



GPEd

Global Pediatric Endocrinology
and Diabetes

Global Pediatric Endocrinology and Diabetes Brand Book

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Brand GPED

GPED Mission

A mission reflects core purpose of an organization. It is a summary of the aims and core values of GPED.

To improve the clinical care of children and adolescents with endocrine disorders and diabetes living in resource-limited settings

GPED Tagline

A tagline is an eye-catching phrase which expresses the Brand's mission and appears each time GPED communicates. It is the most repeated organizational text after the GPED name.

Bringing endocrine and diabetes care to all children

GPED Values

GPED's Values are the standards which underpin the organization's work. They flow through all of GPED's actions, including communications.

Equity and justice

All children are entitled to affordable quality healthcare

Collaboration

We work together toward the implementation of our mission working with local resources

Evidence-based action

Our decisions and initiatives are based on best practices integrated with available resources

Perseverance

We keep working until our goals are achieved

Integrity

We declare conflicts of interest that may affect the implementation of GPED's mission

GPED Pillars

We promote sustainable access to medicines through collaboration with patient and families, health authorities, health professionals and the pharmaceutical industry.

Access to medicines

We support the development and implementation of a publicly-funded, universal screening for:

- Congenital hypothyroidism (CH)
- Congenital adrenal hyperplasia (CAH)

Newborn screening

Clinical care of children with endocrine disorders or diabetes in resource-limited settings

Advocacy

We advocate for the needs of patients, families and health professionals in resource limited settings through scientific presentations and publications and through news sharing on social media.

Patients and families

We support patients and families through:

- promoting knowledge and education
- sharing resources in their community
- developing parent's groups

Education and research

We organize educational programs and clinical research for health professionals including annual meetings, webinars and accredited programs.

Written Communication

GPED Boilerplate

Boilerplate is the **standard text** which appears after the unique copy in communications and expresses what an organization is, what it does and its contact details. It is used in its original form wherever it appears. It is used in **press releases, policy documents** and **leaflets**.

Established in 2010, Global Pediatric Endocrinology and Diabetes (GPED) is a Canadian-based non profit organization and charity. We work towards improving the clinical care of children with endocrine disorders and diabetes living in resource-limited settings. We unite pediatric endocrinologists, pediatricians and other allied health professionals from all over the world, enabling them to collaborate and implement evidence-based actions that prioritize the health and wellbeing of children with endocrine disorders and diabetes.

GPED: Bringing endocrine and diabetes care to all children
www.globalpedendo.org

Visual Communication

Visual Communication Guide

This visual communication guide demonstrates the GPED logo and visual identity. They should be used consistently throughout all printed and digital materials produced by GPED.

Keeping the look of GPED consistent helps to achieve a strong and focussed message.

The Logo

The logo in its most complete form consists of a symbol and logotype. An example of the logo in a small size and on a dark background are shown overleaf.



