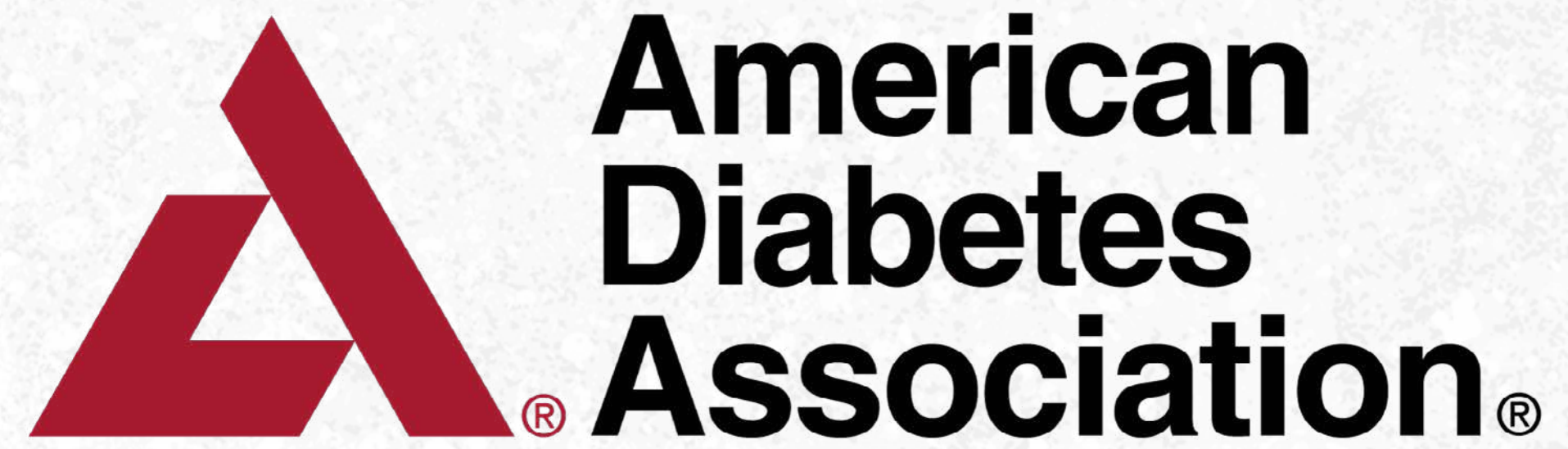




2026

Brand Guidelines

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Brand Guidelines | Section 1

Brand Introduction

Brand Narrative

The American Diabetes Association® (ADA) is a lot of things to a lot of different people. But the one thing we are to everyone is their partner in the fight to end diabetes and all its consequences.

To those at risk, we're doing all we can to prevent it from being your everyday reality. To those diagnosed, we're doing everything we can to empower you to live with conviction, hope, know-how, and community. To the families, we're helping you, standing with you, and speaking up on your behalf. To those who give, we're helping ensure your contribution goes further and has greater impact. To those who innovate, we directly invest and bring you together with the people and partners who lead to breakthroughs. To those who provide care, we're delivering guidance, information, tools, and access to best support your patients. To those who legislate, we represent the voices of millions, advocating for funding, ensuring access to care, and combating discrimination.

The role of our brand is to transform how people living with diabetes feel about themselves and how everyone else feels about diabetes. To show those in need that their best lives are right in front of them—and to show others that their help is vital. That, together, victory is more achievable than ever before. Over 40 million Americans living with diabetes and over 115 million Americans living with prediabetes need to feel empowered to manage their health. And all Americans need to feel the strength of our collective voices getting louder and stronger as we fight to end diabetes once and for all.

Brand Values

Integrity

Be honest and transparent so the community we serve will trust us with their lives, diagnoses, and hopes.

Collaboration

Summon our collective talents, ideas, and resources for greater outcomes in our community.

Accountability

Rise above circumstances and deliver work that drives actionable, measurable, and personal progress.

Excellence

Hold ourselves and our work to a higher standard of innovation and effectiveness for those we serve.

Why do we need brand guidelines and who should use them?

In short, this guide is for anyone and everyone who represents the ADA in an official capacity—from employees to partners to volunteers. If you're charged with spreading our message and/or supporting our mission, this is your framework. Get to know it well.

Our Brand and Messaging Guidelines keep us consistent and hold us accountable, which in turn ensures our brand stands out and our messaging remains clear and focused. Think of this guide as a reference point for current initiatives, a sounding board for new ideas, and the platform on which we can continue to build our identity over time.

How should this guide be used?

Whenever you create any kind of media for the ADA, start here first. Check your concept against these guidelines to ensure your idea is visually and tonally consistent. Provided it is, you can use the various sections to help you craft, refine, and edit your content.

A brand and creative review is required for all newly developed creative materials. This includes items such as social banners, videos, flyers, postcards, invitations, trade show signage, webpages, and more. To submit creative for review, send materials via email to ADACreative@diabetes.org.

Where should I go with questions?

You can reach us any time at ADACreative@diabetes.org.

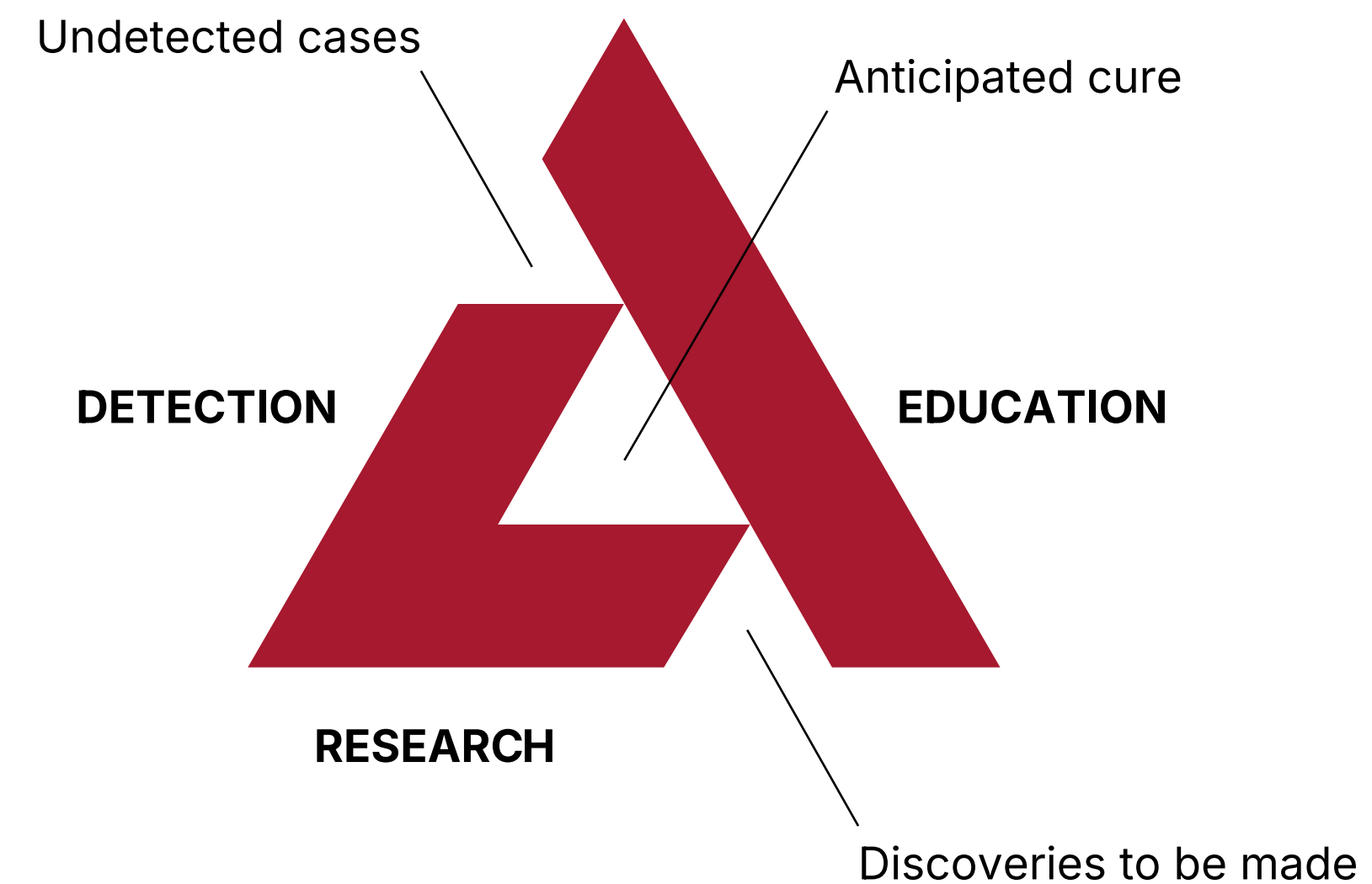
Brand Guidelines | Section 2

Our Logo

About Our Mark

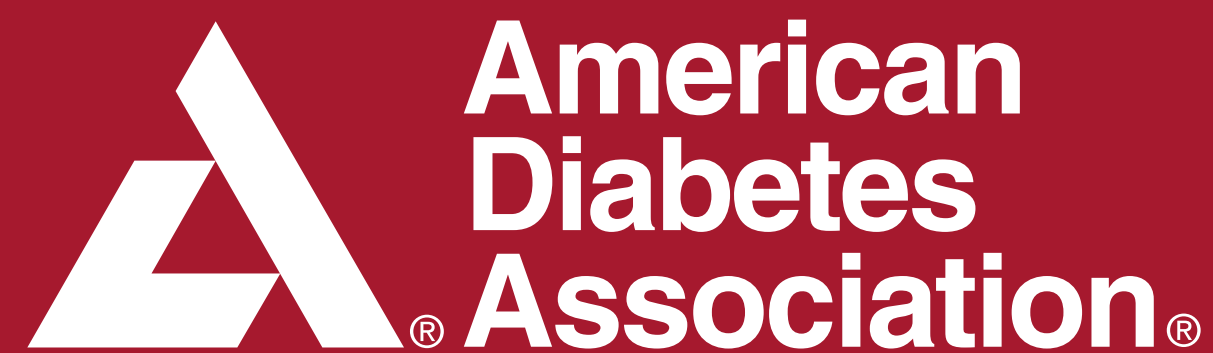
The current ADA logo has been in circulation since 1974. According to documents from that era, each line and shape is symbolic of our story. The base represents research; the left side, detection; the right side, education. The left-side gap indicates undetected cases of diabetes. The base gap represents discoveries to be made. While the center gap symbolizes the anticipated cure that will someday fill that space.

