BRAND GUIDELINES

Version 1 – October 2014

Live Life Give Life

CONTENTS

How we present ourselves is very important. This guidelines document will explain what our brand stands for and show you when and how variations of the logo and the creative branding elements should be used. It is here to help you implement the Live Life Give Life brand correctly and consistently across all communications.

By encouraging people to talk about organ donation and exchange views on the subject, whether or not they had been directly affected, the whole concept has become less taboo and more a celebration of what could be – and how uplifting it could feel to know that, as a donor, you might possibly save a number of other lives. Similarly, we hope that relatives of those who have donated their organs will draw comfort from the wider knowledge that their loved ones live on by way of helping others to achieve their dreams.

We fund initiatives to improve the welfare of (and outcome for) patients in need or receipt or organ tissue transplants, in addition to supporting the public recognition of donors and their families.

We believe that united we are stronger, which is why we are proud to work closely with other transplant organisations and charities, including NHS Blood and Transplants, the Donor Family Network, Transplant Kids and the Transplant Support Network.

By raising awareness we can, ultimately, help to save lives.

OUR BRAND AND TONE OF VOICE

Live Life Give Life

The way we communicate is an essential part of how we present ourselves as a brand.

It's very important that we are consistent in the way that we talk to people, wherever and whenever we're engaging them. When you need to say something on behalf of Live Life Give Life, we'd like you to follow our four guiding principles.

CLEAR.
POSITIVE.
PASSIONATE.
PERSONAL.

Together, these four words help to create the Live Life Give Life 'tone of voice'.

CLEAR

+ We don't use ten words when five will do.
+ We can express ourselves simply, without reverting to jargon.
+ We talk directly and confidently. If a twelve year old could understand it, you're doing it right.
+ We are accurate about the facts of organ donation and support them with evidence.

POSITIVE

+ We are optimistic about the future.
+ We are confident that all of our supporters are making a difference.
+ Whenever we express a problem, we also offer a potential solution.
+ We don't say no. We encourage, support and offer alternatives.

PASSIONATE

+ We write with the energy to motivate and inspire.
+ We are driven to get people to sign up, support us and spread the word.
+ We can express our passion and determination with words, not exclamation marks.
+ We use an active voice: LLGL supports organ donation, rather than organ donation is supported by LLGL.

PERSONAL

+ We are not too formal, or too chatty.
+ We talk to people like we're having a respectful conversation with a friend.
+ We connect with people by featuring true situations, real reactions and emotions.
+ When we have permission, we use case studies and let those affected speak.

MASTER LOGO

Main version

The two colour version of the logo should be used wherever possible. The three logo variations on page 03 are alternatives and should be used when there are printing restrictions or when coloured backgrounds are used.

LOGO VARIATIONS

Black version

Should only be used on white backgrounds or when there are printing restrictions (ie. black and white only).

Live Life Give Life

White version

Should only be used on coloured backgrounds.

Live Life Give Life

Greyscale version

Should only be used on white backgrounds or when there are printing restrictions (ie. black and white only).

Live Life Give Life

EXCLUSION ZONE, MINIMUM SIZE AND AVATAR FORMAT

Exclusion zone

It's important to give the logo breathing room. There there is an exclusion zone around the logo which is determined by the height of the 'L', this area should be left clear of text and graphics.

Minimum size

The logo shouldn't be shown any smaller than 10mm high x 20mm wide, to maintain legibility.
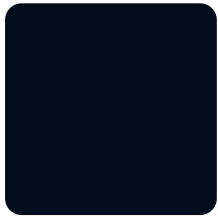
10mm

20mm

Avatar

The logo shown in a square format, eg. for an avatar on Twitter.

COLOUR PALETTES

Primary colour palette

The primary colour palette consists of the two colours used in the main version of the logo.

Pantone Strong Red
C2 M99 Y36 K5
R220 G22 B100
#D30055

Pantone 2727
C78 M49 Y0 K0
R61 G121 B189
#347FDD

Secondary colour palette

The secondary colour palette is a harmonious suite of bright colours which complements the primary colour palette. They could be used to create striking merchandising and in instances where the logo is animated.

