

World Diabetes Day 2024

Campaign Styleguide



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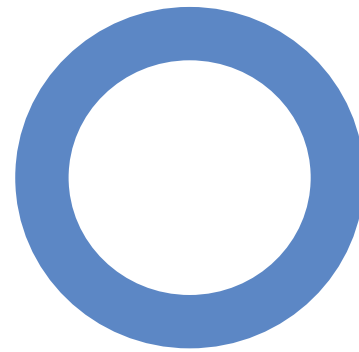
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For a
better
diabetes
life.



For a better
#DiabetesLife



Enduring the tough days.
Celebrating the good ones.
Managing everything in between.

For a better diabetes life



Verbal Identity



Campaign Narrative

Verbal Identity

For the millions of people with diabetes, everyday life can be a struggle. They have to approach every part of the day – home, work, school – with constant caution and extra effort. This is the daily responsibility of living with diabetes.

Diabetes life forces you to be more resilient, organised and responsible. It means you have to think about everything you eat and take better care of yourself than others – even the simplest task requires many extra decisions. It can mean stigma and bullying. It can make it harder for you to see a brighter future ahead. And if you don't have access to insulin care, it becomes a matter of life and death.

But while diabetes life impacts both the physical and mental well-being of millions of people, diabetes care is often limited to the management of blood sugar. This leaves many people at risk of being overwhelmed by their condition.

This World Diabetes Day, let's put well-being at the heart of diabetes care before the condition overwhelms any more people. Let's open up about the physical and mental strain of diabetes, and start the change we need **for a better diabetes life.**

Strapline

Verbal Identity

For a better diabetes life

This strapline will run across the three-year campaign. It emphasises the movement towards change in diabetes care that will improve daily life and well-being for those living with the condition.

Hashtag

#DiabetesLife

This is the hashtag we'll use in our social communications. We'll invite people to use it when they share their personal experiences of living with diabetes.

Tone of Voice

Verbal Identity

Candid

We speak authentically and honestly about the intensity of diabetes life and its constant impact on well-being. We want people to see the reality of the condition, and understand that it never stops.

Positive

While we are honest about the impact on well-being, we don't portray people with diabetes as living in despair. For example, diabetes life means children have to be more resilient, but it doesn't put an end to childhood. Diabetes life means more responsibility, but it isn't joyless.

Hopeful

We're hopeful about what diabetes care could be in the future. Above all, we believe that with sufficient access to diabetes care and support for their well-being, everyone with diabetes has the chance to live well.

Visual Identity



Campaign Logo

Visual Identity

Campaign Logo



Exclusion Zone



Hashtag lockup

#DiabetesLife

#DiabetesLife

#DiabetesLife

#DiabetesLife

#DiabetesLife

Logo Treatment



world *diabetes* day
14 November

DON'T change the colour of the circle and type



world *diabetes* day
14 November

DON'T distort the logo in any way



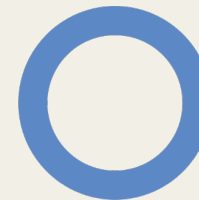
DON'T display the logo on any colours other than Pure White (#ffffff) and Natural Linen (#f2efe6)



DON'T display the logo at a modified angle



DON'T add any effects to the logo

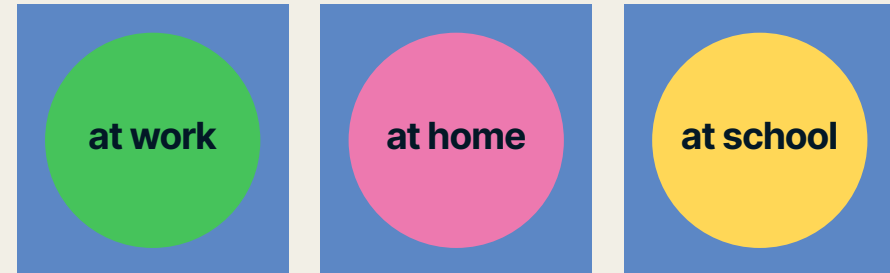


DON'T remove and/or simplify the logo

Graphics

Theme badges

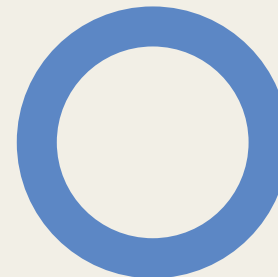
The campaign will highlight the impact of diabetes on three key areas of life – work, home and school. When you're creating content around one of these specific areas, you can incorporate the relevant theme badge from below on your graphic.



World Diabetes Day Circle

The World Diabetes Day circle is at the core of the 2024 campaign. **It must always have a stroke width** that is consistent with the circles featured in the World diabetes Day and International Diabetes Federation logos.

In this campaign, the blue circle is a graphic tool used in combination with photography to indicate that the model in the picture is living with diabetes.



