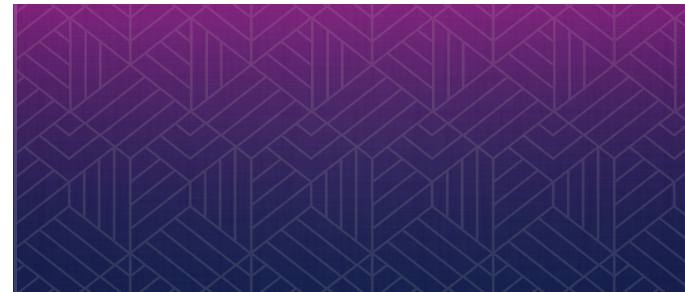
- Donate where it stays local
- Never wonder where your donation goes. Give local.
- Never wonder. Give local.
- Save a life. Donate blood.
- Donate blood with your local, nonprofit blood center
- 45 minutes = 3 lives
- 1 pint = 3 lives

Adding Variety

Patterns and textures can be added to KBC's gradient palette for additional options in both the vertical and diagonal formats. Mixing the texture option with the pattern is acceptable. Examples of how to use are below.



The linen texture can be used on its own with the vertical or diagonal gradient. It can also be combined with a pattern.



This pattern can be used for variety, although the IV tubing pattern is preferred.



Using the IV tubing from the logo, this pattern can be used entirely in the background or partially (as seen in example 4) as a complementary piece. It is the preferred pattern.



Note the combination of both a texture and the use of a pattern. The various gradient, texture and patterned options can be blended together.

It's a Guideline, Not a Rulebook!

KBC's branding guidelines are intended to serve as a foundation to build a consistent brand identity, not to limit creativity. Although guardrails are outlined throughout this document that can be applied in the creation of any KBC-related material, not all parameters set will be applicable across all digital and print creations. Internal and external users of the KBC brand are encouraged to use their best judgment to make creative decisions and consult with KBC for best practices.

Notable Exceptions

Specific cases where KBC's branding guidelines may need to be altered:

- Specific promotional campaigns
- Website distribution (contact KBC for alternate fonts)
- Email distribution (contact KBC for alternate fonts)

Digital Toolkit

This document, in digital format, can be converted to an Adobe Illustrator file and be used for digital assets. For ease of use, KBC can provide a one-page digital toolkit.

Questions?

Please contact the KBC Marketing and Communications team.

- Mandy Brajuha, vice president of external relations: mandy.brajuha@kybloodcenter.org
- Linn Laborda, assistant vice president of donor relations: linn.laborda@kybloodcenter.org
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