This guide contains tools, inspiration and examples to help you implement the SunCoast Blood Bank identity system.
SunCoast Blood Bank provides a reliable supply of quality blood products and services to hospitals and health centers in need. Our singular purpose is to collect, test, process, match, store and distribute all the blood products required to serve the hospitals and health centers in our community.
IDENTITY STATEMENT

As a not-for-profit, independent community blood bank, SunCoast Blood Bank distinguishes itself through outstanding customer service which is demonstrated through personalized and sincere interactions with every donor and guest and confirms our deep appreciation and respect for all who attempt to donate.

SunCoast Blood Bank’s logo is composed of a symbol, logotype, and tag line. The SunCoast Blood Bank symbol depicts a sunrise over a coastline within a colorful blood drop. The symbol reinforces SunCoast Blood Bank’s geographical region and mission. The vibrant color palette is friendly and inviting.
STACKED LOGO

The horizontal version of the SunCoast logo is the preferred version, however there may be some instances when a stacked version of the SunCoast logo will be necessary. In those instances the stacked version of the SunCoast logo may be used.
It is extremely important that a designated safety area is maintained around SunCoast Blood Bank’s mark and logotype in order to ensure proper visibility and impact. As illustrated the safety zone, labeled “X”, is measured by the height of the letter “U” in SunCoast. The safety area should be observed between the mark and all other graphic elements such as type, images, and other logos. The height of the words “Blood Bank” in the logotype should measure half the height of the safety zone “X”. Please allow additional space around the mark when possible in order to maximize visibility and presence.
SIZE AND LEGIBILITY

The minimum size that the logo is allowed to be displayed at is measured by its width. It is important that the minimum size rule is observed in order to preserve the marks impact, recognition, and legibility. For screen and web applications, the minimum size for the color logo is 1.5” and the minimum size for the one color version is 1.25”. For print applications the minimum size for the color logo is 1.25” and the minimum size for the one color logo is 1”. 

Web

![Web Logo](image)

Print

![Print Logo](image)
Color is an important aspect of SunCoast Blood Bank’s identity. The consistent use of these colors will contribute to a cohesive and unified look of SunCoast Blood Bank’s identity across all relevant media. The various tints of these three base colors may be used in all SunCoast Blood Bank documents and publications.
Expanded Warm

**PMS 021**
- Process Color for 4 color Printing: C: 2, M: 83, Y: 100, K: 0
- RGB For Screen Applications: R: 245, G: 183, B: 23
- RGB for Web Applications: R: F0, G: 130, B: 32

**PMS 151**
- Process Color for 4 color Printing: C: 0, M: 60, Y: 100, K: 0
- RGB For Screen Applications: R: 253, G: 130, B: 23
- RGB for Web Applications: R: 75, G: 93, B: 20

**PMS 7549**
- Process Color for 4 color Printing: C: 31, M: 31, Y: 0, K: 0
- RGB For Screen Applications: R: 253, G: 183, B: 23
- RGB for Web Applications: R: 75, G: 93, B: 14

Expanded Cool

**PMS 7473**
- Process Color for 4 color Printing: C: 20, M: 19, Y: 32, K: 2
- RGB For Screen Applications: R: 30, G: 152, B: 138
- RGB for Web Applications: R: 1E, G: 98, B: 8A

**PMS 7709**
- Process Color for 4 color Printing: C: 20, M: 19, Y: 32, K: 2
- RGB For Screen Applications: R: 253, G: 183, B: 23
- RGB for Web Applications: R: 64, G: 93, B: 20

**PMS 7458**
- Process Color for 4 color Printing: C: 55, M: 16, Y: 15, K: 0
- RGB For Screen Applications: R: 245, G: 183, B: 23
- RGB for Web Applications: R: 64, G: 93, B: 14

These additional color palettes may be applied to brochures, advertisements, and other communications utilizing spot color or four color process printing methods. These colors are particularly effective for highlights and accents.
It is important to possess a single color version of the SunCoast Blood Bank mark for situations in which only one color may be used. In these situations the mark may be displayed in these positive or negative versions. Be sure to maintain sufficient contrast between the background and the mark.
In order to visually reinforce SunCoast Blood Bank's identity a consistent typeface must be maintained. The Optima and Gill Sans type family is used for SunCoast Blood Bank's logotype.

**Optima**

- **Regular**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

- **Bold**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

- **Extra Black**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

- **Italic**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

- **Bold Italic**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

**Gill Sans**

- **Regular**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

- **Bold**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

- **Light Italic**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

- **Italic**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789

- **Bold Italic**
  - ABCDEFGHIJKLMNOPQRSTUVWXYZ
  - abcdefghijklmnopqrstuvwxyz
  - 0123456789
FILE FORMATS

GIF | Graphics Interchange Format

Images using a fixed color palette (limited to only 256 colors - not the full spectrum of colors available to your monitor). The GIF format uses compression for smaller files and faster downloads. This format is best for images with solid colors or areas of uniform color such as illustrations and logos.

JPEG | Joint Photographic Experts Group

Used for photographic (continuous tone) images. Unlike GIF files the JPEG format can take advantage of the full spectrum of colors available to your monitor. The JPEG format also uses compression for smaller files and faster downloads. However, unlike the compression method used in GIF files, the JPEG compression is “lossy” which means it discards data in the process. Once a file is saved in JPEG format the data is permanently lost. If you want all the image data available for future use, save the image using no compression or “lossless” compression and make JPEG copies from it.

PNG | Portable Network Graphics

A bitmapped image format that employs lossless data compression. PNG was created to improve upon and replace GIF (Graphics Interchange Format) as an image-file format not requiring a patent license. PNG supports palette-based (palettes of 24-bit RGB or 32-bit RGBA colors), greyscale, RGB, or RGBA images. PNG was designed for transferring images on the Internet, not professional graphics, and so does not support other color spaces (such as CMYK).

EPS | Encapsulated PostScript

A file format used for both vector graphics and bitmaps. EPS files contain a PostScript description of the graphic data within them. EPS files are unique in that you can use them for vector graphics, bitmap images, type or even entire pages.
IMPROPER USAGE

Consistent use of SunCoast Blood Bank’s logo is essential to maintain visibility, impact, and overall integrity. The logo is vital to the company’s identity and communication system. Do not compromise the logo in any manner illustrated. Always use original artwork when reproducing the logo.
SunCoast Blood Bank's t-shirt depicts the logo centered on the chest. The width of the logo is 8” and it is placed 4” from the collar.

SunCoast Blood Bank's coffee mug uses the one color black logo. The width of the logo is 2” and it is placed 2” from the bottom of the lid.