symbol

GPED

Global Pediatric Endocrinology
and Diabetes

logotype

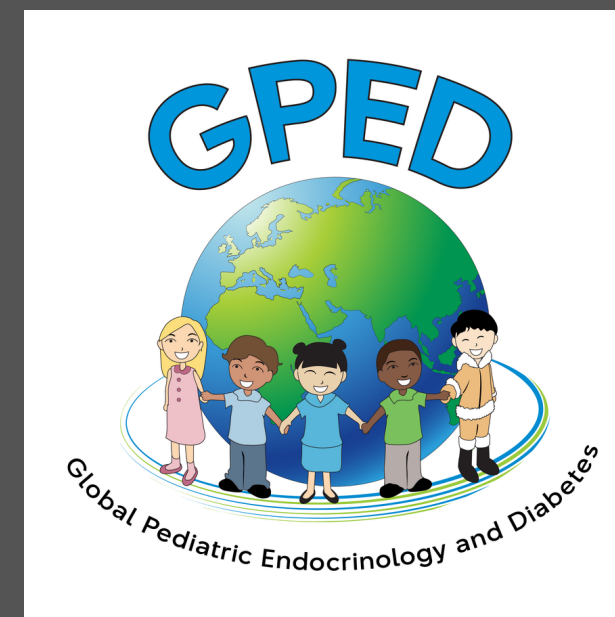
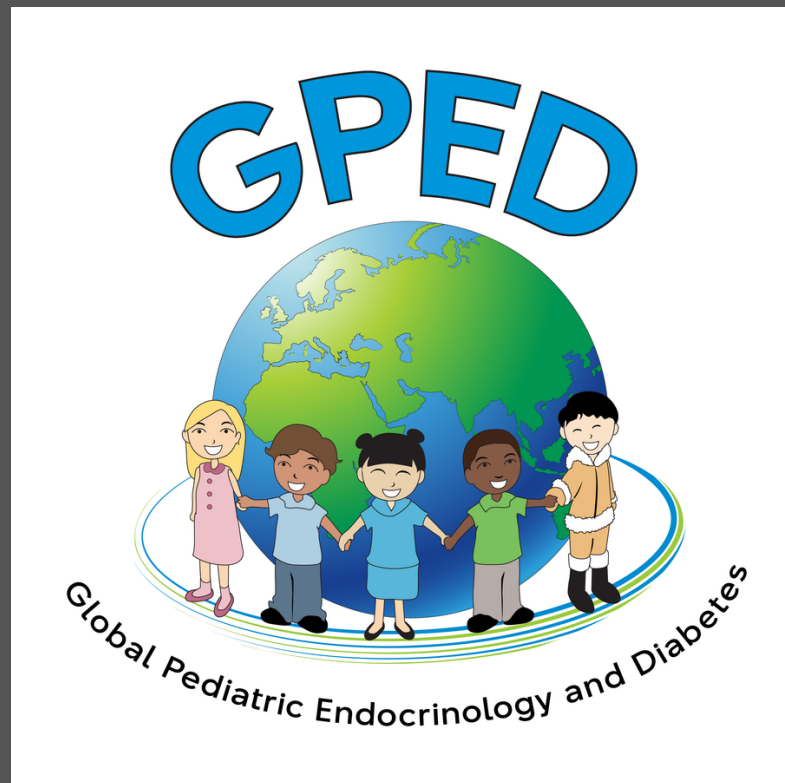
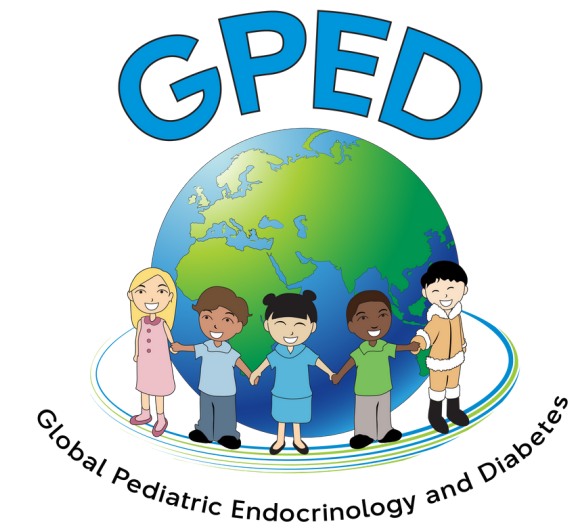
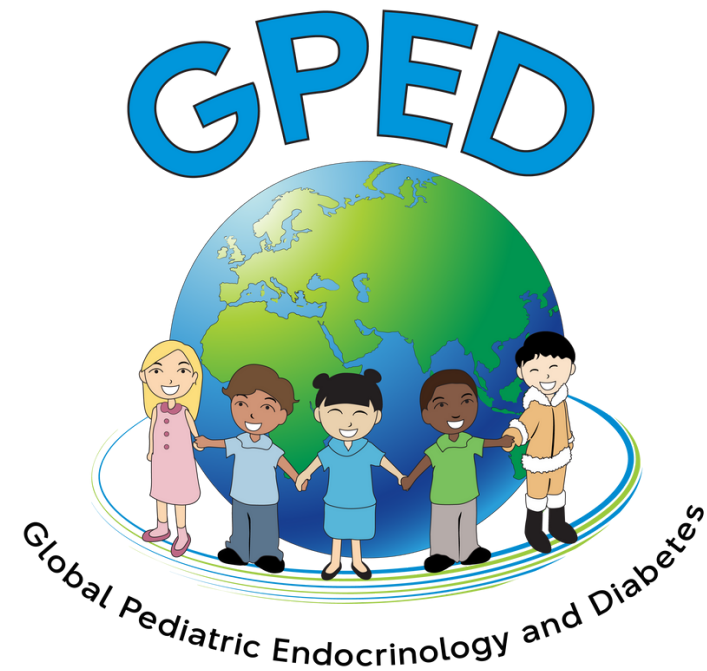
Full Horizontal Version

Full logo with symbol and logotype in small size and dark background.



