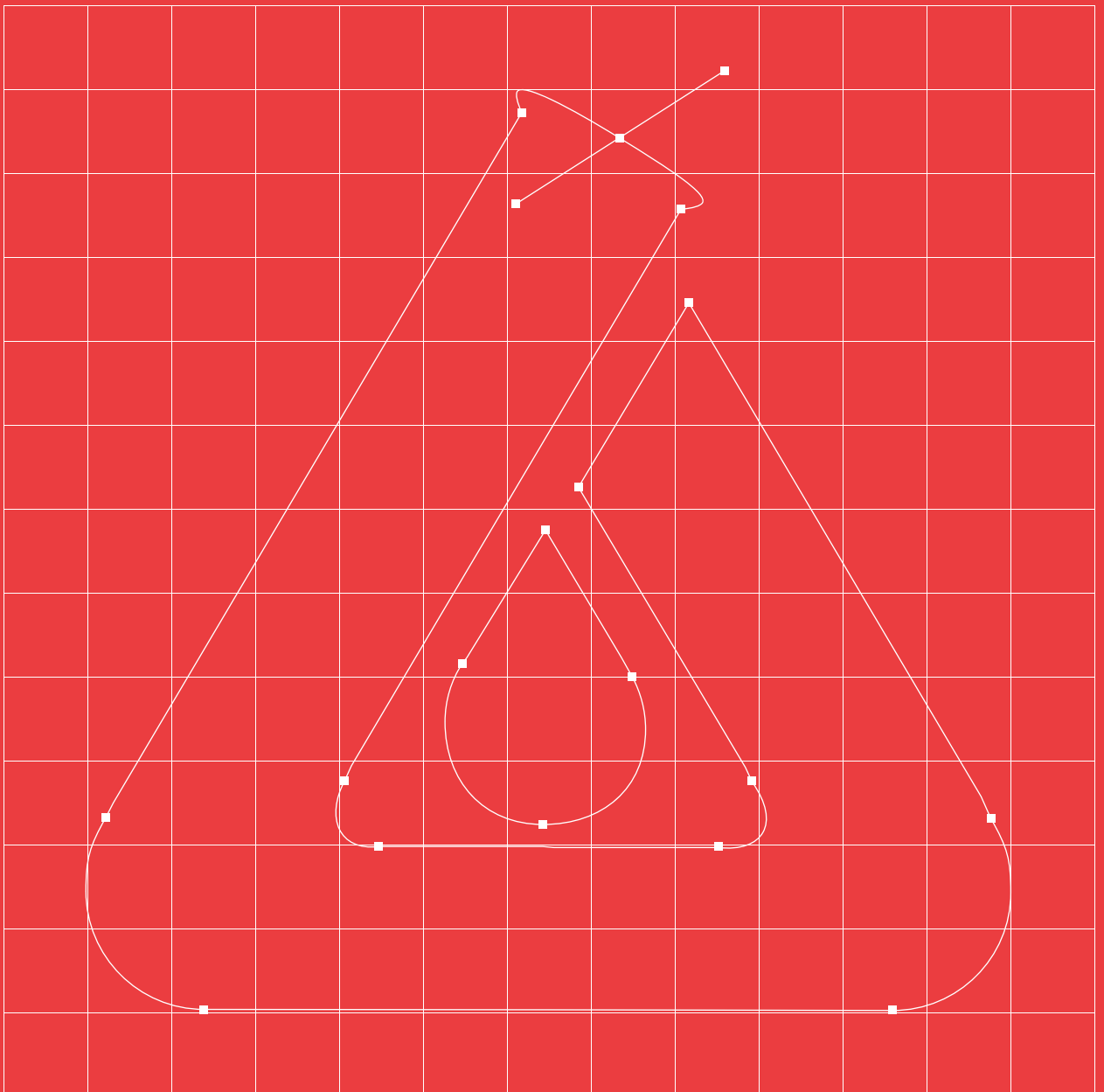


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GRAPHIC STANDARDS MANUAL





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## INTRODUCTION

This graphic standards manual provides guidelines for visually representing New York Blood Center brands.