Brand Colours

Complete Palette



Diabetes Blue
#5c87c5



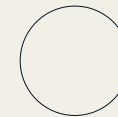
Spring Green
#46c35b



Pink Salt
#ed79af



Sweet Yellow
#ffd757



Natural Linen
#f2efe6



Summer Night
#37377d



Dark Forest
#0d4c13



Aubergine
#4a175b



Not Black
#031826



Pure White
#ffffff

Core Palette



Diabetes Blue
#5c87c5

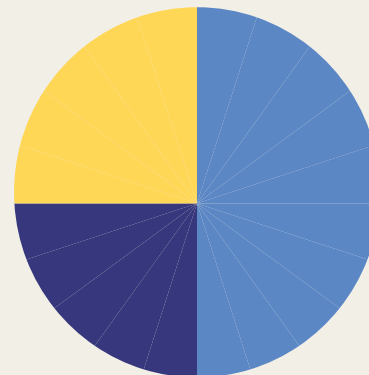


Summer Night
#37377d



Sweet Yellow
#ffd757

Proportions



The World Diabetes Day 2024 colour palette is split into 4 distinct use cases: **Core, Work, School, Home.**

Each group uses Diabetes Blue as a foundation, and introduces different accent colours and proportions.

Brand Colours

'At School' Palette



Diabetes Blue
#5c87c5



Spring Green
#46c35b

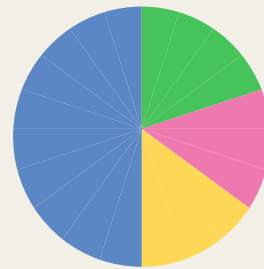


Pink Salt
#ed79af

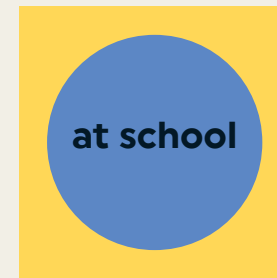


Sweet Yellow
#ffd757

Proportions



Badge



'At Work' Palette



Diabetes Blue
#5c87c5



Spring Green
#46c35b

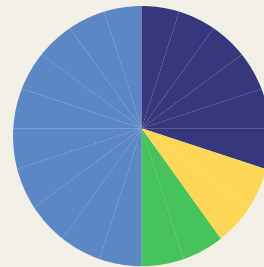


Summer Night
#37377d

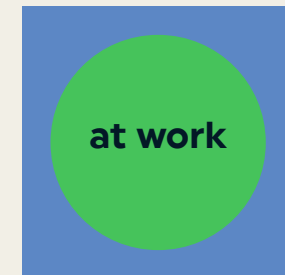
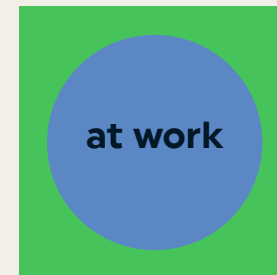


Sweet Yellow
#ffd757

Proportions



Badge



'At Home' Palette



Diabetes Blue
#5c87c5

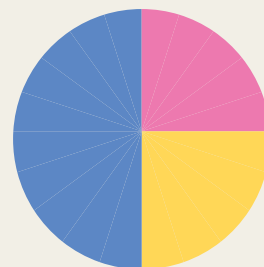


Pink Salt
#ed79af

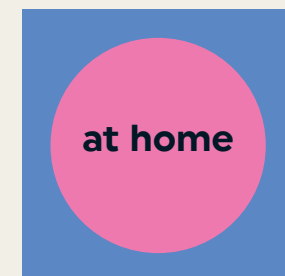
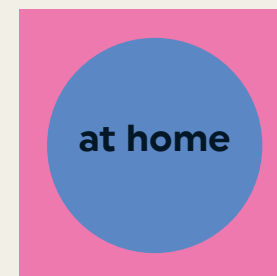


Sweet Yellow
#5c87c5

Proportions



Badge



Typography

Visual Identity

Aa

Primary Typeface

Titles, headlines, core information

Uniform Bold

Uniform **Extra Light**

The quick brown fox jumps over the lazy dog.

Aa

Secondary Typeface

Body copy, secondary information

Noto **Regular**

The quick brown fox jumps over the lazy dog.

Accessibililty

100% Accessible

WCAG 2.0 Constrast
aa (4.5+) - aaa (7+)



Large Text ONLY

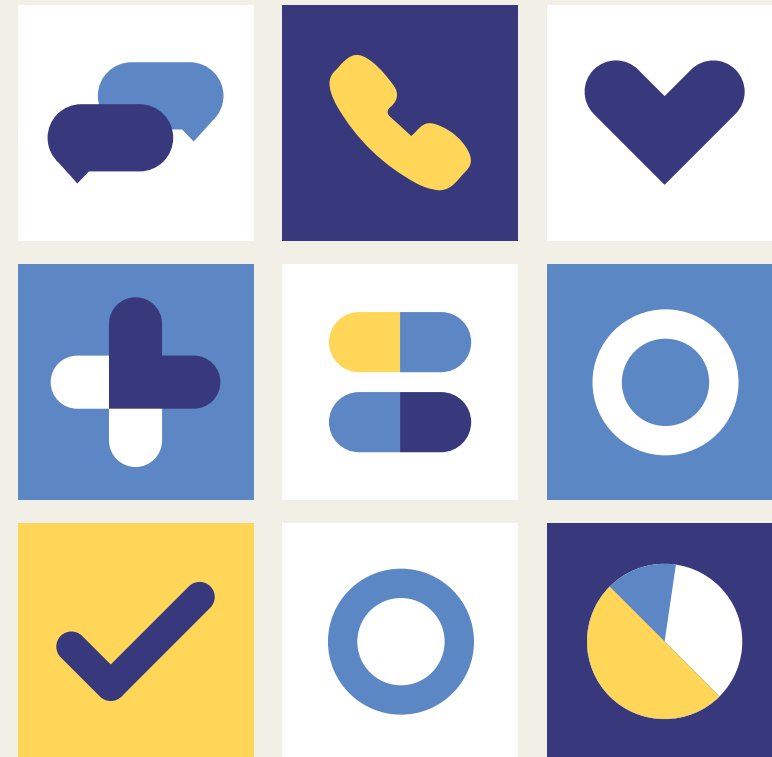
WCAG 2.0 Constrast
aa18(3 to 4.5)



