

AADE Graphic Identity & Marketing Toolkit

A REFERENCE GUIDE FOR BUILDING & MAINTAINING A CONSISTENT BRAND

Logo

The official AADE logo and variations are featured here—and usage guidelines are on the pages that follow.

If you need a copy of the artwork, contact AADE Marketing and Communications Department.



Preferred version for use on all documents both print and electronic.



When space is restricted and the preferred identity is too small, this vertically oriented version may be used in its place.



The icon may be used without the logotype in certain instances when it is not the primary visual identification—such as internal pages of a document.



For one-color applications. All PMS 166, all PMS 417 or all black are acceptable. The “E” is screened to 45%.



If the logo is reversed from color or black, it should always be white.

Logo—Clearspace and Size Restrictions

Clear space is defined as void of typography and graphic elements. The clearance surrounding the entire signature is defined by “X”, which is equal to the height of the AADE icon. There is “X” space above and below the signature; 1/2 X to the left and right of signature.

In order for the signature to be legible, the primary horizontal version should not be used any smaller than 1.75”. The stacked version should be no smaller than 1” wide. The exception is on banner ads where space is limited.



X = height of the AADE icon



1.75"



1"

Logo—Incorrect Usage

These examples show some possible violations of the AADE logo. Be sure your colors, size and application comply with the guidelines on the previous pages.



Do not alter the color of the logo



Do not use the color logo against a dark color



Do not use reverse logo against a light color



Do not distort the logo or alter its proportions



Do not use logo against a contrasty photo



Do not use shadows, glows, or fills

Typography—Primary

AADE uses Futura as its primary typeface.

Primary Typeface: Futura

Futura Book
 ABCDEFGHIJKLMNOPQRS
 abcdefghijklmnopqrstuvwxyz
 1234567890

For headlines or larger type sizes.

Futura Book
 ABCDEFGHIJKLMNOPQRS
 abcdefghijklmnopqrstuvwxyz
 1234567890

Most common weight used for AADE.
 Good choice for headlines and body copy.

Futura Heavy
ABCDEFGHIJKLMNOPS
abcdefghijklmnopqrstu
vwxyz
1234567890

For subheads or other applications needing emphasis.

Futura Bold
ABCDEFGHIJKLMNOPS
abcdefghijklmnopqrstu
vwxyz
1234567890

For subheads or other applications needing extra emphasis.

Futura Italic
ABCDEFGHIJKLMNOPS
abcdefghijklmnopqrstu
vwxyz
1234567890

Use when referring to a publication or for subtle emphasis.

Typography—Secondary

AADE secondary typefaces include Museo and Verdana.

Use these type families more sparingly than Futura in your marketing communications.

Exception: Museo is the primary typeface used for the AADE member magazine, *In Practice*, and the AADE website diabeteseducator.org.

Secondary Typeface: Museo

Museo 100
 ABCDEFGHIJKLMNOPQRS
 abcdefghijklmnopqrstuvwxyz
 1234567890

Museo 300
 ABCDEFGHIJKLMNOPQRS
 abcdefghijklmnopqrstuvwxyz
 1234567890

Museo 500
 ABCDEFGHIJKLMNOPQRS
 abcdefghijklmnopqrstuvwxyz
 1234567890

Museo 700
 ABCDEFGHIJKLMNOPQRS
 abcdefghijklmnopqrstuvwxyz
 1234567890

Museo 900
 ABCDEFGHIJKLMNOPQRS
 abcdefghijklmnopqrstuvwxyz
 1234567890

Color Palette

Consistent use of colors is one of the most effective ways to build a cohesive brand.

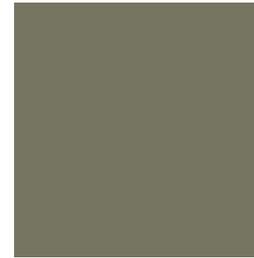
The core colors, AADE orange and grey, are the foundation of our visual identity. They should have a presence throughout your communications

AADE primary colors are selected to support our core identity. Use these colors in conjunction with the core palette to create interest and balance.