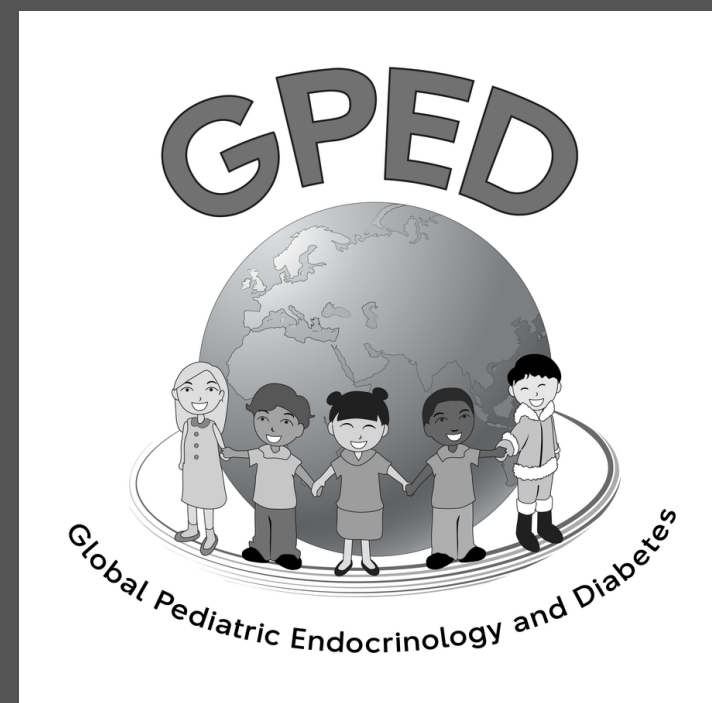
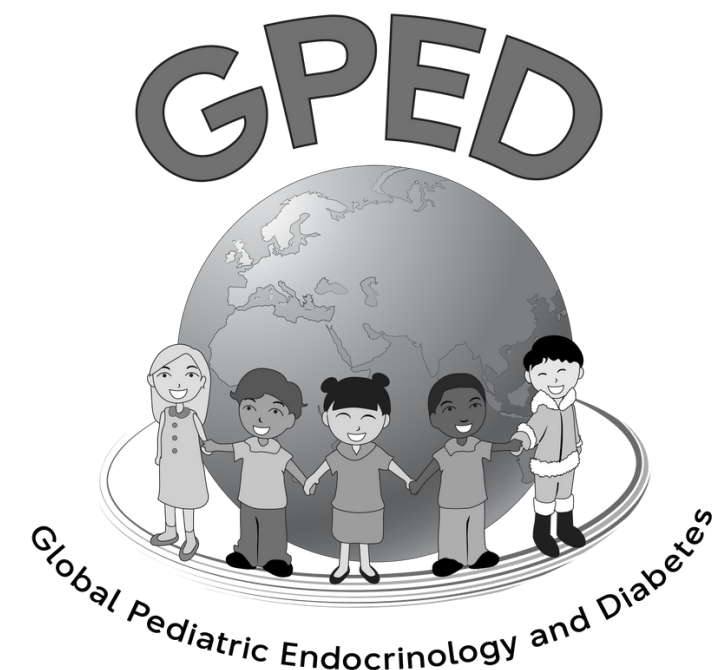
Full Vertical Version

If there isn't space in your communication for the Full Horizontal Version, then the Full Vertical Version can be used, for example on GPED's social media pages and documents with limited space.



Greyscale Versions

The Grayscale Versions can be used on office documents which will be printed in greyscale, for example invoices.



GPED Brand Colors

These colors make up the GPED logo.

Use the #-coded color values in CMYK for print design and RGB for digital purposes.

#6eb644

#248dce

#c1c6c4

#292c30

#ffffff

GPED Colors in the Visuals

These colors are used in the visual assets on social media and the website. You can use them to expand the color choices for GPED's visual identity.

Use the #-coded color values in CMYK for print design and RGB for digital purposes.

#3ebaba

#19486a

#32a04a

#1d7ec3

#d7463d

Typography

The GPED logo font is **BT Beau Sans Font**. However, for ease of accessibility, **Century Gothic** is a preferred substitute for official documents, such as letterhead and presentations. On the other hand, **Garet** is a preferred substitute for social media purposes.

Together with the brand colors and logos, a consistent use of these fonts will ensure that the visual identity stays strong and recognizable.

For Official Documents

Century Gothic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789!"#\$%&?'^_~:;,;_

For Social Media

Garet

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789!"#\$%&?
()\ =?'^_~:;,;_

Thank You

This Brand Book was developed to accompany the visual identity of Global Pediatric Endocrinology and Diabetes.

CONTACT

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and Diabetes (GPED)**

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