



**American
Red Cross**

MISSING TYPES
Partner Messaging & Style Guide

2018

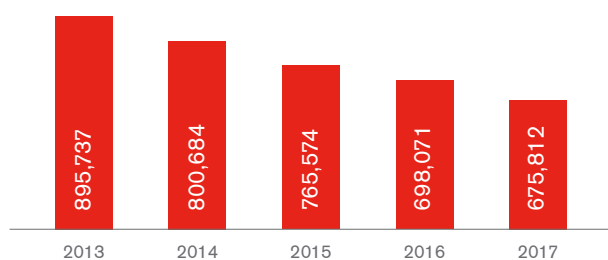
Introduction

Thank you for joining the American Red Cross in the Missing Types campaign, a movement to inspire new blood donors to roll up a sleeve and help save lives.

The Red Cross continuously relies on the generosity of volunteer blood donors to help patients in need: cancer patients, trauma victims, heart and other surgery patients, newborn babies and birthing mothers. The need for blood is constant, but there simply aren't enough new blood donors being added to the ranks to help those in need. In fact, the problem is an alarming one:

- Every two seconds someone in the U.S. needs blood.
- Only three percent of people in the U.S. give blood in a given year.
- Engagement from new blood donors has declined steadily for most of the past decade.

New blood donors giving blood



The idea behind the innovative Missing Types campaign is that we might not realize how vital certain letters are until they're gone. A, B and O are our blood types, and when not enough people donate, A's, B's and O's may be missing from hospital shelves.

This trend isn't just a U.S. issue, it's global. The Missing Type campaign was born in 2016 in the U.K. to help address the dropping number of new blood donors, and the movement has grown each year since. This year, there are already 18 countries planning to be part of the movement during the same time period.

The Red Cross is asking for your help to fill the missing blood types by inspiring 370,000 new blood donors across the U.S. to take action this summer. Together, we can reverse the trend before it's too late for patients in need.

You can access all of the resources in this guide and more through our online resource center at RedCrossBlood.org/Assets. If you have any questions, we're just an email away at MissingTypes@redcross.org.

Tonality

While the campaign addresses the serious issue of blood missing from hospital shelves, the concept of the campaign allows for creative options. If your brand platform is built on a fun, quirky or less serious tone, feel free to be your authentic and dynamic brand by infusing your own creativity into the partnership. The tone and images of the campaign doesn't have to always be so serious.

Campaign Dates

June 11-July 3, 2018

World Blood Donor Day is Thursday, June 14

Primary Taglines

- Without A, B and O, we can't save anybody.
- Help Fill The Missing Type.
- Make Someone Whole Again.

Bringing the Campaign to Life

The ideas for partnership around this campaign are limited only by your creativity. From engaging your customers through bill and bag stuffers to recognizing an employee or customer who has received blood, the ideas are limitless.

Here are some ways you can help bring this campaign to life:

- Remove the A, B and O digitally from your logo or messaging and create an image that you can share on your social media sites or website.
- Turn off the lights, or cover the letters A, B and O on a physical sign on or in front of your building with your name or logo. Take a picture and share it on your social media sites with a call to action to fill the missing blood types by giving blood.
- Share the message with your employees. Encourage them to donate blood and ask their family and friends to do the same.
- Organize a blood drive this summer with the Missing Types campaign theme.
- Use your modified logo on your website, with a brief explanation as to why it looks different; invite people to take notice and take action. Get creative: animate the letters disappearing or give visitors an option to dynamically bring the letters back, while educating them about the real ways that A's, B's and O's get filled in on hospital shelves.
- Make your own video with the Missing Types theme, and/or employees supporting the cause and share through your social networks.
- Consider donating some of your local advertising spend to the Red Cross or include a Missing Types theme ad in planned advertising to amplify your alignment with the blood services mission.
- Send a press release about your engagement with the campaign to your local paper or ask them to join with you to support the campaign through media relations.
- Find an employee recipient or committed blood donor and recognize them, as a way to rally your organization around the life-saving power of A's, B's and O's.
- If you sponsor a sports team or have advertising in a sports venue, consider removing the A, B and O from signage in those facilities.
- If you have a prominent spokesperson or mascot, remove the A, B or O from their name and get creative with sharing the meaning behind the missing letters.