Pantone Warm Red
C0 M87 Y80 K0
R240 G73 B62
#FF3333

Pantone 124
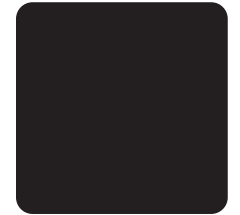C7 M35 Y100 K0
R235 G171 B33
#FFCC33

Pantone Green
C100 M0 Y65 K0
R0 G168 B134
#009999

Pantone 7679
C79 M90 Y17 K4
R89 G61 B130
#663399

Pantone Cool Grey 7
C43 M35 Y35 K0
R154 G154 B155
#999999

Black
C0 M0 Y0 K100
R0 G0 B0
#000000

TYPEFACES

Source Sans Pro Light or Regular can be used for main text. All weights can be used for sub headings where appropriate. Suitable for print applications. Open Sans should be used for main text on the website.

Montserrat Regular and Bold are stronger typefaces and therefore perfect for headings or main text for items such as banners which aren't text-heavy. Upper case can be used for headings. As the typeface is quite spaced out, it should always be tracked -25pt. Suitable for both web and print applications.

Source Sans Pro Light

abcdefghijklmnopqrstuvwxyz
0123456789 !@£$%^&*{()}|",.

Montserrat Regular

abcdefghijklmnopqrstuvwxyz
0123456789 !@£$%^&*{()}|",.

Source Sans Pro Regular

abcdefghijklmnopqrstuvwxyz
0123456789 !@£$%^&*{()}|",.

Montserrat Bold

abcdefghijklmnopqrstuvwxyz
0123456789 !@£$%^&*{()}|",.

Source Sans Pro Bold

abcdefghijklmnopqrstuvwxyz
0123456789 !@£$%^&*{()}|",.

SUPPORTING STRAPLINES

Our brand can be supported by any of the three straplines and/or the website address. They are always to be in Montserrat Regular and one line only. The straplines should always use full stops and in upper/lower case as shown below.

Below shows an example of how the strapline and website address can be positioned together with the logo. This version was used for a branded T shirt.

Supporting organ donation.

Sign up. Have the conversation.

Let Love Live On.

LiveLifeGiveLife.org.uk

Live Life
Give Life

Supporting organ donation.

LiveLifeGiveLife.org.uk

STATIONERY STYLE

Each business card has two different coloured backs for variety. The strapline, website and wording should all be displayed in the format as shown, using the correct positioning, size, typeface, upper/lower case and colour.

Supporting organ donation.
LiveLifeGiveLife.org.uk

Live Life Give Life

T 020 3287 5595
E info@livelifegivelife.org.uk

Registered Charity No. 1123333

Live Life Give Life
Sign up. Have the conversation.

Live Life Give Life
Sign up. Have the conversation.

PROMOTIONS / MERCHANDISING

Promotional materials and merchandising plays a vital role in spreading the word about who we are and what we do. Here are some examples of our branding in action.

Live Life
Give Life
Supporting organ donation.
LiveLifeGiveLife.org.uk

Live Life
Give Life
Supporting organ donation.
LiveLifeGiveLife.org.uk

Live Life
Give Life
Supporting organ donation.

Holly & Kate

SIGN UP WITH PRIDE.

The huge shortage of organ donors in the UK means that roughly one thousand people die every year, waiting for a transplant.

Please sign up to the NHS Organ Donor Register and tell your family your wishes.

LET LOVE LIVE ON.

LiveLifeGiveLife.org.uk

Live Life
Give Life
Supporting organ donation.

James
(4 years old)

JAMES NEEDS A HEART.

