

## Christal and Markeyah Lewis

Mother and Daughter,  
Living Kidney Donor and Kidney Transplant Recipient



Network  
for HOPE 

Brand Guidelines

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## Brand Overview

Network for Hope works tirelessly to ensure our community is educated on the importance of registering to be an organ, tissue, and eye donor. It only takes one YES To save 8 lives through the gift of organ donation, and heal many more through the gift of tissue and eye donation. In this section, you will learn about Network for Hope, its core values, and tone of voice.

# 1.1 ABOUT NETWORK FOR HOPE

Network for Hope is an organ procurement organization (OPO) that serves nearly seven million people. Our organization has worked closely with local hospitals since the 1980s to facilitate recovery of organ and tissue donations, which has saved and healed countless lives in our communities.

As the region's OPO, we serve 137 counties throughout Kentucky and neighboring states:

## **Kentucky**

All counties

## **Ohio**

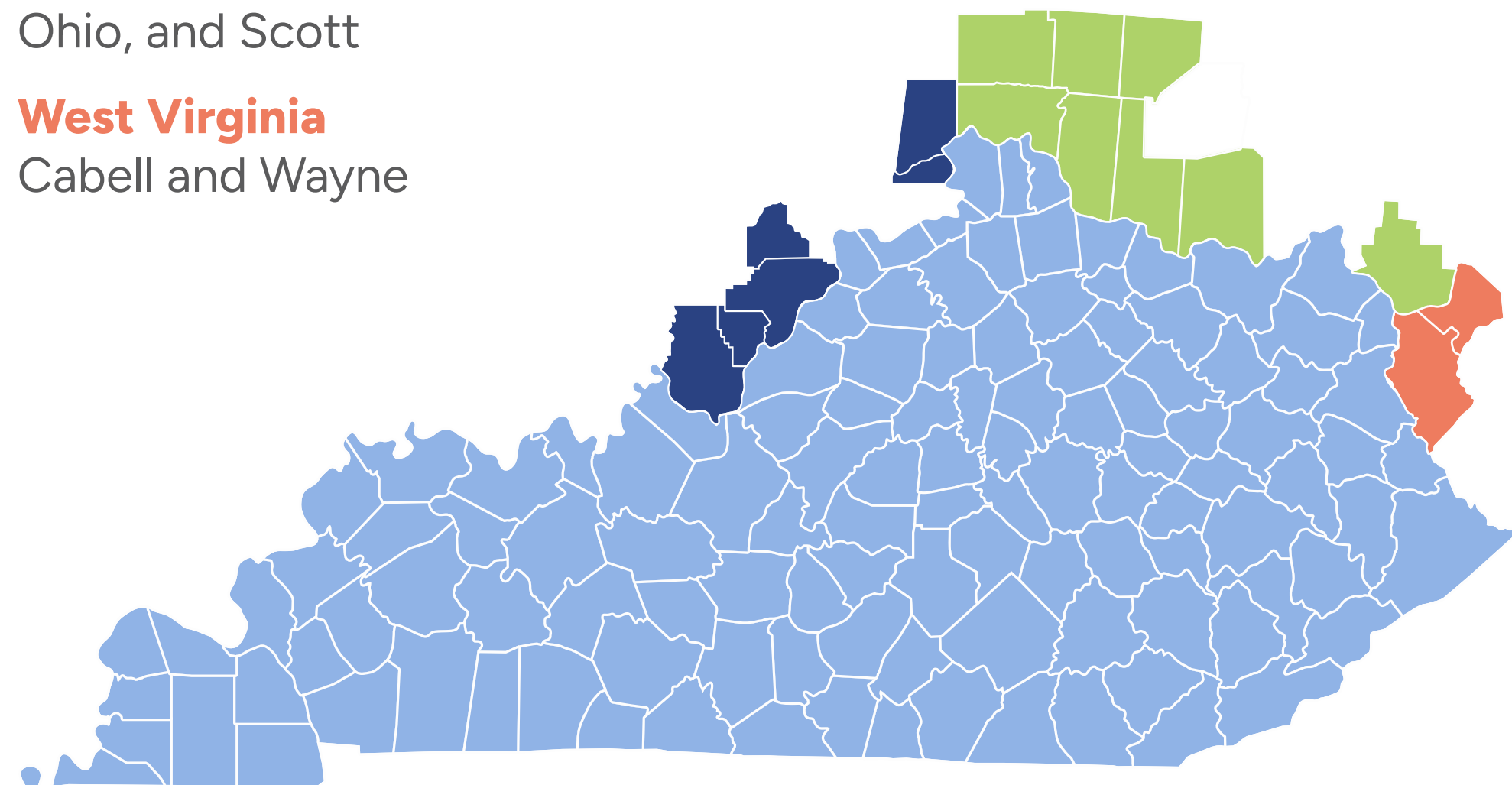
Adams, Brown, Butler, Clermont, Clinton, Hamilton, Highland, Lawrence, and Warren

## **Indiana**

Clark, Dearborn, Floyd, Harrison, Ohio, and Scott

## **West Virginia**

Cabell and Wayne



*Barry Massa*

C.E.O. of Network for Hope



# 1.2 ETHOS

At Network for Hope, our mission is unwavering: to end the wait for those needing life-saving organ transplants. Together, we save and heal more lives by empowering people, enhancing capabilities, and expanding the impact of organ, tissue, and eye donation in our community.

Network for Hope is reshaping the future of organ, tissue, and eye donation. We are a collaborative, innovative, and authentic team. We strive for excellence and offer an environment of belonging to all, dedicated to creating a brighter future through the gift of life.

Our mission unites us in the pursuit of saving and healing more lives. By educating our community about organ, tissue, and eye donation, we are transforming the future and creating a sense of belonging for all.

Our ethos champions unity, honor, and transformative action. We believe in the power of collaboration to magnify our efforts. Our "Better Together" initiative propels us to act boldly and collectively.



## OUR MISSION

With our partners and community, we honor, save, and heal lives by empowering people, enhancing capabilities, and expanding the impact of organ, tissue, and eye donation.



## OUR VISION

Transforming the future of organ, tissue, and eye donation.



## OUR VALUES

Through collaboration, innovation, and authenticity, we strive for excellence and offer an environment of belonging to all.



**Collaboration**



**Innovation**



**Authenticity**



**Excellence**



**Belonging**

# 1.3 TONE OF VOICE

The brand tone of voice is characterized by compassion, inclusivity, hope, and a commitment to honoring legacy, aligning with the mission of organ, tissue, and eye donation. It aims to honor donors and their families while creating a sense of unity and innovation.



**Compassionate**



**Inclusive**



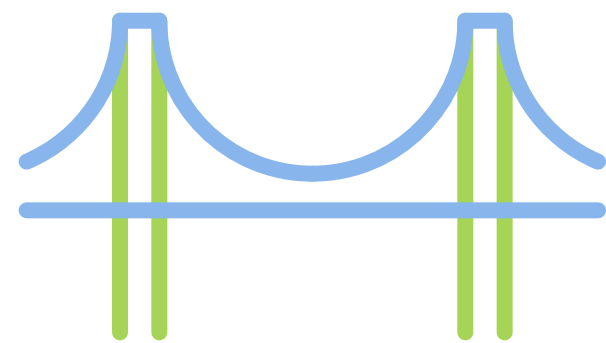
**Transparent**



**Respectful**



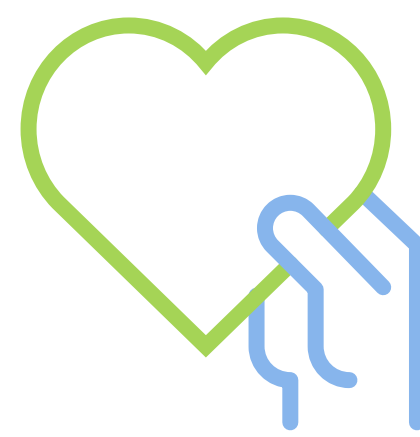
**Hopeful**



**United**



**Collaborative**



**Meaningful**



**Engaging**



**Innovative**

# 1.4 WRITING STYLE & ABBREVIATIONS

## General Guidelines

- The Oxford comma should be utilized throughout all messaging, announcements, written statements, etc.
- Phone numbers should be formatted using a dash with parentheses around the area code (i.e. (123) 456-7890)
- Introduction: Always introduce abbreviations with the full name followed by the abbreviation
- Consistency: Use abbreviations consistently in their respective contexts

## Abbreviations

- Abbreviation of the Network for Hope name is permitted for internal use only. Internal use is defined as use within the organization and hospital partners (i.e. emails, memos, intranet, internal documentation)
- When abbreviating Network for Hope for internal use, use the **NFH** acronym
- Abbreviation in external use is not permitted. External use is defined as use in public-facing materials (i.e. marketing, social media, public relations, external documentation)
- The NFH acronym should always appear in all caps





## Logo

The Network for Hope brand includes primary and secondary logos, which may each be used for various purposes. In this section, you will learn how to select the right logo for your needs and best practices for using the logo.