There are many services included under New York Blood Center and Blood Services brand names. In describing these services as brands and representing the brands as logos, we aim to convey a distinctive, memorable and consistent image to our audiences.

These guidelines are primarily intended to ensure consistency in the way we represent our brands. The value of consistency extends beyond aesthetics. Consistently reproducing and using the logo helps build and maintain familiarity and trust. Improper and inconsistent reproduction and use could confuse our donors, supporters, customers, researchers and employees, and erode their trust in our organization.

Please give this manual to any organization that intends to create materials that display our logos. Universal compliance with these standards is critical to our maintaining a consistent brand image.

We recognize that creative design solutions are important to effective marketing communications, so an effort has been made to allow a great deal of design flexibility in these guidelines, without sacrificing consistency. If you require greater flexibility than these standards allow, please contact a member of the Brand Champion Project Team to discuss how we can work together to accommodate your needs:

### **Brand Champion Project Team (as of Q1, 2005)**

Rich Miller-Murphy	(212) 570-3101 ( <i>Leader</i> )
Dominick DellaMarco	(516) 478-5047
Pascal George	(212) 570-3147
Barry Greene	(212) 570-3034
Linda Levi	(212) 468-2001
Chris Lewis	(212) 570-3297
Harvey Schaffler	(516) 478-5021

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This manual specifies typography and overall usage of the New York Blood Center logo and functional area logos in different sizes and configurations on different color backgrounds. It reviews several specific uses of the logos:

- Letterhead
- #10 envelope
- Mailing label
- Business card
- One-page presentation template in Microsoft® Word
- Templates for PowerPoint® presentations

It also includes suggestions for application of logo and corporate design elements to common communications vehicles:

- Covers of 4”x 9” brochures (“slim-jims”)
- Front pages of newsletters

There is an unlimited number of items on which New York Blood Center graphic elements could be displayed. These graphic standards apply to every conceivable use of our graphic elements, whether produced by the New York Blood Center or by our partner organizations. That includes, but is not limited to:

- Vehicles
- Specialties (Coffee mugs, shirts, pens, etc.)
- Banners
- Flags
- Web sites
- Emails
- Signs
- Trade show exhibits

The CD-ROM inside the front cover contains the following files:

- PDF of entire graphic standards manual
- Digital files of logos in EPS, EMF, TIFF, JPEG, GIF and BMP formats
- Digital files for documents that have previously been offset printed: letterhead, envelope, label, business card and color logo on landscape-oriented sheet
- Digital files of templates for Microsoft Word and PowerPoint presentations

Please note that some of the files were created using professional graphic design applications such as Adobe®InDesign®, Adobe Illustrator® and Adobe Photoshop®. These files are intended for you to give to professional graphic artists, who use these applications regularly. Unless you have these applications installed on your computer, you will not be able to open and view any of the EPS files, nor the files that are intended for offset printing.

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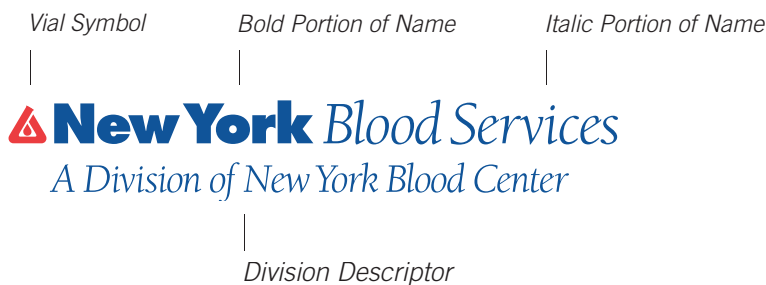
## THE LOGOS

Our logos are a symbolic representation of our organization and its mission. Just as our mission does not change for different audiences, our logos should remain constant. New York Blood Center logos feature a vial symbol—an illustration of a vial containing a droplet of blood. The blood droplet represents our continuing commitment to provide the highest-quality blood transfusion products and services. The vial represents our leading-edge research, innovation and education.

