

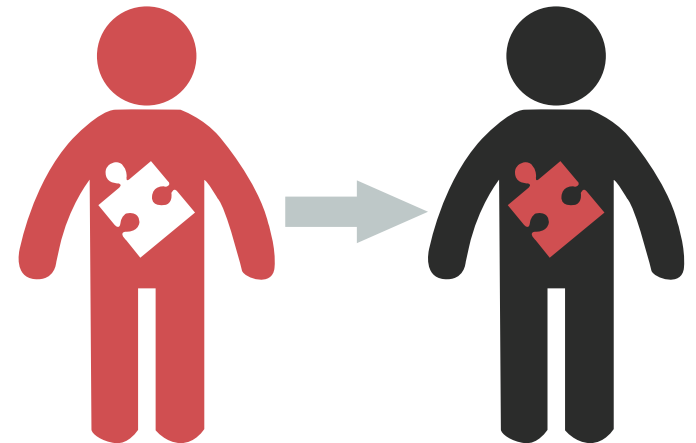
THE MISSING PIECE



BRAND GUIDE 2019

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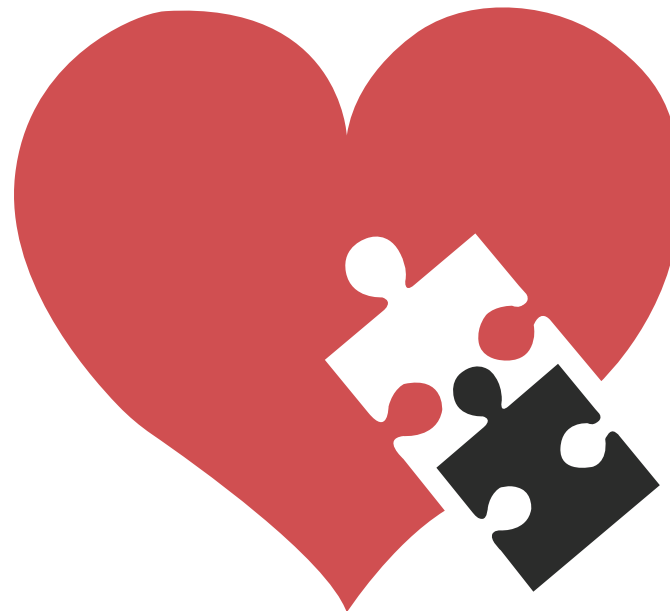


Brand Identity

Prosperity

Regenerating

Inclusive



The Future

Innovative



Logo



THE MISSING PIECE

Our logo is both is represented through both a word-mark and a symbol. The heart demonstrates an organ and the puzzle piece symbolizes how people can help. Moreover, the hand illustrates the growth and regeneration process that is deceluralization.



Tagline

You Can Be Somebody's Missing Peice



THE MISSING PIECE

Our tagline “You can be somebody’s missing piece” directly displays our brands messaging and purpose. By placing our tagline beside our logo, we are illustrating how someone donating their organ can complete the puzzle and help save someones life.

Typography

Anton Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
!@#\$%^&*?

Anton regular is our primary font. It should be used for all headings. It is bold and stark, creating contrast against other text and images.

IBM Plex Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
!@#\$%^&*?

IBM Plex Serif is our secondary font and should be used for body text. It is complimentary to our primary font demonstrating a balance of stark and simple.