Icons

The World Diabetes Day 2024 campaign uses a minimal selection of icons, primarily intended for use across digital platforms such as social media, the campaign website and infographics.

The icons emphasise certain aspects of diabetes care and wellbeing, such as: **conversation, human contact, tasks, health, treatment etc.**



Brand Expression



For a better **diabetes life.**

For a better **#DiabetesLife**



For a better **diabetes life**



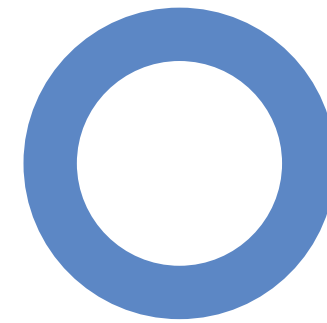
Discover what we can do **for a better diabetes life.**

Edwin,
20 years living with diabetes

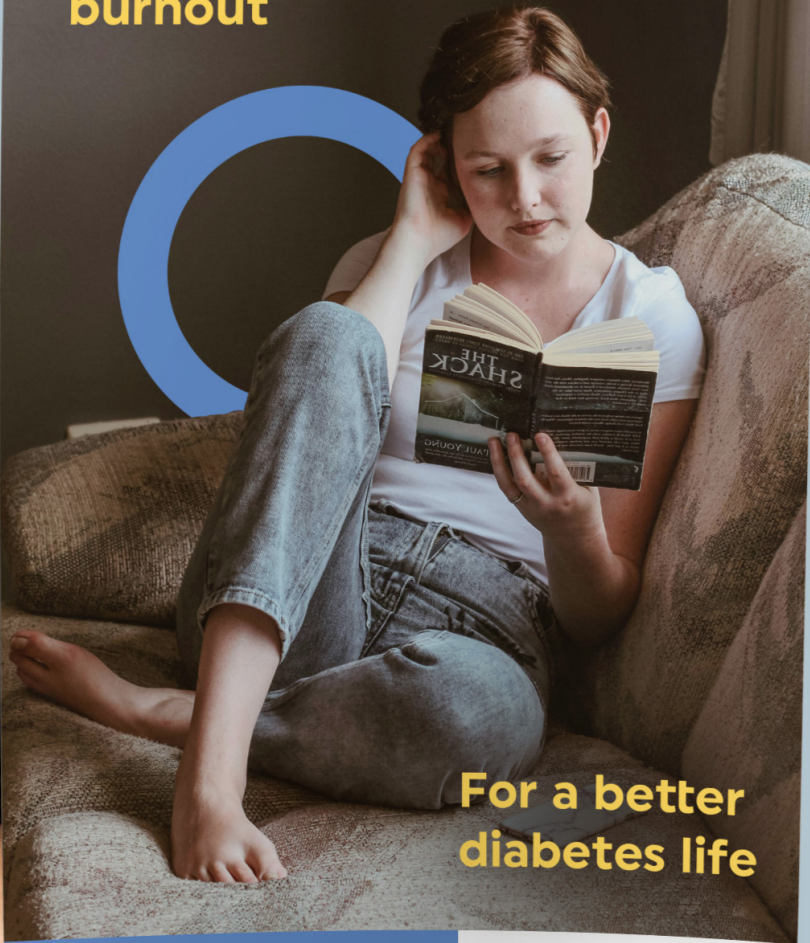
A campaign led by the
International Diabetes Federation



world diabetes day
14 November



**Beating
burnout**



**For a better
diabetes life**

IDF/WDD Socials
Social Icons
Website / Contact

A campaign led by the
International Diabetes
Federation



**Fighting
fatigue to do
what you love**

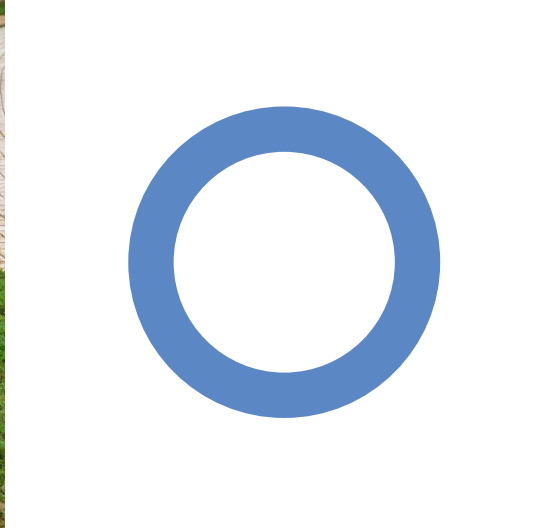
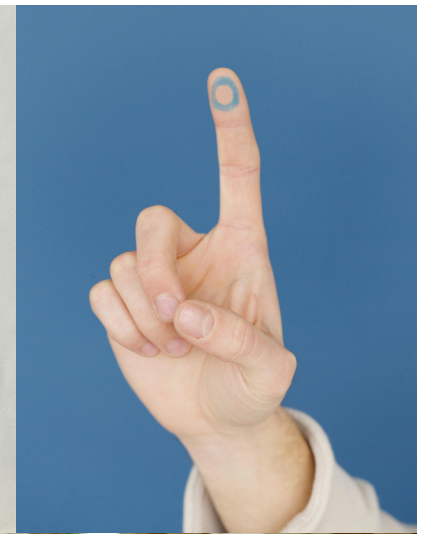


