

JDRF Visual Identity at a Glance

Logo

LOGO FAMILY



MINIMUM SIZES



The minimum size of the JDRF logo with tagline is 1.5"



The minimum size of the JDRF alternate logo without tagline is 0.5"

CLEAR ZONE

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.

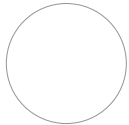


Color

BREAKDOWNS



PMS: 285
CMYK: 90, 52, 0, 0
RGB: 0, 85, 255
HEX: #0055ff
HSB: 220, 100, 100



WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #ffffff
HSB: 166, 0, 100



BLACK 6C
CMYK: 100, 69, 0, 90
RGB: 0, 8, 26
HEX: #00081A
HSB: 220, 100, 10



PMS: 423C
CMYK: 21, 0, 65
RGB: 87, 88, 89
HEX: #575859
HSB: 220, 2, 35



PMS: Cool Gray 4C
CMYK: 2, 2, 0, 30
RGB: 175, 176, 179
HEX: #AFB0B3
HSB: 220, 2, 70

COLOR PROPORTION

Although individual pieces may vary, notice that the cumulative effect keeps the overall brand color balance.



Typography

PREFERRED TYPEFACE

Graphik is the preferred typeface for all JDRF communications. Use Graphik for professionally produced communications and Event Logos — materials produced by a professional printer or created by a professional designer. Graphik can be purchased at commercialtype.com.

Graphik Light *Graphik Light Italic*
Graphik Regular *Graphik Regular Italic*
Graphik Medium *Graphik Medium Italic*
Graphik Bold ***Graphik Bold Italic***
Graphik Black ***Graphik Black Italic***

DEFAULT TYPEFACE

When Graphik is not available, Arial should be used. Also use Arial for all Microsoft Office applications, including PowerPoint slides and Microsoft Word templates. Arial is a system font and does not need to be purchased. If your system does not have Arial, you may download the Arial font on our brand site.

Arial Regular *Arial Regular Italic*
Arial Bold ***Arial Bold Italic***
Arial Black ***Arial Black Italic***