



# BRAND GUIDELINES

JULY 2015 v1

# Welcome to the **JDRF BRAND GUIDELINES**

Our vision to create a world without type 1 diabetes (T1D) drives everything we do at JDRF. Communicating this single purpose requires a collaborative, unified approach across our organization—from funding research, to advocacy efforts, to chapter events—that is supported by the tone, look and feel of all of our communications.

The JDRF Brand inspires what we do, informs what we say and shapes what we create. Whether you're talking to prospective donors, staff, volunteers or advocates, clear and consistent branded communications allow us to connect with a global audience, deepen existing relationships, and engage with new audiences.

These guidelines consolidate and strengthen the JDRF Brand worldwide and serve as a reference point for everything we create. They balance the power of a unified approach with the need to create appropriate customization depending on audience, location and communication channels.

Everything you say, write and do strengthens our brand and moves us closer toward our shared vision.

Together we will turn Type One into Type None.

SECTION 2:  
**OUR CORE  
IDENTITY**

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SECTION 2:  
**OUR CORE  
IDENTITY**

**THE STRUCTURE**

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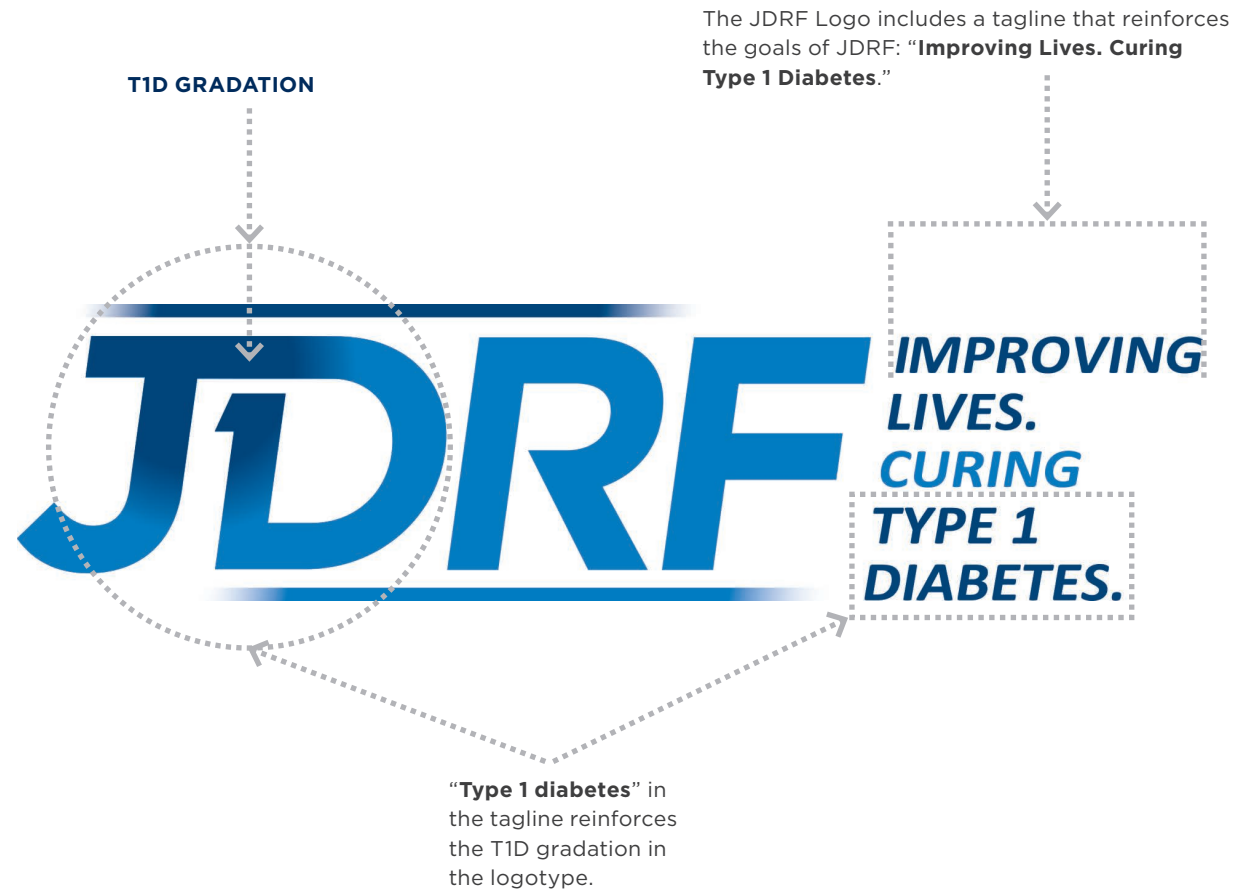
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## HOW DOES THE LOGO REINFORCE THE GOALS OF JDRF?