For five decades, our logo has been seen and recognized by generations of Americans. With this in mind, we will be celebrating our logo—not changing it. Our resources are far more valuable spent working toward our mission.



Primary Logo

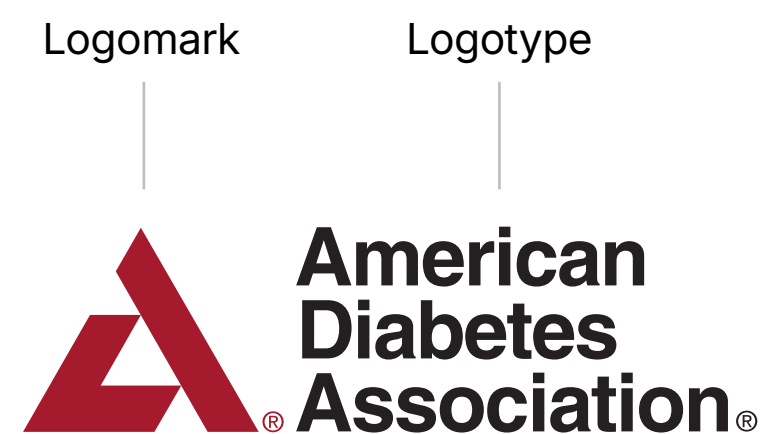
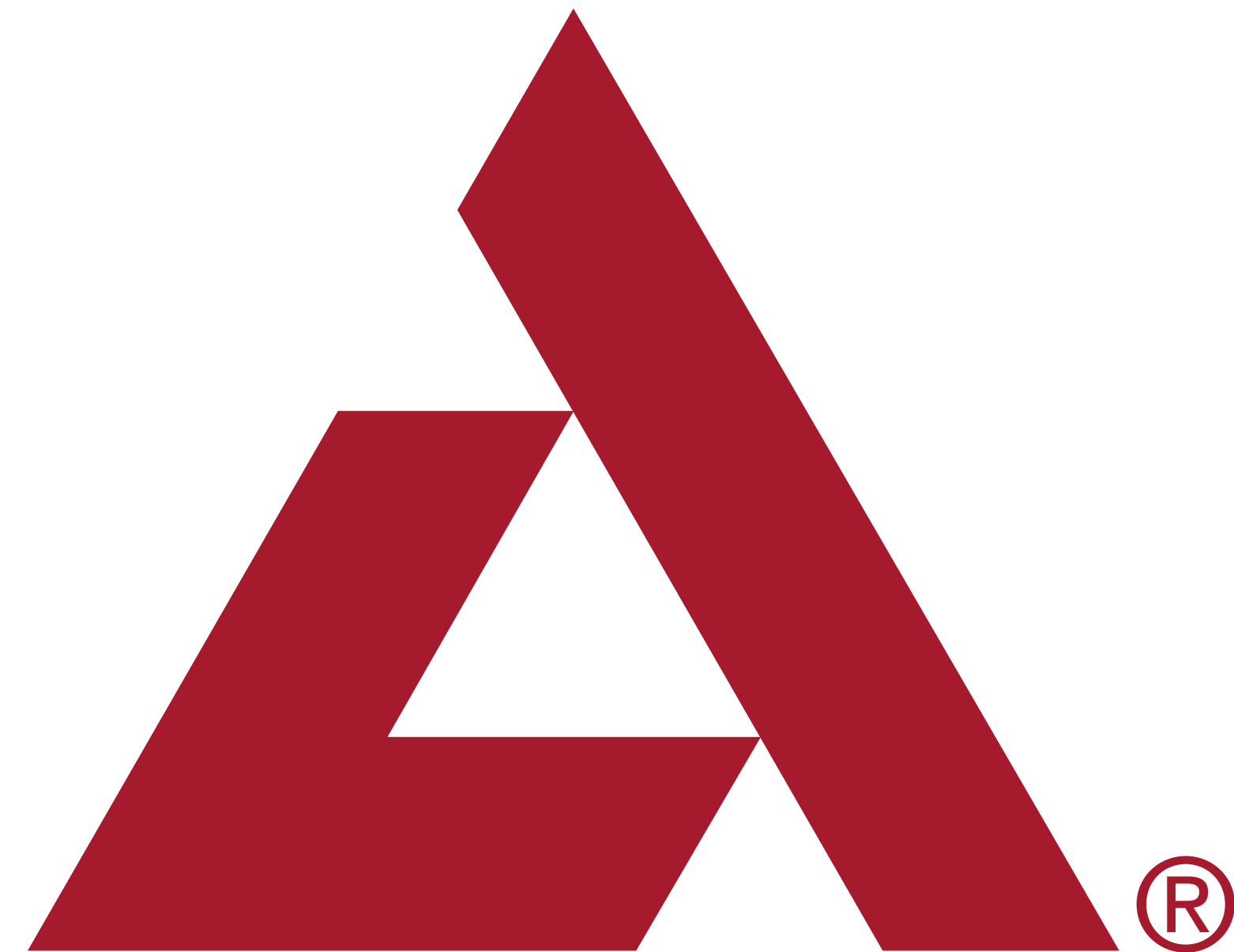
This is our primary logo. Use it in all your communications to build our brand and leverage its valuable equity. The logo comprises two distinct elements, the logomark in red and the wordmark in black. For brand continuity, use angles to communicate our brand's personality, message, and values and as a visual tool that ties back to the ADA triangle mark. Sharp angles convey dynamism, energy, and modernity, ideal for appearing cutting-edge and innovative.



The ADA Logomark

The ADA logomark is the triangular shaped element that sits to the left of our brand name in the primary ADA logo. The solitary should never be used in place of the full primary logo, but it may sometimes appear on its own.

The logomark can be used on its own this way as long as there is a full American Diabetes Association logo located elsewhere in a layout. Most often, the ADA logomark will be used as a supporting piece of artwork such as a background element, graphic shape, or pattern.



Logo Misuse

Manipulation

Our logo shouldn't be twisted, turned, stretched, or altered in any way, including making it transparent, recolored, without registered marks, or inverted. Co-opting or adapting it for an event or team weakens our brand and is a clear violation of our standards.

Isolation

Separating the logomark from the stacked wordmark should be done with restraint. The logomark works harder for our brand when connected to our name in the wordmark.



Logo Rules

Clearspace

This is defined as the area around a logo that excludes other graphics or typography. Use the height of the letter “A” in “American” to determine the width of the clearspace around the logo. There should always be clearspace between our logo and all text, photographic noise, and other logos.



Logo Minimum Sizes

To ensure legibility of our logo, make sure to adhere to our minimum sizes for both print and digital mediums.



1.125 in (print) 100 px (digital)



Brand Guidelines | Section 3

Our Audience and Messaging

Institutions don't understand life. People do.

At times, our brand has been very authoritative. Yes, we are experts, but we won't bring everyone together in the fight to end diabetes unless we communicate like people. Write as you would talk to a friend, inspire while you inform, and welcome while you invite. This personal and human-centered approach isn't new. It was part of our founding purpose written over 80 years ago.

"The patient suffering from diabetes is the reason for the existence of the Association. His/her medical, social, and economic problems are our problems."

— Dr. Cecil Striker
Founder and first president of
the American Diabetes Association

Who are our audiences?

Everyone. Full stop. Our job is to know them, show them we know them, and show them we care. Do this and our communications will inspire.

How will we influence them?

Bringing everyone together in the fight to end diabetes starts with reaching people at the individual level. As you communicate, speak to that level first and build from there.

- Individuals and families
- Communities
- Government
- Healthcare organizations
- Healthcare professionals
- Researchers
- Academic institutions

Connecting with Our Audience

Start with a big idea.

One that stops people in their tracks to say, “Wow, I never thought of things that way.” Then, trust the idea and carry it through to the end of your communications.

Write less and you’ll say more.

The goal is understanding. Get there faster with smaller, simpler words and shorter sentences. This makes the technical and complex easier to internalize.

Write on our behalf.

Use the first-person plural “we” when you write. It conveys our humanity and demonstrates how we are connected in this effort.

Add personality where you can.

In using a more conversational style, look for ways to add more human speech into your writing. For example, start a sentence the way you might when you’re talking to a friend by saying, “Look.” As in, look, these tips might change a lot of things—including peoples’ lives.

Minimize the use of adjectives.

Adjectives can get in the way of readability. Reserve them for moments of strong, emotional emphasis. The same goes for adverbs—use them sparingly.

Voice and Tone

Voice and tone are how we sound when we speak or write. If your voice is your character, your tone is the expression of that brand character. Like your character, your voice should never change. It should also transcend our writing to embody all expression: written, presented, and acted. However, tone changes based on the situation and the audience. It is how empathy and relevance are conveyed when we speak in different settings to different audiences.

Why do voice and tone matter? When our voice (or character) is inconsistent, people notice.

Inconsistency works against our brand, making people uncomfortable and less likely to trust us—less likely to believe they can live their best life.