## 2.1 PRIMARY LOGO

### Donate Life Logo

In affiliation with Donate Life America, Network for Hope encourages and coordinates the donation of human organs and tissues for transplantation. As an institutional member of the Organ Procurement and Transplantation Network (OPTN), Network for Hope follows all guidelines for organ sharing. Because of this, the logo lockup should be unified at all times and should never be separated.

### Tagline and Website

The Network for Hope logo is available as a lockup together with the organization's tagline, "Transforming Lives Through Organ, Tissue, and Eye Donation." It is also available together with the [networkforhope.org](http://networkforhope.org) URL.

### Language

The tagline and Donate Life logo are available both in English and Spanish. The audience and their preferred language should be kept in mind when selecting the appropriate lockup. A bilingual lockup is available upon request for limited use when necessary.

### Color

The logo should always default to full color when possible. When appearing over color, graphic or photo, a white or semicolor version of the logo should be used. In special cases where full color printing is not possible, a black version of the logo can be used. The logo should never appear in grayscale.



## 2.2 ALTERNATIVE LOGOS

### Secondary Logo

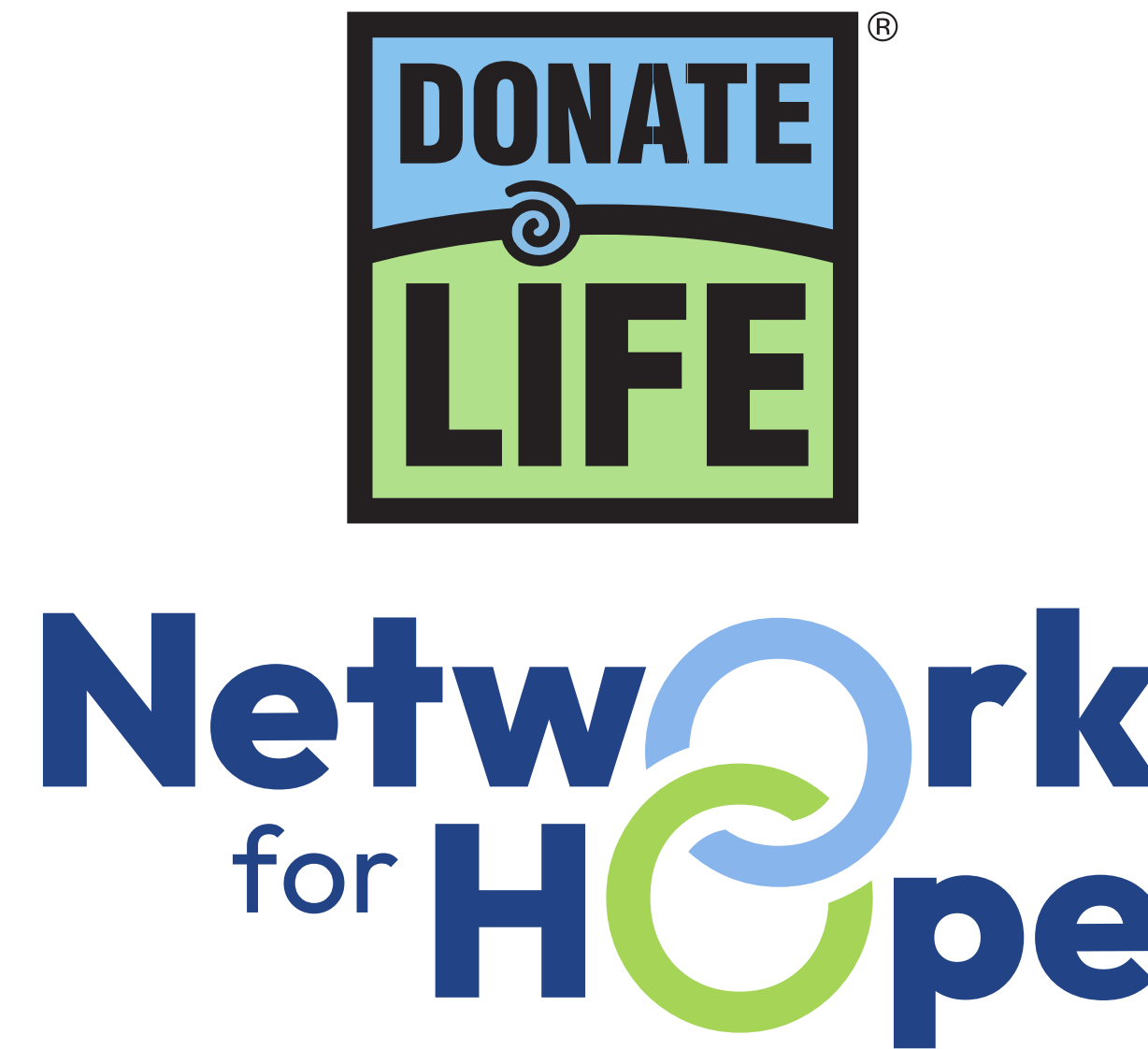
The secondary logo should be used only when necessary. The vertical lockup is recommended for use where there is not enough room to comfortably utilize the horizontal logo at a legible size, or when it is important to highlight the connection to Donate Life.

### Logomark

The isolated interlocking Os logomark is available for limited use in cases where the Network for Hope primary logo has been established elsewhere within the piece and the audience has a clear understanding of the organization (i.e. a social media profile photo, or a page marker in a Network for Hope branded booklet).

### Celebratory Logos

Alternate versions of the logo created in honor of certain holidays or brand partnerships are available upon request.



