



BRAND IDENTITY DESIGN + IMPLEMENTATION

April 2021

BRAND COLORS

Brand colors are just that — the colors that are used to accentuate + bring the brand to life. We keep colors at a minimum to aid in consistency in telling the story visually and to pack a punch.



RGB 232 238 239
CMYK 8 3 4 0
HEX e8eeef



RGB 209 36 39
CMYK 12 99 100 2
HEX d12121



RGB 0 65 89
CMYK 82 0 0 80
HEX 004159



RGB 109 170 139
CMYK 60 15 54 0
HEX 6daa8b

***social media use only**

HOUCHIN LOGOS

*main logo structure -
bold blue organization
name*

HOUCHIN
COMMUNITY BLOOD BANK



*Radical heart to
right of logo stack +
exclusively in red.*

BRAND FONTS

FONT - HEADINGS + MAIN LOGO FONT

HELVETICA BLACK is a sans-serif typeface intended for display purposes.
If used for headlines, be sure to use in uppercase.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

FONT - SCRIPT

WONDERFALL is a handwritten typeface intended for adding personality to designed pieces, i.e. tagline, names on business cards, calls to action, promotion names, ect. Never use all caps.

A B C D E F G H I J K L M
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

FONT - COPY

HELVETICA REGULAR will be used for copy on website and collateral pieces.
ARIAL to be used if Helvetica isn't available or predictable, i.e., PowerPoint, Word

A B C D E F G H I J K L M
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

COLOR USAGE

Keep close eye to make sure the emphasis is readable and cohesive. When used on a background other than our light grey or white, logo defaults to one color.
On darker color, logo to go white.




TAGLINE STYLING

when you give, people live

when you give,
people live

when you give,
people live

when 
you give,
people
live

when you give, people live

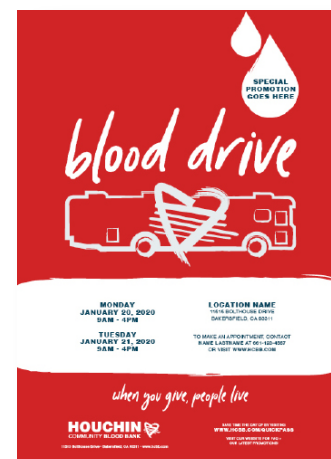
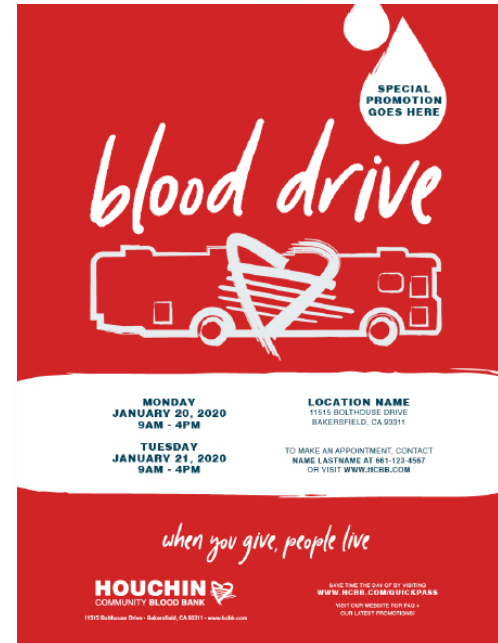

MOBILE BLOOD DRIVE - RED BASE

8.5x11

instagram story



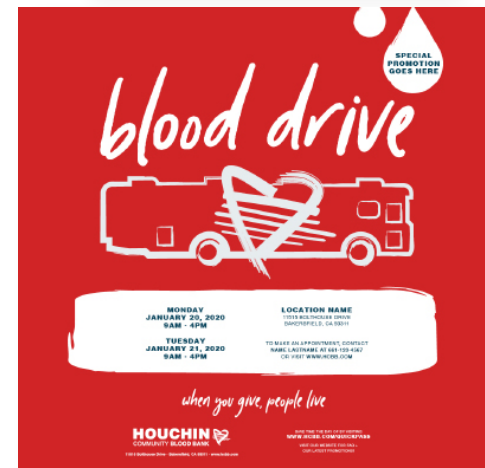
11x17



5x7 for 2-up



instagram + facebook square



MARKETING MATERIAL PROCESS

1. **EVENT IS BOOKED WITH ACCOUNT MANAGER**
2. **SPECIFIC INFORMATION IS GATHERED**
3. **CREATIVE BRIEF IS FILLED OUT**
4. **REQUESTS ARE SENT TO MARKETING DEPARTMENT FOR DESIGN**
5. **APPROVAL TO PRINT**
6. **PRINTS PACKED ACCORDINGLY + DELIVERED/SHIPPED TO LOCATIONS**

CREATIVE BRIEF

1. *Location [Kern County, Santa Clarita, etc]*
2. *Template Style*
3. *Assets Needed [11x17, 8.5x11, etc]*
4. *Printing Requested*
5. *Asset Requested Delivery Date*
6. *Required Information*
 - *Event Name*
 - *Date(s), time(s), location*
 - *Contact Person*
7. *Optional / Template Specific Information*
8. *For Printing*
 - *Qtys per asset*
 - *Shipping/Delivery Information per pack*
9. *For Social*
 - *Same Information applied from brief to social posts*

Marketing Materials are typically printed on Thursday's and delivered on Friday's

LOGO USAGE



PRIMARY LOGO

This is the logo you're going to be using a majority of the time.

ADDITIONAL MARKS

These additional marks will be used for different use cases such as when space is limited or for accents. Other scenarios include placement on products or vehicles. Refer to approved templates for proper usage.



WORDMARK



RADICAL HEART

LOGO DO'S + DON'TS

Understanding how to use the logos properly will result in a cohesive brand that is recognizable and consistent across all channels. Avoid making these mistakes as they can alter the readability + consistency of the brand.



Never use old logos.



Never change the proportions of logo.



Never put the logo over a distracting background.



Never distort the logo.



Never rotate the logo.



Don't use unapproved colors.



Don't use drop shadows.