Consistently using the JDRF Logo in its proper size, color and position reinforces that JDRF is a professional organization dedicated to improving the lives of all affected by T1D while continuing to search for a cure.



## WHAT DESIGN ELEMENTS DOES THE JDRF LOGO HAVE?

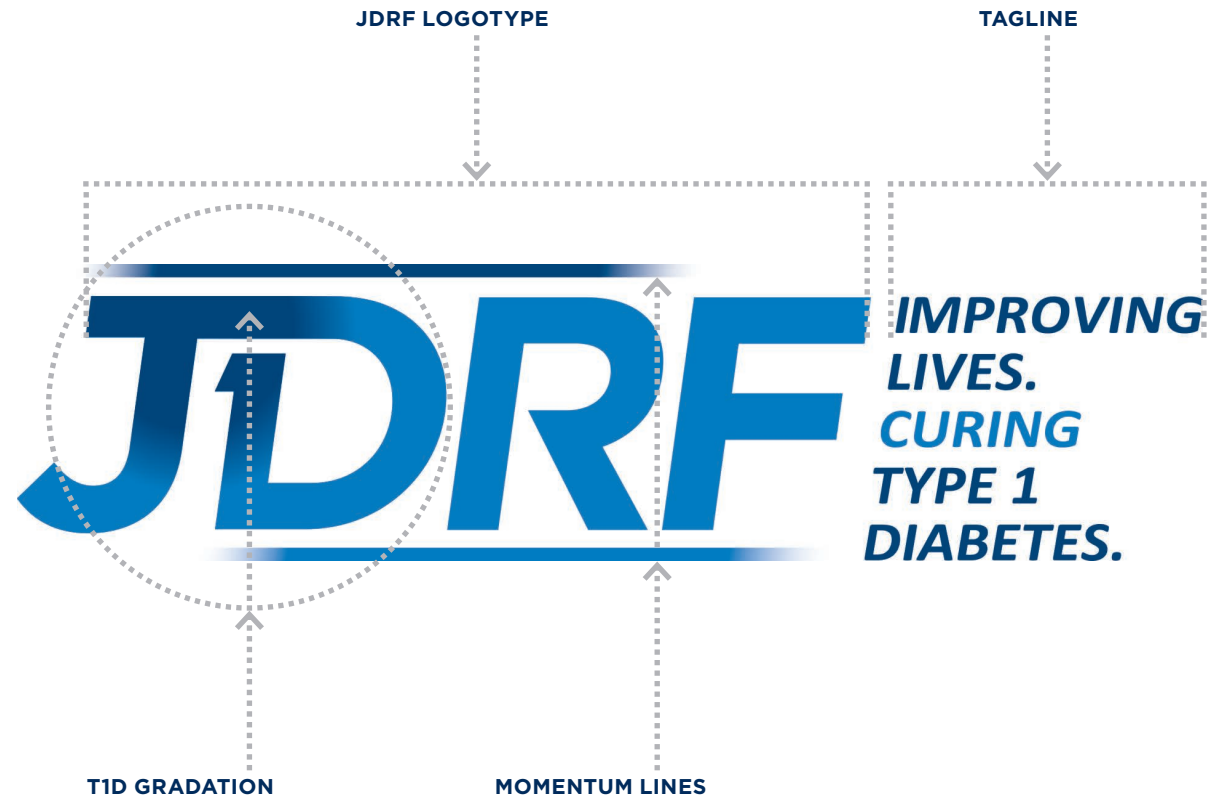
### THE JDRF LOGO IS COMPOSED OF THESE ELEMENTS

1. JDRF Logotype  
(the actual lettering that spells JDRF)
2. Momentum lines above and below the logotype
3. Tagline
4. T1D Gradation
5. JDRF Blue and JDRF Dark Blue

Using these elements correctly keeps our brand identity consistent. The combination of these elements in the logo is fixed. For this reason always use the approved logo artwork files created by National. Please render the logo artwork exactly as supplied. The logo artwork may not be redrawn or altered in any way.

### DO NOT CHANGE

- The Logo must be rendered exactly as is.
- Do not change spacing, alignment, or relative locations of the design elements.
- Do not change the proportions of any of the design elements or the design itself.
- You may resize the logo artwork as needed, but you **MUST** retain all the proportions.