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Secondary Logo



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Logomark

## 2.3 LOGO CLEAR SPACE

### Clear Space

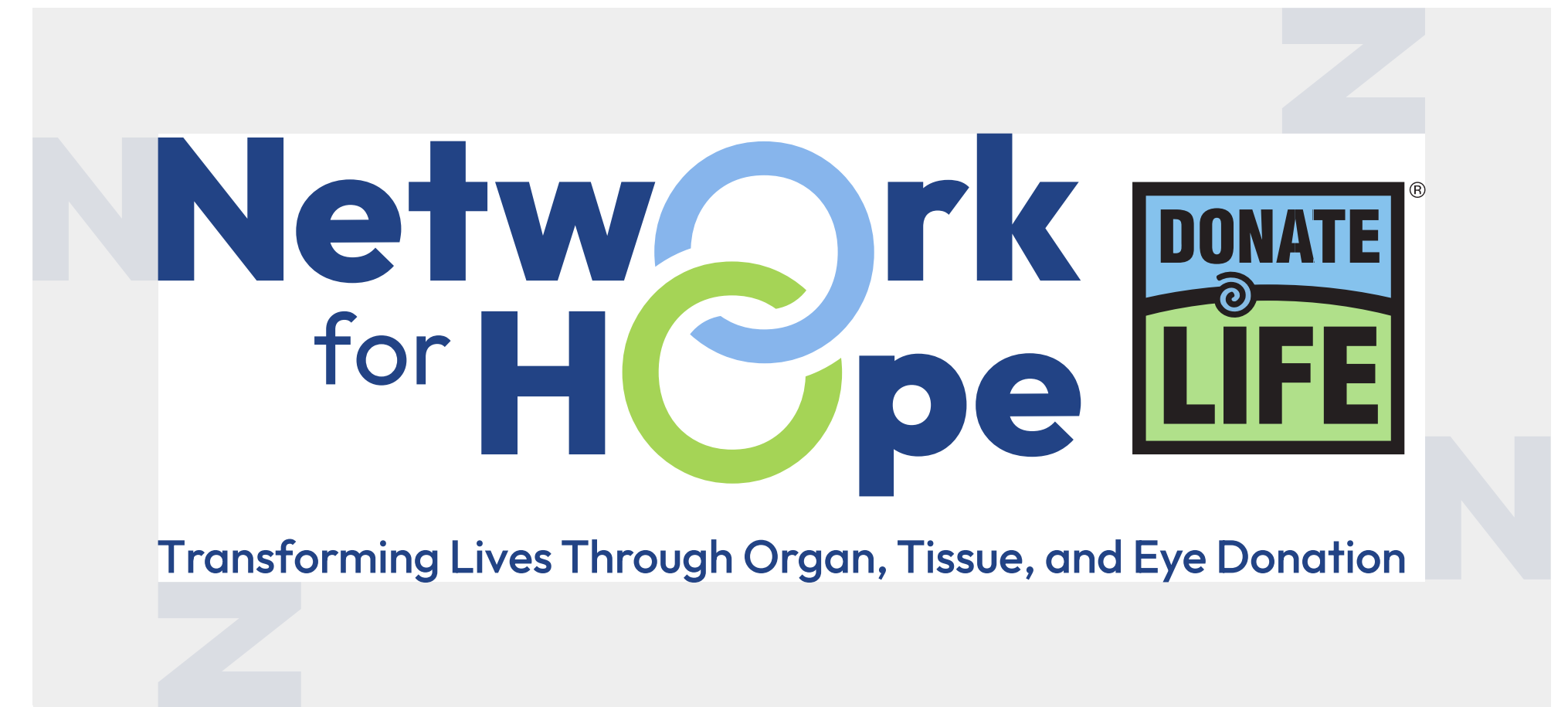
Space around the logo (shown to the right in gray) should always be equal to or greater than the height of the Network for Hope “N” surrounding all sides of the logo, including the tagline where applicable. No full-color graphics should come within this space or interact with the logo; however, photo or graphic backgrounds are acceptable as long as they don’t interfere with or hinder the legibility of the logo.

### Sizing

In digital applications, the logo should never appear smaller than 160px wide when using the tagline, or 90px wide without the tagline. In print applications, the logo should never appear smaller than 2.25 inches wide when using the tagline, or 1.25 inches wide without the tagline.

### Lockups

When being locked up alongside a partner logo, the logo should always be of equal or greater size to the partner logo.



160 pixels or 2.25 inches



90 pixels or 1.25 inches

## 2.4 DONATE LIFE LOGO

The Donate Life® brand statement and logo were developed to place the cause of organ, eye and tissue donation in the context of life and living, a selfless gift, showing compassion for humanity. Blue, green and the swirl represent the sky, earth and circle of life. The Donate Life logo is a call to action, telling the public to Donate Life — to register their decision to save lives.

The Donate Life brand serves as a rallying point for patients waiting, recipients, living donors, donor families, registered donors, the public, and the professional donation and transplantation community. It represents the collective experiences, thoughts and feelings connected with donation and transplantation.

The registered Donate Life, Done Vida, and Donate Life America logos are service marks of Donate Life America (DLA). To protect the integrity of the Donate Life brand, only DLA's corporate partners, approved individuals and professional community members may use the Donate Life logos in their materials for the sole purpose of promoting donation and transplantation. Any other individual or organization must seek written authorization from Donate Life America. For more information or requests regarding brand and logo use, please contact [Branding@DonateLife.net](mailto:Branding@DonateLife.net).

**The logos may not be “recreated” or altered. Logo images in various file formats are available through the Donate Life America office.**

### HONOR

A gathering place for donor and patient families to honor loved ones, by sharing stories of both living and deceased donors, as well as those who died waiting for a transplant

### HOPE

A symbol of hope to patients waiting and their families, and to clinical partners caring for their patients



### TRUST

A source of accurate information and safeguarded registry data for the public and the professional Donate Life Community

### UNITY

A centralizing force, bringing together all members of the donation and transplantation community with a collective message

### GRATITUDE & CELEBRATION

A platform for recipients and their families to celebrate the life they were given through their donors' selfless gifts

# 2.5 LOGO USE AND MISUSE

## Do

- Utilize the appropriate logo for the audience
- Respect the integrity of the logo, making no alterations to its shape, rotation, color, or individual components
- Maintain the appropriate margin of clear space immediately surrounding the logo

## Do Not

- Separate the Donate Life logo from Network for Hope
- Mix full-color and one-color logo elements
- Move elements of the logo
- Alter the colors of the logo
- Rotate or skew the logo
- Change the font or otherwise attempt to recreate the logo
- Outline the logo
- Use a logo over a photo or graphic that causes it to be illegible
- Rotate or otherwise alter the interlocking O's logomark

X		

✓		
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## Color

This palette defines the Network for Hope brand and supports its recognition across multiple audiences. The palette consists of two main parts: primary and secondary colors. In this section, you will learn how to utilize these colors to create a look and feel that is balanced, professional, and meaningful.



# 3.1 COLOR PALETTE

## Primary Palette

The primary palette consists of the main colors by which Network for Hope is known and recognized, inspired by the Donate Life brand. These colors should be the most forefront in all Network for Hope work and are not limited in the amount which they should be used.

## Secondary Palette

The secondary palette, as shown along the bottom of the page, is intended for limited use, representing no more than 10% of any composition. Use of this palette is encouraged only when a color outside of the primary palette is required for functional purposes.

### Hope Green

RGB: 175 211 104  
Hex: #afd368  
CMYK: 35 0 77 0  
PMS: 3570 C, 2291 U

### Renewal Blue

RGB: 145 180 231  
Hex: #91b4e7  
CMYK: 41 21 0 0  
PMS: 2128 C, 7451 U

### Vitality Green

RGB: 78 96 29  
Hex: #4e601d  
CMYK: 66 41 100 32  
PMS: 4217C, 3508 U

### Legacy Blue

RGB: 42 66 130  
Hex: #2a4282  
CMYK: 96 86 18 5  
PMS: 6104 C, 2146 U

### Charcoal

RGB: 91 91 91  
Hex: #5b5b5b  
CMYK: 62 54 53 27  
PMS: 6215 C, 419 U

### Cloud

RGB: 239 239 239  
Hex: #efefef  
CMYK: 5 3 3 0  
PMS: Cool Gray 1 C, U

### White

RGB: 255 255 255  
Hex: #ffffff  
CMYK: 0 0 0 0

### KODA Coral

RGB: 239 125 94  
Hex: #ef7d5e  
CMYK: 2 63 64 0  
PMS: 2024 C, 4012 U

**Tomato**  
RGB: 205 52 6  
Hex: #cd3406  
CMYK: 13 92 100 4  
PMS: 2349 C, 2347U

**LifeCenter Pumpkin**  
RGB: 219 123 40  
Hex: #db7b28  
CMYK: 11 61 98 1  
PMS: 138 C, 138U

**KODA Sunshine**  
RGB: 248 203 28  
Hex: #f8cb1c  
CMYK: 3 18 97 0  
PMS: 123 C, 115U

**KODA Lake**  
RGB: 124 204 204  
Hex: #7cccc  
CMYK: 49 0 22 0  
PMS: 324 C, 6141 U

**LifeCenter Ocean**  
RGB: 14 96 103  
Hex: #0e6067  
CMYK: 90 47 51 23  
PMS: 7715 C, 322 U

**LifeCenter Lavender**  
RGB: 209 187 234  
Hex: #d1bbea  
CMYK: 16 27 0 0  
PMS: 2635 C, 2635 U

**KODA Plum**  
RGB: 163 88 163  
Hex: #a358a3  
CMYK: 39 78 0 0  
PMS: 7655 C, 2069 U

**LifeCenter Cream**  
RGB: 243 237 233  
Hex: #f3ede9  
CMYK: 4 5 6 0  
PMS: 7604 C, 7604 U

**Black**  
RGB: 35 31 32  
Hex: #231f20  
CMYK: 0 0 0 100  
PMS: Black C, Black 6 U

## 3.2 COLOR USAGE

### The 60-30-10 Guide

When selecting colors, the 60-30-10 guide can be a helpful rule. The guide recommends using 60% neutrals (grays and white), 30% of a base primary palette color (blues, greens, and coral) and 10% of an accent primary color. This guide is not a requirement, but can be a great way to create hierarchy and balance in a composition.