James Lewis is one of many British children currently awaiting a heart transplant. Unfortunately there is a chronic shortage of child donors. You can help by signing up your children to the organ donor register and having the conversation.
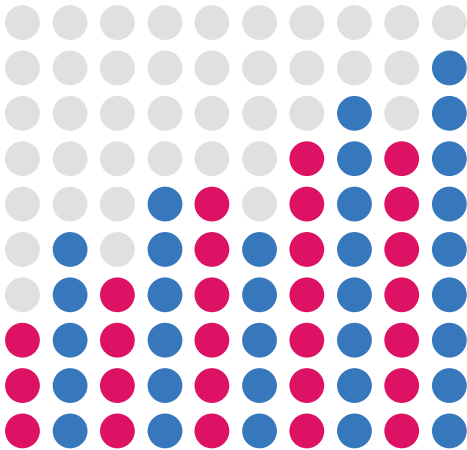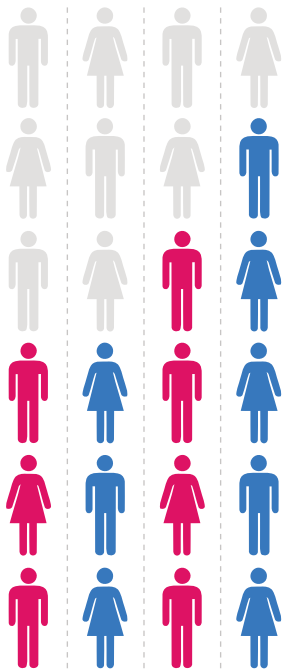
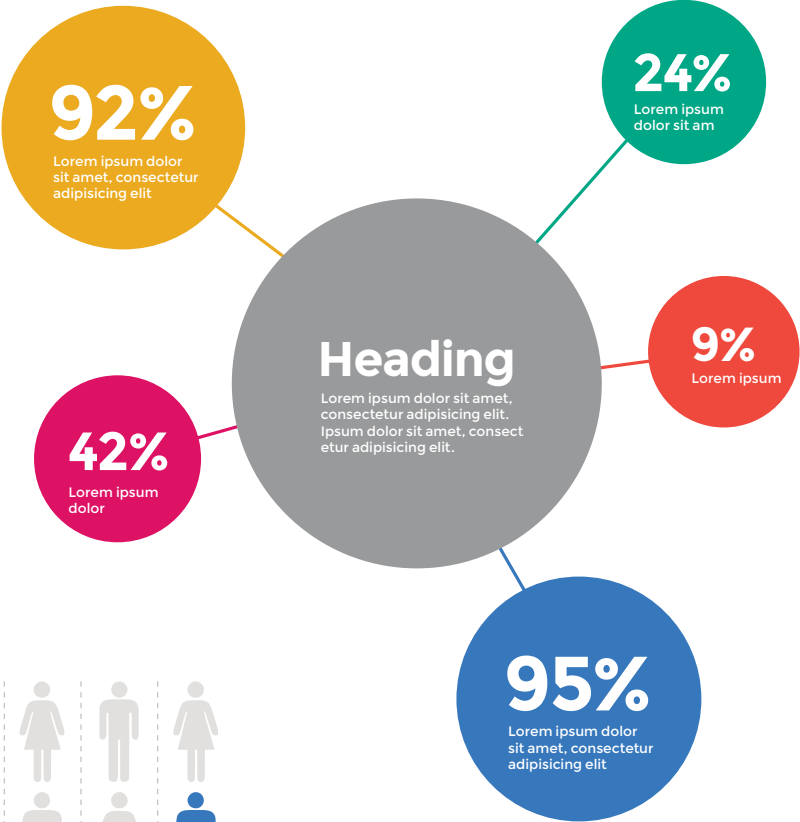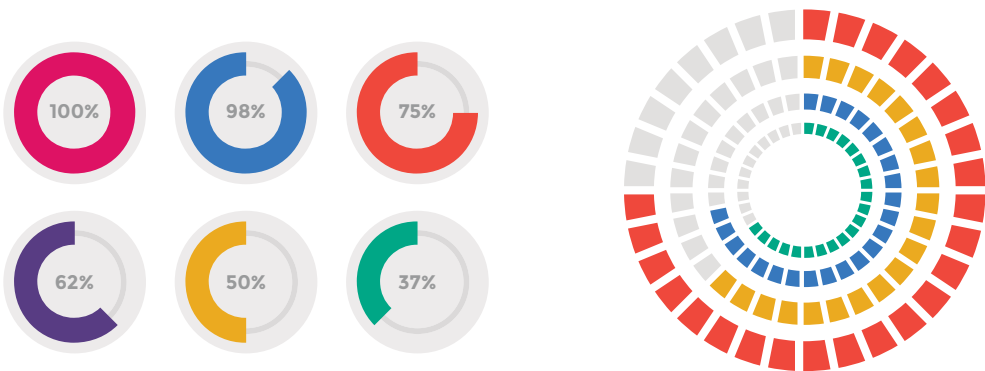### LET LOVE LIVE ON.