Campaign Messaging

- You might not realize how important certain letters are until they're gone. A, B and O are our main blood groups, and when not enough people donate blood, hospital shelves may be empty when a critical patient arrives.
- Don't wait until the letters A, B and O are missing from the hospital blood bank shelves.
- A few missing letters may not seem like a big deal, but for a hospital patient who needs type A, B or O blood, these letters mean life.
- Imagine if someone you love needed a blood type that was missing from hospital shelves. You can help keep loved ones alive.
- We're missing some letters, and only you can bring them back. Without more donors, patients will not have the type A, B or O blood they need.
- Every two seconds, someone in the U.S. needs blood. But for the past four years, new Red Cross donors declined by about 80,000 each year.
- New donors ensure there's enough blood for patients. At your summer blood drive, you can invite new donors to ensure lives are saved.
- Your support of the Missing Types campaign will help ensure that more people are donating blood and more lives are saved.
- Where would we be without A, B and O? A, B and O are also our main blood groups. Your support of the Missing Types campaign will help ensure patients never get stuck asking that question.

Calls to Action

- Without A, B and O, we can't save anybody. Visit RedCrossBlood.org/MissingTypes to schedule your blood donation appointment today.
- Make someone whole again. Visit RedCrossBlood.org/MissingTypes to schedule your blood donation appointment today.
- You are the #MissingType patients need. Visit RedCrossBlood.org/MissingTypes to schedule your blood donation appointment today.
- More new blood donors are needed now. Visit RedCrossBlood.org/MissingTypes to schedule your blood donation appointment today.
- Help fill in the #MissingType so a patient can survive. Visit RedCrossBlood.org/MissingTypes to schedule your blood donation appointment today.
- New donors ensure there's enough blood for patients. At your summer blood drive, you can invite new donors to ensure lives are saved.

Hashtag & Social Media

#MissingType

Example partner uses:

- (company name) is the #MissingType
- Proud to be a part of the #MissingType
- We're helping to fill the #MissingType

Example Social Media Content:

We're missing some letters, and only you can bring them back. Without more A, B and O blood donations, patients can't get the critical help they need. Make someone whole again at RedCrossBlood.org. #MissingType

One letter can change everything, and no one gets that more than the Red Cross. They're running low on A, B and O blood types. Schedule a donation at RedCrossBlood.org. #MissingType

We can spare a letter or two from our name and logo, but patients who need blood can't. A, B and O blood types are missing. Schedule a blood donation at RedCrossBlood.org. #MissingType

No, it's not a typo. Our logo is missing some letters. The Red Cross is missing A, B and O blood reserves, and we're joining forces to help fill the gaps. Schedule your blood donation to help fill the #MissingType at RedCrossBlood.org.

Notice something missing? A few letters may not seem like a big deal, but for patients who need A, B and O blood types—it's life and death. We've partnered with the Red Cross to help fill the #MissingType of blood. Schedule a blood donation at RedCrossBlood.org.

Website

RedCrossBlood.org/MissingTypes

Logo



Cool Gray
PMS Cool Gray 11
CMYK 0, 0, 0, 70



Red Cross Red
PMS 485
CMYK 0, 100, 100, 0

Note: use sparingly for urgent need situations and call outs



Black
PMS Black
CMYK 0, 0, 0, 100

Note: use sparingly for text legibility or in black and white executions

Color Palette



meric n
Red Cr ss



meric n
Red Cr ss

Campaign Elements

Primary Header

The header is the driving visual at the top of each campaign asset. It should feature a black and white photo and incorporate the campaign logo and call to action, with the letters A, B and O faded. Below the header image should feature the supplemental campaign messaging. The messaging can appear directly on the image bolded, in red, or in a horizontal red bar.

Alternate print treatments are available that highlight the campaign taglines on solid red, instead of a feature photo.



