

# Donate Life NW

## MOOD BOARDS, R1

These mood boards illustrate our recommendations for two design directions —that may be applied to any media—for Donate Life NWT. Both directions have been guided by the following keywords: hopeful, uplifting, compassionate, supportive, educational, “an informative authority”, friendly, fresh, and easy to read.

Both concepts provide guidance with regard to sample typography, color, additional design elements, iconography, and visual messaging.

Please note that all copy is a placeholder and not final.

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### DIRECTION 1: “MY STORY”

Direction 1 prioritizes the experience of the survivor through personal quotes, first-person accounts, and connection through photographic choices.

Through touching, personal accounts volunteers may be prompted to donate. Facts and more sober information is still important, but secondary to a first-person experience.

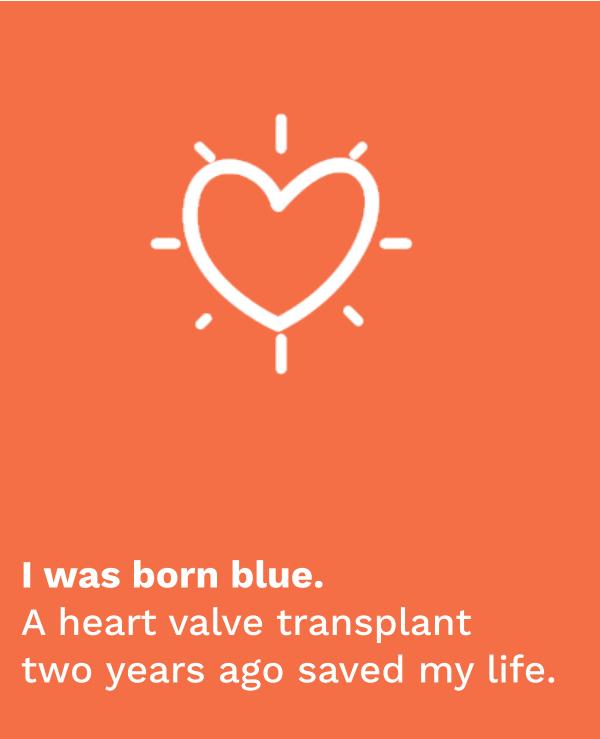
### DIRECTION 1: “PEOPLE AND FACTS”

Direction 2 highlights the survivor’s experience while simultaneously providing space for facts and education. Photographic and design choices should promote action and movement.

Through a third-person, hopeful survivor story, alongside information, volunteers will be provided incentive to donate.

## Direction 1: “My Story”

ILLUSTRATIVE EXAMPLES ONLY



STRATEGY KEYWORDS

Personal and uplifting  
Friendly and relaxed  
Welcoming



I remember about two weeks after my first transplant walking into my kitchen and looking out the window.

—Lynda Myers



# Direction 1: “My Story”

ILLUSTRATIVE EXAMPLES ONLY

## COLOR

Colors pulled from the Donate Life national organization’s style guide with the addition of the two grays.



## TYPOGRAPHY

Gotham and Work Sans are appropriate for paragraphs of text. Pacifico is recommended only for display text and pull quotes.

### PRINT

**Gotham Book AaBbCcDdEeFfGg**

**Gotham Bold AaBbCcDdEeFfGg**

*Pacifico AaBbCcDdEeFfGg*

### ONLINE + INTERACTIVE

**Work Sans Regular AaBbCcDdEeFfGg**

**Work Sans Semibold AaBbCcDdEeFfGg**

*Pacifico AaBbCcDdEeFfGg*

## COPY AND TONE

Copy is in first-person where possible with survivor quotes prioritized in the hierarchy. Copy should be easy-to-read, relaxed, and informative.

Tone and mood should be fun, positive, and casual.

## DESIGN ELEMENTS

### PHOTOGRAPHY

Selected photography for **main elements** should feel intimate. Photos should always be cropped tightly and may include eye contact with the viewer. Subjects are sharing personal information and should be engaged with the viewer. It is important that the images—black and white—feel personal to allow for the foregrounding of the story.



### PATTERNS & COLOR BLOCKS

Patterns and color blocks are secondary in presentation and visually light and create texture, interest, and warmth. Light colors, neutrals, or grays, only.



### ICONOGRAPHY

Bright, fun, and casual icons should be utilized. A simple, yet hand-drawn aesthetic is important to support the personal aspect of the site.



## Direction 2: “People and Facts”

ILLUSTRATIVE EXAMPLES ONLY



kyle, 3

A heart valve transplant last year saved his life.

ANOTHER PERSON IS ADDED TO THE WAITING LIST EVERY 10 MINUTES.



“I remember about two weeks after my first transplant walking into my kitchen and looking out the window.”

lynda myers

YOU  
CAN HELP  
(A LOT).

ONE  
DONOR CAN GIVE  
LIFE, SIGHT,  
AND HEALTH TO  
MORE THAN  
80  
PEOPLE

### STRATEGY KEYWORDS

Hopeful and actionable  
Fun and active  
Informative  
Clean and bold



brooke, 22

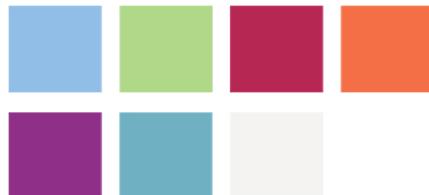
A lung transplant allowed her to walk with her class.

118,000 CHILDREN AND ADULTS ARE ALSO WAITING FOR THE CHANCE TO FOLLOW THEIR DREAMS.

## Direction 2: “People and Facts”

ILLUSTRATIVE EXAMPLES ONLY

### COLOR



### TYPOGRAPHY

Arial and Source Sans are appropriate for paragraphs of text. Love Ya Like A Sister is recommended only for display text and pull quotes.

#### PRINT

Arial Regular AaBbCcDdEeFfGg

**Arial Bold AaBbCcDdEeFfGg**

Love Ya Like A SiSter AaBbCcDdEeFfGg

#### ONLINE + INTERACTIVE

Source Sans Pro Regular AaBbCcDdEeFfGg

**Source Sans Pro Semibold AaBbCcDdEeFfGg**

Love Ya Like A SiSter AaBbCcDdEeFfGg

### COPY AND TONE

Copy is in third-person with facts and data prioritized in the hierarchy.

Tone and mood should be fun, active, and informational.

### DESIGN ELEMENTS

#### PHOTOGRAPHY

Selected photography for **main elements** should show active subjects. Photos should always prioritize activity and movement. Subjects are illustrating “living life” and should be engaged in an activity.



#### PATTERNS & COLOR BLOCKS

Patterns and color blocks are secondary in presentation and visually light and create texture and warmth. Diagonal lines and gestural shapes are great to convey a dynamic, active feeling.



#### ICONOGRAPHY

Clean and fun icons should be utilized. Diagonal lines and gestural shapes are great to convey a dynamic, active feeling.

