DIABETESYOU

YOU ARE NOT ALONE

BRAND GUIDELINES

Version 1.0 | April 2015

DIABETES YOU PRIMARY LOGO

The Diabetes You logo speaks to three things; Diabetes, Community and You, the Patient. The prominent blue circle plays off the universal symbol for Diabetes while the smaller dark purple circle at the center represents You, the Patient. All circles surrounding You represent the Community, which clearly speaks to the tagline, "You Are Not Alone". All the rings interact with each other and some break out of the Diabetes ring to symbolize the Community effort in providing support to help overcome Diabetes.

A shared color palette and sans-serif font help to tie the identity of Diabetes You to its parent organizations, the Hormone Health Network and the Endocrine Society, however the playful interaction of overlapping colors and interesting letter forms of this font add personality and uniqueness to this logo, allowing Diabetes You to stand firmly on its own as well.
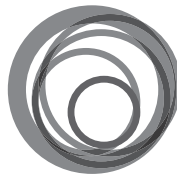
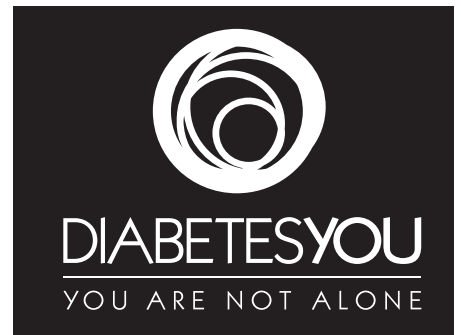### DIABETESYOU
YOU ARE NOT ALONE

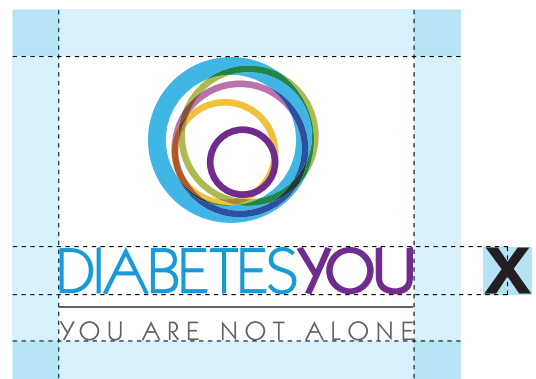## LOGO ALTERNATIVES

DIABETESYOU
YOU ARE NOT ALONE

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CLEAR SPACE REQUIREMENT

To preserve its integrity, it is important to maintain enough clear space around the Diabetes You logo. The logo should not be crowded by other elements, type, graphics, or other logos. The minimum space required around the logo is equal to the height of the line marked by an "X".

DIABETESYOU
YOU ARE NOT ALONE

X

COLOR PALETTE

Pantone 299	Pantone 7495	Pantone 124	Pantone Purple	Pantone 255	Cool Gray 10

C:85 M:19 Y:0 K:0
R:0 G:157 B:220
Hex: 009DDC

C:25 M:0 Y:80 K:30
R:147 G:164 B:25
Hex: 899639

C:0 M:28 Y:100 K:6
R:236 G:172 B:0
Hex: ECAC00

C:38 M:88 Y:0 K:0
R:165 G:67 B:153
Hex: A54399

C:51 M:100 Y:0 K:25
R:115 G:20 B:144
Hex: 731490

C:62 M:53 Y:50 K:21
R:97 G:98 B:101
Hex: 616265

TINTED LOGO COLORS

Pantone 299	Pantone 7495	Pantone 124	Pantone Purple
75% TINT	**75% TINT**	**75% TINT**	**75% TINT**

DESIGN ELEMENTS

The Diabetes You icon can be separated from the logo and be used an element of design or an icon.

EXAMPLE:

TEXT HERE

PRINT FONTS

The font used in the Diabetes You logo is ITC Kabel STD. It is suggested that this font be used for headlines only. Headlines should be set in uppercase ITC Kabel STD Demi. Open Sans Regular, a print optimized Google font, should be used for body copy in print applications.

EXAMPLE PRINT HEADLINE FORMAT

HEADLINES FOR PRINT IS TO APPEAR IN UPPERCASE ITC KABEL STD DEMI

EXAMPLE PRINT COPY FORMAT

Copy text for pring is to appear in Open Sans Regular

WEB FONT

Open Sans Google font should be used for headlines and body copy on the web. It is suggested that headlines are set to uppercase in Open Sans Semibold. Body copy should be in Open Sans Regular.

EXAMPLE WEB HEADLINE FORMAT

HEADLINES FOR WEB IS TO APPEAR IN UPPERCASE OPEN SANS SEMIBOLD

EXAMPLE WEB COPY FORMAT

Copy text for web is to appear in Open Sans Regular

ALTERNATIVE FONT

In the case that ITC Kabel STD and Open Sans fonts are not available, Arial is an acceptable substitute.

FONT VARIATIONS

Below are the variations of the fonts included in the Diabetes You brand identity which can be used for styling purposes.

ITC KABEL STD FONT

ITC Kabel STD Book
ITC Kabel STD Medium
ITC Kabel STD Demi
ITC Kabel STD Bold
ITC Kabel STD Ultra

OPEN SANS FONT

Open Sans Light
Open Sans Light Italic
Open Sans Regular
Open Sans Italic
Open Sans Semibold
Open Sans Semibold Italic
Open Sans Bold
Open Sans Bold Italic
Open Sans Extrabold
Open Sans Extrabold Italic

ARIAL FONT

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

DIABETES YOU - IDENTITY GUIDELINES FOR THE WEB

Version 1.0

CLEAR SPACE REQUIREMENT

The minimun space required around the Diabetes You logo is equal to the hieght of the line marked by an "X".

WEB FONT

The best font for the web to match the Diabetes You identity is the Open Sans google web font. This font should be used for all copy added to the website. In addition, it is suggested for paragraph headlines be typed in UPPERCASE text.

Open Sans Light

Open Sans Light Italic

Open Sans Regular

Open Sans Italic

Open Sans Semibold

Open Sans Semibold Italic

Open Sans Bold

Open Sans Bold Italic

Open Sans Extrabold

Open Sans Extrabold Italic

Suggested Headline Format

HEADLINES TO APPREAR IN UPPERCASE OPEN SANS SEMIBOLD

COLOR PALETTE

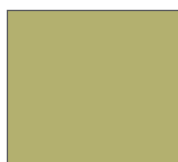| Pantone 124	Pantone 7495	Pantone 299	Pantone Purple	Pantone 255	Cool Gray 10
C:0 M:28 Y:100 K:6 R:236 G:172 B:0 Hex: ECAC00	C:25 M:0 Y:80 K:30 R:147 G:164 B:25 Hex: 899639	C:85 M:19 Y:0 K:0 R:0 G:157 B:220 Hex: 009DDC	C:38 M:88 Y:0 K:0 R:165 G:67 B:153 Hex: A54399	C:51 M:100 Y:0 K:25 R:115 G:20 B:144 Hex: 731490	C:62 M:53 Y:50 K:21 R:97 G:98 B:101 Hex: 616265

TINTED LOGO COLORS

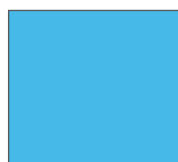| Pantone 124	Pantone 7495	Pantone 299	Pantone Purple	
75% TINT	75% TINT	75% TINT	75% TINT	