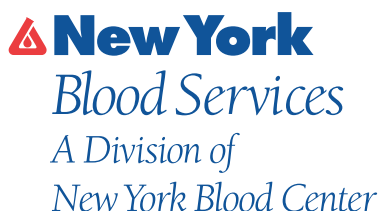
### Components of Logo

In addition to the vial symbol, the logo consists of a name, and sometimes a division descriptor or functional area. The name is represented in either one bold typeface (Futura® Extra Bold), or in two typefaces, with the first part of the name bold and the second part of the name italic (ITC Berkeley Oldstyle® Book Italic). **Please note that as of 2005, the division descriptor has been revised, with the elimination of the word “the”. (The previous descriptor was “A Division of the New York Blood Center”.)**

#### Name on One Line



#### Name Stacked on Two Lines



## Functional Area Logos

New York Blood Center is a large, decentralized, matrix organization, and consists of several functional areas. Our strength comes from our ability to function well as a team, with each team member contributing to the joint effort. The same could be said of our logos. Each logo design features some words more prominently than others. Those choices are conscious and intentional, and should be preserved in reproduction of the logos.

# **New York** Blood Center

 **Brooklyn/Staten Island** Blood Services  
A Division of New York Blood Center

 **New York** Blood Center  
Lindsley F. Kimball Research Institute

 **Hudson Valley** Blood Services  
A Division of New York Blood Center

 **New York** Blood Center  
Clinical Services

 **Long Island** Blood Services  
A Division of New York Blood Center

 **New York** Blood Center  
Hemophilia Services

 **New Jersey** Blood Services  
A Division of New York Blood Center

 **New York** Blood Center  
Medical Services

 **New York** Blood Services  
A Division of New York Blood Center

 **New York** Blood Center  
Transfusion Services

 **New York** Blood Center  
National Cord Blood Program



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## Functional Area Logos in Combination with the New York Blood Center Logo

You may use the following one-line functional area logos only when the New York Blood Center logo is visible nearby and the logos appear in the following manner: all functional area logos are displayed together; or all five Blood Services logos are displayed together; or any or all of the Medical Services or Research logos are displayed.

### **New York** *Blood Center*

#### *Blood Services*

 **Brooklyn/Staten Island** *Blood Services*

 **Hudson Valley** *Blood Services*

 **Long Island** *Blood Services*

 **New Jersey** *Blood Services*

 **New York** *Blood Services*

#### *Medical Services*

 **Clinical** *Services*

 **Hemophilia** *Services*

 **National Cord Blood** *Program*

 **Transfusion** *Services*

#### *Research*

 **Lindsley F. Kimball** *Research Institute*



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The National Cord Blood Program has two logos, one with the vial symbol, the other in the shape of a rectangular box. The version with the vial symbol is preferred. The rectangular box version is only to be used in communications pieces that deal exclusively with that program. Wherever the box version appears, the New York Blood Center logo must accompany it.

The logos must be reproduced in the proportions shown here, and in the colors shown on page 8. While there are several components of each logo, the components are always combined in a single graphic, and not reproduced in pieces. Specifically, the vial symbol is not “the logo,” and is not generally to be displayed on its own, separated from the name. However, to provide graphic impact, the vial symbol may be employed as a separate graphic element, if the logo is also displayed nearby. The logos and elements should not be redrawn, retyped or otherwise modified. (It is worth noting that the illustration of the vial symbol on the cover of this manual violates this guideline. An exception was made because the illustration, which represents the creation of the logo, is unlikely to be confused with the actual logo by the small number of New York Blood Center employees and graphic designers who will use this manual.)