**For a better
diabetes life**

IDF/WDD Socials
Social Icons
Website / Contact

A campaign led by the
International Diabetes
Federation





Enduring the tough days.
Celebrating the good ones.
Managing everything in between.

For a better **diabetes life**



For a better diabetes life.

For a better diabetes life.

Enduring the tough days.
Celebrating the good ones.
Managing everything in between.

For a better diabetes life.

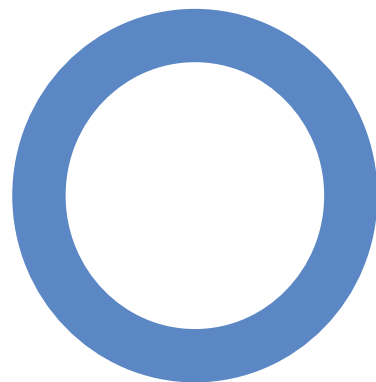
A campaign led by the International Diabetes Federation



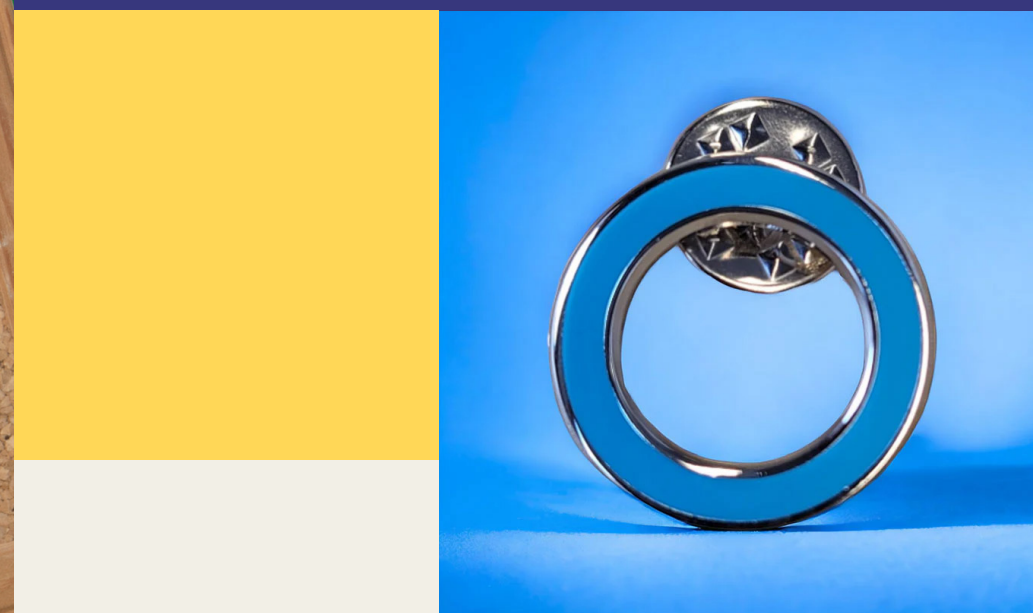
A campaign led by the International Diabetes Federation

