



# Life Share

Graphic Standards Manual

# Table of Contents

Importance and Purpose of Graphic Standards	2
Official Organization Name	2
Official Website	2
Logo Usage	3
Design Elements	3
Logo Configurations	3
Clear Space	4
Logo Size Restrictions	4
Logo Colors	4
Alternative Applications	5
Logo Backgrounds	5
Photography	6
Official Fonts	7
Business Systems	8
Stationery	8
Proper Business Letter Format	9
PowerPoint Presentation Template	10
Email Signature Formats	10
Phone Management	11

## Importance and Purpose of Graphic Standards

This *Graphic Standards Manual* defines and outlines how to use all identifying elements pertaining to LifeShare. It is important to follow these guidelines and use **only** the authorized document templates in order to convey a consistent image and brand of LifeShare. Please treat this manual as the authority on what is and is not permissible for the LifeShare brand. If changes accord to the Graphic Standards, updates to these guidelines will be distributed.

Any question about this manual and its contents should be directed to the Marketing and Communications Department.

## Official Organization Name

All employees should refer to our organization by the same name to establish a firm identity for our brand. In written form the L and the S in LifeShare should both be capitalized.

Name	Proper Use
LifeShare	Preferred and Primary Use
LifeShare of Oklahoma	Out-of-State Use
LifeShareTransplant Donor Services of Oklahoma	Legal Name

## Official Website

All employees should use [www.lifeshareok.org](http://www.lifeshareok.org) as our official website address. Even though [www.lifeshareoklahoma.org](http://www.lifeshareoklahoma.org) is our address as well, the preferred use of our web address is [www.lifeshareok.org](http://www.lifeshareok.org).

# Logo Usage

## Design Elements

The LifeShare logo refers to the specific, identifying graphic comprised of the word LifeShare with the state of Oklahoma image. The inclusion of the state of Oklahoma and a heart image depict compassion and hope, which are an integral part of our mission.

The logo is not only a symbol, but also a piece of artwork that should not be reproduced in type or used in body copy, headlines, or the possessive, plural, or as a part of another word, nor should it **ever** be altered in any way.

## Logo Configurations

The LifeShare logo exists in three versions that allow for use in a variety of situations. The approved versions and their preferred usage are as follow:

### ***Standard Stacked Version***

This is the **preferred** usage of the LifeShare logo. Please use it whenever possible.



### ***Horizontal Version***

This version is to be used when space is limited and a more horizontal application would fit better.



### ***Standard Stacked Version with Tag***

This logo should be used on any official/legal documents or documents that will be distributed out-of- state.



## Clear Space

To ensure maximum impact, all applications of the LifeShare logo **must** include clear space around the logo of at least 1/8 of an inch.

## Logo Size Restrictions

### **Minimum Size**

The minimum size for use of the preferred (stacked) LifeShare logo will depend on media or how it's produced. Use the following as a rule and refer all exceptions to Marketing and Communications Department for review. When using the horizontal version of the logo, size comparably.

**Print:** 1/2 inch in height.

**Digitally:** 72 pixels in height.\*

### **Maximum size**

There is no maximum size for the LifeShare logo usage. However, attention needs to be paid to the integrity of the logo as distortion and image quality can often become a factor in larger-format processes.

### **Proportions**

If you are using the logo on a non-template document, be sure to **size the logo proportionally** to fit your materials. **Never stretch or compress the logo in any way** as this distorts the artwork and is no longer a true representation of LifeShare.

*\* Standard computer screen resolution is 72 pixels per inch so a 72 pixel high logo would be one inch in height.*

## Logo Colors

It is preferred that the LifeShare logo be used in its color format of blue and green on a white background. When a color format is not practical, the black, grayscale, or white versions may be used.

### **Color Formats**

#### **Spot Color**

Blue - PMS 278

Green - PMS 367

#### **4-Color Process**

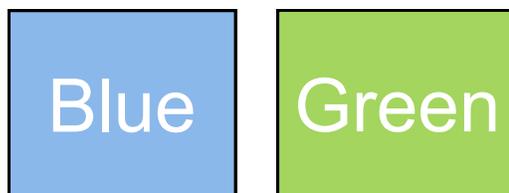
Blue - C:39 M:14 Y:0 K:0

Green - C:32 M:0 Y:59 K:0

#### **Electronic/RGB**

Blue - R: 139 G: 184 B: 234

Green - R: 163 G: 213 B: 95



## Alternate Applications

The following examples are of acceptable alternate logo color usages when full-color usage is **not** possible or practical as on a solid colored background or in a newspaper.

### *White*

(reversed out of a dark color)



*Black*



*Grayscale*



For professional printing applications, the LifeShare logo may be embossed or reproduced using a varnish, but should not exist in any other color configurations than provided in this manual. For specific questions please contact the Marketing and Communications Department.

