Organ donation design style summary

Our organ donation design style colours

- Plenty of white space
- Accent colour Organ Purple – Pantone 255 (RGB: 110/44/107 - HTML: 6E2C6B)

Our ribbon

Yes I donate graphic

- Bottom right of the page - only use one
- Not distorted or altered in any way
- Clear zone equal to height of the 'o' in 'I donate'
- Can be reversed out of solid colour
- Two versions, portrait and landscape

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Join the Organ Donor Register and save lives.

To find out more about organ donation, visit organdonation.nhs.uk

For more information visit organdonation.nhs.uk

Did you know...?

- Approximately 34 people a day die in need of a transplant
- On average, 1,150 people a day wait for a transplant
- Currently, 1,150 people from South Asian communities are waiting for a transplant
- Because there are not enough organs available, 3 people a day die in need of a transplant
- On average, ethnic background are more likely to be a close match.
- Blood types and tissue types need to match for a successful transplant and organs from people from the same ethnic background are more likely to be a close match.
- Asian people will wait on average one year longer for a kidney transplant than a white patient.
- The acute shortage of suitable organs means South Asian people will wait on average one year longer for a kidney transplant than a white patient.
- All the major religions of the UK support the principles of organ donation and transplantation.
- Medical care with the utmost respect and organs are removed entirely independent of the transplant team. Death is certified in the same way for people who donate.
- Organ donation is only considered if, despite their efforts, saving lives: this is always their first priority. Organ transplantation after a person has died and those closest to them have confirmed they wanted to be organ donors in their 80s!
- More people are becoming donors in their 80s!
- Having an illness or long-term condition doesn’t prevent you from registering as a donor.
- Even if you don’t or can’t give blood, you can still be a potential organ donor.
- With the same care as in any other operation.

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Example publications

▶️ Portrait version

▶️ Graphic clear zone