Merchandise



Advertisements



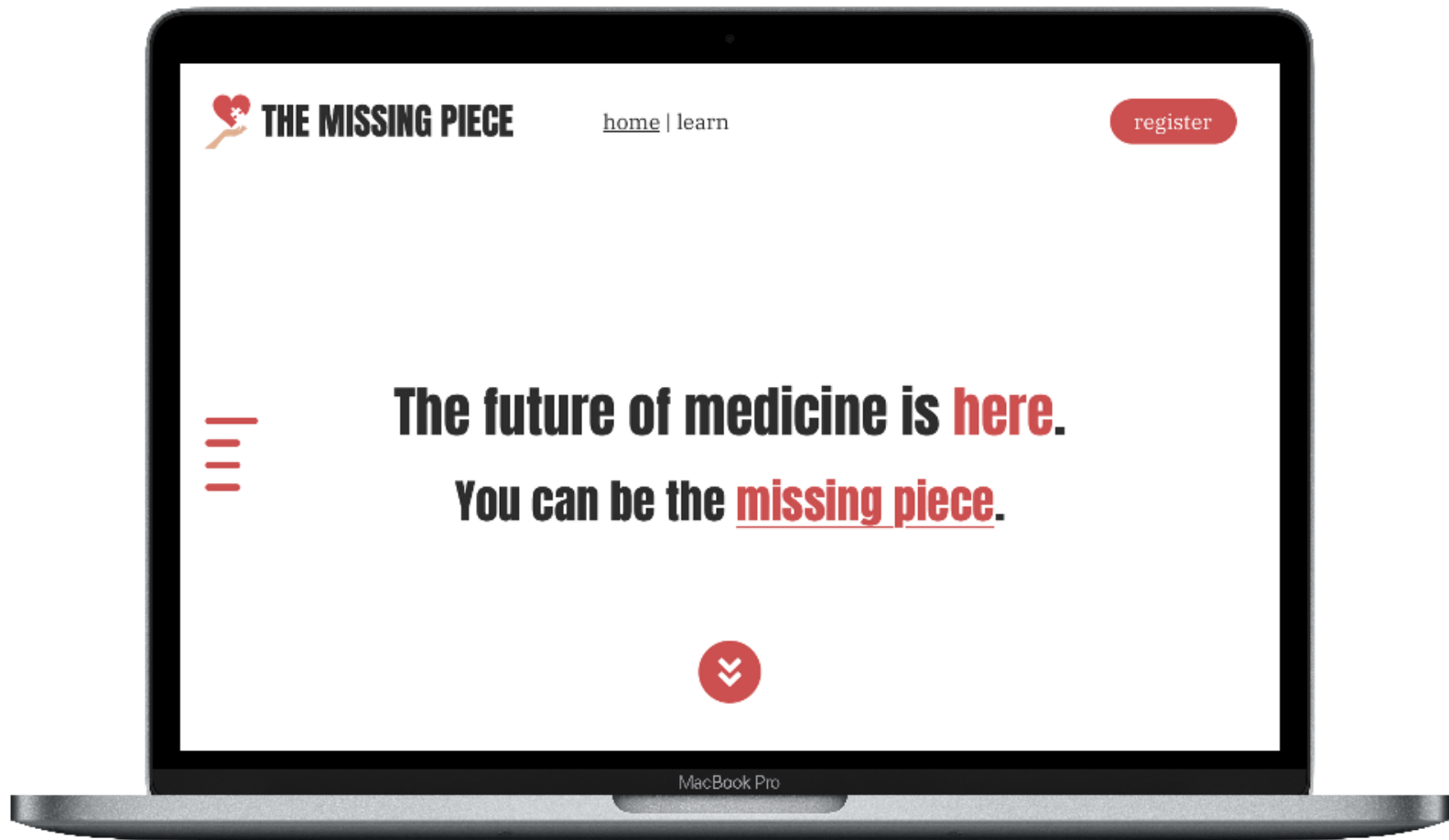


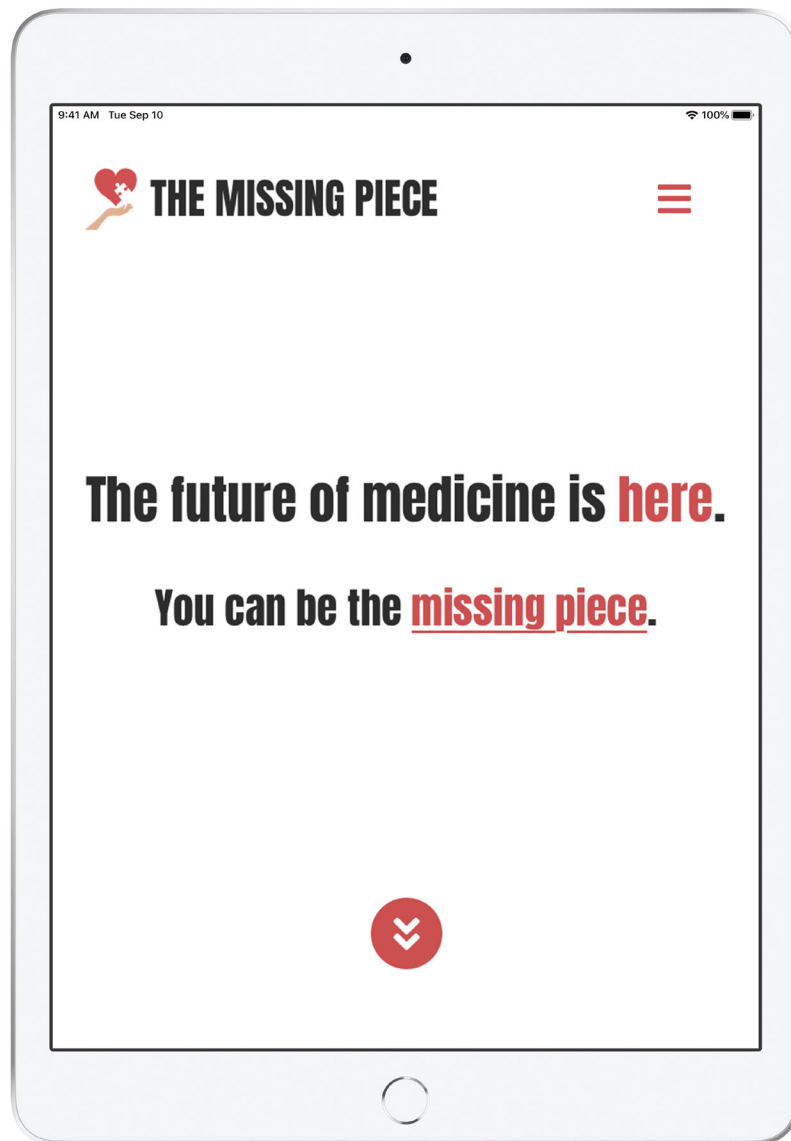
Brochure





Mock-Ups





THE MISSING PIECE



You can be somebody's missing piece

For more information head to:

Themissingpeice.org