As the best minds and biggest hearts fighting to end diabetes, our voice should bring together the fullness of who we are in ways that are bold, clear, and decisive.

Our voice is informed and empathic.

We're like your go-to friend when you need advice. We get you, meet you where you are, and tell you the hard truths of diabetes while holding firm to our belief that can win the fight to end diabetes.

Our voice is optimistic and realistic.

We see the best in life and the future, but only because we can also see the path—data, innovations, and breakthroughs—to reach it.

Our tone can be motivating.

Our expertise allows us to be insightful. We make sure to lean into that insight whenever we want to educate people about diabetes and motivate them to do more to address diabetes and its consequences.

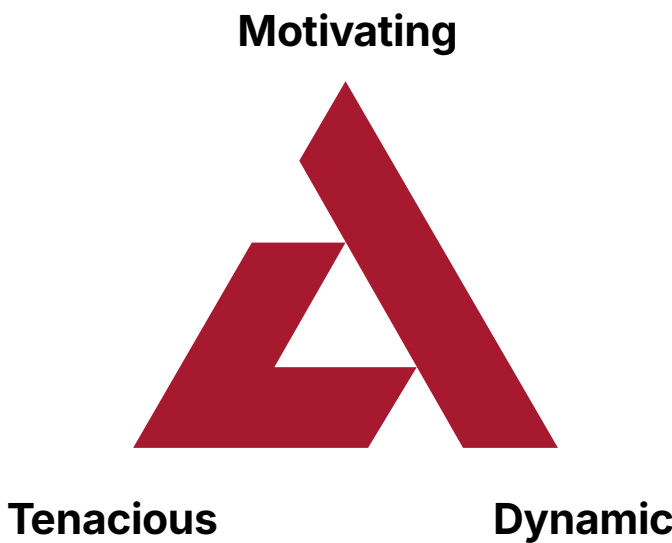
Our tone can be dynamic.

We're passionate. And we make that passion clear when we want to excite people about the opportunity to improve their or someone else's life. If they feel inspired, we're doing our job right.

Our tone can be tenacious.

We know that ending diabetes won't be easy. And we know we'll never back down. We make that tenacity clear when we want others to be aware of the seriousness and take immediate action.

Using Tone in Messaging



Example Lines in Motivating Tone

Diabetes is the number one cause of vision loss for adults aged 18–64. Learn to protect yourself.

Keep diabetes-related kidney disease in check.

Type 1 screening matters for everyone.

Improve outcomes for patients with diabetes.

Elevate your diabetes care.

Example Lines in Dynamic Tone

Unleash your power.

Take charge of your health.

Where passion hits the pavement.

Discover what makes our camps so magical.

Summer camp is a fun rite of passage every child should enjoy. Give your child with diabetes the opportunity to make lifelong memories at ADA Camp.

Example Lines in Tenacious Tone

We fight to end diabetes.

It's time to act.

About 1 in 8 Americans has diabetes. But it doesn't have to be this way.

Diabetes hurts too many of us. Take a stand.

It takes all of us to end diabetes.

Messaging

Messaging Guidelines

Download our messaging guidelines in the [Brand Assets Library on SharePoint](#) to learn more and find ready-to-use, approved messaging and sound bytes.

Brand Guidelines | Section 4

Our Look and Feel

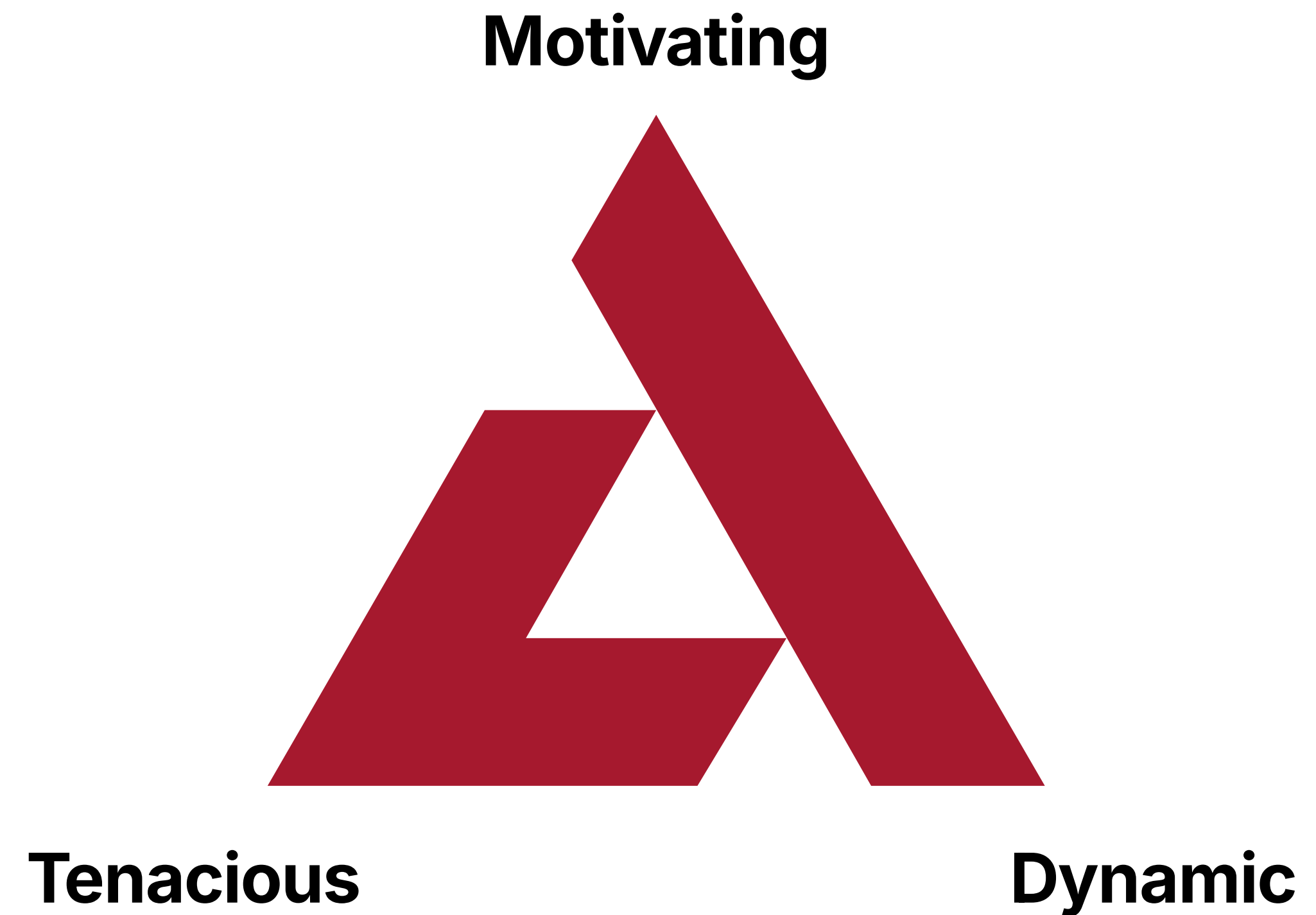
Visualizing Our Message

Like our messaging, our visual assets align with three main tones.

The following pages show examples of how these tones play out in ADA marketing materials—but they are not the entire story. While some ADA programs will have a look and feel that falls somewhere in between the categories, our three main tones give plenty of context for the elements in our visual identity and provide a strong starting point for ADA projects.

Begin by determining which tone you are most closely aligned with, then use the following examples to guide your decision-making as you select visual elements.

Consult your ADA brand manager or agency partner for more clarity and guidance on utilizing these assets effectively.



Our Brand Palette

Our ADA color palette comprises complementary colors that evoke life and confidence. ADA Red is our primary color and should be used consistently in all our communications and materials.

Our secondary colors, Bright White, True Black, and Light Grey, should be used in support of the primary ADA Red, but never overpower it. Backgrounds, text, and clearspace are all examples of items that would be built using the supporting palette.

Lastly, the ADA color palette includes a pair of accent colors—Teal and Orange Red—that can only be used sparingly. They should be reserved for callouts and other small accent items. They may also be tied more heavily to specific sub-campaigns within the ADA brand, but otherwise they should never comprise more than ~20% of a layout’s color focus.

Primary



ADA Red
Pantone 187

CMYK
C7 M100 Y82 K26

RGB
R166 G25 B46

HEX
#A6192E

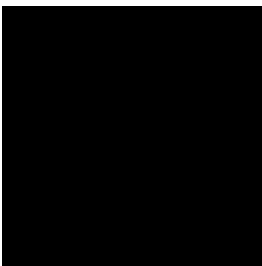
Supporting



Bright White

RGB
R255 G255 B255

HEX
#FFFFFF

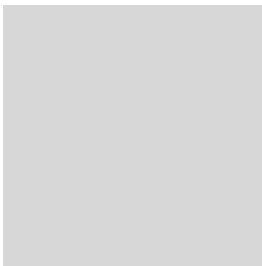


True Black

CMYK
C0 M0 Y0 K100

RGB
R0 G0 B0

HEX
#000000



Light Grey

Pantone Cool Gray 1

CMYK
C4 M2 Y4 K8

RGB
R217 G217 B214

HEX
#D9D9D6

Accent



Teal

Pantone 7467 C

CMYK
C79 M17 Y29 K0

RGB
R0 G160 B176

HEX
#008996



Orange Red

Pantone 7625 C

CMYK
C0 M82 Y80 K0

RGB
R225 G82 B61

HEX
#E1523D

Our Brand Typography

Our ADA brand typography is built upon two main components: a primary brand font, Inter, and a unique, custom alphabet related to our brand campaign.

Inter, and its various weights and styles (specifically regular, bold, and italic), should be the first—and often only—font used in ADA materials.

The secondary, hand-lettered font can be used in a supporting capacity. Use it to showcase key phrases in headlines or to highlight words as calls to action, or in other places in need of visual emphasis.

