MIDWEST TRANSPLANT NETWORK

Brand Guidelines

Brand Guidelines

Table of Contents

Introduction

A strong brand helps engage the community and build trust among hospital partners, donor families, transplant staff, transplant recipients and community members.

These brand guidelines were created to establish and maintain the visual identity, editorial guidelines and voice of Midwest Transplant Network, as well as to guide how the brand is expressed in communications.

These guidelines help generate clear, consistent messaging and foster effective communications for all audiences. Adhering to them ensures our brand's strength. Please refer to these guidelines when creating materials on Midwest Transplant Network's behalf.

Mission

Saving lives by honoring the gift of organ and tissue donation with dignity and compassion

Vision

Leading organ and tissue donation through excellence, quality and partnerships

Values

Our materials should represent our culture and values, where our REAL values are deeply woven into everything we do. All materials should reflect the following values:

- **Respect:** Our team members have built a strong foundation of support and compassion. We foster a sensitive and accepting environment that promotes honest communication, active listening and a deep sense of trust. By embracing our differences and sharing our strengths, we promote individual empowerment and team rapport.

- **Excellence:** We attain a high rate of achievement and success for our organization by meeting and exceeding proactive goals that we set together, centered on the overall mission and vision of Midwest Transplant Network. Our employees elevate and challenge each other, setting a positive tone as we strive for the highest standards. Collaboration is key to continuous growth and finding workable solutions that benefit our teams and partners.

- **Accountability:** We hold ourselves to the highest ethical standards, always interacting with honesty and transparency. As we are answerable for our actions and those of our teams, we honor our commitments to each other and our professional partners. We take ownership of the organization's mission with personal responsibility, integrity and resourcefulness.

- **Leadership:** Our leaders offer meaningful feedback and support to mentor and encourage their teammates. We cultivate relationships and strengthen teams with effective, professional communication and by providing the tools and resources to help others reach their highest potential. Leadership sets the example for the entire team with their dedicated work ethic and their respectful personal interactions.

Logos

Use the files provided and as shown below. Do not create other versions of the logo. If you have questions about file formats or logo usage, contact Stephanie Casey, Graphic Designer: **scasey@mwtn.org**.

Midwest Transplant Network — generic

The generic version of our logo should be used by default. As a general rule, it should be used on anything that is timeless and/or internal, including but not limited to:

- Business cards
- Letterhead
- Envelopes
- Forms
- SOPs
- Notecards
- Thank you cards
- Notepads
- PowerPoints
- Website
- Portal
- Building signage
- Employee app

Full color versions

Vertical (preferred)

Horizontal

Approved variations

Vertical — black
(preferred for fax only)

Horizontal — black
(preferred for fax only)

MIDWEST
TRANSPLANT
NETWORK

MIDWEST
TRANSPLANT
NETWORK

Vertical — grayscale

Horizontal — grayscale

MIDWEST
TRANSPLANT
NETWORK

MIDWEST
TRANSPLANT
NETWORK

Vertical — purple

Horizontal — purple

MIDWEST
TRANSPLANT
NETWORK

MIDWEST
TRANSPLANT
NETWORK

Vertical — white
(use for black or dark-colored background)

Horizontal — white
(use for black or dark-colored background)

MIDWEST
TRANSPLANT
NETWORK

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TRANSPLANT
NETWORK

Midwest Transplant Network — Give Hope. Share Life.

