

How to Add the “Community Leader for Life” Badge to Your Website

STEP 1:

[Download the Beacon Badge.](#)

STEP 2:

Find a place on your site to add the Beacon Badge. Add copy that lets others know your contribution and commitment.

Here's some sample text to help you get started!

Sample Headlines:

Distinguished Blood Drive Host
We Are a Community Leader for Life
A Valued Community Partner
[YOUR ORGANIZATION NAME] Gives Back

Sample Body Copy:

[YOUR ORGANIZATION NAME] is proud to host blood drives with Versiti! When one donation can save up to three lives, our team is giving back to the community and helping local families return to health.

[YOUR ORGANIZATION NAME] proudly gives back through hosting blood drives with Versiti! Because someone needs blood every two seconds, our team is saving local lives.

[YOUR ORGANIZATION NAME] is a proud blood drive host with Versiti.

STEP 3:

Add a link to Versiti.org to encourage other organizations to join our mission to save lives.

Illinois:

<https://www.versiti.org/ways-to-give/our-communities/illinois>

Indiana:

<https://www.versiti.org/ways-to-give/our-communities/indiana>

Michigan:

<https://www.versiti.org/ways-to-give/our-communities/michigan>

Ohio:

<https://www.versiti.org/ways-to-give/our-communities/ohio>

Wisconsin:

<https://www.versiti.org/ways-to-give/our-communities/wisconsin>

STEP 1.2:

You will receive two versions of the badge: a full-color version for white or light neutral-tone backgrounds, and a reversed version for black or dark neutral-tone backgrounds. Badge should not be placed on highly saturated colors.



STEP 2.2:

In accordance with Step 1.2, be sure to take notice of where you are placing the badge. Within the body of a Homepage, About Us page, or Partnership page is a great place to spotlight your proud partnership! If space is limited, a footer is another great place to allow the partnership to be featured on every page. Since most footers feature dark backgrounds, be sure to use the reversed version of the logo.

EXAMPLE BODY PLACEMENT



EXAMPLE FOOTER PLACEMENT