The hand-lettered font should not be used for anything longer than a short sentence or headline and works best for rendering a single key word or two.

Primary Typeface

Inter Thin	<i>Inter Thin Italic</i>
Inter Extra Light	<i>Inter Extra Light Italic</i>
Inter Light	<i>Inter Light Italic</i>
Inter Regular	<i>Inter Italic</i>
Inter Medium	<i>Inter Medium Italic</i>
Inter Semi-Bold	<i>Inter Semi-Bold Italic</i>
Inter Bold	<i>Inter Bold Italic</i>
Inter Extra Bold	<i>Inter Extra Bold Italic</i>
Inter Black	<i>Inter Black</i>

[Download Inter](#) →

Hand-Lettered Alphabet



System Font Alternative

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Inter is available to use on both Mac and PC. In instances where the font cannot be downloaded or deployed (such as email development), the default font, Arial, should be used.

Photography

Our three tones are reflected in photography in the following ways.

Motivating

Shows people with (or at risk for) diabetes and/or healthcare professionals engaging with diabetes prevention and healthcare in direct and understandable ways.

Dynamic

Shows people thriving in their environment or engaged in a specific, energetic activity. Uses inviting and relatable lifestyle photography.

Tenacious

Shows real people or authentic models focused on the camera in a deeply engaged manner in order to evoke a powerful emotional response. Subjects in this style will often have a serious or intensive look, but candid, real-life photography showing people overcoming obstacles or thriving with diabetes can fit in this category too.



Design Elements

Graphic elements also play a role in the interplay of audience tones.

Motivating

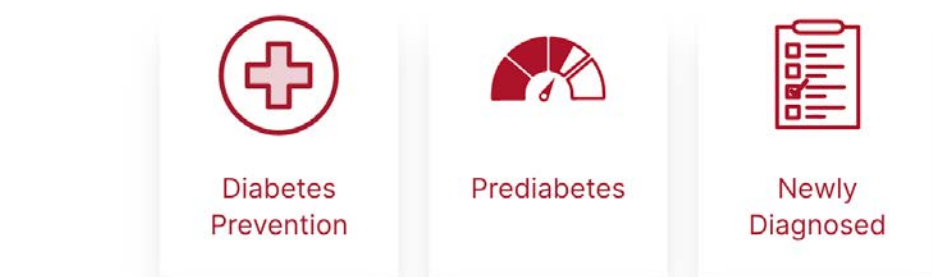
Hews closest to the long-established ADA branding, using simple elements to convey the message in a professional and knowledgeable way. Assets in this category will have minimal use of textures, close to no use of handwritten text, and will be the cleanest and most straightforward in layout and design compared to other groupings shown here.

Dynamic

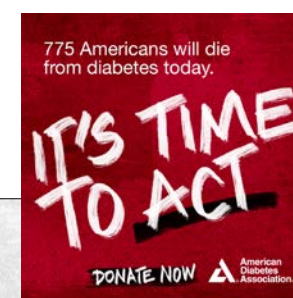
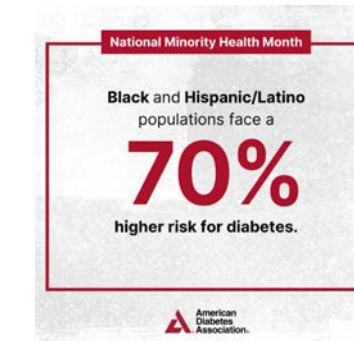
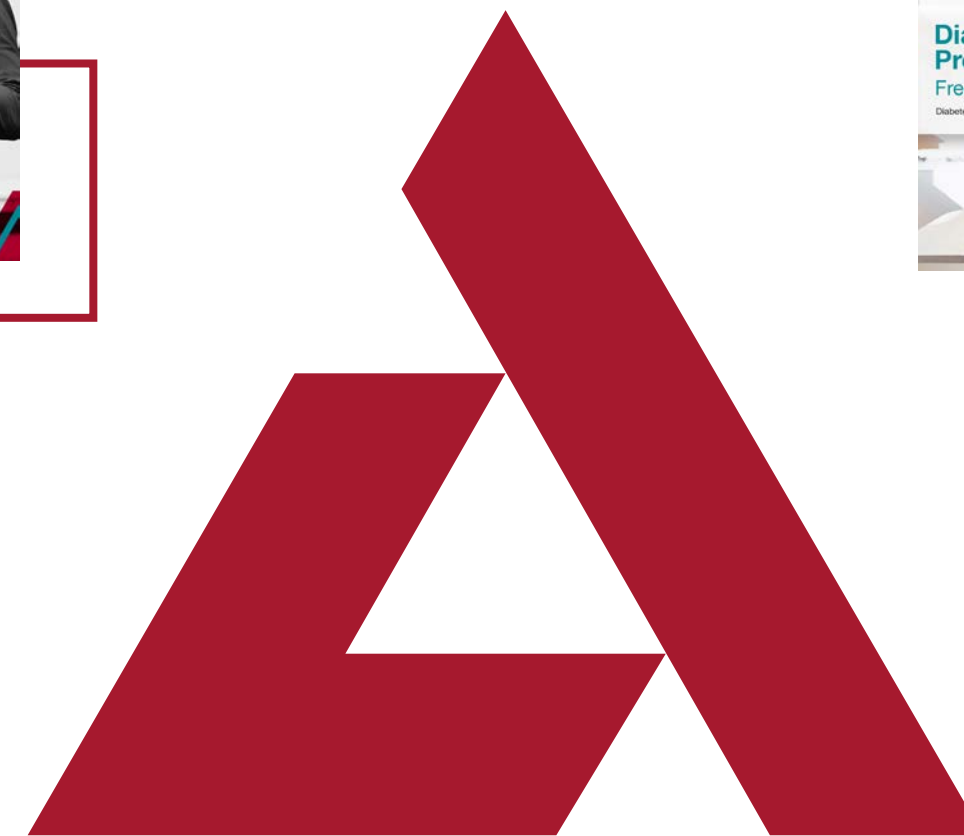
Brings secondary brand colors to the forefront to make graphics that are bright and energetic. Leverages handwritten font for bold callout words and leaves room for new and unique design elements.

Tenacious

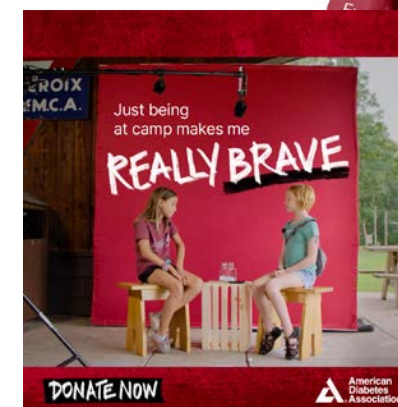
Focuses on red, black, and white combinations and textured backgrounds with limited use of secondary colors. Slashes, underlines, and other handwritten elements are used for emphasis.



Motivating



Tenacious



Dynamic

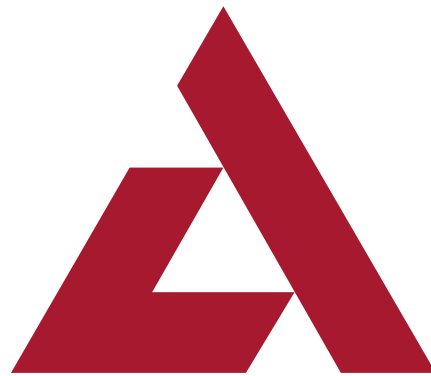


Motivating Design Elements

Motivational materials should play closest to the longstanding ADA Brand Guidelines: heavy use of red and white; simple type in the brand font, Inter; and basic graphical elements like squares, color bars, unaltered brand iconography, and photography that speaks to the overall brand in a clear, professional, and approachable way.

Motivating creative will have less use of texture and handwritten type.

