

# Dialysis Patient Citizens (DPC) DPC Education Center (The Center) Style Guide

Version 1.0a Draft

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Note: Content in black is a first attempt at gathering information from existing documents and web sites. Red indicates questions or “unknowns.” This guide can be as detailed or as general as you like!

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## Introduction

This guide is an instruction manual on how to use the organization's branding materials and design elements. It assists in explaining the values of the organization and strengthens and maintains its identity by insuring that your branding is used as intended. This saves time and money by eliminating guesswork and ambiguity when working with internal design teams as well as outside firms, partners and resources. It is a "living document" subject to change and should be updated often.

## Who We Are

### Dialysis Patient Citizens (DPC)

The Dialysis Patient Citizens (DPC) is a 501(c)(4) non-profit patient organization dedicated to improving dialysis patients' quality of life by developing awareness of dialysis issues, advocating for dialysis patients, promoting favorable public policy and improving the partnership between patients and caregivers. We are a nationwide, patient-led organization with membership open only to dialysis and pre-dialysis patients and their families. Our policies and our mission are guided solely by our membership.

### DPC Education Center (The Center)

The DPC Education Center is a 501(c)(3) non-profit organization and affiliate organization of Dialysis Patient Citizens. The Center is led by a patient-centric board, including members currently on dialysis and several transplant recipients. The Center is dedicated to improving kidney patients' quality of life and reducing the occurrence of ESRD through education.

## General Style Notes

The parent organization should be referred to as "Dialysis Patient Citizens (DPC)" but "DPC" is acceptable after an initial mention spelling out the entire organization's name.

The affiliate organization should be referred to as "DPC Education Center (The Center)" but "The Center" is acceptable after an initial mention spelling out the entire affiliate's name.

## Grammar and Punctuation

Unless otherwise indicated, the organization follows *The Associated Press (AP) Stylebook* (or *The Chicago Manual of Style*? Or any other guide you might use?) as its guide for grammar and punctuation. Any differences from, or specific instances not covered by this guide are addressed in this document. (See *House Style* section below.)

For internal use, approved templates for items such as letterheads, logos, forms and other materials (as well as this guide) are available for download on the organization's internal network, in common formats. (IF you have any templates, logos, or other graphic files already (like Word letterheads, etc. ) and you had a central networked place to keep them, it might be good to mention it here.

These same files would be good to offer on the web sites, as an addition to a "Press Kit", for external agencies and partners who may want to use your correct logo, or even this style guide itself.

## Internal Revenue Service Specifications

The DPC should be referred to as a 501(c)(4) non-profit organization. There should be no space between the "501" and "(c)" and the "(c)" should always be lowercase.

The DPC Education Center should be referred to as a 501(c)(3) non-profit organization. There should be no space between the "501" and "(c)" and the "(c)" should always be lowercase.

The IRS Employee Identification Number (EIN) should be displayed in the format XX-1234567 (all numerals).

## House Style

These are notable exceptions to *The Associated Press (AP) Stylebook* (or *The Chicago Manual of Style*?) guides, specific to the organization.

*webpage* - should be one word.

*website* - should be simply referred to as "site" (per Gala project).

*hyperlink* - should be simply referred to as "link."

*tax-deductible* – should always have a hyphen.

## Organization Addressing

There should be no comma between the word "Street" and "NW."

There should be no periods in the abbreviation "NW"

Phone numbers should be formatted with hyphens and not periods.

## Logos

Thing to avoid when using our logos:

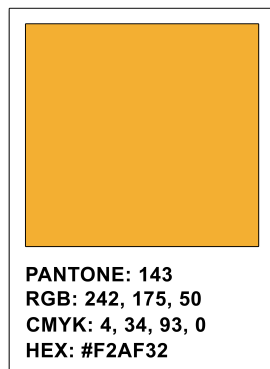
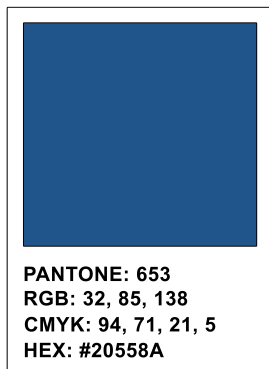
- It should not be sized so small as to be illegible
- Leave enough empty space around the logo to prevent loss of impact.
- Do not place the logo on hard-to-read backgrounds, graphics or color combinations.
- It should be proportionally sized, and not stretched, or altered inconsistently.
- It should only be used in the specified colors, or black.

### DPC Logo

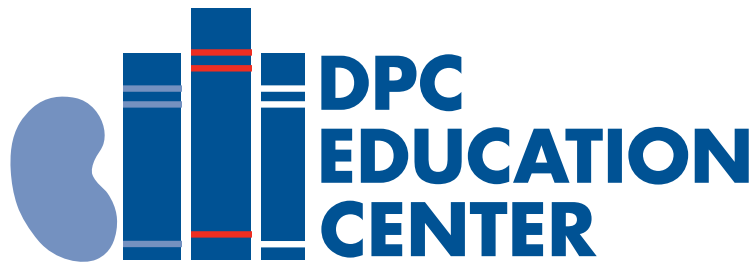
The DPC logo must always either come first, or be larger than the DPC Education Center logo when both logos are displayed together.