AADE CORE IDENTITY COLORS



PMS 166
0C, 64M, 100Y, 0K
244R, 123G, 32B



PMS 417
0C, 0M, 25Y, 65K
118R, 118G, 98B

AADE PRIMARY PALETTE



PMS 202
0C, 100M, 61Y, 43K
152R, 0G, 46B



PMS 137
0C, 35M, 90Y, 0K
255R, 154G, 0B



PMS 2617
79C, 100M, 0Y, 15K
74R, 13G, 104B



PMS 406
0C, 5M, 6Y, 16K
199R, 187G, 182B



PMS 468
6C, 9M, 23Y, 0K
224R, 202G, 163B



PMS 2706
19C, 9M, 0Y, 0K
204R, 210G, 234B

Color Palette

An array of secondary colors has been selected to be used thoughtfully.

Color ratio and selection varies based on the audience and purpose of each application.

Exercise restraint with the number of colors that you use. A spectrum of choices are available here, but use of too many colors in a single application dilutes the brand and can confuse the audience.

Warm and neutral colors from the core and primary palette should be used to communicate the professional character of AADE. Secondary brighter colors can be effective accents, or for more promotional marketing tactics.

AADE SECONDARY PALETTE



PMS 7502
0C, 8M, 35Y, 10K
210R, 184G, 135B



PMS 579
17C, 0M, 34Y, 3K
191R, 208G, 155B



PMS 551
27C, 3M, 0Y, 13K
158R, 84G, 10B



PMS 120
0C, 9M, 58Y, 0K
255R, 227G, 132B



PMS 160
0C, 46M, 93Y, 38K
158R, 84G, 10B



PMS 320
100C, 0M, 31Y, 7K
0R, 153G, 68B



PMS 2935
100C, 46M, 0Y, 0K
0R, 118G, 192B



PMS 131
79C, 100M, 0Y, 15K
231R, 166G, 20B



PMS 383
22C, 0M, 100Y, 8K
193R, 205G, 35B



PMS 271
43C, 38M, 0Y, 0K
147R, 151G, 203B



PMS 213
0C, 95M, 27Y, 0K
238R, 43G, 116B



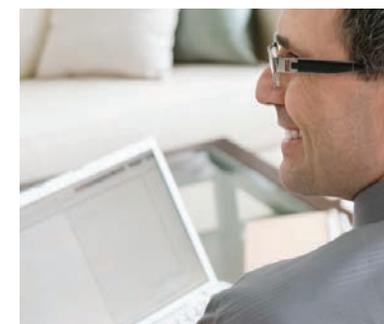
PMS 1797
0C, 100M, 100Y, 10K
215R, 25G, 32B

Imagery—Clinical Practice and Education

Image is everything. The photos you choose should reflect the character of AADE.

- Optimistic
- Professional
- Warm
- Authentic
- Confident
- Simple

Choose light, open backgrounds and keep the number of people in each image to a minimum. Focus on a single message, and remember that one image should not attempt to communicate too many things.



Imagery—Lifestyle

When representing diabetes patients and their lifestyles, it's important to select natural activities and expressions. Think about looking through a window into a "slice of life," rather than a posed portrait.



Imagery—Incorrect Usage



Avoid overly used cliché photos such as clapping, shaking hands, etc.



Do not choose images with large groups of people. Instead, depict individuals and focus on real moment in time, rather than faces and expressions.



Avoid somber or depressed looking people. Instead, show people enjoying a healthy lifestyle.



Avoid photos that lack a central point of focus. Instead, look for imagery that draws the viewer in with a clear subject.



Avoid overly posed photos.



Do not create cliché compositions.



Avoid dark and moody environments.



Avoid using too many images to create a photo montage. The result is busy, and it lacks emotional connection.



Avoid body types and activities that may not be realistic for the audience. Images should be focused on healthy behaviors of relatable people.



Be sure to select images at the appropriate resolution for your application. Pixelated or poor quality images look unprofessional.

Illustration

Photography is the primary visual used for AADE communications.

In special cases, illustration can also be used to create info graphics or custom visuals.

- Be sure to stick with AADE colors and type families
- Futura is the recommended typeface for headlines and body copy. Museo is the recommended typeface for subheads and call-outs
- Retain the qualities you use to select photos: Professional, Warm and Simple
- Avoid overuse of too many elements or colors—clean and simple can be most powerful
- Include the AADE logo as you would with other communications



Print Ads

Choose a single strong hero image that supports the headline and overall message of the ad. Images should be light and optimistic.