Of all the logo files on the attached CD-ROM, only the EPS (Encapsulated PostScript®) and EMF (Enhanced MetaFile) files are suitable for enlargement. Enlarging the logos in any of the other formats will make the edges of the logos appear jagged. Any of the logos may be resized down to the minimum size indicated on page 11 of this manual. Be careful when resizing to maintain the proportions of the logo (the ratio between the logo’s width and height, or aspect ratio). In Microsoft Word and PowerPoint you can maintain the proportions by holding down an additional designated key while dragging the corner sizing box. Please see Microsoft Help for specific “resizing” instructions.

The logos on any promotional materials you produce should be copied directly from the digital file on the enclosed CD-ROM. If the CD-ROM is missing, additional CD-ROMs are available from the Brand Champion Project Team listed on page 4.

This branding guide will refer generally to the New York Blood Center logo, not to each of the various “Services” and “Program” logos. This is done for the sake of simplicity only; all these standards are intended to apply to each logo.

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## LOGO COLORS

New York Blood Center logos use three colors:

**PANTONE®\* 185 red**   **PANTONE 287 blue**   Process Black

PANTONE colors, also known as “spot” colors, are created by commercial printers using special inks. You can easily communicate the logo colors to graphic artists and printers simply by telling them the PANTONE numbers.

Commercial printers can also approximate these “spot” colors by blending four “process” colors (cyan, magenta, yellow and black) just the way a color desktop printer does. Graphics professionals also refer to “process” colors as CMYK. This manual was printed with “process” colors, which only approximate the proper PANTONE Color Standards. The percentages of “process” colors used to create the logos are shown below.

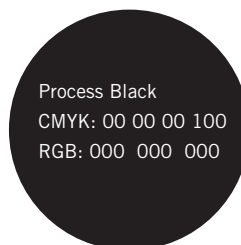
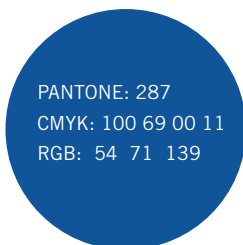
On computer monitors, colors are produced yet another way, by combining red, green and blue (RGB). Below you will see the combination of RGB colors used in New York Blood Center logos.

Never judge colors on printed pieces by comparing them to colors as they appear on your monitor, because every monitor displays colors differently.

The colors printed below are for orientation purposes only. For best results in producing accurate colors, do not try to match the colors as you see them printed on this page. Instead, use the digital files on the CD-ROM included with this manual, which contain exact PANTONE colors and their CYMK and RGB equivalents.

When it comes to color, there is no consistency from one desktop printer to another. For that reason, it is always advisable to have materials intended for external distribution printed by a commercial printer.

\*PANTONE is a registered trademark of Pantone, Inc.



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Color

 **New York** *Blood Center*

Red and Black

 **New York** *Blood Center*

Black

 **New York** *Blood Center*

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## CLEAR SPACE

The logo is to be used as a signature, separated physically from other graphics and text and visually set apart so that it is prominent.

The minimal clear space to be provided around the logo is twice the height of the tallest bold capital letter in the name, as shown below.

Due to space constraints in PowerPoint, Internet and other electronic presentations, the minimal clear space to be provided in those media is the height of the tallest bold capital letter.



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## MINIMUM SIZE

Do not reproduce the logos smaller than the sizes below.



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## LOGO USAGE

### Standard Color Logo

Use the Standard Color Logo only on a white background.



### Red and Black Logo

While the Standard Color Logo is preferred, the Red and Black Logo may also be used on a white background.



### Black Logo

Use the Black Logo on light-colored backgrounds.



### Logo Reversed Out in White

Against dark backgrounds, the logo should be reversed out in white, or the vial displayed in red and the name in white, as shown below.

The logo is centered on a solid blue rectangular background. It consists of a white triangle icon on the left, followed by the text "New York" in a bold, white, sans-serif font, and "Blood Center" in a white, italicized serif font to the right.