### Primary Palette – Neutrals

Neutrals serve as grounding colors for the brand. These colors are subtle, designed to activate backgrounds and soften body copy while allowing high legibility.

### Primary Palette – Brights

These colors are the face of the Network for Hope brand. They embody the spirit of hope through vivid shades the colors of nature that represent life, while tying the brand back to its inspiration, Donate Life.

### Secondary Palette

These complement and support the primary palette as required for functional purposes.

Neutrals

Primary Base

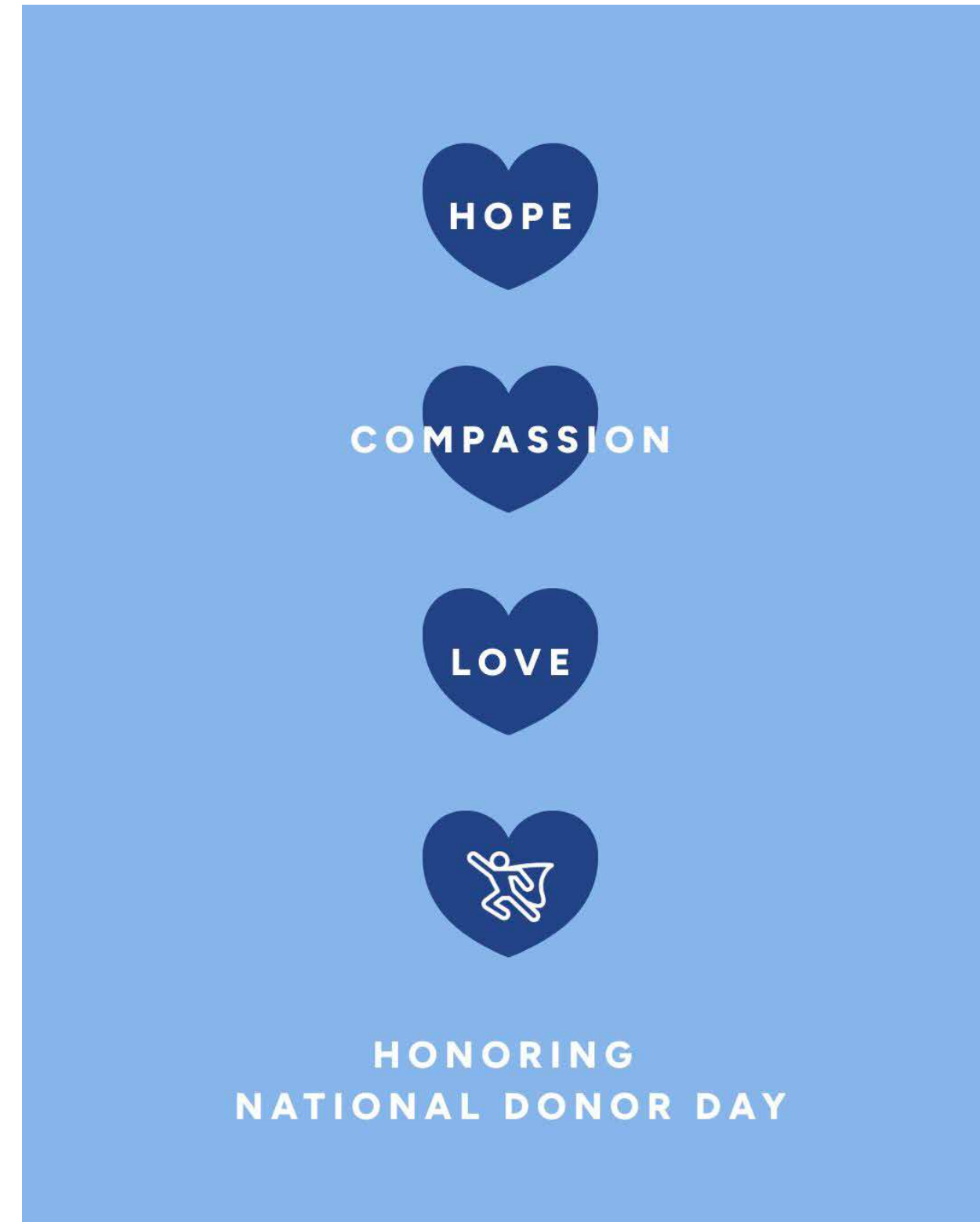
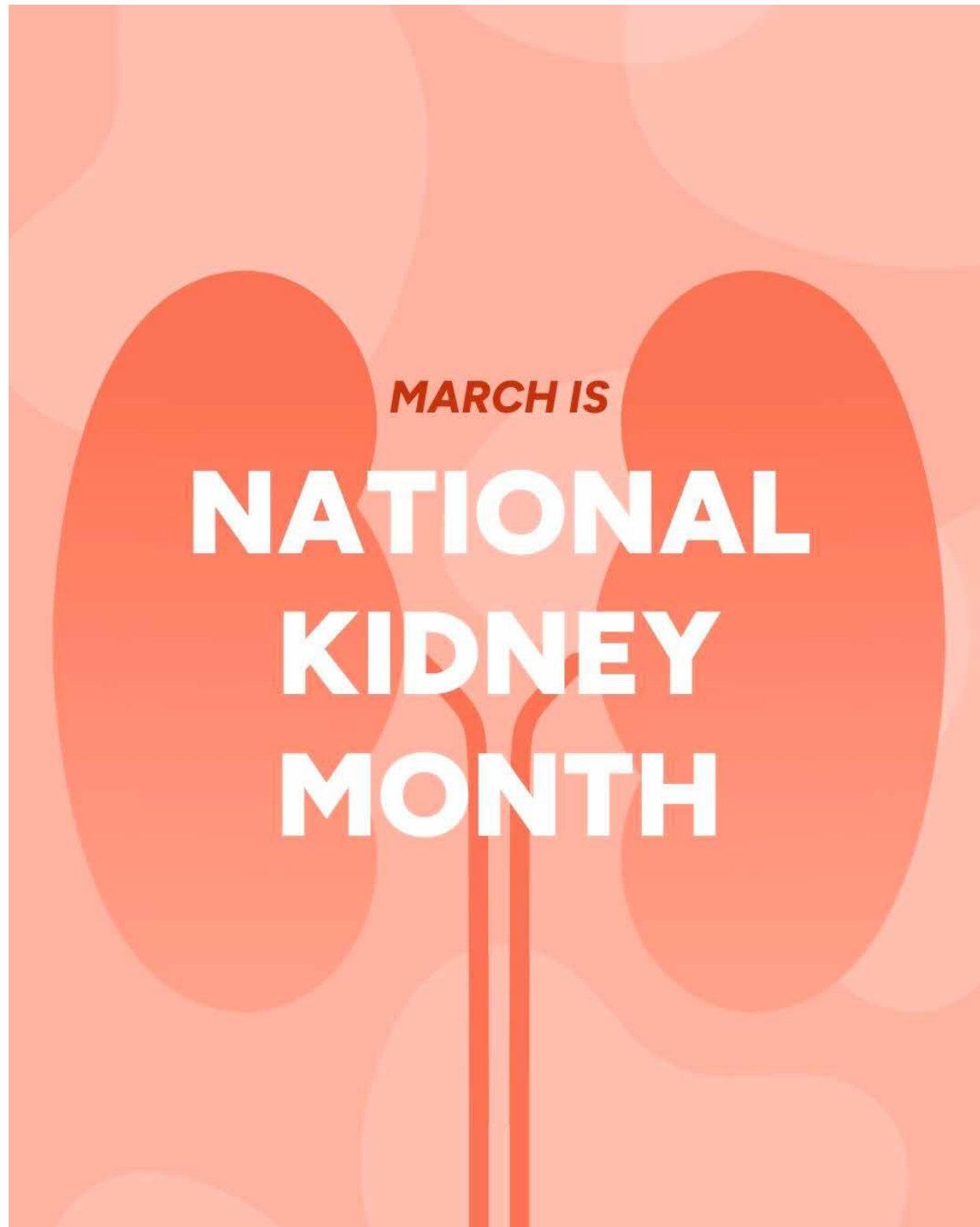
30%

Primary Accent

60%

10%

# EXAMPLES – SOCIAL POSTS & FLYER



## FREQUENTLY ASKED QUESTIONS



### Can one person really help?

**Absolutely.** One donor has the potential to save 8 lives through organ donation and enhance 50-75 lives through tissue gifts. Nationally, over 100,000 people are waiting for a vital organ transplant; approximately 600 of those patients are in our service area.