See imagery usage guidelines on pages 8-9 for more tips on selecting the right images.



ACHIEVE AND ADVANCE

Earning your BC-ADM is a great achievement of diabetes educators who have an advanced degree and a professional license as an:

- Advanced Practice Nurse
- Registered Nurse
- Registered Dietitian
- Pharmacist
- Physician Assistant
- Medical Doctor
- Osteopathic Physician

As more and more employers seek out professional who can manage a wide range of diabetes-related conditions, the **BC-ADM Certification** can enhance your career.

The Board Certified-Advanced Diabetes Management (BC-ADM) Certification will demonstrate your knowledge and skill in advanced diabetes practice.

Advance diabetes practice includes patient management skills such as medication adjustment, medical nutrition therapy, exercise planning, counseling for behavior management and psychological issues. Attaining optimal metabolic control in the client with diabetes may also include treatment and monitoring of acute and chronic complications.

For more information and to register, visit:
www.diabeteseducator.org/bc-adm

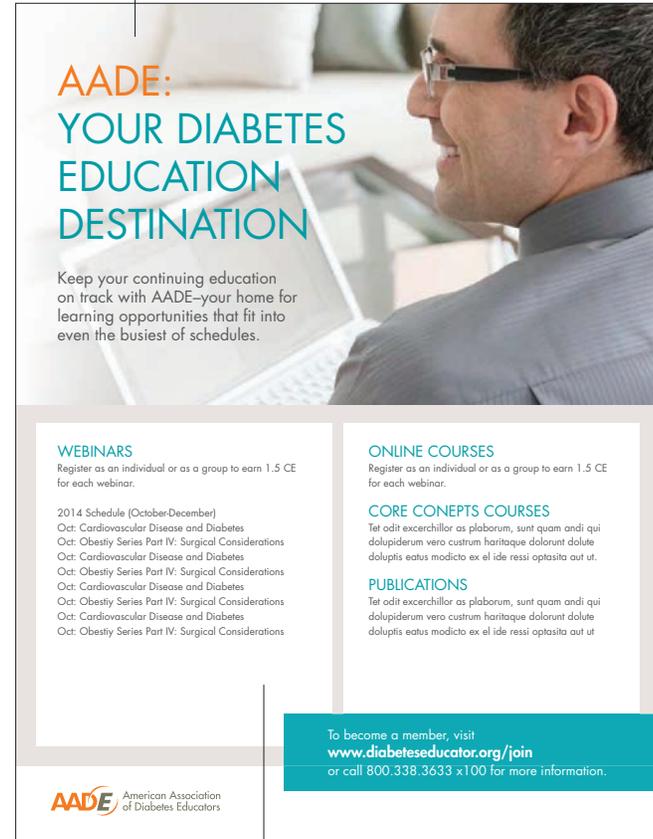
AADE American Association of Diabetes Educators

BC-ADM LOGO

In print ads, AADE logo should be on the bottom left corner.

When co-branding is important, consider the partner logo placement in the lower right corner. While every need may be a little different, this relationship allows the AADE logo to lead, and the secondary logo to support it while they both anchor the ad at the bottom.

Take care to only run type over images that have sufficient negative space. When in doubt: minimize word count.



AADE:
YOUR DIABETES EDUCATION DESTINATION

Keep your continuing education on track with AADE—your home for learning opportunities that fit into even the busiest of schedules.

WEBINARS
Register as an individual or as a group to earn 1.5 CE for each webinar.

2014 Schedule (October-December)
Oct: Cardiovascular Disease and Diabetes
Oct: Obesity Series Part IV: Surgical Considerations
Oct: Cardiovascular Disease and Diabetes
Oct: Obesity Series Part IV: Surgical Considerations
Oct: Cardiovascular Disease and Diabetes
Oct: Obesity Series Part IV: Surgical Considerations
Oct: Cardiovascular Disease and Diabetes
Oct: Obesity Series Part IV: Surgical Considerations

ONLINE COURSES
Register as an individual or as a group to earn 1.5 CE for each webinar.

CORE CONCEPTS COURSES
Tet odit exercehllor as plaborum, sunt quam andi qui dolupiderum vero custrum haritaque dolorum dolute doluplits eatu modicto ex el ide ressi optasita aut it.