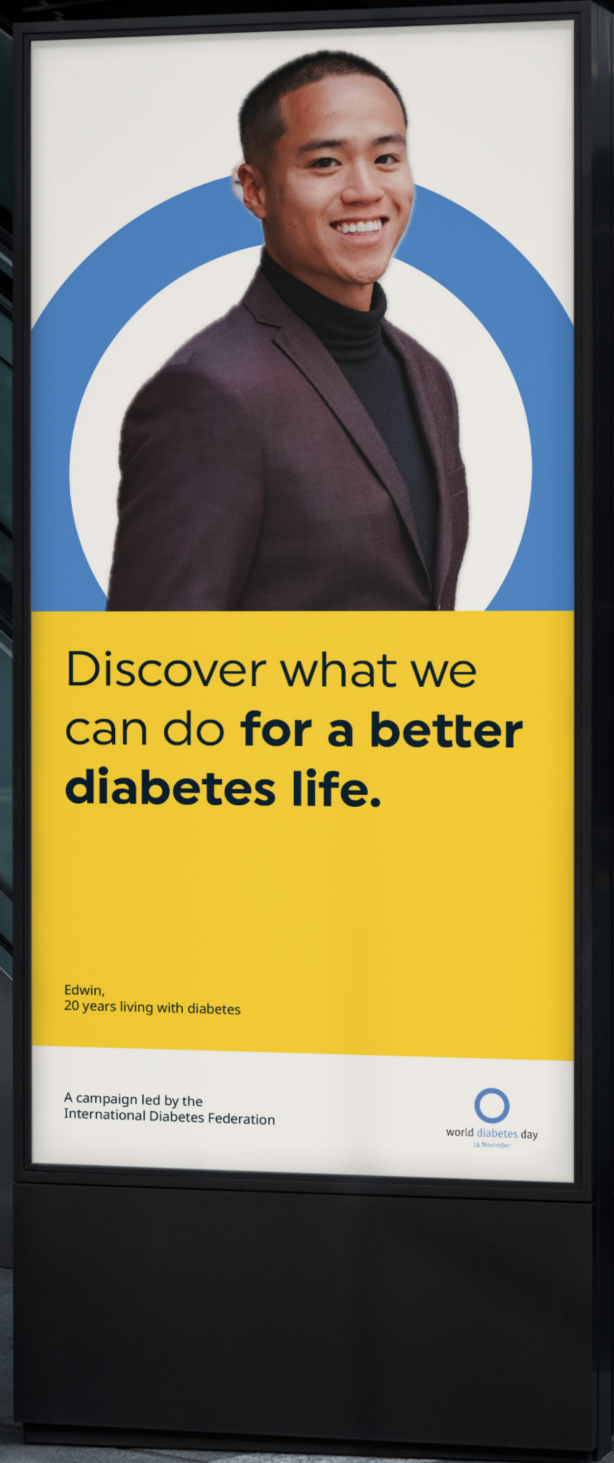
For a better diabetes life.

For a
better
diabetes
life.



For a better
#DiabetesLife





intdiabetesfed [Follow](#) [Message](#) [+](#) [...](#)

1,870 posts 10.9K followers 747 following

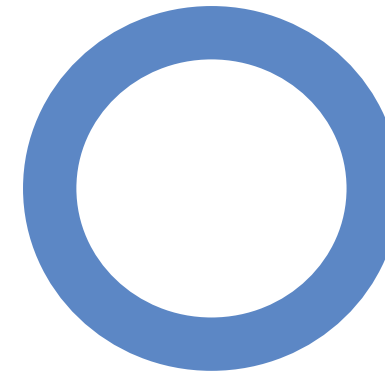
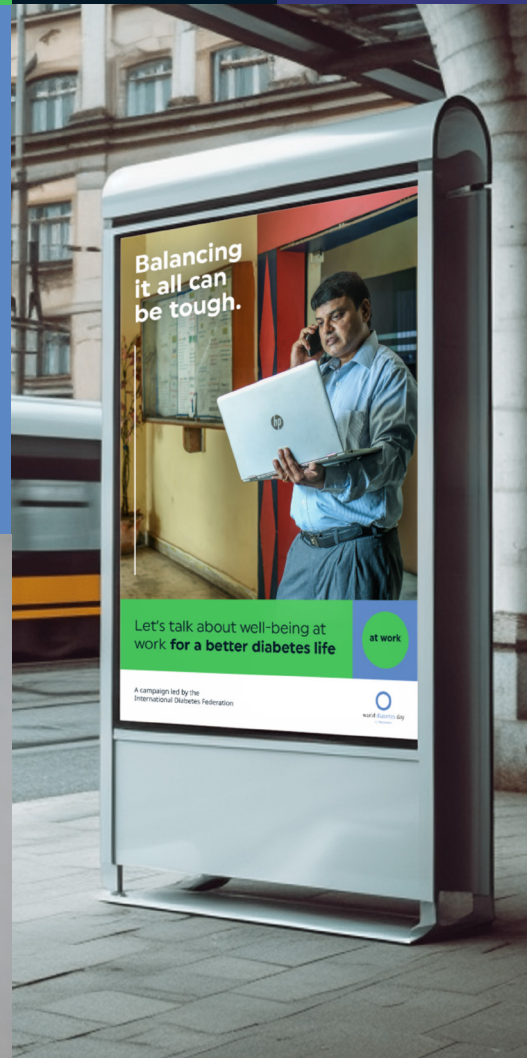
Int. Diabetes Federation
#Global #organization that works to improve the lives of people with #diabetes & prevent diabetes in those at risk
Take a look at our key activities 📌
Avenue Herrmann Debroux 54, Brussels, Belgium 1160
📍 linktr.ee/intdiabetesfed