### Who receives the organ and tissue gifts?

Organ transplants benefit those who have suffered with lifelong illnesses or debilitating diseases, as well as victims of traumatic accidents. Tissue gifts can help restore sight, repair spinal injuries, rebuild joints, restore mobility, aid in the survival of burn victims, prevent an amputation, and be used in reconstructive surgery.



### Will my family be charged for donation?

**No.** There is no cost to the donor family for organ, tissue, or eye donation. The costs are covered by Medicare, Medicaid, or the recipient's health insurance.



### Can we still have a funeral?

**Yes.** Giving the gift of life through organ, tissue, and eye donation does not prevent the option of an open casket or viewing. Donation is a respectful process that allows families to have a memorial of their choice.



### Is there a "right" way to grieve?

Everyone grieves differently; there is no right or wrong way. Some may grieve openly, while others grieve privately. It is normal to experience a range of emotions as you grieve, and it is normal to have good and bad days. There is not an end to grieving a loss, but it will get lighter in time. Children may demonstrate different grieving behaviors than adults. If you feel you or a loved one could benefit from peer or professional support, we can provide a list of support groups in the area, or you may prefer to ask your doctor or clergy for a recommendation.



### Can we meet the recipients?

It may be possible to meet the individuals your loved one helped. While we protect the confidentiality of both donor families and recipients, you may choose to write letters, which are forwarded through Network for Hope. This correspondence initially contains information that is non-identifying. If both the donor family and recipients agree to release confidentiality, direct contact can begin. This could occur within months or years following donation, and may include speaking by phone or even meeting face-to-face. Our Aftercare Coordinators can provide guidance and facilitate this process.

**We Are Always Available**

 (513) 558-5000 or (888) 558-2558



# Typography

There are four typefaces that fall within the Network for Hope brand. In this section, you will learn how to utilize and combine these fonts to convey the appropriate tone for any piece.



# 4.1 PRIMARY TYPEFACE

## Figtree

This is the primary font that represents the Network for Hope brand. As such, it is appropriate to be used for all purposes. Figtree suits all tones of voice, but it especially lends itself to high legibility and a clean, professional tone. Body copy and other small text should always appear in this font. Light weight is strongly discouraged for any body copy. Please note that body copy should only appear in charcoal or white, excluding call-outs.

# Figtree

---

Figtree Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Figtree Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Figtree Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Figtree Semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Figtree Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Figtree Extrabold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Figtree Black  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

*Figtree Light Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$%^&\*()*

*Figtree Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$%^&\*()*

*Figtree Medium Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$%^&\*()*

*Figtree Semibold Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$%^&\*()*

*Figtree Bold Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$%^&\*()*

*Figtree Extrabold Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$%^&\*()*

*Figtree Black Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$%^&\*()*

## 4.2 SECONDARY TYPEFACES

These are the fonts that represent Network for Hope’s personality and tone of voice. They are intended for use as display copy only, including headers, subheaders, and callouts. Body copy should never appear in these fonts. Each font speaks to a different tone of voice, which should always be considered when selecting a font.

### Barlow Condensed

This font communicates a clean, professional, and serious tone, representing the hard work done every day to save lives in our community. This should be the primary display font used in any clinical-facing materials. Bold weight is strongly preferred, but other weights are permissible when necessary.

### Zidan

This font embodies the hope that our organization represents. It conveys a friendly, empowering tone, and is recommended for use in community-facing materials.

### Dexotick

This font honors both the joy and grief that coexist within the sphere of donation. It expresses a personal, sensitive tone, and is recommended for use in family-facing materials.

## Barlow Condensed

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

ZIDAN

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()

Dexotick

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

GIVE HOPE. GIVE LIFE.

HEADER  
ZIDAN | 100 PT

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## Serving 137 Counties Throughout Kentucky and Its Surrounding Communities

SUBHEADER  
BARLOW CONDENSED BOLD | 60 PT

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Network for Hope is an organ procurement organization (OPO) that serves nearly seven million people. Our organization has worked closely with local hospitals since the 1980s to facilitate recovery of organ and tissue donations which has saved and healed countless lives in our communities.

BODY COPY  
FIGTREE REGULAR | 24 PT

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“ My life was shattered after losing my only child, but I hoped to learn that Nick’s gift of organ and tissue enhanced the lives of not only the recipients, but their families as well. It was so important for me to hear the recipients were happy and living fulfilling lives because of Nick’s decision to be an organ and tissue donor. ”

- *Debbie*, Donor Mother

CALLOUT  
DEXOTICK | 90 PT

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## Imagery

Network for Hope brand imagery should reflect its most core value: hope. It frequently features those who have a personal connection to donation and utilizes the brand color palette. In this section, you will learn how to select the right style of photography for any design.



# 5.1 PHOTOGRAPHY

Network for Hope and its legacy organizations have gathered a large collection of their own private photography available for use across all resources. These photos primarily capture donors, donor families, recipients, those waiting for a life-saving organ, and donation champions, as well as annual events. This image bank should serve as the primary resource for photography across all Network for Hope collateral, allowing those closest to donation and their real stories to be amplified. Subjects' first names and donor status should accompany photos when possible in order to foster personal connections with the viewer while maintaining privacy.

Should the need arise for photography that does not primarily focus on featured donors, stock photography is permitted, but internal Network for Hope photography should be the default as much as possible. When using stock photography, selected photos should have an overall clean, positive, professional, and respectful tone and avoid unnecessary visual effects or filters, mirroring Network for Hope's internal photography style. Where possible, photography should utilize the brand primary color palette and avoid bright, distracting colors that are not in the palette.

As an advocate for diversity and inclusion, Network for Hope's photography should reflect its values. Photography should always strive to feature diversity of race, gender, age, and religion. In pieces that are designed to address a certain demographic, photos representing the members of that audience should be the focus.



# EXAMPLES





# Graphic Representation

Graphics express the personality of the brand, and can be added to a composition in order to add visual interest and communicate tone. In this section, you will learn the various graphic styles used to convey the Network for Hope brand and how to use them.



# 6.1 ICONOGRAPHY

Icons are a great way to graphically express a topic and visually support content so it becomes easy to read and understand. Network for Hope utilizes an outline style, avoiding solid fills, providing a clean and professional yet light and engaging look and feel. This icon style is versatile and can be applied to any visual that fits the content. Icons should always be relevant to the subject matter at hand, and should be easy to see and understand at a small size.

## Pillars of Donation

These icons may be used to represent the various connections to donation a person may have or represent.

**Hero:** Donors, Donor Families, Living Donors

**Champion:** Recipients, Ambassadors, Donation Advocates

**Leader:** Hospital Partners, DMV Partners, Community Figures

**Seeker:** Waiting for a Transplant, Community Members, Unsure



ORGAN, TISSUE, AND EYE DONATION



GENERAL MEDICAL



HERO



CHAMPION



LEADER



SEEKER

PILLARS OF DONATION

## 6.2 GRAPHICS

Graphics can be added to a composition in order to add visual interest, introduce accents and reinforce the tone of the brand. Brand graphics across different applications include color blocks, iconography, leading lines, brush strokes, doodles, outlines, and the interlocking O pattern.