PUBLICATIONS
Tet odit exercehllor as plaborum, sunt quam andi qui dolupiderum vero custrum haritaque dolorum dolute doluplits eatu modicto ex el ide ressi optasita aut it.

To become a member, visit
www.diabeteseducator.org/join
or call 800.338.3633 x100 for more information.

AADE American Association of Diabetes Educators

Shown on this page are two different two-column options for print ads. Use your best judgement and remember different column widths for different balance/relationship based on the info needed.

Emails

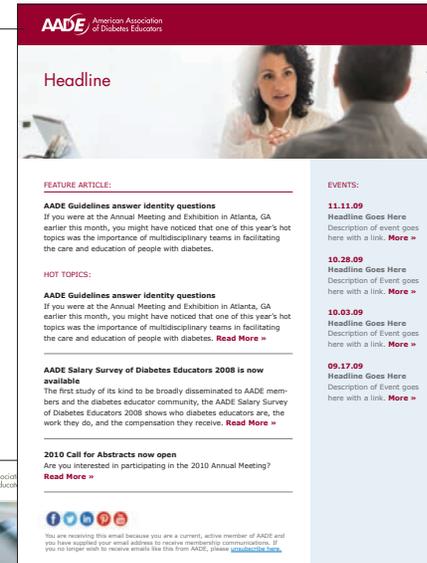
With dark solid backgrounds, it's acceptable to use light colors other than white for large type/headlines. Be sure there is high contrast between the type and the background. If in doubt, don't do it. Readability is the priority.

Side bar can be on the left or right. Set the side bar apart by using a colored background. Consider lighter tints and keep use of color simple. Restraint is key.



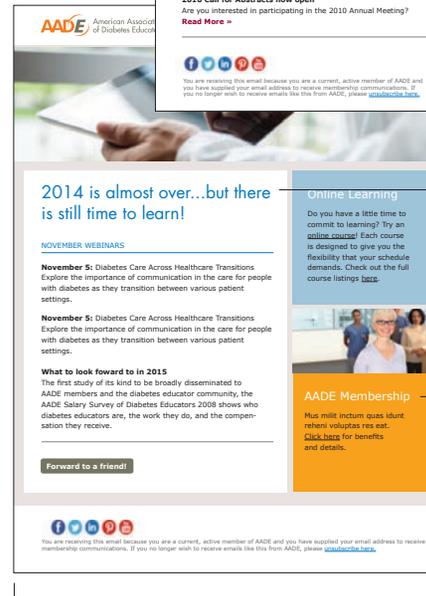
Emails should follow a two-column grid with main body copy occupying approximately 70% of the page. Main body copy should be in black or in a dark, legible color.

In email communications, place the AADE logo in the upper left corner.



Masthead can consist of an image OR colored background.

For highest impact, choose a single hero image, rather than multiple images.



Headline can either be integrated with masthead image when there is enough negative space or prominently in the body copy space. Remember that the most effective on-screen design is often the simplest.

Reversed white or light colored type is acceptable when it's on a solid color background and minimum amount of text.

Social media icons and disclaimer should always be on the bottom footer of the email.

Online Banner Ads

When using an image, choose one that supports the headline and overall message of the ad. Images should be light and optimistic. Avoid using too many busy photos on a small banner.

AADE logo should be on the bottom portion of the banner along with the call-to-action button.

Include call-to-action button

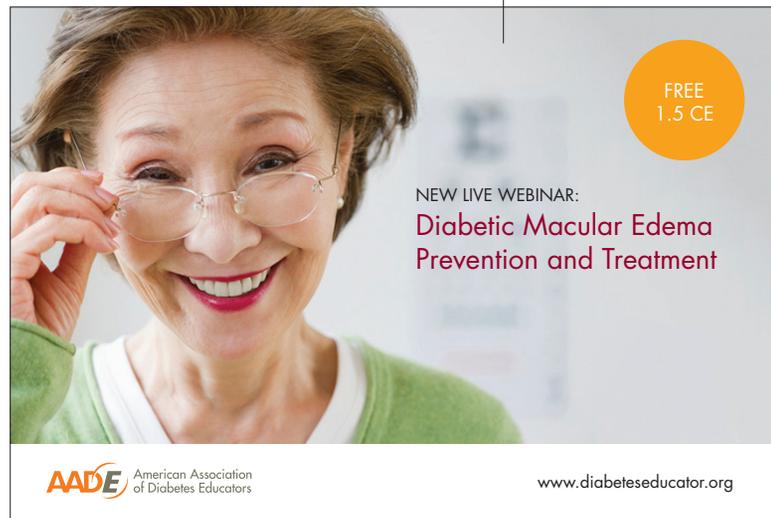
Headline should be kept short to allow for a quick read.