The "Give Hope. Share Life." version of our logo should be used primarily on limited-use materials and/or external marketing pieces, including but not limited to:

- Brochures/rack cards
- Flyers
- Calendar
- Social media platforms

- Email signatures
- Reports (annual and quarterly)
- Newsletters
- Event materials

- Sponsorship materials
- Green Ribbon campaign materials

Full color versions

Vertical (preferred)

Horizontal

Approved variations

Vertical — black
(preferred for fax only)

Vertical — grayscale

Vertical — purple

Vertical — white
(use for black or dark-colored background)

Horizontal — black
(preferred for fax only)

Horizontal — grayscale
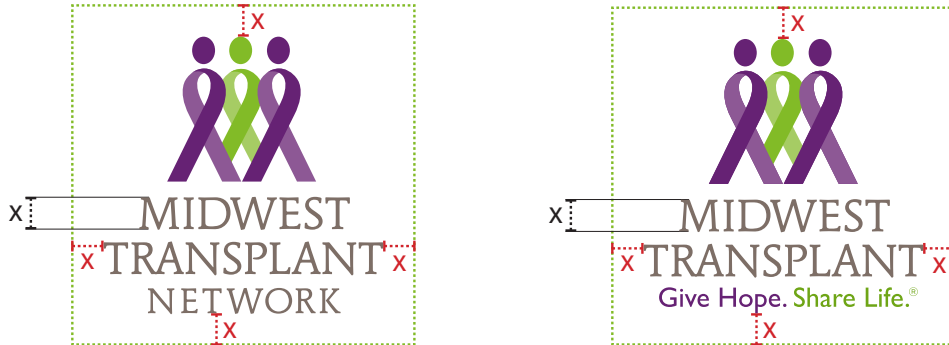

Horizontal — purple

Horizontal — white
(use for black or dark-colored background)

Logo specifications

Clear space rule

Clear space is area around the logo that must be kept clear for optimal presentation. Ensure that text and other elements do no interfere with the logo. The marked space should always be given to let the logo "breathe" and be free from distraction.

Minimum size

The height of the logo is used as a guide for minimum size. Please use the following guidelines when utilizing the logo across different mediums.

- Print: Minimum 1" height for vertical logo, minimum 0.5" height for horizontal logo
- Digital: Minimum 150 pixels height for vertical logo, minimum 75 pixels height for horizontal logo

Logos on photos and in videos

In select circumstances, the logo can appear over photographs and videos. It must be clearly legible, placed in the negative space and should not be placed over high-contrast or visually busy areas. If using a one-color logo is necessary, it must be the reversed version.

- For photographs: If using a one-color logo is necessary, it must be the reversed version.
- For videos: Use the reversed version as a bug in the lower right-hand corner. Bug should be 71 pixels wide by 70 pixels high, placed so the lower corner is 45 pixels away from both the bottom and right side.

Before finalizing any communications featuring the logo over photography, contact Stephanie Casey, Graphic Designer, to ensure proper usage: **scasey@mwtn.org**.

Contrast

To maintain legibility, ensure contrast between the logo and background.

What not to do

- Do not replace logotype with modifier (i.e., "MTN," "The Midwest Transplant Network").
- Do not use color combinations not specified in color files.
- Do not add elements to the logo.
- Do not rotate or stretch/skew the logo.
- Do not scale the mark independently from logotype.

Co-branding with Donate Life America

Before creating any co-branded materials featuring the Donate Life logo and MTN's logo, contact Nez Savala, APR, Director, Community Engagement and Public Relations, to ensure proper usage: **nsavala@mwtn.org**

Specialty Logos

The following logos are intended to be used in conjunction with the MTN logo. These can be used in print, on the web and for screenprinted materials. If you have questions about file formats or specialty logo usage, contact Stephanie Casey, Graphic Designer: **scasey@mwtn.org**.

Give Hope. Share Life./Green Ribbon

Full color versions

Vertical — green text (preferred)

Horizontal — green text

Horizontal (wide) — green text

Approved variations

Full color

Vertical — white text

Horizontal — white text

Horizontal (wide) — white text

Green Ribbon

Approved variations (continued)

One color

Vertical — green text	Horizontal — green text	Horizontal (wide) — green text	Green Ribbon

Two color

Vertical — white text	Horizontal — white text	Horizontal (wide) — white text

Give Hope. Share Life. (tagline only)

Full color version

Purple and green (preferred)

Approved variations

Purple	Green

Black	Grayscale	White

Legacy Walk

Full color versions

Generic	Year-specific (2023 shown)

Approved variations

One color

Generic — black	Generic — white	Year-specific — black	Year-specific — white

Branded Promotional Items

Before ordering any public-facing items, contact Stephanie Casey, Graphic Designer, to ensure proper colors, fonts and logo usage: **scasey@mwtn.org**. MTN's phone number or one of MTN's URLs may be required on promotional items if requesting reimbursement.

