DONATE LIFE

CORE

Center for Organ Recovery & Education

A Pledge for Life

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Pittsburgh, PA 15238

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Charleston, WV 25325

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Branding
GUIDE

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One Focus: Life

ABOUT CORE

The Center for Organ Recovery & Education (CORE) is one of 58 federally designated not-for-profit organ procurement organizations (OPOs) in the United States, serving more than five million people in western Pennsylvania, West Virginia and Chemung County, New York.

CORE partners with the staff from more than 140 hospitals, as well as funeral directors, coroners and medical examiners, to offer hope and a second chance at life to the thousands of people who are waiting nationwide for life-saving and healing organ, tissue and cornea transplants.

Like all OPOs, CORE coordinates the recovery and matching of organs, tissue and corneas for transplant within our service region. CORE is also entrusted with the privilege of supporting donor families during the donation process and beyond.

Through public education initiatives, awareness events and media campaigns, CORE works tirelessly to create a culture of donation within the hospitals and communities we serve. Our hope is that, by fostering a greater understanding of donation and transplantation, we offer hope to those waiting, while also honoring the truest heroes of donation: the donors and their families.

CORE's goal is to end the deaths of those on the transplant waiting list, all the while maintaining integrity for the donation process, dignity for the organ, tissue and cornea donors, and compassion for their families.

BOILERPLATE

The Center for Organ Recovery & Education (CORE) is one of 58 federally designated not-for-profit organ procurement organizations (OPOs) in the United States, serving more than five million people in western Pennsylvania, West Virginia and Chemung County, New York. CORE coordinates the recovery and matching of organs, tissue and corneas for transplant within our service region and works tirelessly to create a culture of donation within the hospitals and communities we serve. CORE's mission is to **Save** and **Heal** lives through donation, ultimately ending the deaths of those on the transplant waiting list, while maintaining integrity for the donation process, dignity for the donors, and compassion for their families.

Center for Organ Recovery & Education
A Pledge for Life

A PLEDGE FOR LIFE

CORE's tagline and mantra is *"A Pledge for Life,"* which embodies our mission and our ongoing call to action in the communities we serve.

CALL TO ACTION

CORE encourages people to make *"A Pledge for Life"* by registering as organ, tissue and cornea donors at their Pennsylvania or West Virginia driver's licensing bureaus or online at core.org/register.

MISSION

To Save and Heal lives through donation.

VISION

Every potential donor will make *A Pledge for Life.*

VALUES

Compassion • Education • Innovation • Integrity • Life • Quality Respect • Responsiveness

Language & Tone

Language and tone are very powerful; they can perpetuate misconceptions or offer a space for awareness. Help CORE foster a better understanding of donation and save lives by using the correct donation terminology and tone.

Since 2005, this language has been the standard for the Association of Organ Procurement Organizations (AOPO), Donate Life America, the American Society of Transplantation (AST) and the American Society of Transplant Surgeons (ASTS), and has been adopted by the American Journal of Transplantation.

To show respect and sensitivity to those who give the gift of life and their loved ones, we request that only appropriate terms, as well as a compassionate tone, be used when referring to organ, tissue and cornea donation.

CORRECT	INCORRECT
"Recover" organs	"Harvest" organs
"Recovery" of organs	"Harvesting" of organs
"Donation" of organs	"To harvest" organs
"Deceased" donation	"Cadaver" donation
"Deceased" donor	"Cadaveric" donor
"Mechanical"/"Ventilated" support	"Life" support
Organs, tissue and corneas	"Body parts"
"Brain death"	"Coma"
"Enhanced" risk	"High" risk

Donate Life℠

DONATE LIFE℠ BRAND FAMILY

The Donate Life brand is the national symbol for the cause of organ, tissue and cornea donation. Donate Life America has service marked the phrase *Donate Life*℠ and trademarked the Donate Life logo.

It is important that, within any copy, the phrase *Donate Life*℠ is off-set by having it appear in italics, using initial caps and incorporating the service mark symbol, at a minimum of the first time it is used in any document.

The Donate Life logo is a call to action, telling the public to Donate Life — to register their decision to save lives — and to extend the urgent request to others. The logo must always include the registered service mark, ®, indicating protection through registration by Donate Life America with the United States Patent and Trademark Office. Logos may not be skewed or manipulated. They must be sized horizontally and vertically by the same ratio. The Donate Life logo is always incorporated within the CORE logo.