Motivating



Tenacious

Dynamic

Simple typography

Approachable

Texture

Accent

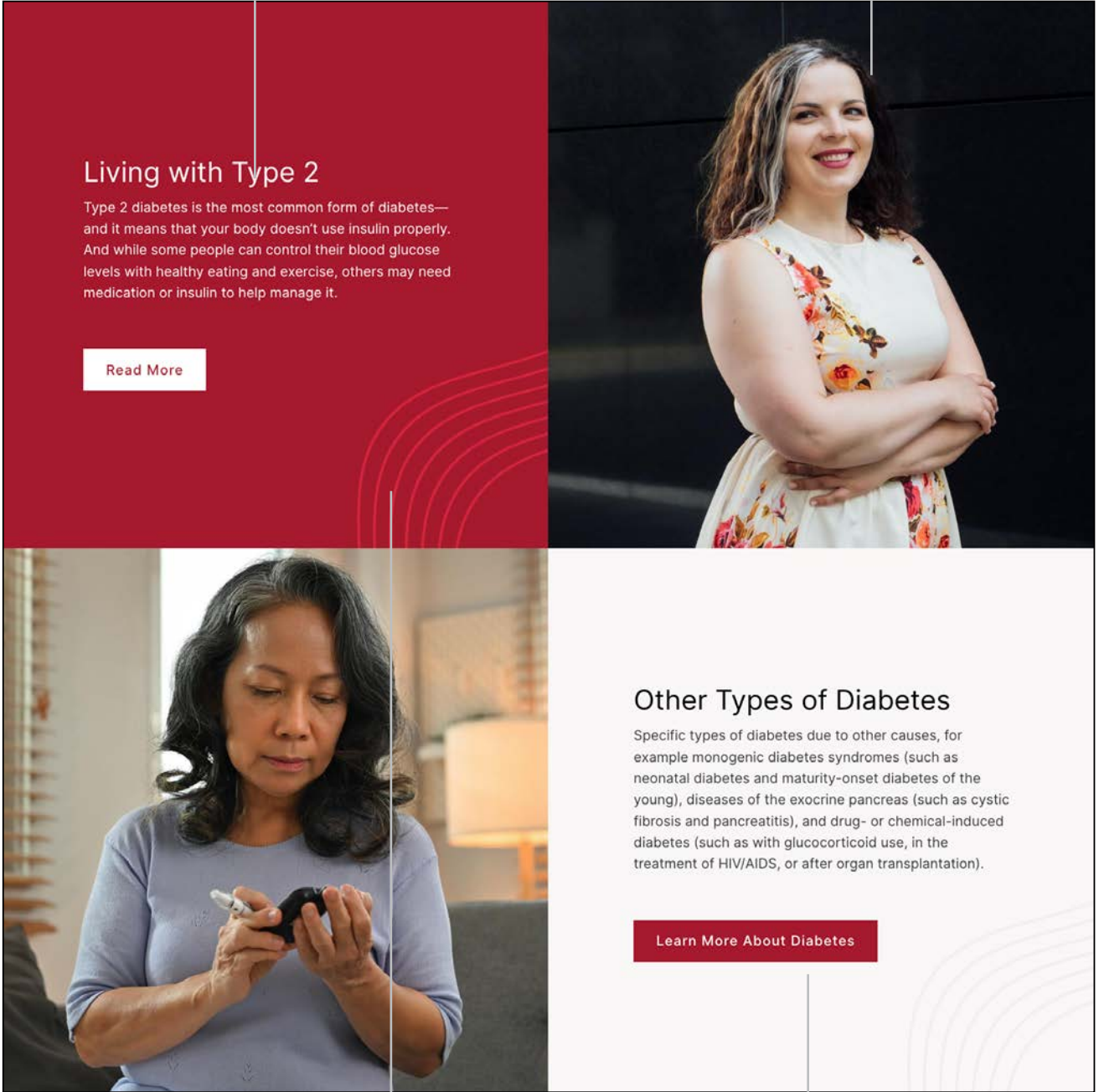
Angles

Focus frame

Wave

Subtle brand element

Focus on red and
white brand colors



Dynamic Design Elements

Creative that uses the Dynamic tone has license to leverage the ADA's secondary colors (teal and orange) more frequently. Campaign photography should gravitate toward subjects that are fun, energetic, and candid. Handwritten type, texture, and accent elements may be interspersed. New and unique design elements may be developed for some campaigns. Icons may be depicted in more casual and inviting ways, such as shown in the brand's brighter colors, rotated or cropped on a page, or featuring new subject matter that is specific to a campaign.*

Motivating



Tenacious

Dynamic

Approachable, energetic

Handwritten typeface



Angles

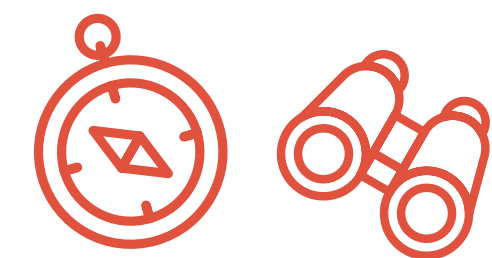
Fun

Texture



Texture

Handwritten



Icons expressed
in different ways

*The binoculars shown here are an example of the Dynamic use of icons. Conceptually, they are not relevant to the main ADA brand but could be used for camps. They also appear rotated rather than straight on, and are placed with a fun design element—the dotted map/trail line.

Tenacious Design Elements

Creative centering around the Tenacious tone will maintain heavy use of our handwritten type, texture, and the sharp photographic style.

Handwritten type works best when reserved for headlines or statements of impact. The color palette is focused on the combination of red, white, and black.

Motivating

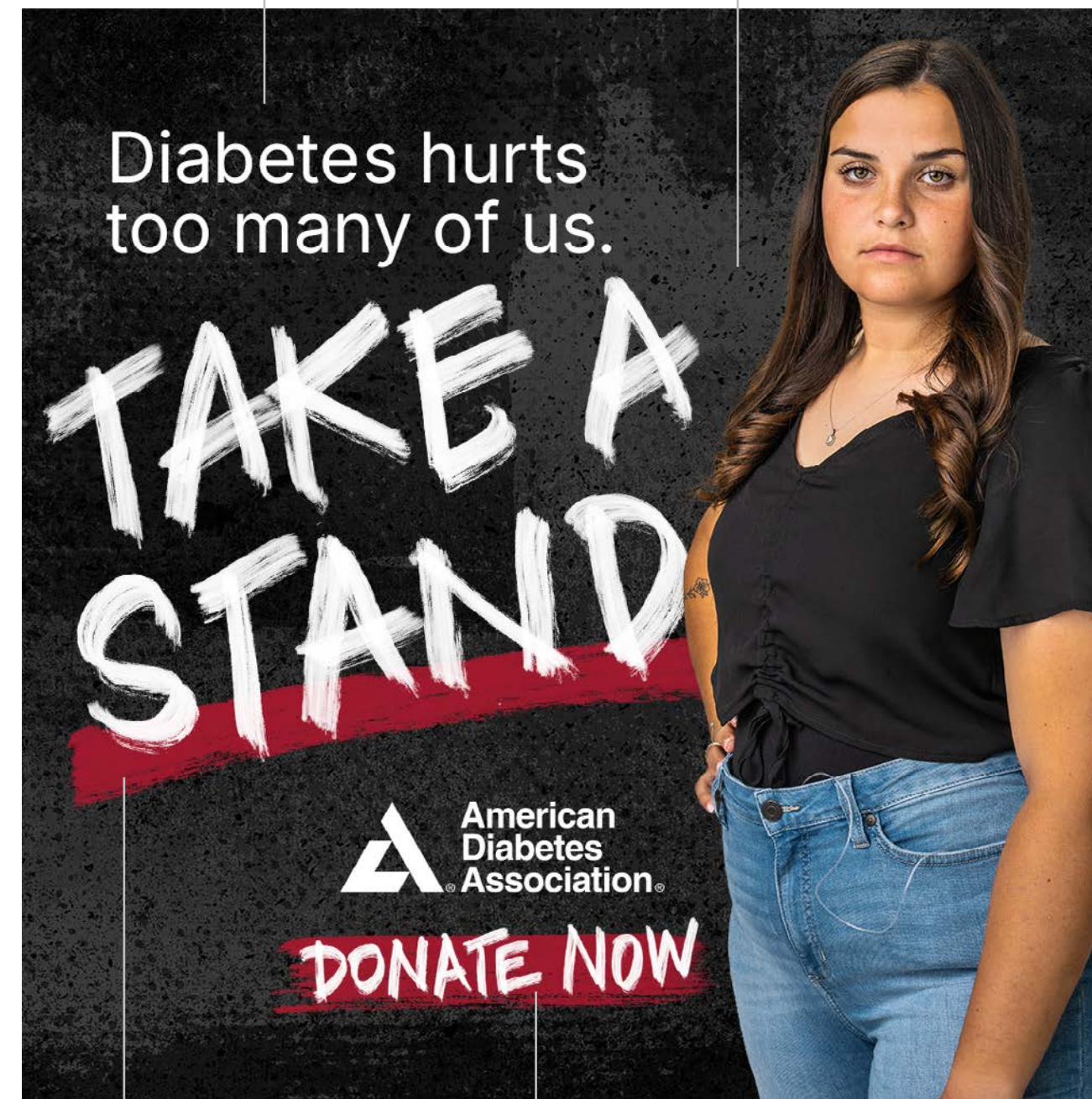


Tenacious

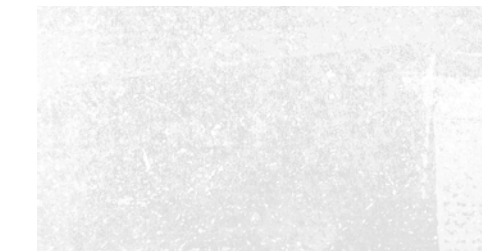
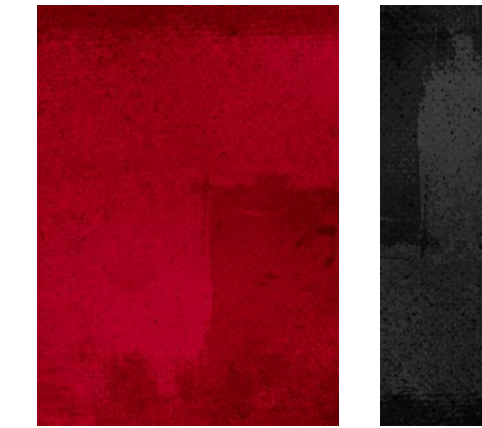
Dynamic

Brand

Red + black + white color



Paint-like accent pieces



Textures

WE
FIGHT

Handwritten type, action-oriented message.



Focused photography, engaging with viewer

Graphic Elements

There are several common elements in the ADA graphic toolkit that can be used to create additional visual interest and attention points in our branded designs.

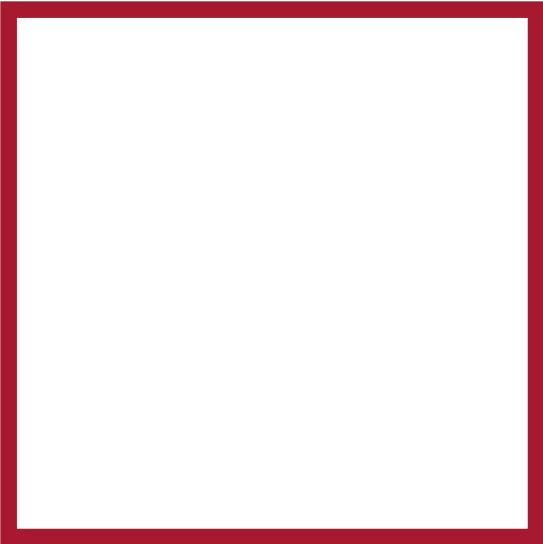
Focus Frame

This asset is used to frame important messaging and bring the concept “framing the conversation” to life. We use this brand element to help give our audience cues throughout a visual experience—guiding them to important information and visually connecting content.