Examples of this type of item include, but are not limited to:

- Attire
- Giveaways (lip balm, hand sanitizer, tissues, notebooks, water bottles)
- Stationery
- Pens

Fonts

The official MTN typefaces are Palatino Linotype, Calibri, Open Sans, Adelle and Hummingbird. Open Sans, Adelle and Hummingbird are licensed fonts that must be purchased. If you do not have access to this font or do not want to pay for a license, please use alternate fonts as designated below that are standard on PCs and Macs. All five fonts, along with any bold or italic versions, are acceptable for broad use.

Standard typefaces:

Palatino Linotype (Regular)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890.,?!&@#*()

_____

Variations:
Palatino Linotype Italic
Palatino Linotype Bold
Palatino Linotype Bold Italic

Calibri (Regular)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890.,?!&@#*()

_____

Variations:
Calibri Italic
Calibri Light
Calibri Light Italic
Calibri Bold
Calibri Bold Italic

Licensed typefaces:

Open Sans (Regular)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890.,?!&@#*()

_____

Variations:
Open Sans Italic
Open Sans Light
Open Sans Light Italic
Open Sans Semibold
Open Sans Semibold Italic
Open Sans Bold
Open Sans Bold Italic
Open Sans Extrabold
Open Sans Extrabold Italic

Adelle (Regular)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890.,?!&@#*()

_____

Variations:
Adelle Italic
Adelle Light
Adelle Light Italic
Adelle Semibold
Adelle Semibold Italic
Adelle Bold
Adelle Bold Italic
Adelle Extrabold
Adelle Extrabold Italic
Adelle Heavy
Adelle Heavy Italic

Hummingbird (Regular)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890.,?!&@#*()

_____

Variations:
None

Examples of using typefaces together:

Headline: Palatino Linotype (Bold)
Subhead: Open Sans (Italic)
Body copy: Palatino Linotype (Regular)
_____

Headline Goes in This Area

Subhead goes here and can be lengthier

Body copy goes in this area and can be as long or as short as needed. There should be spacing between paragraphs, but an indent is not necessary in all situations.

Here's an example of what spacing between paragraphs could look like.

Headline: Open Sans (Bold)
Subhead: Palatino Linotype (Italic)
Body copy: Open Sans (Regular)
_____

Headline Goes in This Area

Subhead goes here and can be lengthier

Body copy goes in this area and can be as long or as short as needed. There should be spacing between paragraphs, but an indent is not necessary in all situations.

Here's an example of what spacing between paragraphs could look like.

Headline: Calibri (Bold)
Subhead: Palatino Linotype (Italic)
Body copy: Calibri (Regular)
_____

Headline Goes in This Area

Subhead goes here and can be lengthier

Body copy goes in this area and can be as long or as short as needed. There should be spacing between paragraphs, but an indent is not necessary in all situations.

Here's an example of what spacing between paragraphs could look like.

Headline: Adelle (Bold)
Subhead: Open Sans (Italic)
Body copy: Adelle (Regular)
_____

Headline Goes in This Area

## *Subhead goes here and can be lengthier*

Body copy goes in this area and can be as long or as short as needed. There should be spacing between paragraphs, but an indent is not necessary in all situations.

Here's an example of what spacing between paragraphs could look like.

Headline: Open Sans (Bold)
Subhead: Adelle (Semibold Italic)
Body copy: Open Sans (Regular)
_____

Headline Goes in This Area

Subhead goes here and can be lengthier

Body copy goes in this area and can be as long or as short as needed. There should be spacing between paragraphs, but an indent is not necessary in all situations.