### Brush Strokes

Brush strokes may be applied as a graphic style or background element as a way to add color and texture to a composition. As a decorative element, the graphic must not interfere with the visibility or legibility of any text, photos or additional graphics.

### Abstract Organs

These shapes may be utilized to graphically illustrate various transplanted organs in an abstract way when relevant to the subject matter. These shapes may be accompanied by an offset stroke of the same shape.

*Pictured from second row left: pancreas, liver, lung, heart, kidney*

### Fingerprints

Fingerprints can be applied as a graphic or background texture to create a personal tone. These can be utilized in either an illustrated or realistic style.

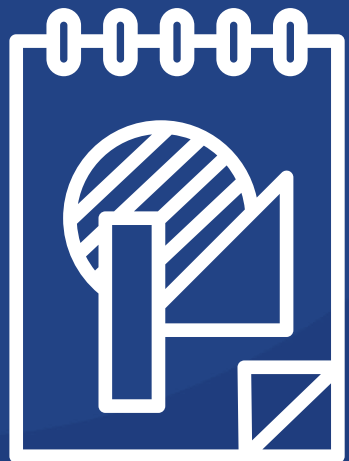
### Interlocking O Pattern

The interlocking O pattern may be applied as a decorative element or as a low-opacity background texture to any piece across the brand.

### Waves/Abstract Shapes

Abstract waves may be applied as a graphic or background element to activate white space or add color and texture to a composition. These can take on various styles such as a solid fill or line work. As a decorative element, graphics must not interfere with the visibility or legibility of any text, photos or additional graphics.