Waves

These graphics provide a soft counterpoint to an otherwise highly angled set of brand assets. The ADA wave is a background element that brings added visual interest and can help create dynamic and flowing motion in a layout.

Focus Frame



Wave



Graphic Elements

Angles

Based on the triangular geometry of the A in the ADA logo, angles are striking graphic elements that can allude to momentum and forward motion. Angular shapes can be used as containers or background elements to bring added visual interest to a layout.

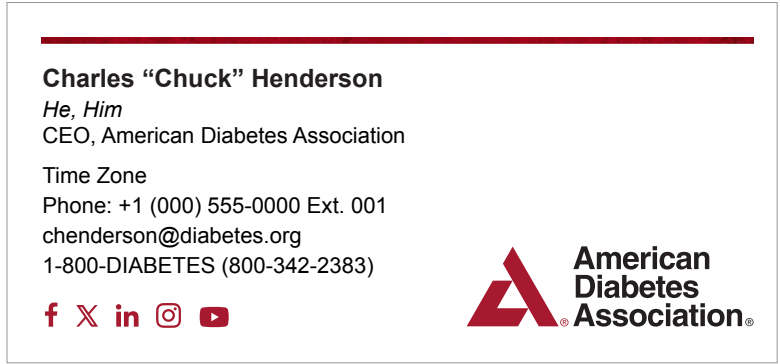
Color Bars

Color bars are simple lines and rectangles present in the ADA's branding. They can be used to divide and organize elements on a page, as a preface for text and headlines, or as a simple graphic element that frames a layout. When paired with type, this graphic element helps draw readers' eyes to prominent information in a layout.

Angles



Color Bars



Example of a headline paired with a color bar.

A color bar should be approximately one letter height in distance away from the main body of text it accompanies.

Its thickness should be roughly the same as the font's weight.

Color bars can be a solid color or filled with a brand texture.

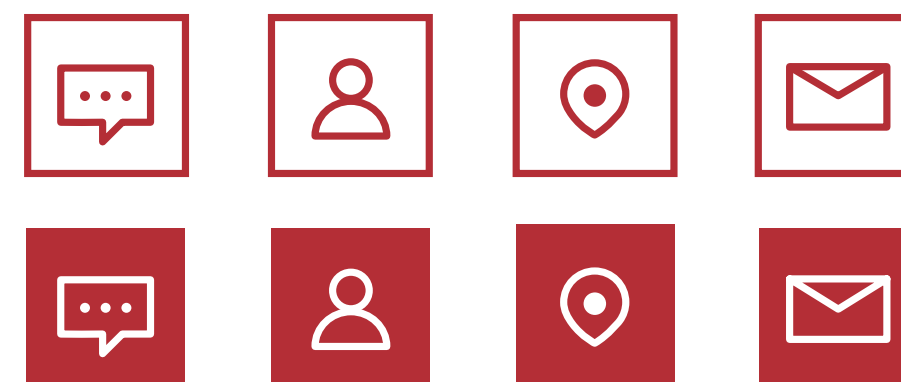
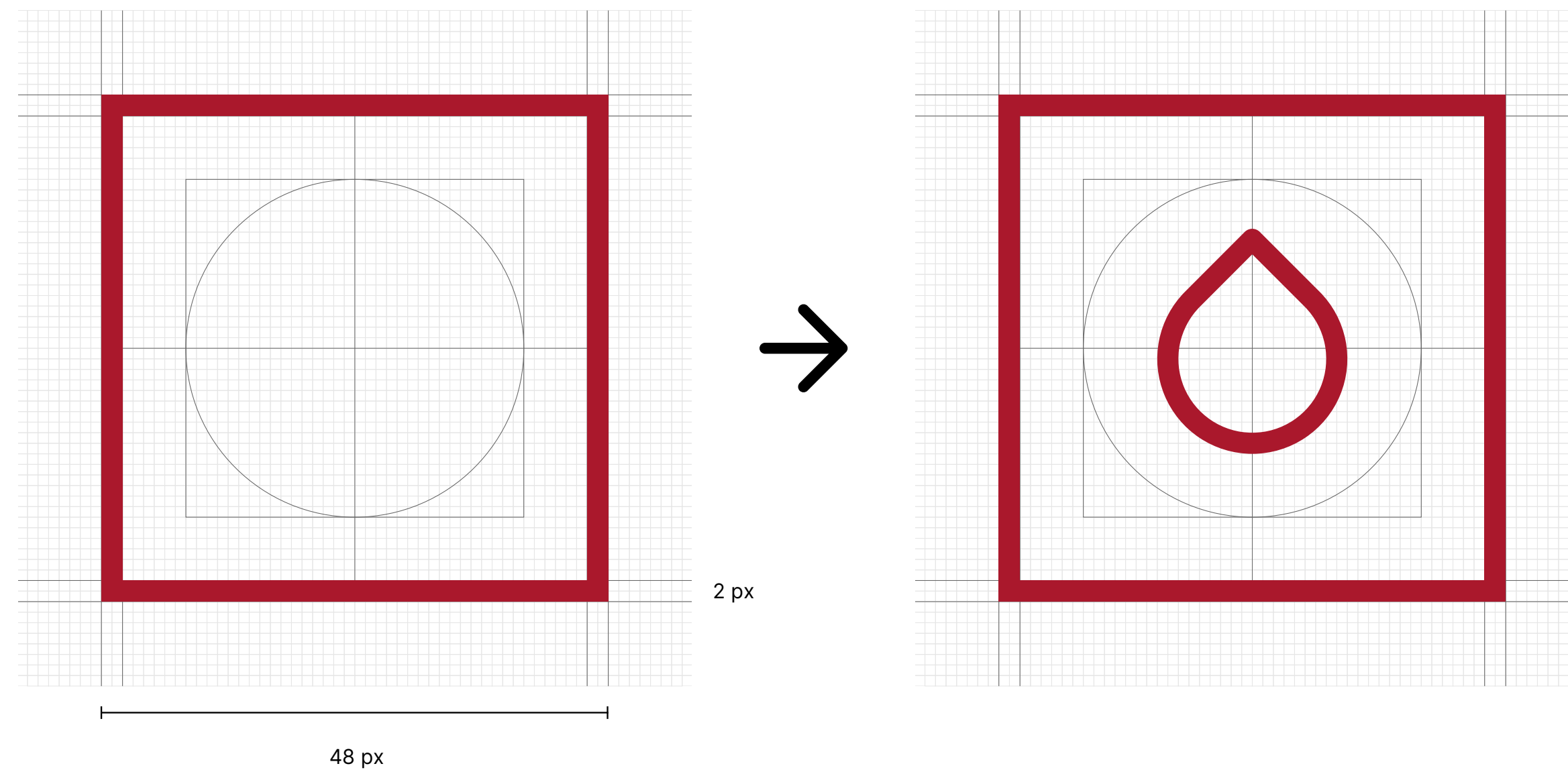
Iconography

Place existing iconography inside the red frame—a simple reference to the evolving Focus Frame. The icon itself should match the same line weight as the icon stroke—between 4 to 5 pixels—or solid colors. Existing icons can be redrawn in this simplified way to help them meet accessibility standards. When necessary, the icon inside the frame may be used reversed-out inside a red frame or simply without a frame.

The Frame

+

The Symbol



Icon Library



Brand Guidelines | Section 5

Brand Architecture and Wordmark Design

A Branded House Structure

To support the organizational needs of the business and its stakeholders, the ADA operates in a “branded house” architecture.

The branded house architecture features one single primary brand. This means that although we have dozens of products and services, there is still only one true brand—the ADA.

This structure helps maintain the integrity of our brand promise, mission, personality, tone of voice, and visual identity. All individual products and services exist in support of our primary brand and mission pillars: Advocate, Educate, Connect, and Research.



Defining the Components of the ADA's Branded House

Everything we do within the organization can be identified as belonging to one of these categories. Each category exists in service of our four mission pillars: Advocacy, Education, Health Equity, and Research.

Platforms

A platform is a foundational element of the ADA's brand presence. Platforms provide an accessible framework for delivering information and resources to the diabetes community.

Example:



Programs

A program is a structured initiative or activity designed by the ADA (either with or without a corporate partner), to address specific needs or objectives related to diabetes prevention, management, education, or advocacy

Example:



Events

An event is either a virtual or physical gathering organized by the ADA.

An event enables education, networking, fundraising, and community building to promote the brand's mission pillars.

Example:



Individually Branded Initiatives

Individually branded initiatives are unique instances of marketing and communications developed for a specific purpose with substantial organizational impact that may only be active for a certain period of time.

They can fall under the direction of a larger entity but should always have their own set of guidelines to govern how they interact with the primary brand.

Example:



Content

Content is media, images, video, etc., created by a larger ADA program or entity. Stylistically, content should follow the guidelines of the ADA as well as the guidance of the entity that hosts it.

Example:



Branded Wordmark Examples

If your product or service needs a branded wordmark, follow this simple lockup structure. A mark should always begin with the ADA logo followed by the sub-brand name set in the Inter typeface.