## WHAT ARE THE COLOR VERSIONS OF THE JDRF LOGO?

There are four different color versions of the JDRF Logo. The JDRF Logo may only appear in these four versions. The JDRF Logo may never appear in another color or color combination, not even one of the JDRF Highlight Colors. Though there are four different color versions of the JDRF Logo, the Full Color JDRF Logo is always recommended, as it is the best representation of the brand.

### FULL COLOR JDRF LOGO

The preferred version of the JDRF Logo is in full color. Please use this version whenever possible.

### BLUE JDRF LOGO

For all one-color reproduction needs use the blue version. This logo is reproduced in Pantone 285.

### BLACK JDRF LOGO

For one-color reproduction in black only, such as newspaper ads or black-and-white copying, use the black version of the logo.

The black version is also used for imprinting, embroidering, etching, silk-screening, foil-stamping, embossing, etc.

### WHITE JDRF LOGO

The white version of the JDRF Logo can be placed on a color or photographic background.

### SPECIFIC ARTWORK FOR COLOR VERSIONS

The blue, black, and white versions of the JDRF Logo have specially created artwork. The gradation on the ends of the momentum lines has been removed. This artwork **MUST NOT** be recreated, redrawn, or altered in any way.

### FULL COLOR JDRF LOGO



### BLUE JDRF LOGO



### BLACK JDRF LOGO



### WHITE JDRF LOGO



## HOW CAN I USE THE JDRF LOGO?

### WHAT IS THE CLEAR ZONE FOR THE JDRF LOGO?

To ensure the integrity of the JDRF Logo, it's important to protect it from competing text and graphics. This is called the logo's "clear zone." Allow for a clear zone around the JDRF Logo of at least half the size of the "J" in JDRF.

### HOW DO I USE THE JDRF NAME IN TEXT?

Always remember that the JDRF Logo is a graphic element and not a text element. This means that the logo cannot be incorporated in a headline, subhead, or sentence. In these situations you should typeset the JDRF name. The JDRF Logo should appear elsewhere in the layout to fully represent the JDRF Brand.

### HOW SMALL CAN THE JDRF LOGO BE?

The JDRF Logo, with tagline, should never be less than 1.5" wide. This is the minimum size in which the tagline of the logo is still readable.

### WHAT IF I NEED TO USE THE JDRF LOGO IN A VERY SMALL SIZE?

On those rare occasions when you need the JDRF Logo smaller than 1.5" wide, use the version of the logo without the tagline. This JDRF Alternate Logo is available from National by special request. Due to printing concerns at this smaller size, this alternate logo reproduces in JDRF Blue only. It is not recommended to place the JDRF Logo at a width narrower than 0.5". Don't use this alternate logo at a width of 1.5" or wider.

### CLEAR ZONE



Clear zone is one half the size of the "J" in JDRF

### REFERRING TO JDRF NAME IN TEXT



### MINIMUM SIZES

Minimum size of logo with tagline is 1.5"



Minimum size of JDRF alternate logo without tagline is 0.5"





## ON WHAT BACKGROUND COLORS CAN THE JDRF LOGO APPEAR?

### WHITE BACKGROUND

The preferred way to display the JDRF Logo is to use the full color version of the logo on a white background. Using the logo this way helps to build a consistent appearance of the JDRF Brand. The Full Color JDRF Logo cannot appear on any solid color background other than white.

The Blue JDRF Logo and the Black JDRF Logo can also appear on a white background. Again, using the Full Color JDRF Logo is preferred.

### SOLID COLOR BACKGROUNDS

The White JDRF Logo can appear on a JDRF Blue, JDRF Dark Blue, or black background. The White JDRF Logo cannot appear on any other color background, including any JDRF Highlight Colors.

### PREFERRED WHITE BACKGROUND



### JDRF BLUE BACKGROUND



### JDRF DARK BLUE BACKGROUND



### BLACK BACKGROUND



## CAN THE JDRF LOGO APPEAR ON A PHOTOGRAPH?

You can use two versions of the JDRF logo on a photograph: the blue JDRF Logo and the white JDRF logo.

Never place the Full Color JDRF Logo on a photograph.

Please ensure that the photo background does not visually conflict with the logo.

There **MUST** be an acceptable level of contrast between the JDRF Logo and photographic background.

### BLUE JDRF LOGO ON COLOR PHOTOGRAPH BACKGROUND



### WHITE JDRF LOGO ON COLOR PHOTOGRAPH BACKGROUND



### BLUE JDRF LOGO ON B+W PHOTOGRAPH BACKGROUND



### WHITE JDRF LOGO ON B+W PHOTOGRAPH BACKGROUND

