JDRF YOUR WAY
BRAND GUIDELINES
for JDRF Staff
INTRODUCTION

JDRF Your Way is our newest peer-to-peer program that allows our constituents to put their time, talent and creativity to work to fundraise for type 1 diabetes research. They own it and we support them with all the tools and tips needed to lead a successful fundraiser.

This document has been created to ensure everyone at JDRF understands the brand and communicates about it in a consistent manner. We invite you, as JDRF ambassadors, to review this document along with the new website, to learn more about the brand and about ways you can promote it.

UNDERSTANDING THE JDRF YOUR WAY BRAND

JDRF Your Way will be promoted differently than our other peer-to-peer programs. When you visit JDRF Your Way online, the JDRF logo has prominence with a text descriptor identifying the program. This was done deliberately to connect our fundraisers to the JDRF community versus a specific program. This aligns with JDRF’s strategic focus on becoming a more donor centric organization. Please refer to the Messaging Guidance and Selling The Program sections for details on how to position and sell this program to your donors.

While JDRF Your Way is one sub-brand to JDRF, the program itself has five categories that each have their own personality.

- Create Your Own
- Athletic Events
- Special Occasions & Milestones
- Diaversary
- Memorials

Currently, many of these are the same but we will continue to build out differences and specific collateral, promotions, ecommunications, etc. as the program matures.
You can share our vision for a world without type 1 diabetes. Or you can own it. Put your time, talent and creativity to work and become a part of JDRF’s community of DIY fundraisers.

You name it. We support you. JDRF gives you all the tools and tips you need to raise money — your way — for T1D research.

Everybody’s experience with T1D is different. Whether you have the disease yourself or know someone who does, you belong to a community united by a bold vision: a world without T1D. How you help us get there is entirely up to you: your preferences, your talents, your personal goals and your passion.

If JDRF Your Way were a person, it would be creative, social, community-minded, collaborative, driven and passionate. When creating materials for this audience to recruit, support, steward and retain these fundraisers, the voice and tone of our copy must speak to these attributes.

Our **voice** should celebrate the power of everyone to make a unique and lasting contribution to the global effort to end T1D.

The **tone** of our copy should be enthusiastic, motivational and conversational.
SELLING & PROMOTING THE PROGRAM

USE THE ACTIVE VOICE AND WORDS THAT EVOKE STRONG EMOTIONS

**Keywords:** achieve, accomplish, accelerate, tackle, celebrate, drive, attain, build, compete, create, exemplify, experience, express, finish, reach, target, transform, imagine, own, make, play

WRITE LIKE A PERSON FOR PEOPLE

Use “you” and “your” to address readers. Refer to JDRF in first personal plural: “we” and “our”.

Avoid mention of JDRF department names or organization structure. This is about being part of JDRF and a community.

MEET FUNDRAISERS WHERE THEY ARE

Write in the style of the specific platform you are using and the audience you are trying to reach. For example, if it’s Instagram be brief. If it’s Facebook, your post can be a little longer. Print may be a little more formal.

Avoid jargon and buzzwords. Avoid internal phrases and terms. Use layman’s terms.

MEMORIALS

Copy about starting a Tribute campaign should respect the fundraiser’s motivation and the sensitive nature of personal tributes. Use a more direct tone.

Avoid asking them to “fundraise”; focus on “honoring” or “celebrating”. Don’t over empathize with their loss.

**Keywords:** celebrate, honor, remember, respect, inspiration, promise, commitment, dream
SELLING & PROMOTING THE PROGRAM

USING THE TERM “DIY”

DIY is a widely recognized term in popular culture and peer-to-peer fundraising. Of course we want fundraisers to feel empowered to create campaigns and host events their own way, but it is more important for them to feel a strong connection to JDRF.

“JDRF Your Way” gives us the opportunity to move toward more donor centered language in fundraising communication, addressing what a participant is doing for us versus where we realize their revenue; i.e., JDRF rider, walker, runner vs. fundraiser for JDRF.

The term DIY should never be used on the first reference and should be avoided when possible.

INTERNAL
(JDRF STAFF)

“JDRF Your Way” should be used internally as a way to identify the team responsible for the program as it relates to administration, management, accounting etc.

“JDRF Your Way” is used to provide a consistent core identity that mirrors the rest of the JDRF brand.

EXTERNAL
(JDRF STAFF TALKING TO FUNDRAISERS)

When communicating to fundraisers about the opportunity to raise money for JDRF “their own way.”

The majority of promotional campaigns will revolve around the fundraising categories opposed to “JDRF Your Way” broadly.

EXTERNAL
(FUNDRAISERS TALKING TO THEIR POTENTIAL PARTICIPANTS AND DONORS)

Fundraisers who are hosting their own event or organizing a campaign will not use JDRF Your Way.

Fundraisers should own their fundraising efforts and use creativity when creating their campaign and event names.
HOW CAN I USE THE PROGRAM LOGO?

Currently, we are **not providing** the JDRF Your Way logo and ask that you do not use it in any locally created materials.

If a constituent asks for the logo, please direct them to their participant center where they can find multiple color and format options of the To Benefit JDRF logo along with those brand guidelines.

Please refer to UNDERSTANDING THE JDRF YOUR WAY BRAND section on page 1 for more details on why we are not providing or focusing on the JDRF Your Way logo.
**FONT**

Typography is an integral part of the JDRF Your Way visual identity. To ensure that the pilot reaches its full potential, it is essential that all communications have a consistent look and appearance, this includes font choice.

The fonts listed below were chosen to complement the logo and communicate attributes of JDRF:

- **Graphik** – is the preferred option.
- **Arial** – if Graphik is not an option, Arial provides ease of universal usability.

**Primary Font:**

**Graphik**

For almost everything except:

- PPT and word documents

```plaintext
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:-?!&*)
```

**Secondary Font:**

**Arial**

This font is only used for PPT and word documents.

```plaintext
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:-?!&*)
```