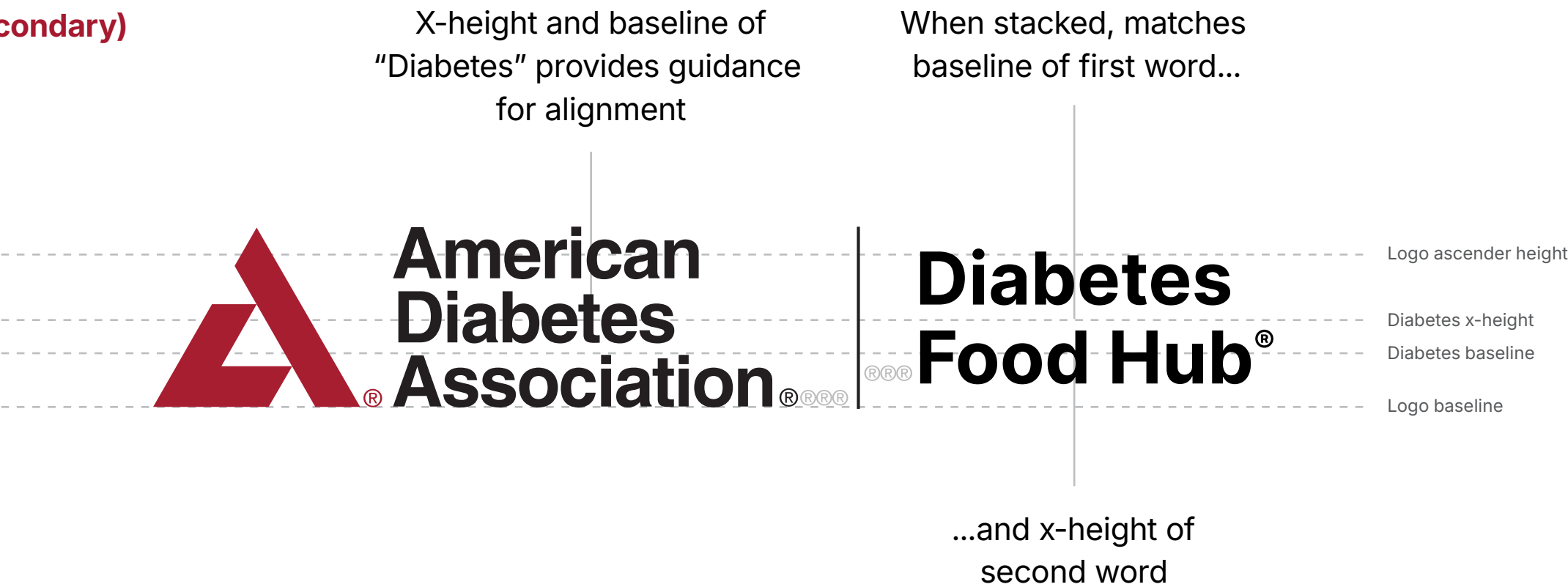
Guidance for vertical and horizontal logos is provided, but branded wordmarks should lean toward the vertical lockup as their primary version.

All branded workmarks need to be approved and created by ADA Marketing.

Stacked/Vertical (Primary)



Horizontal (Secondary)



Individually Branded Initiatives

Some campaigns qualify for a customized logomark and branding depending on the output of the decision tree and other factors.

These individually branded initiatives hold their own set of guidelines that govern how their branding works and relates back to the ADA's primary brand architecture. If you believe a program qualifies for a customized logomark or branding, please consult the ADA marketing team before proceeding.



Sponsorship and Supporting Lockups

When an entity sponsors a specific campaign or facet of the ADA, use the following styles to express the partnership.

The ADA logo always goes on the left and a relationship qualifier is required. These may include "Proud Supporter," "Anchor Partner," "Sponsored by," and more.

Because of the variability of logos that may enter a sponsorship role with the ADA, the practice of designing logos is not one-size-fits-all. Use the examples shown here as a guide and adjust as needed to match the unique shape of the sponsoring partner's branding and language of their support level.

For certain types of creative or advertising, the sponsorship language may be removed or adjusted to aid in legibility. Always consult the ADA's Legal and Marketing teams before doing so.



Sponsorship language centered above partner logo



Proud Supporter



The distance from line to logo should be approximately ③ x5

Brand Guidelines | Section 6

Logo Usage Policies and Trademarks

ADA Logo Usage Policy

Permissions

The ADA's logo is trademarked and permitted for use by ADA staff in correspondence internally and externally in accordance with ADA's Brand Guidelines.

ADA Logo Usage

Graphic designers, agencies, vendors, and individuals producing communications or products for or on behalf of ADA employees, programs, initiatives, products, or services are expected to follow the policy.

The logo shall never be used in a manner outside of the ADA's Brand Guidelines.

The logo shall never be used to convey endorsement of a program, product, or service of an outside organization.

Trademarks must include the registered symbol (®) or trademark symbol (™) after the logo or name to indicate ADA ownership.

ADA Trademark Usage

A trademark holds great value when used appropriately. When you allow another organization to use our trademarks, you must have a written agreement in place approved by the Legal Department. Without an agreement in place, there is no way to monitor the use of the trademark. Remember that infringement doesn't have to be intentional to violate the law and impinge on the ADA's valuable intellectual property rights.

A fully executed written agreement is required for the use of any of our trademarked logos or phrases. No third-party entity or person should use our trademarks without appropriate approval.

Using a company's trademark without its prior written consent is often considered infringement by the ADA, regardless of intent. To avoid infringement, reach out to the Legal Department before using a trademark or a substantially similar phrase to a company's trademark.

Other Trademarks

This is a list of commonly used marks by the ADA. Their respective trademarks, ® and ™, should be used following first mention in copy. Marks can be added to headlines if the term does not appear again in the copy.

To create the symbol in Microsoft Word, type (R) or (TM) and hit the space bar. In text, both marks should be in superscript, as shown to the right. Some of these trademarks have a logo or designated type lockup. Use only the appropriate logos and lockups. Do not create your own.

If you are using an English trademark in Spanish, you must reference the English trademark unless trademarked in Spanish. Example: Vivir con Diabetes Tipo 2 (Living With Type 2 Diabetes®).

American Diabetes Association®

Asociación Americana de la Diabetes®

American Diabetes Association
Research Foundation®

American Diabetes Month®

Clinical Diabetes®

Diabetes®

Diabetes Care®

Diabetes Food Hub®

Diabetes INSIDE®

Diabetes Is Primary®

Diabetes, Obesity, and CardioMetabolic
CARE®

DiabetesPro®

Diabetes Spectrum®

Focus on Diabetes®

Pathway to Stop Diabetes®

Red Rider®

Red Strider®

Safe at School®

Step Out® Walk

Team Diabetes®

Tour de Cure®

Political Campaigns and Events: What You Cannot Do

Under the Internal Revenue Code, all section 501(c)(3) organizations are absolutely prohibited from directly or indirectly participating in, or intervening in, any political campaign in support of (or in opposition to) any candidate for elective public office. Violating this prohibition may result in denial or revocation of tax-exempt status and the imposition of certain excise taxes.

Therefore, usage of the ADA logo and/or marks must not be in affiliation with any political campaigns and events supporting specific candidates.

Conditional External Use

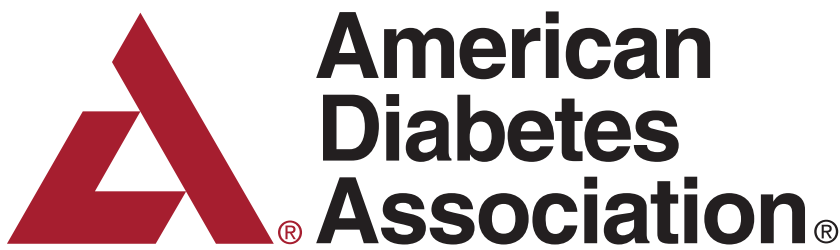
Use of the logo external to the ADA may be granted under the following conditions:

- In promotion of an event or program with an approved partner organization in which the ADA is an active participant.
- In a logo lockup format following Brand Guidelines for use with an approved partner organization to promote a mission relationship.
- In a logo lockup format following Brand Guidelines for use by an approved partner organization to promote an ADA campaign.

Multiple Sponsors or Tiers of Sponsorship

Many of our programs have more than two sponsors. In this case, all the sponsor (3 to 5) logos are equally weighted and approximately or less than 50% smaller than the ADA logo, depending on their application.

If your program has tiers of sponsors, organize the logos in tiers and assign a logo footprint size in relation to the ADA logo. For example, top-tier sponsors' logos will appear at 75% of the ADA logo, the next tier at 55%, and the final tier at 30% respectively within the footprint provided.



PRIMARY SPONSORS



SECONDARY SPONSORS



TERTIARY SPONSORS

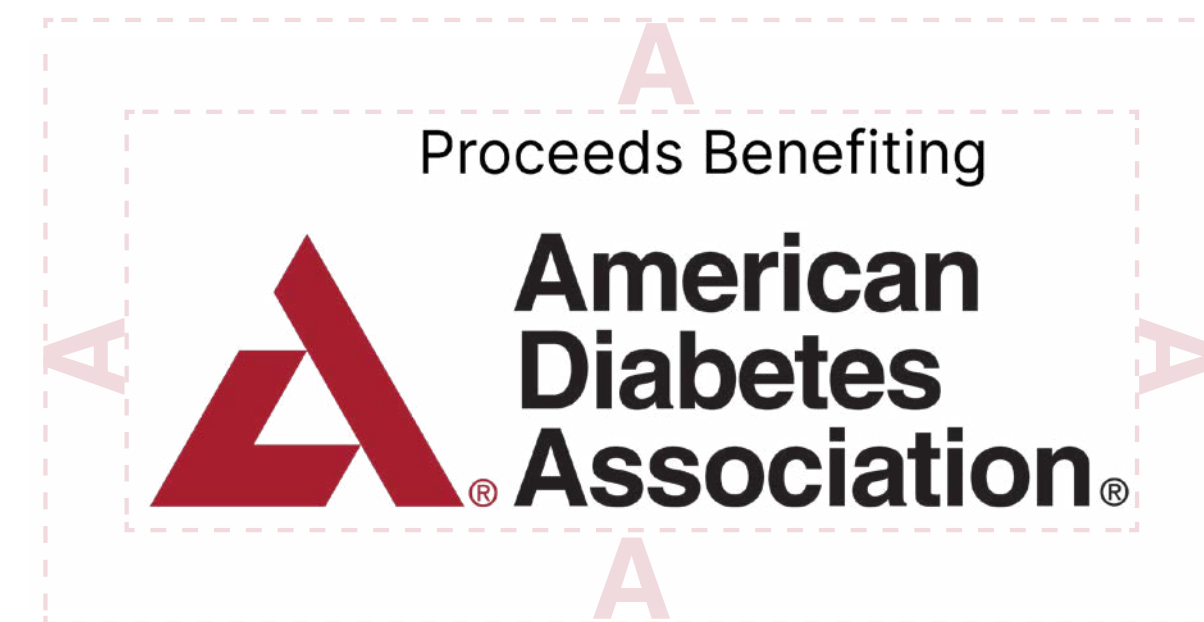


Fundraisers Benefiting the ADA

Impassioned individuals and supporting organizations are the lifeblood that carries us forward.