Campaign Elements

Photo Treatments

Featured photos should be black and white. When using stock photography, it should be striking and show children, sisters, brothers, mothers and fathers who depend on lifesaving blood donations. The images may feature a hospital setting to help evoke hope even in the face of illness. Images should show diversity and have sufficient open space on the left or right to accommodate the campaign logo and call to action.

Stock Photography Options



Opt 1



Opt 2



Opt 3



Opt 4



Opt 5



Opt 6

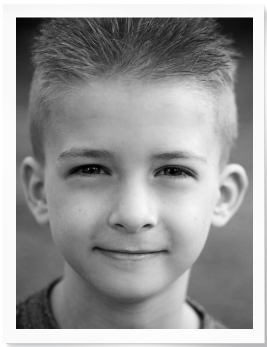


Photo border

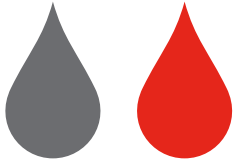
Secondary photo treatment

This option would be best for recognizing an employee, customer or member and sharing their personal story of needing and receiving blood. Horizontal, vertical or square borders may be used depending on the photo and layout.

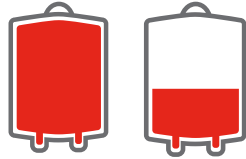
Campaign Elements

Icon Options

A major goal of the campaign is to amplify the viral interest and educational touchpoints surrounding the need for blood. Here are some examples of easy graphics to use as resources for partnership messaging.



Blood Drop



Blood Bag



Blood Drive Sign



Bloodmobile



Blood Donor 1



Blood Donor 2



Blood Receptient

Sample Infographic Execution



The campaign runs
June 11-July 3, 2018.



Visit redcrossblood.org/partner
to let us know you're joining
the movement.



Contact us with any questions:
missingtypes@redcross.org.

Facts and Figures



Every **two seconds**,
someone needs blood.



Fewer people are
donating blood.





Only about **3%** of the U.S.
population donates blood.

During the past four years, new donors **have decreased by about 80,000** each year.

Sample Executions

Print



 **merican
Red Cross**

**MAKE SOMEONE
WHOLE AGAIN**

Without A, B & O, we can't save anybody. You are the #MissingType we need.

Schedule your blood donation appointment today.
#MissingType | RedCrossBlood.org/MissingTypes | 1-800-RED CROSS

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**M A K E
S O M E O N E
W H O L E
A G A I N .**

Right now in America, there's a shortage of A, B and O blood types.
Schedule your donation at RedCrossBlood.org

 **merican
Red Cross**
#MissingType

Sample Executions

Email Template and Web Banner



The email template features a header image of a woman in a hospital bed wearing a patterned headscarf. To the right of the image is the American Red Cross logo and the text "merican Red Cross". Below the image, the headline "MAKE SOMEONE WHOLE AGAIN" is displayed in large, bold, black letters. Underneath the headline, a red call-to-action reads "You are the Missing Type. Don't wait. Donate today to make a difference." This is followed by two paragraphs of placeholder Latin text. A red button with the text "#MissingType" is positioned above a larger red button that says "DONATE BLOOD TODAY!". At the bottom, there is a "Connect with us:" section with icons for YouTube, Facebook, Twitter, and Instagram.

merican Red Cross

MAKE SOMEONE WHOLE AGAIN

You are the Missing Type. Don't wait.
Donate today to make a difference.

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#MissingType

DONATE BLOOD TODAY!

Connect with us:

YouTube Facebook Twitter Instagram



The web banner features a close-up image of the same woman in the hospital bed. The American Red Cross logo and "merican Red Cross" text are in the top right corner. The headline "MAKE SOMEONE WHOLE AGAIN" is centered in large, bold, black letters. Below the headline, the hashtag "#MissingType" is displayed in red.

merican Red Cross

MAKE SOMEONE WHOLE AGAIN

#MissingType

Video

A few videos are being developed by the Red Cross for the campaign and can be used as a resource to share on your social channels. Find more information at RedCrossBlood.org/Assets or email us at MissingTypes@redcross.org.

Questions?

You can access all of these resources and more through our online resource center at RedCrossBlood.org/Assets. If you have any questions, we're just an email away at MissingTypes@redcross.org.