△ **New York** *Blood Center*

The logo is centered on a solid red rectangular background. It consists of a white triangle icon on the left, followed by the text "New York" in a bold, white, sans-serif font, and "Blood Center" in a white, italicized serif font to the right.

△ **New York** *Blood Center*

The logo is centered on a solid black rectangular background. It consists of a white triangle icon on the left, followed by the text "New York" in a bold, white, sans-serif font, and "Blood Center" in a white, italicized serif font to the right.

△ **New York** *Blood Center*

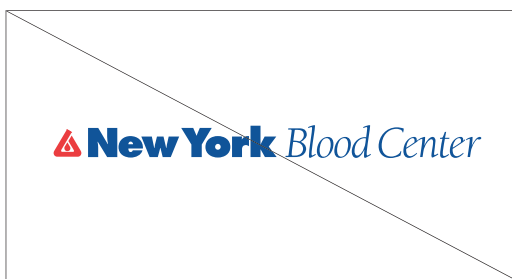
The logo is centered on a rectangular background with a vertical gradient from blue on the left to red on the right. It consists of a white triangle icon on the left, followed by the text "New York" in a bold, white, sans-serif font, and "Blood Center" in a white, italicized serif font to the right.

△ **New York** *Blood Center*

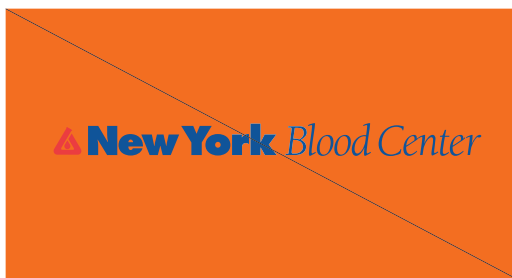
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## INCORRECT LOGO USAGE

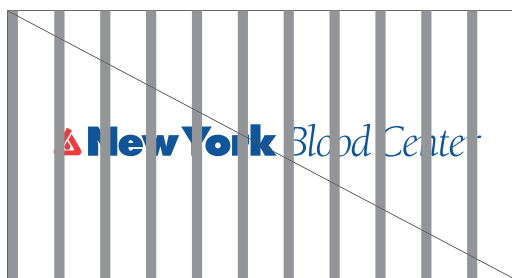
Do not reproduce the name without the vial symbol.



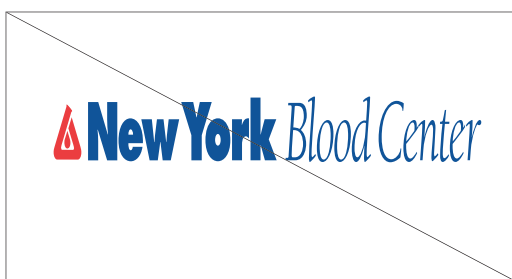
Do not print color logo on color paper or on other color backgrounds.



Do not print graphics or type over the logo.



Do not change the proportions of the logo.



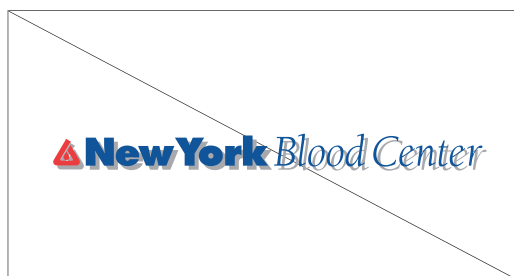


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Do not change the colors.



Do not use any drop shadows.



Do not print the logo over images that make the logo hard to read.



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## STATIONERY

Printed stationery for each functional area of New York Blood Center can be obtained by filling out a purchase requisition and submitting the signed copy to the New York Blood Center Purchasing Department (212-570-3297). The CD-ROM attached inside the front cover contains digital versions of that stationery for reprinting.