Here's an example of what spacing between paragraphs could look like.

Headline: Hummingbird (Regular)
Subhead: Open Sans (Semibold)
Body copy: Adelle (Light)
_____

Headline Goes in This Area

Subhead goes here and can be lengthier

Body copy goes in this area and can be as long or as short as needed. There should be spacing between paragraphs, but an indent is not necessary in all situations.

Here's an example of what spacing between paragraphs could look like.
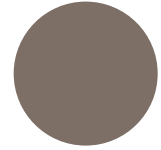
Colors

Primary palette:

MTN's primary color palette, as seen in our primary logo, consists of purple, green and gray. These colors should be used widely in print and digital materials.
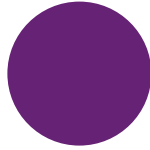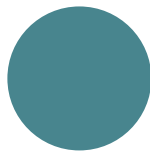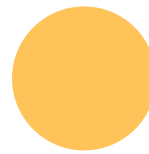
	Purple	**Green**	**Gray**
Pantone:	PMS 2613 C	PMS 368 C	PMS Warm Gray 10 C
RGB:	103, 30, 117	123, 193, 67	121, 110, 101
CMYK:	70, 100, 20, 10	63, 0, 97, 0	50, 50, 55, 17
Hex Code:	#671E75	#7BC143	#796E65

Secondary palette (for web use):

Our secondary palette, which introduces blue and yellow, complements the primary palette and is used on our website to add depth and visual interest.
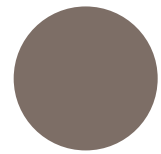
	Blue	**Yellow**	**Gray (for headlines)**
Pantone:	PMS 5483 C	PMS 135 C	PMS Warm Gray 10 C
RGB:	91, 150, 162	253, 204, 78	121, 110, 101
CMYK:	65, 11, 25, 27	0, 25, 75, 0	50, 50, 55, 17
Hex Code:	#5B96A2	#FDCC4E	#796E65

Neutral/background palette:

Our neutral/background palette includes pastel versions of the primary palette. These colors can serve as strong background color alternatives to white.

	Pastel purple	**Pastel green**	**Light gray**
RGB:	233, 235, 231	230, 235, 212	158, 151, 142
Hex Code:	#E9EBE7	#E6EBD4	#9E978E

Supplemental Colors

Annual report palette:

MTN's supplemental color palette, as seen in our annual report and supporting graphics, consists of MTN's standard purple, green and gray and also introduces orange, blue and red. This color palette should be used to add visual interest in lengthier documents, such as the annual report and CEO quarterly report. These additional colors may also be incorporated in charts, graphs and other supporting graphics in both print and digital formats.
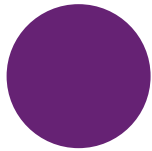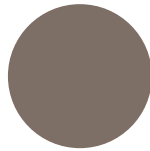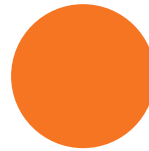
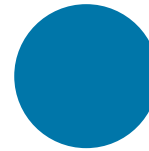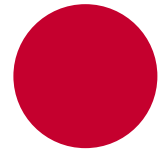|	Purple	Green	Gray	Orange	Blue	Red
Pantone:	PMS 2613 C	PMS 368 C	PMS Warm Gray 10 C	PMS 158 C	PMS 7690 C	PMS 200 C
RGB:	103, 30, 117	123, 193, 67	121, 110, 101	237, 118, 37	0, 117, 169	193, 32, 50
CMYK:	70, 100, 20, 10	63, 0, 97, 0	50, 50, 55, 17	3, 66, 99, 0	93, 47, 15, 1	20, 100, 85, 5
Hex Code:	#671E75	#7BC143	#796E65	#ED7625	#0075A9	#C12032

Colors for organ types:

KIDNEYS LIVERS LUNGS HEARTS PANCREATA INTESTINES

Colors for tissue types:

SKIN (DERMIS) CORNEAS BONE (MUSCULOSKELETAL) FEMORAL AND SAPHENOUS VEINS HEART VALVES

Colors for department:

ORGAN

TISSUE

LABORATORY

AVIATION AND FINANCE

EDUCATION AND OUTREACH

Editorial Style

Consistent writing helps unify MTN messages and allows our audiences to better understand us.