at work

For a better
#DiabetesLife

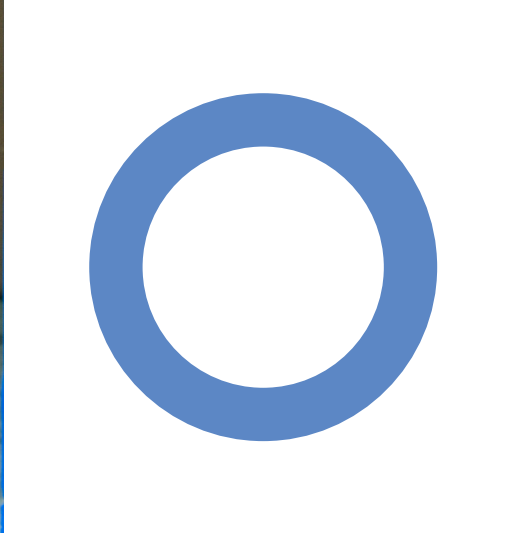


For a better
diabetes life



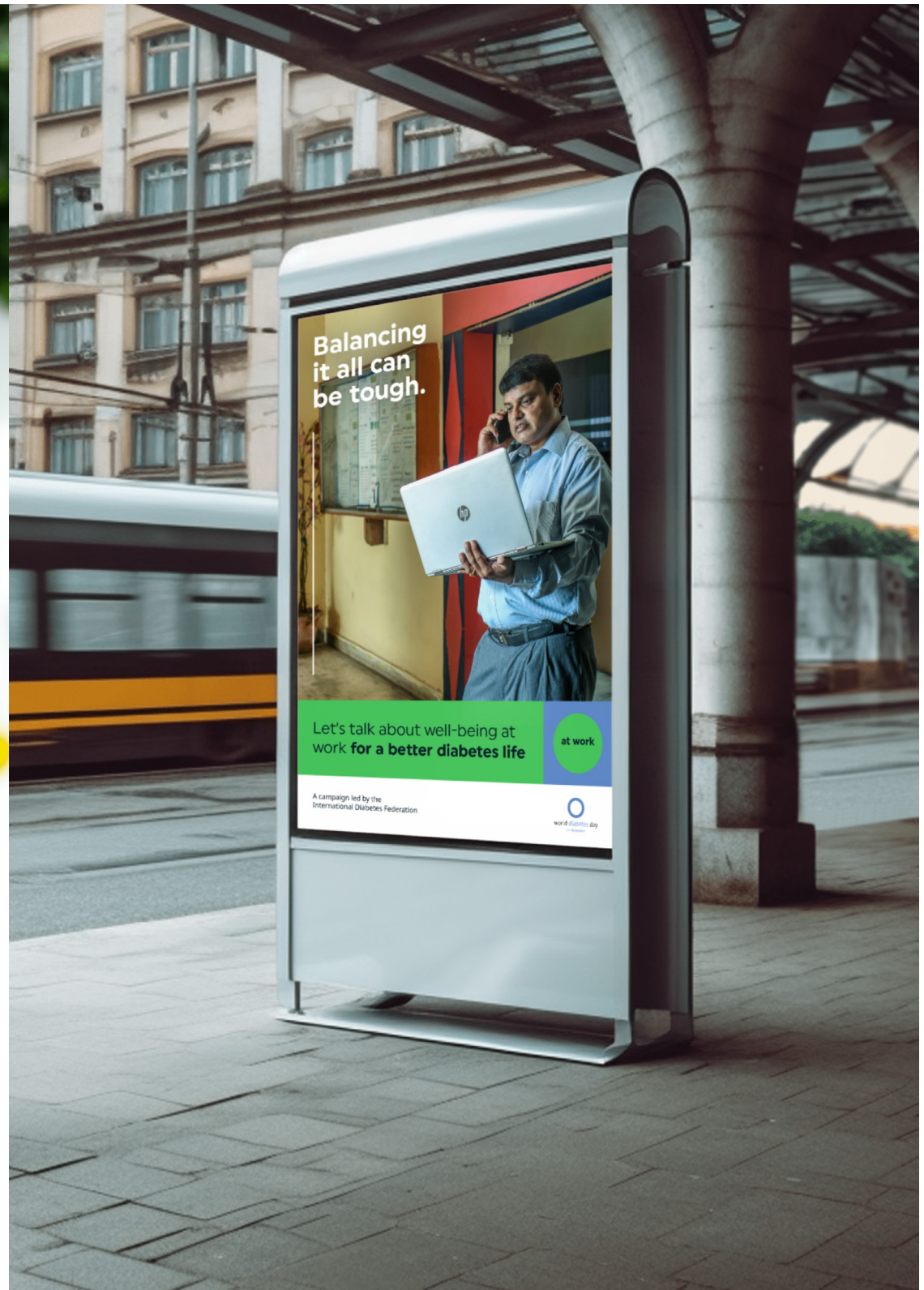

world diabetes day
14 November





Enduring the tough days.
Celebrating the good ones.
Managing everything in between.