### Letterhead

- 5/8" from top of page to baseline of name
- Name and address are 5/8" from left side of page
- Address in ITC Berkeley Oldstyle® Book Italic
- 3/8" from baseline of bold part of logo name to baseline of first line of address
- Addresses are always flush left under logo, leaving symbols hanging

### #10 Envelope

- 3/8" from top of envelope to baseline of type
- Name and address are 3/8" from left side of envelope

### Mailing Label

- 3/8" from top of label to baseline of name
- 3/8" from left side of label

### Business Card

- 5/32" from top of card to top of caps in employee name
- Logo is 3/4" from left edge of card
- 13/16" from top of card to top of bold caps in logo name
- All type is flush left leaving vial symbol hanging
- Lowest line of type is 5/32" from baseline of type to bottom of card

## Letterhead

5/8" (width of logo)

5/8" (height of logo)

**Hudson Valley Blood Services**  
A Division of New York Blood Center

3/8" (height of address line)

525 Executive Boulevard, Elmsford, NY 10523  
Phone 914 / 784-4600 Fax 914 / 784-4638  
www.nybloodcenter.org

## Envelope

3/8" (height of logo)

**Hudson Valley Blood Services**  
A Division of New York Blood Center

3/8" (width of address line)

3/8" (height of address line)

525 Executive Boulevard  
Elmsford, NY 10523  
www.nybloodcenter.org

## Mailing Label

3/8" (height of logo)

**Hudson Valley Blood Services**  
A Division of New York Blood Center

3/8" (width of address line)

3/8" (height of address line)

525 Executive Boulevard  
Elmsford, NY 10523  
www.nybloodcenter.org

## Business Card

5/32" (height of contact info)

13/16" (height of logo)

**John Doe**  
Administrative Assistant  
Corporate Development

**Hudson Valley Blood Services**  
A Division of New York Blood Center

3/4" (width of address line)

525 Executive Boulevard, Elmsford, NY 10523  
Phone 914 / 784-4600, Fax 914 / 784-4638  
Cell 914 / 784-4601, Pager 914 / 784-4602  
E-mail jdoe@nybloodcenter.org  
www.nybloodcenter.org

5/32" (height of address line)

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## PRESENTATION TEMPLATES

Desktop publishing technology has advanced to the point where you are able to create attractive promotional materials using Microsoft Word and PowerPoint and an office color printer. One of the most powerful uses of those resources is to create customized presentations. On the enclosed CD-ROM, you will find Microsoft Word and PowerPoint templates you can use to write and print on your desktop. While you can achieve impressive results laying out documents in Word and PowerPoint, larger projects are still best handled by graphic designers. Designers will save you time and create more professional-looking pieces. Furthermore, designers use page layout applications such as QuarkXPress® and Adobe InDesign, which are better suited than Word or PowerPoint for commercial printing.

### **Templates for PowerPoint presentations**

For your convenience, there are PowerPoint templates for most of our functional areas, with logos already in place. Sometimes it is necessary to print a PowerPoint presentation on a black and white printer. There is now a supply of blank paper with color logos pre-printed in landscape orientation as shown on the opposite page. Please contact New York Blood Center's Purchasing Department or a member of the Brand Champion Project Team to obtain the quantities you need.

### **Presentation Templates in Microsoft Word**

The CD-ROM also contains customized Word templates with logos in place for each functional area.

Examples in the manual are not actual size. Follow the written specifications for type sizes and spacing.