LiveLifeGiveLife.org.uk

BRANDED ITEMS

Our brand can be applied to a wide range of items, using the primary and secondary colour palettes. The main logo version can be used on a white background. If coloured backgrounds are used then one of logo variations on page 03 can be used.

INFOGRAPHIC AND ICON STYLING

Infographics and icons can be shown on the website and in printed materials to help show information or statistics in an attractive, branded style. To remain consistent with other elements of our brand, circular forms or rounded outlines should be used wherever possible.

100%

98%

75%

62%

50%

37%

92%
Lorem ipsum dolor sit amet, consectetur adipisicing elit

24%
Lorem ipsum dolor sit am

42%
Lorem ipsum dolor

Heading
Lorem ipsum dolor sit amet, consectetur adipisicing elit. Ipsum dolor sit amet, consect etur adipisicing elit.

9%
Lorem ipsum

95%
Lorem ipsum dolor sit amet, consectetur adipisicing elit

KEY RULES

Our brand is precious and should be used correctly and consistently.
The master artwork files should always be used. Please follow these key rules.

X Never stretch or squash the logo.

X Never add special effects, like a drop shadow.

X Never rearrange the logo.

X Never use the logo in place of text.

The team at **Live Life Give Life** would like to thank...

X Never recreate the logo.

X Never use the logo on a coloured background or on any kind of image.
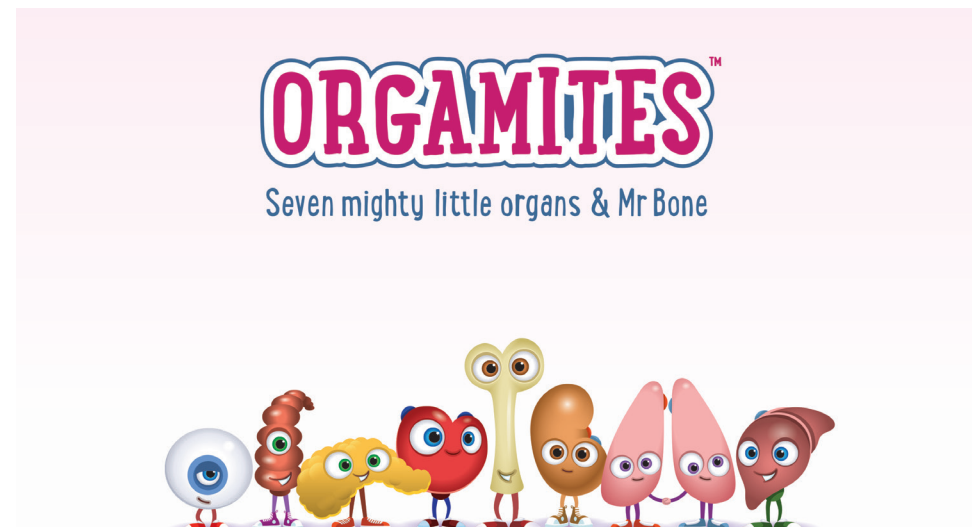
IMAGERY / CAMPAIGNS

Our style of imagery is fresh, vibrant and varied. Photography, illustration and graphics can be used as appropriate and should always be approved by the marketing department before being used.

S	P	E	L	L
I	T	O	U	T
I	WA	N	T
T	O	B	E	AN
O	R	G	A	N
D	O	N	O	R

ORGAMITES™
Seven mighty little organs & Mr Bone

Live Life Give Life

BM Live Life Give Life
London WC1N 3XX

020 3287 5595
info@livelifegivelife.org.uk
www.livelifegivelife.org.uk

Registered Charity No. 1123333