Let's talk about well-being
for a better diabetes life

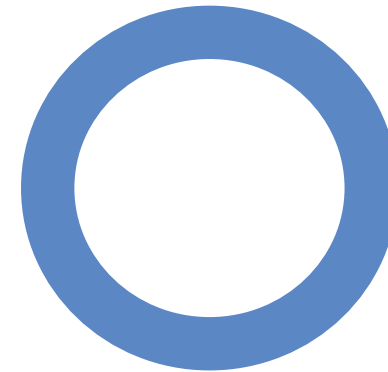
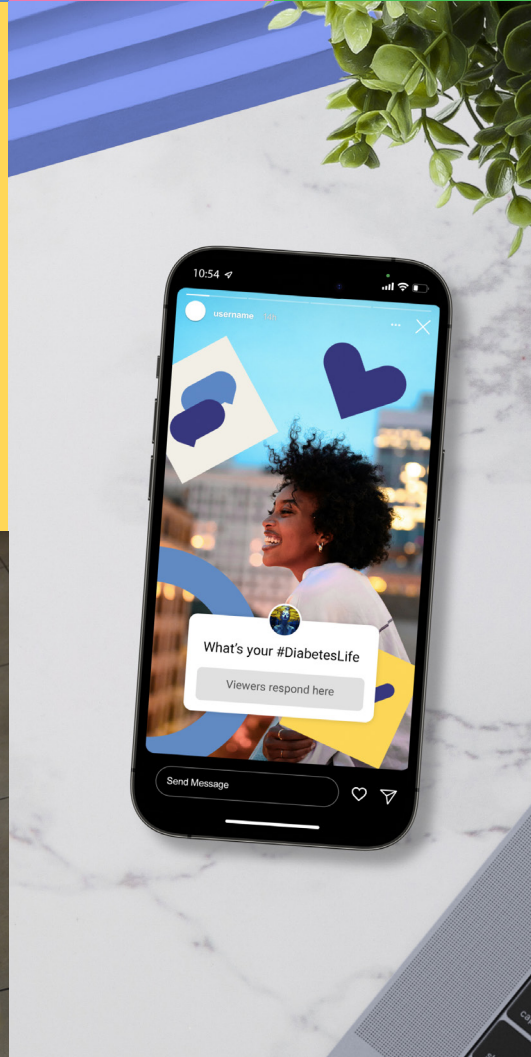


at school

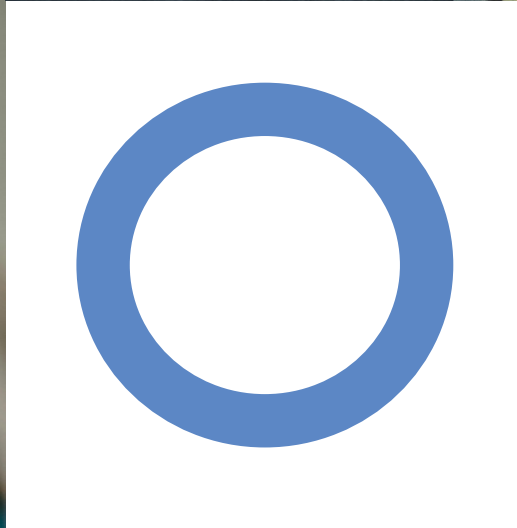
For a better
#DiabetesLife



For a better
diabetes life



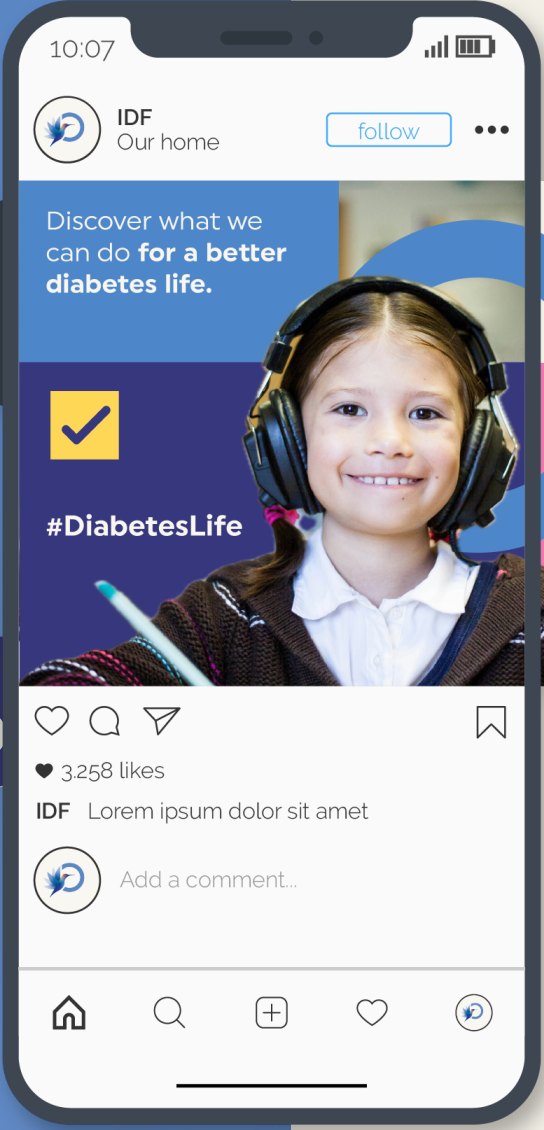
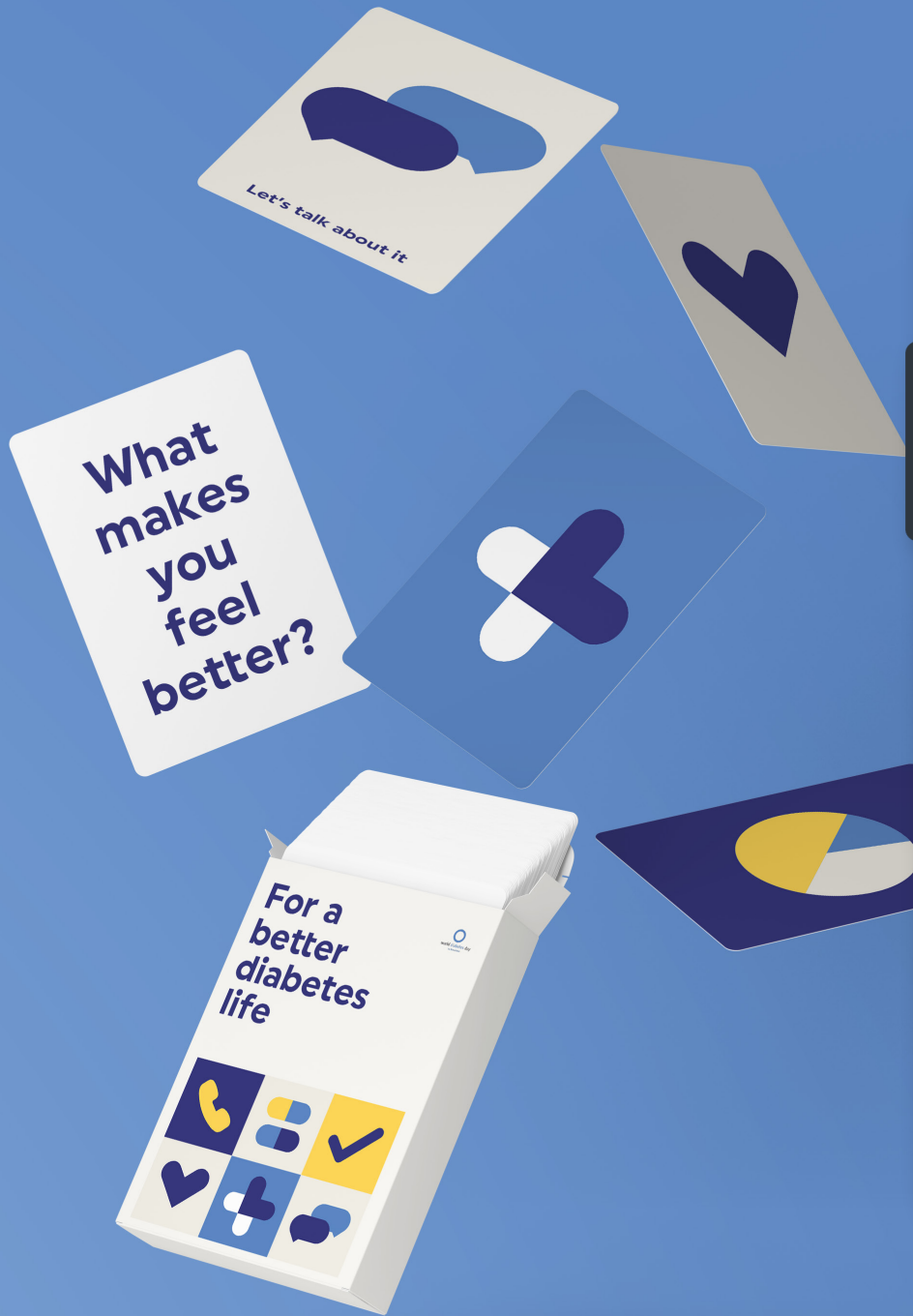

