

TO BENEFIT



TO BENEFIT JDRF
BRAND
GUIDELINES

NOVEMBER 2016 v1

Welcome to the **TO BENEFIT JDRF BRAND GUIDELINES**

Our vision to create a world without type 1 diabetes (T1D) drives everything we do at JDRF. The JDRF brand inspires what we do, informs what we say and shapes what we create. Below you will find details on how you can and should use the To Benefit JDRF logo on the collateral that you create to help drive your fundraising and also when additional approvals are required. The things you say, write and do for your JDRF fundraiser can help strengthen our brand and move us closer toward our shared vision.

Together, we will turn Type One into Type None.

TO BENEFIT JDRF LOGOS / BRAND INFORMATION PROVIDED

The logos should be used as provided. Please do not alter or crop the logo. This includes changing the spacing, alignment, colors or any elements of the design.

LOGO OPTIONS & JDRF COLORS

We have provided three color options; full color, white or black. Our recommendations are to use the white logo on a black or dark background; black logo on white or light color background; when using the blue logo, please ensure it can be clearly seen. Only use the black or white version if putting on a photograph or a complex, busy background.

We have provided all three logos in both EPS & PNG in your Participant Center.

Organization name - JDRF

Please do not refer to JDRF as the
Juvenile Diabetes Research Foundation

FULL COLOR



WHITE



BLACK



JDRF COLORS

JDRF BLUE

Pantone 285C

CMYK C90 M48 Y0 K0

RGB R0 G115 B207

Hex # 0073CF

JDRF DARK BLUE

Pantone 295C

CMYK C100 M55 Y10 K48

RGB R0 G40 B85

Hex # 002855

HOW TO USE THE TO BENEFIT JDRF LOGO

Do not alter. These assets should be used as provided. Please do not alter or crop the logo. This includes changing the spacing, alignment, colors or any elements of the design.

SIZE

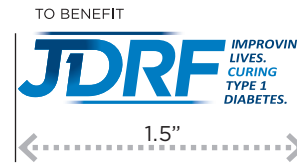
The logo should never be less than 1.5” wide to ensure that each aspect is readable and clear.

CLEAR ZONE

To ensure the integrity of the logo, it is important that there is a “clear zone” around it. This means no other assets; text or imagery should be directly on or next to the logo. The minimum clear space for the JDRF logo is defined as half the size of the letter “J” in JDRF.

MINIMUM SIZES

Minimum size of logo with tagline is 1.5”



CLEAR ZONE



Clear zone is one half the size of the “J” in JDRF

TO BENEFIT JDRF LOGO USAGES THAT NEED FURTHER REVIEW AND APPROVAL

If you are selling an item or services for profit and a portion of the proceeds will be donated to JDRF, this requires additional information for approval. Please visit our [Logo Usage page](#) and complete a brief form for us to gather the additional information required. Someone from JDRF will reply within three days.

Logo Usage page

<http://www.jdrf.org/about/jdrf-logo-request-form/>

TO BENEFIT JDRF LOGO APPROVED USAGES

If you are looking to promote your fundraiser, solicit donations or recruit sponsors, you are encouraged to both use templates and documents found in your Participant Center and create your own materials. Examples of approved materials include but are not limited to:

- Flyers / Posters
- Invites / Save the Dates
- Social media images for posts
- Emails
- Thank you cards
- T-shirts, other apparel items or merchandise for your team or as an incentive item
 - If you are selling them for profit, please refer to the details & next steps below
- Packaging for gifts, giveaways, raffle items, incentive prizes, etc.
 - If you are selling an item for profit, please refer to the details & next steps below
- Signs if hosting an event

TO BENEFIT JDRF LOGO USAGES THAT ARE NOT PERMITTED

In an effort to preserve the JDRF brand in the marketplace, JDRF does not release the logo in connection with any products or services or for any commercial purposes unless authorized by JDRF under a signed license agreement. JDRF does not represent, endorse or sanction any event, product or service of any third-party event. If you would like to sign a license agreement, please visit our [Logo Usage page](#) and complete a brief form for us to gather the additional information required. Someone from JDRF will reply within three days.

A third-party event may not dilute, tarnish or bring into disrepute the reputation of or goodwill associated with the Logo or JDRF. JDRF assumes no liability in respect to a Licensee's use of the Logo and agrees to indemnify, defend and hold harmless JDRF and its subsidiaries from any loss, claim, action, demand, damage, judgment, settlement, cost and expense resulting or arising from misuse of the Logo, negligence or intentional misconduct, violation of law or breach of an agreement.

TIPS & BEST PRACTICES WHEN CREATING YOUR OWN COLLATERAL

- Have fun! Be creative! This is your fundraiser so make sure it represents you.
- Include the link to your personal or team fundraising page on all your promotional materials.
 - Remember to customize your link in the Participant Center.
- If you are hosting an event, ensure the location and date included.
- Ensure your request is clear—are you asking for a donation? Do you need people to register or RSVP? Attend an event? If it's not clear to them, they may not do what you are requesting.
- A simple design is often easier, cheaper and quicker to create and also easier for your audience to read.

If you have any questions regarding where or how you can use the To Benefit JDRF logo or other official JDRF assets, please email Marcom@jdrf.org.

FULL COLOR BENEFIT LOGO



BLACK BENEFIT LOGO



WHITE BENEFIT LOGO

