



## **BLUE CIRCLE FOR DIABETES**

### **USAGE GUIDELINES AND VISUAL IDENTITY**

## ABOUT THE BLUE CIRCLE

The blue circle is the universal symbol for diabetes. The purpose of the symbol is to give diabetes a common identity. It aims to:

- Support all existing efforts to raise awareness about diabetes
- Inspire new activities, bring diabetes to the attention of the general public
- Brand diabetes
- Provide a means to show support for the fight against diabetes

The icon was originally developed for the campaign that resulted in the passage of United Nations Resolution 61/225 "World Diabetes Day."

The campaign for a United Nations Resolution on diabetes was a response to the diabetes pandemic that is set to overwhelm healthcare resources everywhere. The campaign mobilised diabetes stakeholders behind the common cause of securing a United Nations Resolution on diabetes. The United Nations passed Resolution 61/225 'World Diabetes Day' on December 20, 2006.

## WHY A CIRCLE?

The circle occurs frequently in nature and has thus been widely employed since the dawn of humankind. The significance is overwhelmingly positive. Across cultures, the circle can symbolize life and health. Most significantly for the campaign, the circle symbolizes unity. Our combined strength is the key element that made this campaign so special. The global diabetes community came together to support a United Nations Resolution on diabetes and needs to remain united to make a difference. As we all know: to do nothing is no longer an option.

## WHY BLUE?

The blue border of the circle reflects the colour of the sky and the flag of the United Nations. The United Nations is in itself a symbol of unity amongst nations and is the only organization that can signal to governments everywhere that it is time to fight diabetes and reverse the global trends that will impede economic development and cause so much suffering and premature death.

## WHO OWNS THE SYMBOL?

The International Diabetes Federation (IDF) holds all rights to the blue circle for diabetes. The symbol may not be used without prior permission by IDF.

## LOGOS WITH THE BLUE CIRCLE

The blue circle is available in the following versions:



\*The Official World Diabetes Day Partner logo is for exclusive use of corporate partners of the International Diabetes Federation.

## KEY PRINCIPLES ON THE USE OF THE BLUE CIRCLE

1. The diabetes blue circle is protected and its use is regulated. The symbol may not be used without prior permission by IDF.
2. The blue circle may not be used:
  - To promote or refer to anything other than diabetes
  - As a quality or indicator label
3. IDF can provide permission for merchandising carrying the diabetes symbol on a case-by-case basis.

VISUAL IDENTITY

Proportions



Minimum size



COLOURS

Main colours



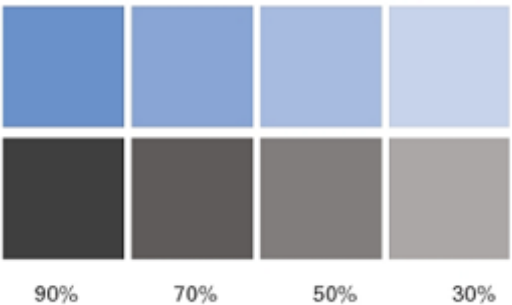
Pantone	279			
CMYK	66	40	0	0
RGB	87	138	214	
HEX	#578AD6			



Pantone	29			
CMYK	69	63	62	58
RGB	51	51	51	
HEX	#302E2E			

Supporting colours

Gradients of the main colours can be used as supporting colours.

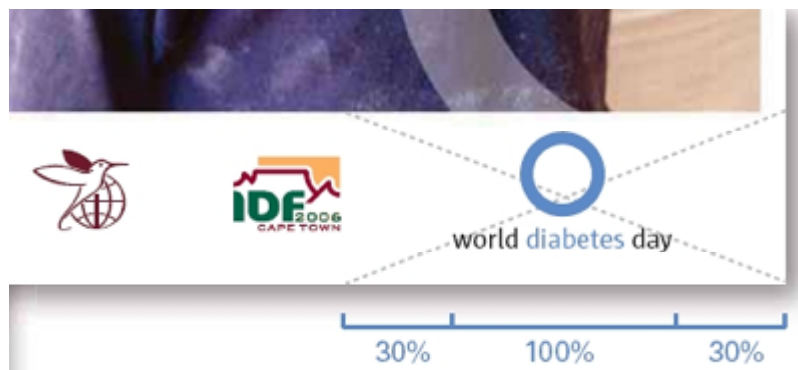


USING THE BLUE CIRCLE

If used as a single signature, the logo should be placed vertically centred.

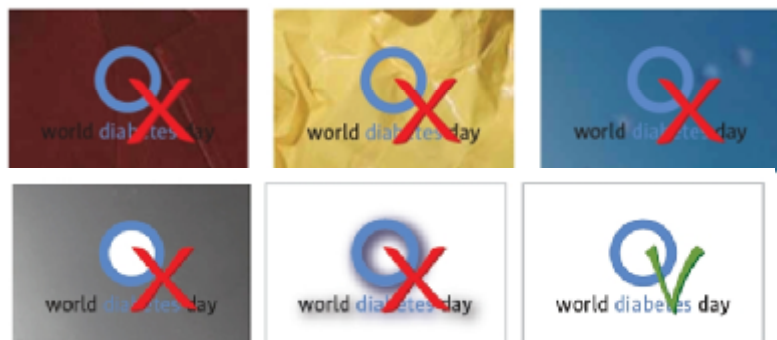


When using the logo alongside other logos, please ensure a margin or border of 30% of the icon size on either side of the icon.



## USE OF THE BLUE CIRCLE WITH VISUALS

Do not place the logo on visuals.



The inner circle of the symbol must not be filled with a different colour to the background colour.

Do not use drop shadow or glow

The symbol must be placed on a solid white background, or on a transparent foil.

## APPLIED USAGE EXAMPLES

Communications and merchandising may only be branded with the blue circle upon receiving written permission from the IDF Executive Office. Under no circumstances may the symbol be used on products or devices.



## CONTACT

All questions or requests regarding the use of IDF marks should be addressed to:

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