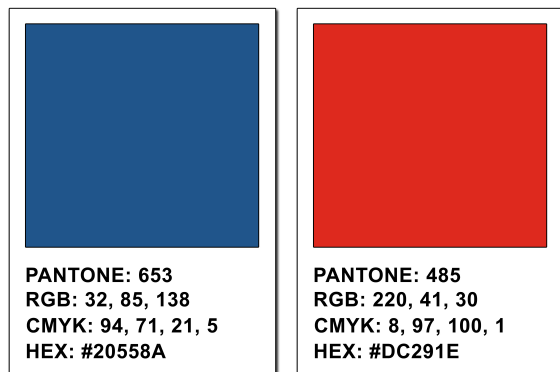
The colors for the logo are: Pantone 653 (blue) and Pantone 143 (gold)



## DPC Education Center Logo



The colors for the logo are: Pantone 653 (blue) and Pantone 485 (red stripe). The kidney and the light blue book stripes are a 50% tint of Pantone 653.



Sometimes the DPC Education Center logo can be used without the accompanying text, just the kidney and books.

## Tag Lines

The DPC tag line is “Improving lives through empowerment.”

The DPC Education Center tag line is “Empowerment through education.”

Not sure what the criteria is for when to use or not use the tag lines.

## Imagery

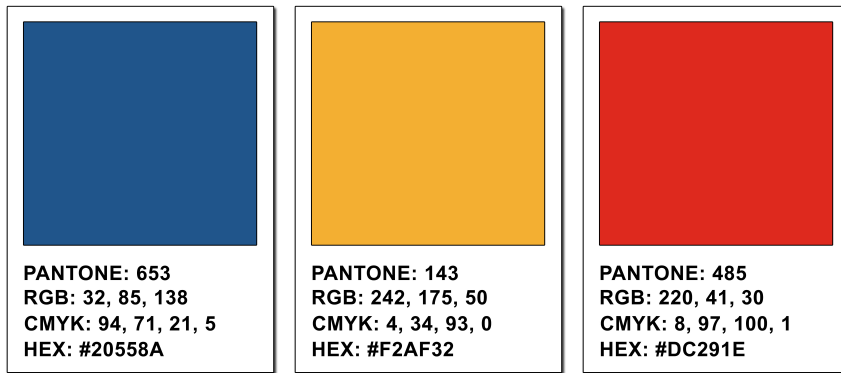
For printed materials, images and graphics should have a resolution of 300 dots per inch (dpi).

For web or online use, images and graphics should have a resolution of 72 dots per inch (dpi).

When in doubt, it is always better to take a higher resolution image and make it smaller, then to attempt to enlarge a small image.

## Colors – Printed Publications

Once the colors are decided on and approved... As a courtesy and to help insure correct color use, we can provide color palette ASE Adobe palette files that designers can import into Adobe applications such as InDesign, Illustrator and Photoshop.



## Colors - Web and Online Communications

This is the sampling of the most used colors for each organization site.

### DPC – DialysisPatients.org

#00467f	-	RGB	0	70	127
#8ca6bf	-	RGB	140	166	191
#c6d3df	-	RGB	198	211	223
#d6e1ec	-	RGB	214	225	236
#e8f1fa	-	RGB	232	241	250
#da2f2f	-	RGB	218	47	47
#fbcc0f	-	RGB	251	204	15
#3f3f3f	-	RGB	63	63	63
#898989	-	RGB	137	137	137
#efefef	-	RGB	239	239	239

### DPC Education Center – DPCEdCenter.org

In addition to using all of the colors shown being used in the “DialysisPatients.org section, the Education Center uses these colors specifically, to differentiate itself.

#133457	-	19	52	87
#759DD1	-	117	157	209
#971213	-	151	18	19



# Typefaces

## Printed Publications

Typefaces used in DPC Membership brochure, Case Statement and Gala materials. Bembo, Futura, Gabriola, Helvetica Neue and Lato. **Would these be the print standard print publication typefaces?**

**Name** Bembo Std

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?

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**Name** Futura Medium

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**Name** Gabriola

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ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?

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**Name** Helvetica Neue

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**Name** Lato Regular

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ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?

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## Typefaces - Web and Online Communications

On the <http://www.dialysispatients.org> site:

**Crimson Text** is the serif typeface used for body copy.

**Lato** is the sans-serif typeface used for titles, headings and menu items.

**Name** Crimson Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum

**Name** Lato Regular

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On the <http://dpcedcenter.org> site:

**Rokkitt** is a slab-serif typeface used for titles, headings and menu items.

**Verdana** is a sans-serif typeface used for body copy.

**Name** Rokkitt

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?

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**Name** Verdana

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## Sample Documents

### Business Cards

Will need a sample here

### Letterhead and Other Stationery

Will need a sample(s) here

### Newsletters and Other Reoccurring Publications

Will need sample(s) here