Our general style should represent our organizational culture: It should be conversational, warm and approachable. It should also be accessible, meaning writers should strive for short sentences and simple words where possible.

MTN generally follows Associated Press (AP) Style. Below are a few exceptions to that style and items specific to MTN/organ procurement; unless otherwise noted, assume anything on this list supersedes AP Style.

For guidance on editorial style issues not covered below, contact Nez Savala, APR, Director, Community Engagement and Public Relations: **nsavala@mwtn.org**.

- Academic titles: Do not use periods in abbreviated titles. For example: "BSN," "MD," "PhD"
- Acronyms: In general, avoid on first reference, especially in external communications. Always avoid heavy reliance on acronyms not commonly known. For example: "HS," "DCD," "OPC," "TPT"
- Bulleted lists: Use sentence case within body copy, including bulleted list headlines. Only use periods at end of each line when the preceding copy forms a complete sentence. Try to ensure consistency with bullet sentence structure — for example, use only complete sentences or only incomplete sentences whenever possible.
    - For example:

        Bulleted list title
        - *This is a complete sentence, so use a period.*
            - *Incomplete sentence; no period*
- Exclamation points: Do not use for external communications, outside of extreme circumstances. Use friendly and approachable writing style to illustrate warmth instead of exclamation points.
- Dashes: Stylize en and em dashes with a space on either side of the dash: *The white sand, the warm water, the sparkling sun — this is what brought them to Fiji. She expects to be in Paris May 1 – June 2.* Use an en dash (–) to indicate ranges, such as ranges of dates or times. Use an em dash (—) to signal abrupt change; as an option to set off a series within a phrase; and before attribution, such as for an author or donor family member.
- Dates: Follow AP Style, which says:
    - Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only *Jan., Feb., Aug., Sept., Oct., Nov. and Dec.* Spell out when using alone or with a year alone.
    - When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas.
        - For example: *January 2016 was a cold month. Jan. 2 was the coldest day of the month. His birthday is May 8. Feb. 14, 2013, was the target date. She testified that it was Friday, Dec. 3, when the crash occurred.*
    - In tabular material, use these three-letter forms without a period: *Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec.*
- Headlines: Use title case and incomplete sentence phrasing; use sentence case and complete sentences for subheads. See "fonts" section of these guidelines for more information on stylization.
    - For example:

        Midwest Transplant Network Performs Well Under Federally Proposed Rules to Enable More Organ Transplants

        The Trump Administration's rules will go into effect in 2022.
- Healthcare: Stylize as one word, not "health care."

- Midwest Transplant Network: Avoid "The Midwest Transplant Network." Use full name on first reference; "MTN" is the acceptable acronym after first reference. Only use "MWTN" in the context of our website: mwtn.org.
- Organ procurement organization: Stylize in sentence case, not "Organ Procurement Organization." "OPO" is acceptable after first reference.
- Organ, eye and tissue donor registry: On first reference, use "organ, eye and tissue donor registry." "Organ donor registry" is acceptable after first reference. When space is limited, "organ donor registry" is acceptable for all references.
- Phone numbers: Use the following format: XXX-XXX-XXXX
- Professional titles: Always use title case, even when the title follows someone's name. For example: "Beverly Smith, Chief Executive Officer," "Chief Executive Officer Beverly Smith"
- Staff: Use as a collective noun taking a singular verb and use in favor of "employee" or "associate" when referring to MTN staff. For example: *"The staff at MTN works hard to ensure donor families feel supported."*
- URLs: When listing a website address in a printed document or digitally, do not use "http://," "https://" or "www." in front of the address, and spell address out in lower case without any prefixes; i.e., "mwtn.org." Exception: "ShareLifeMidwest.com"

Donation Terminology

Please reference appropriate terms and phrases below when writing about organ, eye and tissue donation and transplantation.