## Logo Backgrounds

The LifeShare color logo should **always** appear on a white background if possible. When this is not possible, the background should be clean, clear, and solid (void of any patterns and variations of color). However, when necessary, the background image may be altered to make the logo more visible. It is **not acceptable to alter the logo**. If the color of the background is a darker color, use the white version of the logo.

# Photography

Photography is a vital part of portraying the personality of LifeShare. Photography should feature the individuals with a connection to our organization whenever possible, such as donors, donor families and recipients. These people should not appear staged or posed, but caught in a genuine moment showing a positive emotion. Subjects should be looking into the camera to establish a personal, emotional connection.

Approved photography is available through the Marketing and Communications Department. Should you not find an image that fulfills your needs, stock photography may be used.

# Official Fonts

Fonts, or typefaces, are also a key visual component in communicating a brand. LifeShare's official fonts are from the Arial Family of Fonts.

## *Arial*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## ***Arial Black***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

## *Arial Narrow*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## ***Arial Rounded MT Bold***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

## *Arial Unicode MS*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

# Business Systems

## ***Stationery***

Any correspondence on behalf of LifeShare **must utilize** the approved preprinted stationery, which includes letterhead, secondary pages, envelopes and business cards.

***Letterhead and secondary page***-Cougar brand with the following specifications: Super Smooth Text 80, brightness 98, smoothness 60

***Envelopes***-Classical Crest Envelope, #10 Commercial, Solar White

***Business Cards***-Classic Crest Solar White, 16pt with Matte UV Coating.

Business letters and address labels should always be computer generated, never hand-written. Personal notes sent on behalf of LifeShare may be handwritten on company notecards. Below is the professional format to be used on LifeShare letters.



A Donate Life Organization

Date

Recipient's Official Name

Address

Address

Dear Mr. or Ms. Name,

Paragraph #1-Paragraphs should be flush left.

Paragraph #2- There should be a single space between each Paragraph.

Closing,

*Signature*

Sender's Name

Title

## PowerPoint Presentation Template

All PowerPoint presentations for both internal and external use should use the approved template. The background and logo placement are pre-formatted to ensure uniformity and consistency of appearance between presentations.

A library of presentations will be developed and stored on the common drive for staff members to access for presentations. If your presentation is not a stock presentation, your presentation will need to be reviewed by the Marketing and Communications Department prior to your speaking engagement.



## Email Signature Formats

All internal and external emails should be formatted with Arial font and should be black in color. If you are adding your name in a signature font, please use Freestyle Script font. All emails should contain a signature to provide recipients with contact information.

### ***Approved Signatures for Initial Emails***

Email signatures should contain your name, title, organization name and phone number.

Closing,  
Full Name  
Title  
LifeShare  
Phone 405-123-4567 | Cell 405-123-4567

*Name*  
Full Name  
Title  
LifeShare  
Phone 405-123-4567 | Cell 405-123-4567



### ***Response and Reply Email Signatures***

All secondary emails should only include your name and phone number.

Full Name  
Phone 405-123-4567 | Cell 405-123-4567

## **Phone Management**

All employees should incorporate professional phone etiquette into their work routine. All incoming phone calls should be answered in a professional manner and all voicemail systems should have appropriate messaging. Also, employees need to make it a priority to manage their voicemail systems to ensure callers do not receive a message about voice mailboxes being full or not set-up.

### ***Answering Message***

When answering your phone you should let the caller know what organization they have called and who they are speaking with.

### ***Acceptable Answering Messages***

LifeShare, this is <<Name>>. How can I help you?

### ***If you receive several calls from out-of-state individuals, you could answer:***

LifeShare of Oklahoma , this is <<Name>>. How can I help you?

### ***Voicemail Messages***

All phones, office phones and mobile phones, should have a voicemail that is set-up and offers callers a message. The message should include the organization name, your name and title and a request for the caller to leave a message.

### ***Acceptable Voicemail Message***

You have reached <<Name>> the <<Title>> with LifeShare. Sorry I am way from my desk right now, but if you will leave your name, number and a brief message, I will return your call as soon as possible.

Some individuals will have additional information for the office voicemail, such as their cell phone number or that they are on vacation. This is acceptable and encouraged; however, keep your voicemail concise.

### ***Mobile Voicemail Messaging***

You have reached <<Name>> the <<Title>> with LifeShare. Sorry I can not accept your call right now, but if you will leave your name, number and a brief message, I will return your call as soon as possible.



This manual has been issued for your convenience as an **authoritative guide** for any document or other communication that comes from or on behalf of LifeShare and the guidelines within it **should be adhered to**. If you have questions regarding this document, please contact the **LifeShare Marketing and Communications Department**.