When an individual or an organization conducts an event independent of the ADA but has a fundraising component with proceeds to benefit the ADA, they may use a designated “Proceeds Benefiting American Diabetes Association” mark in their promotional material.

The promotion cannot depict messaging, wording, or graphical treatment that indicates endorsement—direct or implied. Logo use must comply with the Logo Usage and Trademark Policies at diabetes.org/BrandGuidelines. There should always be clearspace between our logo and all text, photographic noise, and other logos.



Retail and Co-Venture Campaigns

Retail campaigns are a great way to encourage businesses and their customers to support the ADA. Employees ask customers to donate at the point of purchase via the pinpad or by purchasing a paper pinup. These campaigns utilize pre-designed retail campaign-branded assets, which make this type of campaign easy to implement.

Some companies want to go one step further and offer a co-venture campaign. Also known as cause marketing, the corporate partner commits to donating a percentage of sales or a predetermined dollar amount per purchase to the ADA. Co-venture campaigns can use a logo that states the terms of the agreement.

The promotion cannot depict messaging, wording, or graphical treatment that indicates endorsement—direct or implied. Logo use must comply with the term and conditions of the retail or co-venture contract. Both retail and co-venture campaigns require contracts to be signed.

Contact: workplace@diabetes.org

Co-Venture Campaign (CVC) Marks

CVC marks use must comply with the terms and conditions of the co-venture contract.

Proceeds Benefitting



Company FPO TEST is proud to support the
American Diabetes Association.

Proceeds Benefitting



During (Month, Year) FPO LONGER NAME TEST will donate
\$0.00 from the sale of every product to help support
people living with diabetes up to \$00,000.

Our Commitment to Accessibility in Design

The ADA strives at all times to create materials, content, and services in a way that respects the dignity and independence of people with visual, motor, auditory, speech, or cognitive disabilities. Whether on or offline, we should make every effort to build content and applications that are accessible and readily consumable by all people.

A11y ✓

Brand Guidelines | Section 6

Email Communications

Mass Email

External communications elevate risk for the ADA and mass emails are particularly prone to creating unwanted legal liability. The following policy addresses events, sales, marketing, and promotional communications to ensure our brand is promoted correctly and our messaging remains clear, focused, and legally compliant. Mass email merges may only be performed by Marketing and Field Central Operations through our dedicated email marketing systems which can ensure that all email recipients have a clear way to opt-out and the requests are honored promptly. No other person or business unit may perform mass email merges through Outlook, Mail Chimp, or any other mass email channels.

For assistance with email communications, please contact:

Development Staff: fco@diabetes.org

Home Office Staff: ADAOperations@diabetes.org

Mass Email

Why is this important?

Digital communications are legally governed by the United States, individual states, and foreign governments that impose strict standards on content, methods, and permitted practices. This includes, but is not limited to, HIPAA, General Data Protection Regulation (GDPR), CAN-SPAM Act, and the California Consumer Protection Act (CCPA). Additionally, the ADA has its own Privacy Policy. The ADA is responsible for any violations of laws that govern email marketing and distribution. Fines can include penalties of \$50,120 per email under CAN-SPAM (each recipient counts as one email) while fines under GDPR can total €20 million (approximately \$21.8 million).

Email Communications

Email (other than mass email) communications—what you CAN do.

Send emails directly to a recipient with whom you have an existing relationship (e.g., volunteer, team member, donor you've spoken with, potential sponsor you've engaged with) to promote an event/program, fundraising opportunity, or share local mission information.

Send non-marketing emails to a group of people who have a relationship as a group (e.g., Community Leadership Board (CLB), planning committee, executive committee). An email being sent to a working group like a CLB, planning committee, or executive committee to discuss a project or promote an event or fundraising opportunity is perfectly acceptable, although personal one-on-one communications is always preferable. Email addresses should always be placed in the BCC to ensure privacy of information.

But please remember, emailing any group out of Outlook with a local newsletter or replica Braze email already sent to constituents is NOT acceptable. If you have questions or need assistance, contact our email team at: ADAOperations@diabetes.org.

Sending non-marketing emails to an individual team captain and their team members (Tour de Cure®/Step Out®) is perfectly acceptable, although personal one-on-one communications is always preferable. In this instance, the email should be personalized to the team (goal setting, team praise, or other fundraising assistance information). The email addresses should always be placed in the BCC to ensure privacy of information. **But please remember, emailing any group out of Outlook with a local newsletter or replica Braze email already sent to constituents is NOT acceptable.** If you are unsure, have questions or need assistance contact our email team at: ADAOperations@diabetes.org.

Email Communications

Email communications—what you CAN'T do

- Request lists or pull lists for mass email merge purposes
- Send mass emails or email merges via Outlook or any other mass email channels like Mail Chimp, Constant Contact, etc.
- Create your own database in Excel, Outlook, or any other tool as these types of documents contain Personally Identifiable Information which is heavily regulated. Any lists or additional data created from external systems (e.g., event registration, form submissions, etc.) to use for mass emails or email merges should be shared back into the CRM.

There should be no communications sent to constituents you have not previously engaged without prior permissions.

For these types of requests, please email: MarketingLists@diabetes.org.

Brand Guidelines | Section 7

Brand Usage

Office Suite

Letterhead



2451 Crystal Drive, Suite 900
Arlington, VA 22202
1-800-DIABETES

Dear recipient,

Ed etur rerero dolo temolorum net fuga. Aces quo et aut quatur? Adit enist, quae volupta tiberep ditent quias ut ommodit aecerit adissim voluptent laccum fugiam sam volupta tusanis volut volorae ad quide volorectem. Met que que quam illuptaquam re ommos pero vendaes.

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Sincerely,

<Insert Signature>

First Name Last Name
Title Part One, Title Part Two
American Diabetes Association



diabetes.org

Business Card



Charles “Chuck” Henderson
CEO

PHONE (555) 000-1234

EMAIL chenderson@diabetes.org

@AmDiabetesAssn

f X in y

Front



diabetes.org

1-800-DIABETES

Back

Email Signature

Charles “Chuck” Henderson
He, Him
CEO, American Diabetes Association

Time Zone

Phone: +1 (000) 555-0000 Ext. 001
chenderson@diabetes.org
1-800-DIABETES (800-342-2383)

f X in y



PowerPoint

Presentation
Template

Together, we can make life
everything it should be.
For this generation and the
ones after us.

We've all known, loved,
and learned from someone
living with diabetes.

Nearly
1 in 2
Americans has
diabetes or
prediabetes.

98 Million
American adults have prediabetes.

81%
of American adults with prediabetes
don't know they have it.

Become part of the conversation today.

Source: CDC National Diabetes Statistics Report, 2020

 10

Diabetes
affects every
community.

• **11% or more** in these counties
have diabetes

• National average 8.5%

• Below average < 6%

Rural areas have the fewest physicians per capita.



 17

Diabetes
increases risk
for many serious
health problems.

- Heart disease
- Stroke
- Kidney failure
- Blindness
- Amputation

 13

Section 1 | Why We Fight to End Diabetes: The Health Crisis

People with diabetes
often face
discrimination at
school, in the
workplace, and in
their communities.



 18

2.3 times
higher

The annual healthcare costs
of a person with diagnosed
diabetes compared to
someone without.

Source: CDC National Diabetes Statistics Report, 2020

 19

1 in every
7 dollars

of money spent on healthcare
is used to treat diabetes
and its complications.

Source: CDC National Diabetes Statistics Report, 2020

People with diabetes
often face
discrimination at
school, in the
workplace, and in
their communities.



 20

But perspicatis under
omnis iste natus

Error sit voluptatem accusantium
doloremque laudantium, totam rem aperiam,
eaque ipsa quae ab illo inventore veritatis et
quasi architecto beatae vitae dicta sunt
explicabo lorem ipsum.

Nemo enim ipsam voluptatem quia voluptas
sit aspernatur aut odit aut fugit, sed quia
consequuntur magni dolores eos qui ratione
voluptatem sequi nesciunt.

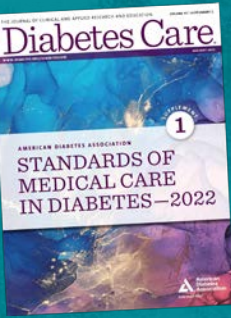


 4

Sed ut perspicatis unde
omnis iste natus

Error sit voluptatem accusantium
doloremque laudantium, totam rem aperiam,
eaque ipsa quae ab illo inventore veritatis et
quasi architecto beatae vitae dicta sunt
explicabo lorem ipsum.

Nemo enim ipsam voluptatem quia voluptas
sit aspernatur aut odit aut fugit, sed quia
consequuntur magni dolores eos qui ratione
voluptatem sequi nesciunt.



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Version 3 - August 2026

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