



# Logo guidelines

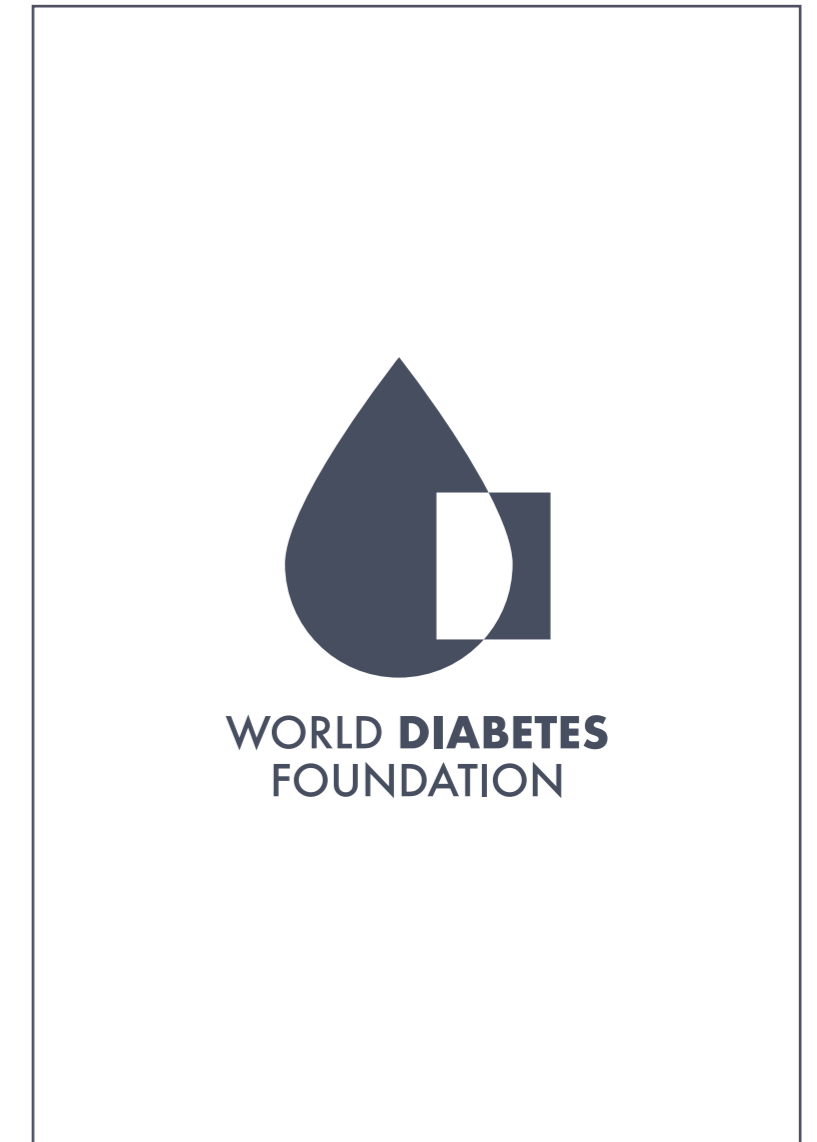
Primary logo

The primary logo of the World Diabetes Foundation brand consists of two elements: the blood drop with the cutout sugar cube as well the words World Diabetes Foundation stacked in three lines. Consistent use of the logo by all World Diabetes Foundation affiliates and projects will ensure credibility to the foundation. Use the primary logo whenever possible. It is available as WDF Red and Independence Grey or white.



Secondary logo

A secondary logo of the World Diabetes Foundation brand is also available. It features the same elements as the primary logo, but in a stacked format. It is available for use in cases where space is limited and is well suited for use in social media. Like the logo, it is available in WDF Red, as well as Independence Grey or white.



The primary and secondary World Diabetes Foundation logos are set in full colour on a white background, or reversed out in white on a WDF Red background. Use the white version of the logo on all other background colours or when applying the logo to an image. Ensure that there is always a minimum space of two N's (see figures 1 and 2). The minimum sizes for the logos are also shown here.



Minimum sizing



Figure 1 - Minimum spacing around horizontal logo.



Figure 2  
Minimum spacing  
around vertical logo.