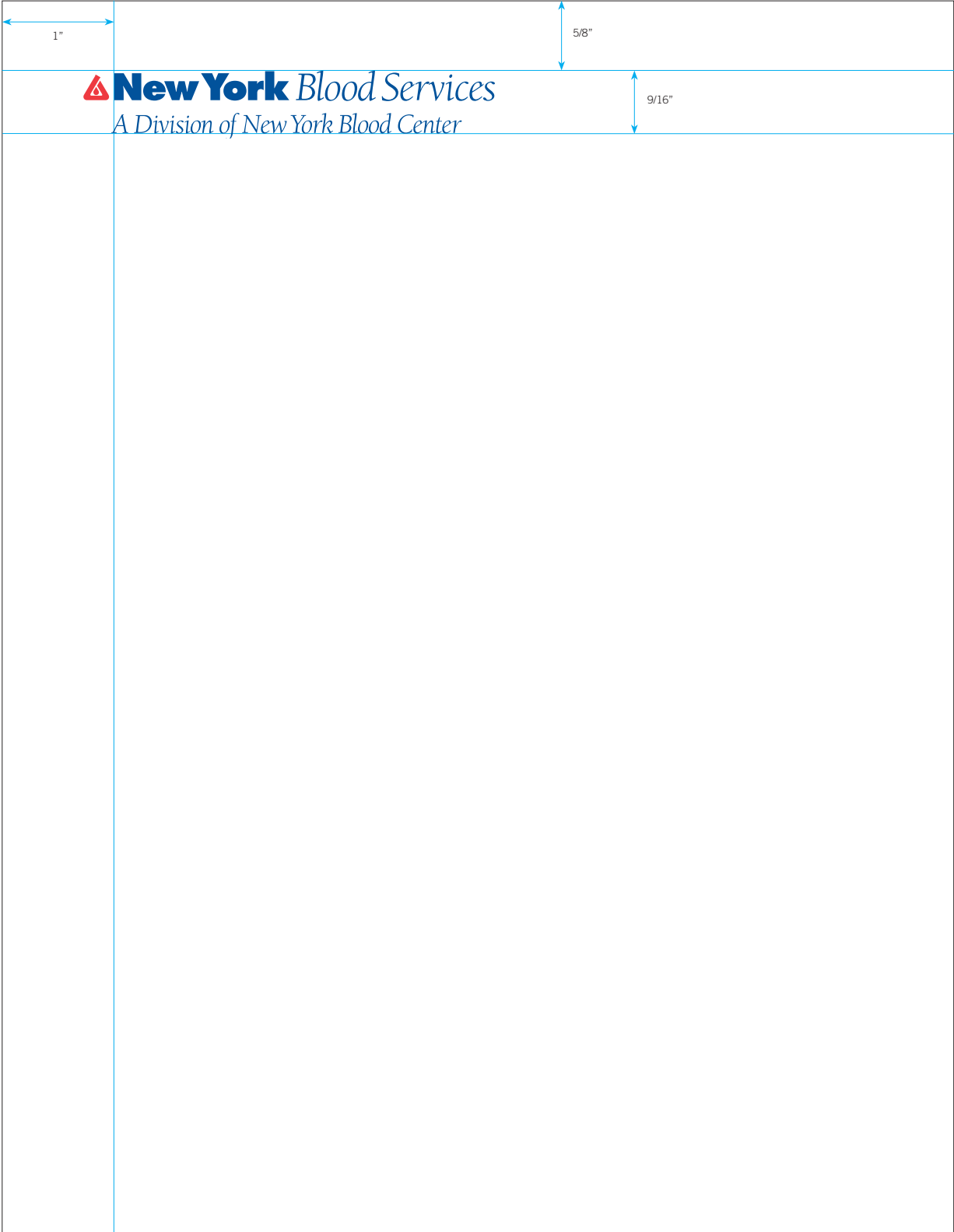
## The Health Of Our Communities

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- Letter from the Chairman and the President
- The Quest for Self-Sufficiency
- Blood Services
- Serving Patients and Hospitals
- Patient, Hospital and NYBC
- Clinical Services

### Pre-Printed Logos in Landscape Orientation

Presentation Template in Microsoft Word – First Page



The image shows a presentation template for the first page. It features a header section with the following elements and dimensions:


- A horizontal dimension of 1" is indicated on the left side of the header.
- A vertical dimension of 5/8" is indicated for the height of the top portion of the header.
- The logo for **New York Blood Services** is centered, with the tagline *A Division of New York Blood Center* below it.
- A vertical dimension of 9/16" is indicated for the height of the logo and tagline area.