Appropriate	Inappropriate
Recover organs	Harvest organs
Recovery of organs, donation of organs	Harvesting of organs
Donation after circulatory death	Donation after cardiac death
Deteriorating to brain death	Progressing to brain death
Determine brain death	Declare brain death
Authorization	Consent
Facilitated support, mechanical support	Life support
Changing goals of care to comfort	Withdrawing care
Organs, corneas and tissues	Body parts
Transplanted organs per donor	Yield
Deceased donation	Cadaveric donation
Deceased donor	Cadaver
Organ procurement organization	Organ bank
Transplant	
Organ, eye and tissue donation	
Requestor	
Recovery agency	
Recipient	
Donor registry	

Photography

- Use professional photography in MTN materials whenever possible. For help coordinating a photo shoot or consulting about any projects involving photography, contact Nez Savala, APR, Director, Community Engagement and Public Relations: **nsavala@mwtn.org**.
- Photography should display the diversity of services and interests at MTN. It should mimic MTN's friendly, open culture and clinical excellence.
    - For help capturing the right tone in materials, consider the following:
        - Photographs of people should be candid when possible; this promotes an inviting culture and atmosphere.
        - Balance shots of individuals with ones that include more than one person to illustrate collaboration and provide opportunity to represent the person/group/event within the creative framework of the material(s) in question.
        - Represent racial, gender, age and professional diversity.
        - Use a variety of close-up and wide shots.
        - Shoot vertically and horizontally to provide options for using the image with different orientations.
- Consent guidelines
    - All MTN staff members automatically agree to their images being captured and distributed in marketing materials (web, print and otherwise) unless they explicitly state otherwise.
    - Ask subject(s) aside from MTN staff to complete a consent release form when:
        - They're being explicitly photographed for marketing or promotional materials. For example: annual calendar, Green Ribbon campaign
        - A minor (under the age of 18) is being photographed

Videography

- Use professional videography in MTN materials whenever possible. For help coordinating a video shoot or consulting about any video projects, contact Mitch Weber, Digital Content Coordinator: **mweber@mwtn.org**.
- Use a stable camera to allow the viewer to focus on the story and not the shaky shot.
- Record audio in a quiet setting to avoid background noise that could distract from the video's message.
- Use a good mic to capture clear audio.
- Shoot horizontally so footage can be used on the most platforms possible.
- Ensure the subject(s) is fully in focus before beginning to record.
- Keep videos short and concise.
- Use captions to ensure maximum accessibility.
- Consent guidelines
    - All MTN staff members automatically agree to their images being captured and distributed in marketing materials (web, print and otherwise) unless they explicitly state otherwise.
    - Ask subject(s) aside from MTN staff to complete a consent release form when:
        - They're being explicitly recorded for marketing or promotional materials, i.e., annual calendar
        - A minor (under the age of 18) is being recorded

Social Media

Usage guidelines

When representing MTN on our official social media platforms or sharing content tied to MTN from your personal social media profiles:

- Consider the goal for each message and select the channel accordingly.
- Be respectful and polite.
- Use imagery and videos alongside written content whenever possible.
- Avoid political content.
- Do not share confidential or proprietary information.
- Understand the terms of service and policies for each social media channel and be aware of any updates.
- Regularly use hashtag #GiveHopeShareLife when posting.

Platforms

f /MidwestTransplantNetwork

⊙ /MidwestTransplantNetwork

▶ /MidwestTransplantNetwork

𝕏 @MWTransplant

in Midwest Transplant Network