For horizontal and vertical banners, the stacked AADE is preferred. When logo is placed over an image it should be over a light background with negative space to ensure logo visibility.

Event Marketing—Postcards

Choose a single strong hero image that supports the headline and overall message of the postcard. Images should be light and optimistic.

See imagery usage on pages 8-9 for guidance.



AADE logo can be placed on upper left or lower left corner. Use your best judgment, and be sure there is plenty of space around the logo so it retains a strong visual position.



Circles and other graphic elements can be used for call-outs. Take care to keep call-outs and other levels of information in proportion with the headline. There should be a clear hierarchy of elements that do not compete for the reader's attention.

Event Marketing—Flyers

AADE logo can be placed on upper left or lower left corner. Use your best judgment, and be sure there is plenty of space around the logo so it retains a strong visual position.



AADE American Association of Diabetes Educators

LIVING WITH DIABETES

Diabetes Educators Can Help

When you have diabetes it's especially important to stay healthy, although sometimes it isn't easy. But you are not alone – more than 29 million Americans have the disease. And you don't have to go it alone – a **diabetes educator** can help you find solutions to staying healthy that fit into your lifestyle.

Diabetes educators are experienced healthcare professionals – such as registered nurses, registered dietitians or pharmacists – who have special knowledge and skills to help you successfully manage all aspects of your diabetes. Like many people with diabetes, you may find managing the disease is difficult. That's where a diabetes educator can help, by working with you to design a specific plan that includes the tools and support you need.

Diabetes education works. Studies show that diabetes education helps people lower their blood sugar, blood pressure and cholesterol levels. These findings help you stay healthier and reduce the risk of diabetes complications.

Doctors agree that diabetes education is helpful. In a survey of doctors whose patients with diabetes worked with a diabetes educator:

- **80% said their patients have more knowledge**
- **78% said their patients' experience was positive**
- **71% said their patients are healthier**

The American Association of Diabetes Educators (AADE) is dedicated to empowering people with diabetes to live full and healthy lives. Diabetes educators are nurses, dietitians, pharmacists and other health professionals who work in partnership with doctors and other healthcare providers to help people manage all the daily aspects of diabetes care, from healthy eating and being active to problem solving and healthy coping. AADE was founded in 1973 and today has more than 14,000 members. Learn more or find a diabetes educator at www.diabeteseducator.org

DIABETES EDUCATORS: SUPPORTING YOU, EMPOWERING YOUR PATIENTS



As the number of people with diabetes increases, the demands on your time and practice will continue to escalate. Help your patients achieve better metabolic control, improve lipid levels, reduce blood pressure, develop self-management skills and meet follow-up care guidelines by partnering with a diabetes educator.

Diabetes educators have a unique skill set and serve as essential support for patients and providers. Diabetes educators can:

- **Increase your practice's efficiency** by assuming time-consuming patient training, counseling and follow-up duties
- **Help you meet pay-for-performance** and quality improvement goals
- **Track and monitor patients' care** and progress and provide you with status reports
- **Help delay the onset of diabetes** with prevention and self-management training for your patients who are at high risk

Consider contracting with, employing or referring your patients to a diabetes educator.

WHAT IS A DIABETES EDUCATOR?

Diabetes educators are licensed health care professionals—registered nurses, registered dietitians and pharmacists, among others—who specialize in helping people with diabetes learn how to manage their condition. The counseling and support that diabetes educators provide is known as diabetes education or diabetes self-management training [DSMT]. Many of the healthcare professionals who provide these services also carry the designation Certified Diabetes Educator (CDE).

AADE American Association of Diabetes Educators

When more than one image is necessary to support the message, be sure to choose images that are simple and have similar color tones to create a nice balance.

For more information about the elements in this Graphic Identity & Marketing Toolkit—or for assistance in creating AADE materials—contact AADE Marketing and Communications Department.