world diabetes day
14 November



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Discover what we can do
for a better diabetes life



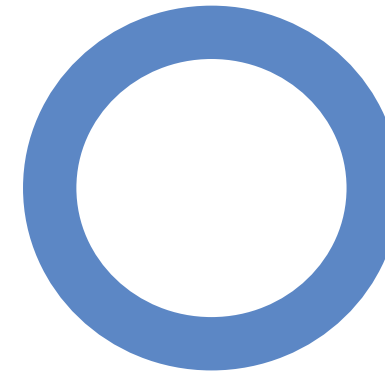


at home

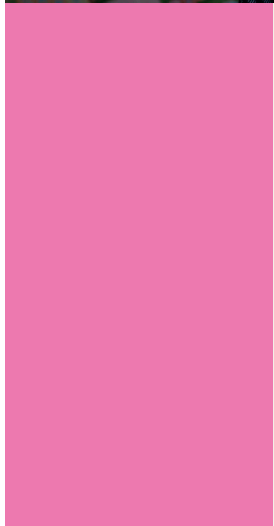
For a better
#DiabetesLife



For a better
diabetes life

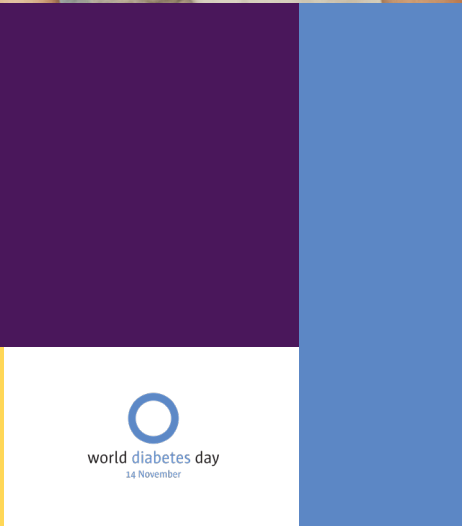



world diabetes day
14 November



Enduring the tough days.
Celebrating the good ones.
Managing everything in between.

For a better **diabetes life**





"I lost my marriage to diabetes burnout."
Karen, 14 years living with diabetes

We need to look beyond blood sugar **for a better diabetes life.**

A campaign led by the International Diabetes Federation

Need some help to keep your balance?

Let's talk about well-being at home **for a better diabetes life**

at home

A campaign led by the International Diabetes Federation

world diabetes day
14 November