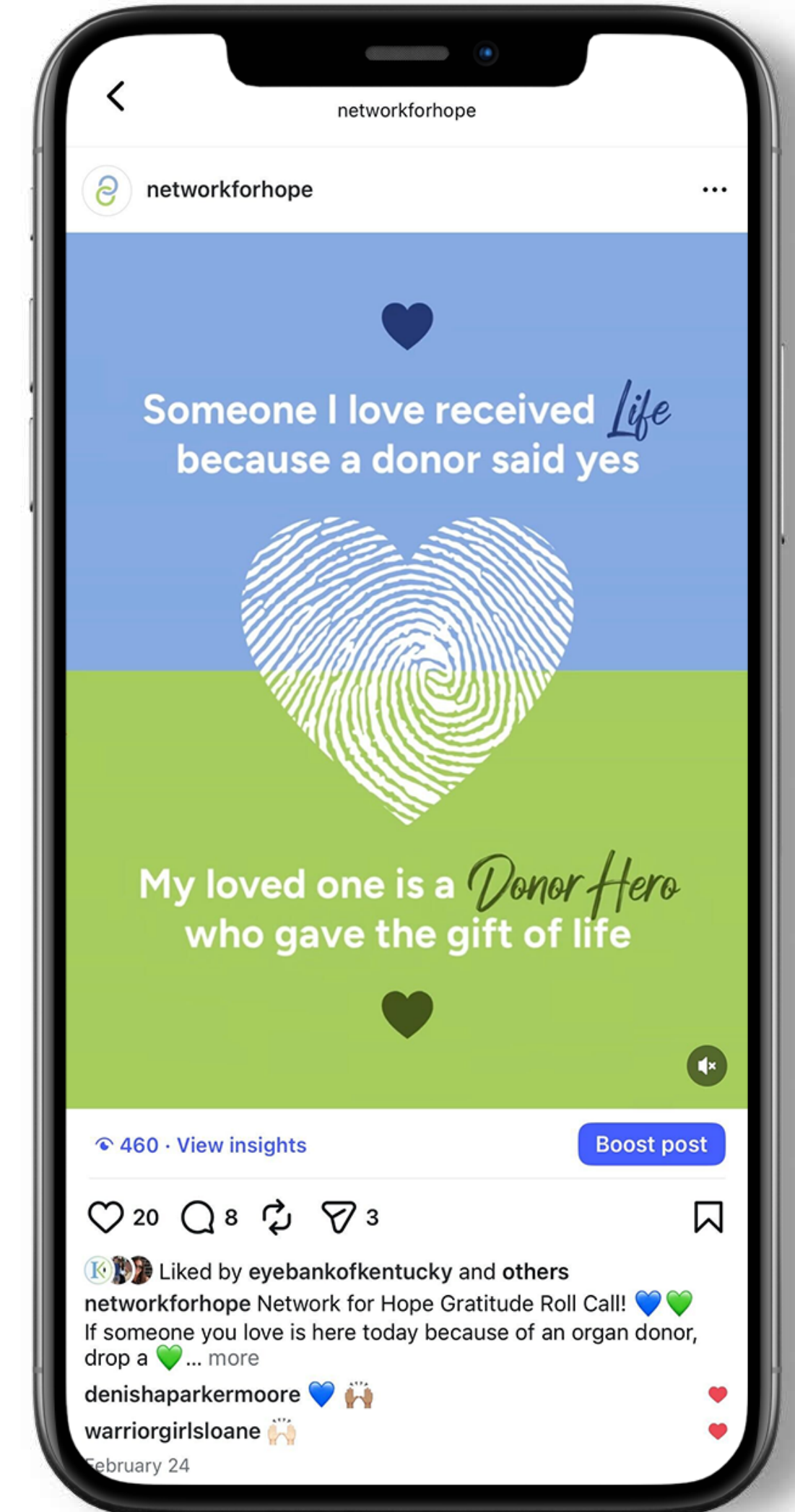
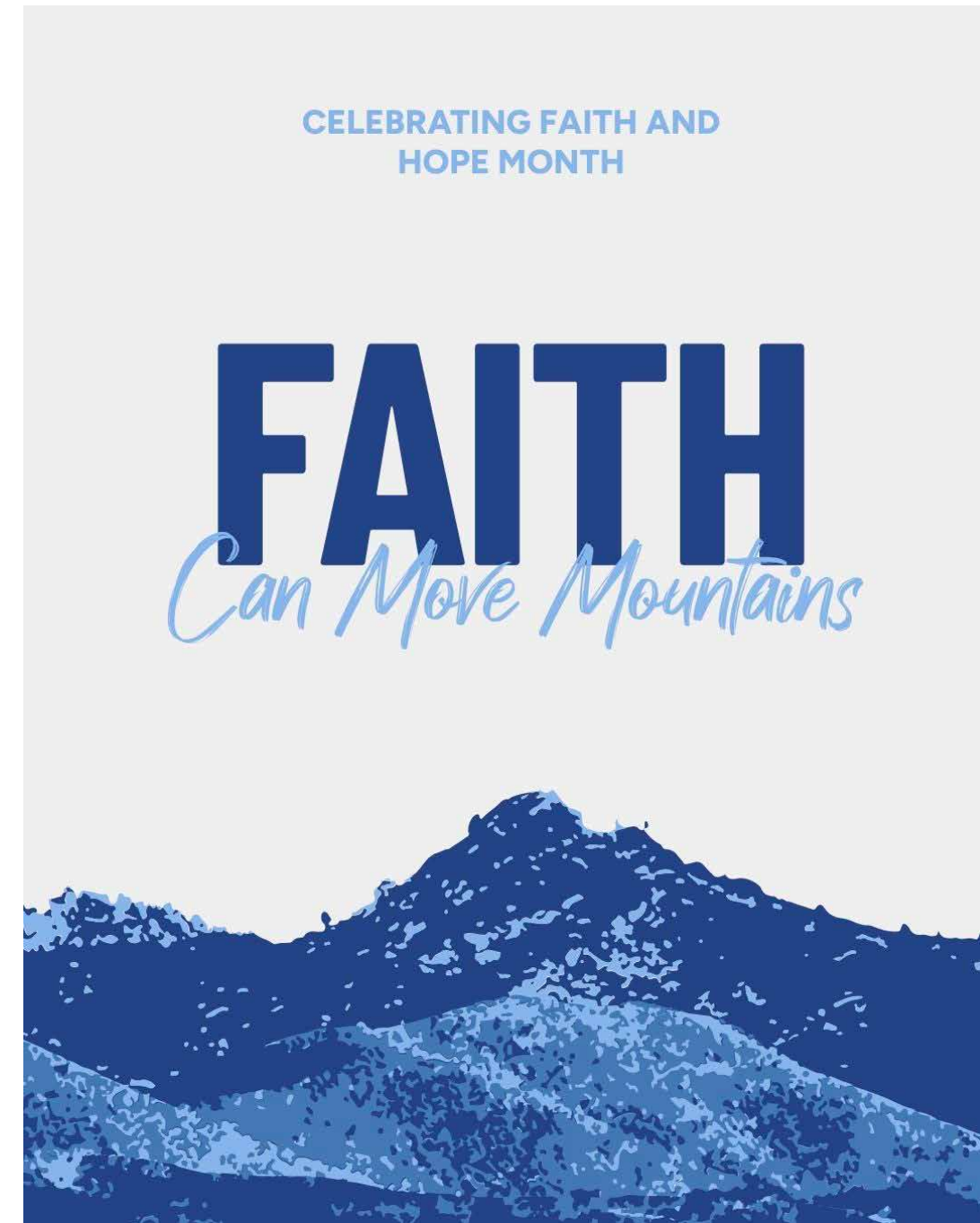
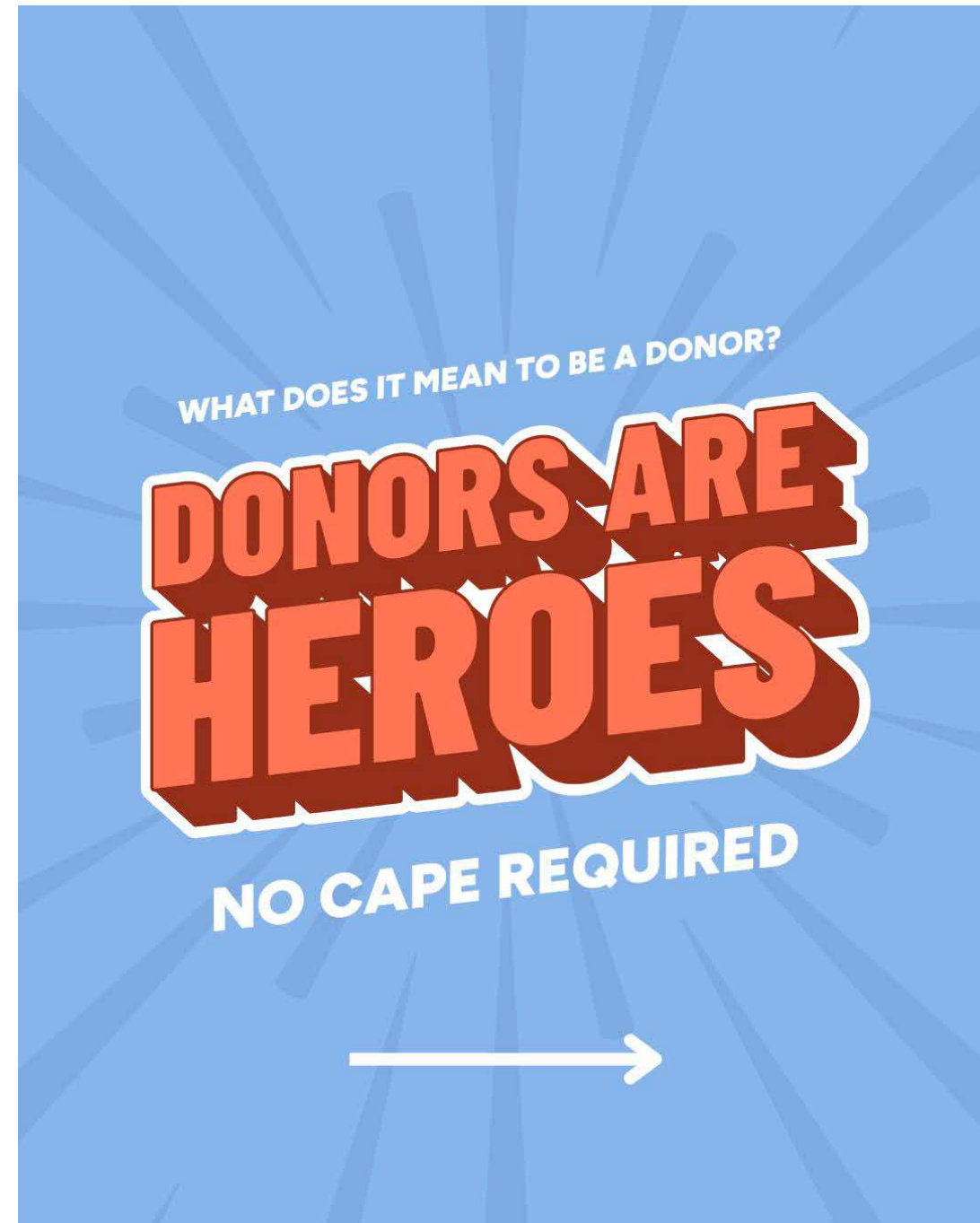
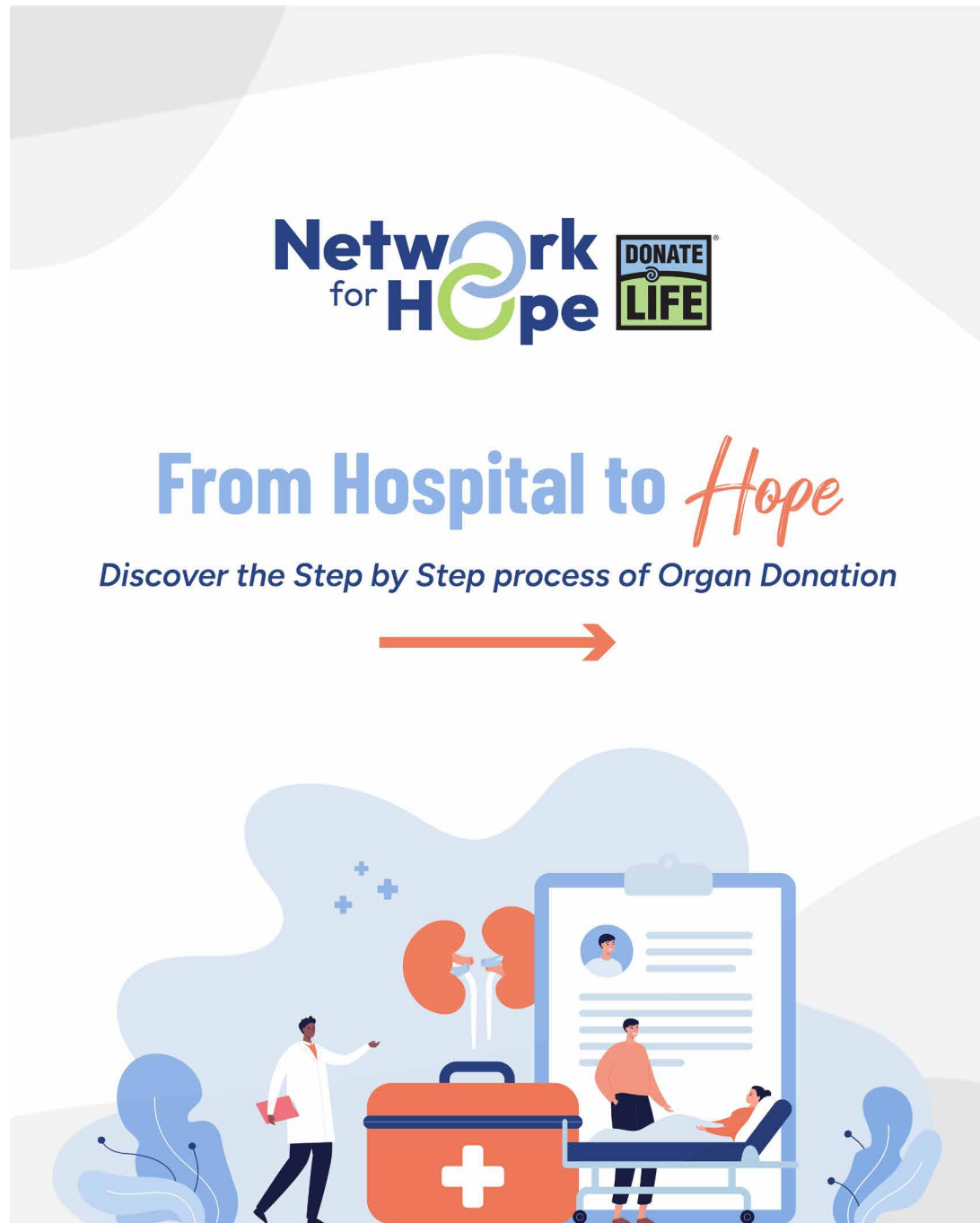
# Brand Application

The Network for Hope brand is represented in our community across a wide variety of media. In this section, you will see examples of designs in which our brand begins to take form in real-life applications.