Presentation Template in Microsoft Word – Second Page

3/16"

5/8"

5/8"

 **New York Blood Services**  
A Division of New York Blood Center

## OTHER COMMUNICATIONS VEHICLES

Here are some grids that may help you create pieces that are distinctive, yet consistent with other New York Blood Center communications. We are not asking you to adopt any of these grids. The actual design of these pieces is up to you and your designer, and is outside the scope of this manual. These grids are intended to illustrate how you can establish a standard page layout to guide the design of every piece you create. The more consistent our communications, the greater the sense of dependability and professionalism we will convey to our audiences.

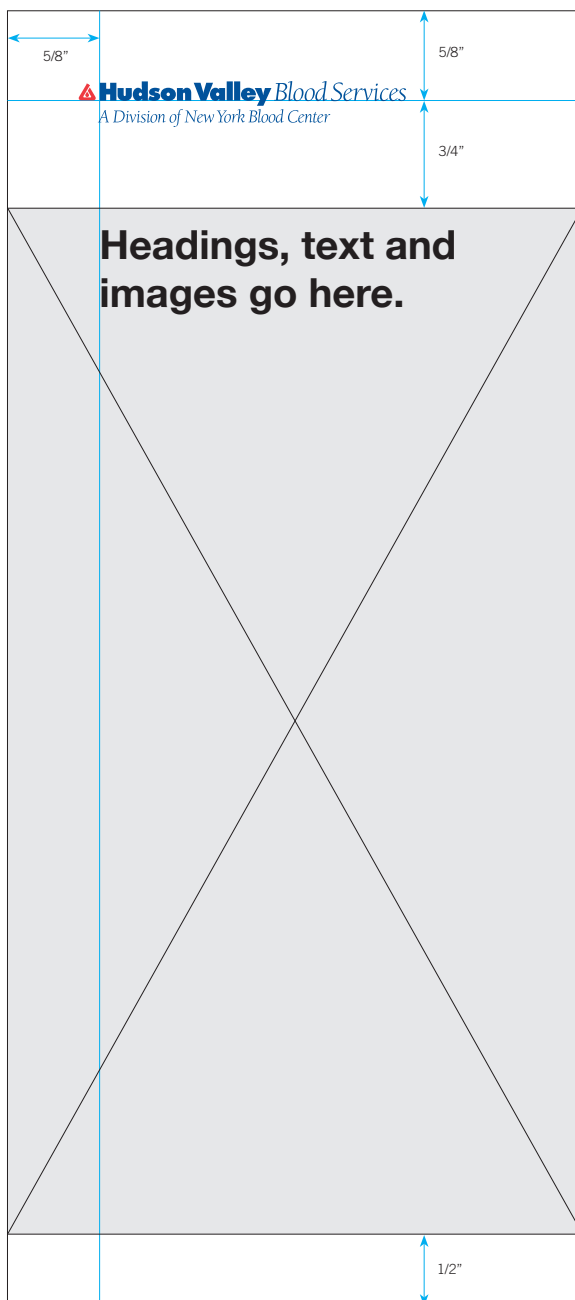
### 4" x 9" Brochures

You may wish to provide more detailed information than will fit on a one-page presentation. A standard-size 4"x 9" folded brochure is an excellent way to do so.

### Newsletters

New York Blood Center currently publishes three major newsletters: Blood, Sweat and Cheers (for employees); Lifesaver News (for donors); and Working Together (for volunteer leaders), each with its own distinctive look. Over the coming months, you will begin to notice a more consistent design among these newsletters. If you plan to launch a newsletter, please coordinate with the Director of Communications to be sure your design is consistent with the design of other New York Blood Center publications.

### 4" x 9" Brochures





Newsletter