A Donate Life logo or a state team Donate Life logo may appear independently of or in conjunction with the CORE logo so long as the CORE logo includes the Donate Life logo as well.

Use this logo on collateral used in PA.

Use this logo on collateral used in WV.

Logo Standard

- The logo should never be less than 1 inch wide.

- The logo can be enlarged to any size for signage, textiles or large-format printing.

- The logo should always be rendered sharp and in its complete form.

- The logo should always be easy to read.

- Colors within the logo may not be changed.

 Never change logo color.

 Never change logo elements.

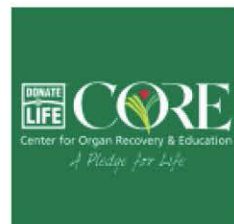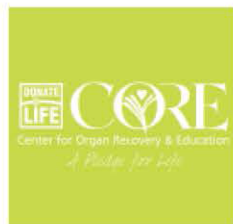 Never distort logo.

 Never obscure logo with pattern.

FULL COLOR

BLACK & WHITE

TONED BACKGROUND

A BRAND · INSPIRING · HOPE

Color Palette

CORE's organizational colors reflect its commitment to life with earthy shades of green and a dramatic punch of red.

The Donate Life brand statement and logo were developed to position donation in the context of LIFE and living, a selfless gift, showing compassion for humanity.

The blue, green and the swirl of the Donate Life logo represent the sky, earth and circle of life.

CMYK

C = 100% M = 0% Y = 91% K = 42%	C = 60% M = 0% Y = 80% K = 7%	C = 29% M = 0% Y = 100% K = 0%	C = 0% M = 0% Y = 46% K = 11%	C = 0% M = 79% Y = 72% K = 33%	C = 39% M = 7% Y = 0% K = 0%	C = 40% M = 3% Y = 61% K = 0%

PMS

2258 C	360 C	611 C	586 C	186 C	283 C	359 C

RGB

R = 0 G = 112 B = 60	R = 102 G = 179 B = 96	R = 193 G = 216 B = 47	R = 225 G = 226 B = 123	R = 196 G = 18 B = 48	R = 147 G = 202 B = 238	R = 159 G = 201 B = 133

HEX

#00703c	#66b360	#c1d82f	#e1e27b	#c41230	#93caee	#9fc985

A BRAND · INSPIRING · HOPE

Font Usage

It's important that CORE marketing effectively communicate the hope, integrity and compassion required to complete our mission to **Save** and **Heal** lives through donation. Fonts are chosen to represent hope, integrity and compassion.

SCRIPT

Kepler Italic
The quick brown fox jumped over the lazy dog.
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.
1234567890 !@#$%^&*(){}[]:"<>?;',./+=-_

Alana Pro
The quick brown fox jumped over the lazy dog
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.
1234567890 !@#$%^&*()[]"<>?;,./+=-_

Novarese Pro Medium Italic
The quick brown fox jumped over the lazy dog.
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.
1234567890 !@#$%^&*(){}[]:"<>?;',./+=-_

Cabrito Norm Regular Italic
The quick brown fox jumped over the lazy dog.
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.
1234567890 !@#$%^&*(){}[]:"<>?;',./+=-

Harabara Hand
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.
The quick brown fox jumps over the lazy dog
0123456789 .. ! ? - _ : ;

GEOMETRIC 415
The quick brown fox jumped over the lazy dog.
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.
1234567890 !@#$%^ &*(){}[]:"<>?;',./+=-_

The quick brown fox jumped over the lazy dog.
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.
1234567890 !@#$%^ &*(){}[]:"<>?;',./+=-_

PT SANS
The quick brown fox jumped over the lazy dog.
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.
1234567890 !@#$%^&*(){}[]:"<>?;,./+=-_

The quick brown fox jumped over the lazy dog.
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.
1234567890 !@#$%^&*(){}[]:"<>?;,./+=-_

NOVARESE PRO BOOK
The quick brown fox jumped over the lazy dog.
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.
1234567890 !@#$%^&*(){}[|]:"<>?;',./+=-_

HELVETICA BLACKENED CONDENSED
The quick brown fox jumped over the lazy dog.
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.
1234567890 !@#$%^&*(){}[]:"<>?;',./+=-_