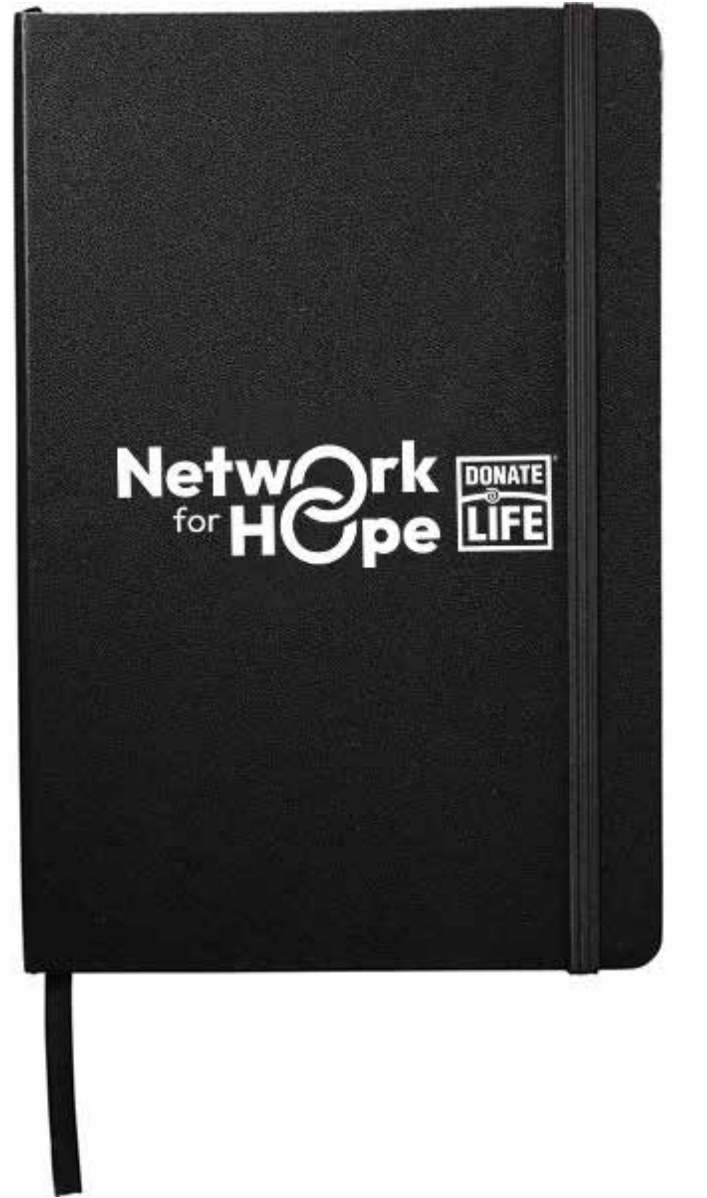
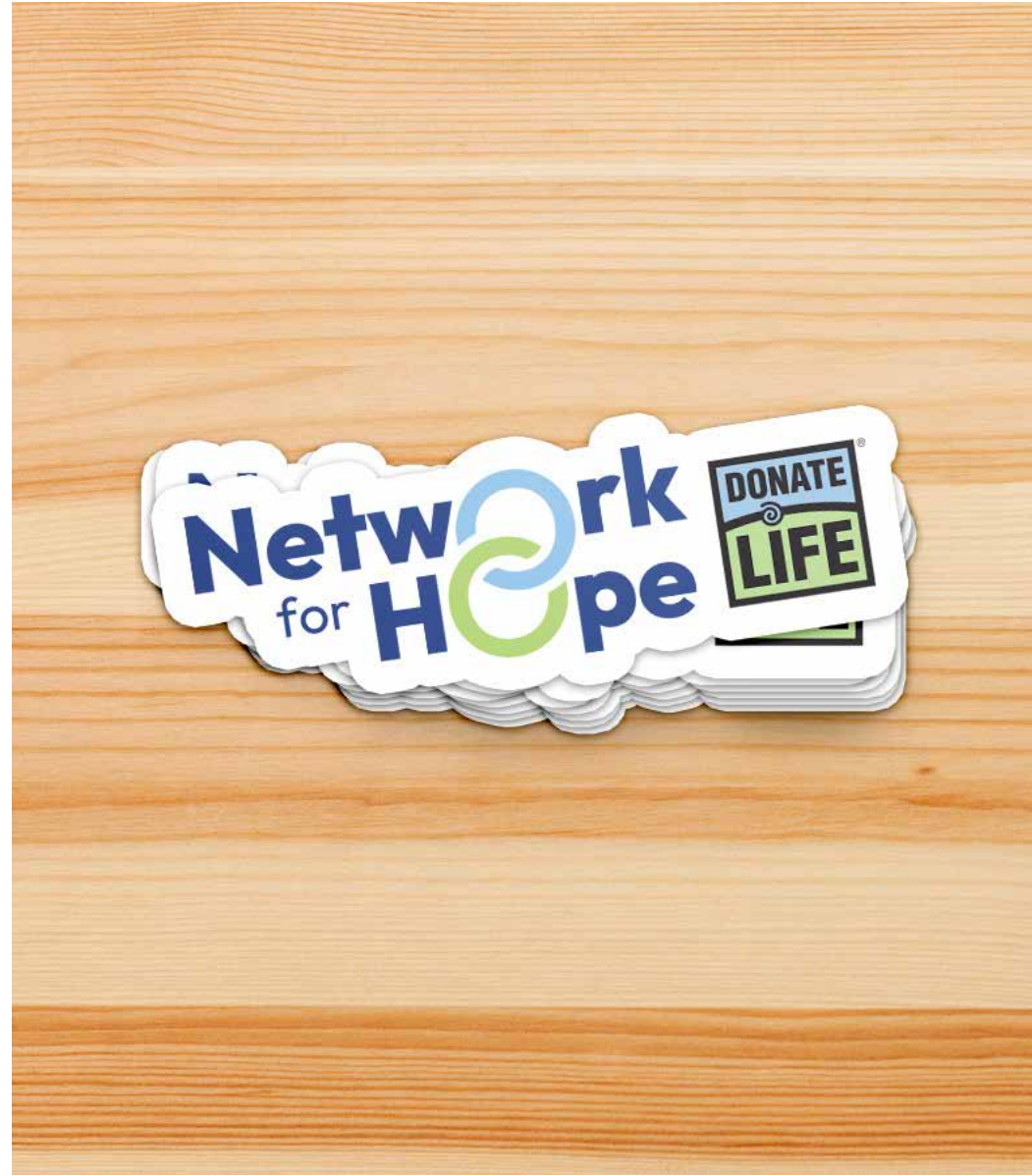
# 7.1 STATIONERY



# 7.2 SOCIAL MEDIA



# 7.3 MERCHANDISE



# CONTACTS

Network for Hope's Community Relations team works to provide comprehensive information to the public with regard to organ, tissue, and eye donation.

**For expert comment, clarification, for more information, or to schedule an interview, please contact:**

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THANK YOU!

