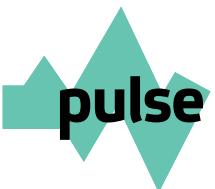




SANOFI Diabetes Home & My Diabetes Story Identity

17th June 2014



Values of the brand

SIMPLICITY

Structured, logical, clear

POSITIVITY

Inspirational, motivational, likeable

APPROACHABILITY

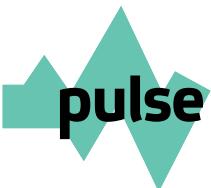
Removing barriers, welcoming, humble

INDIVIDUALITY

It's about you

PROGRESSIVENESS

Forward thinking, smart, adaptable



Personality of the brand:

THE QUALITIES AND ATTRIBUTES OF OUR BRAND

VIBRANT

Lively, interesting, engaging, dynamic

UNCOMPLICATED

Straightforward, approachable, natural

CARING

Empathetic, human, listening

RELIABLE

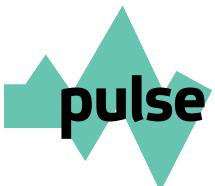
Responsible, honest, transparent, trustworthy

CONVERSATIONAL

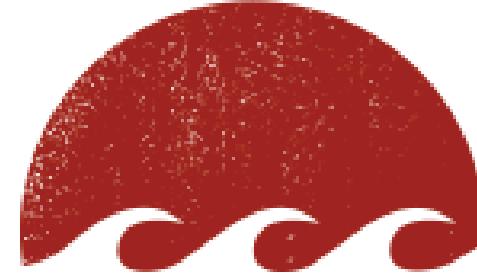
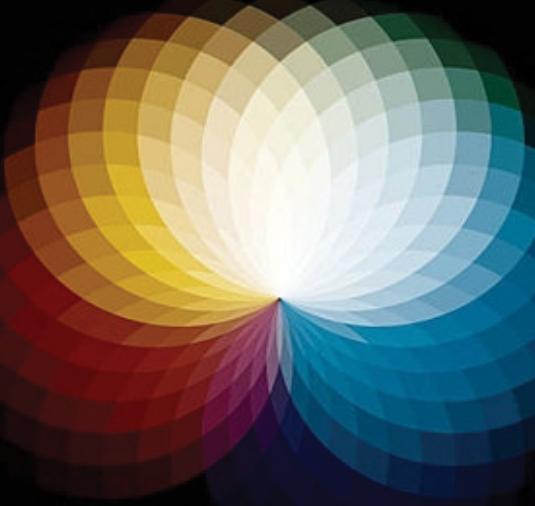
Collaborative, interesting, listening

KNOWLEDGEABLE

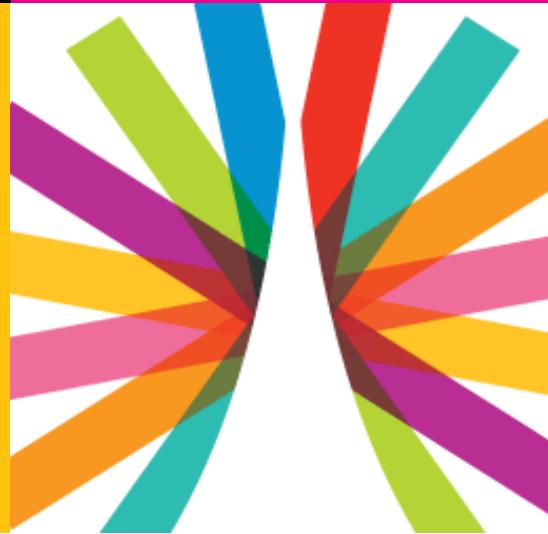
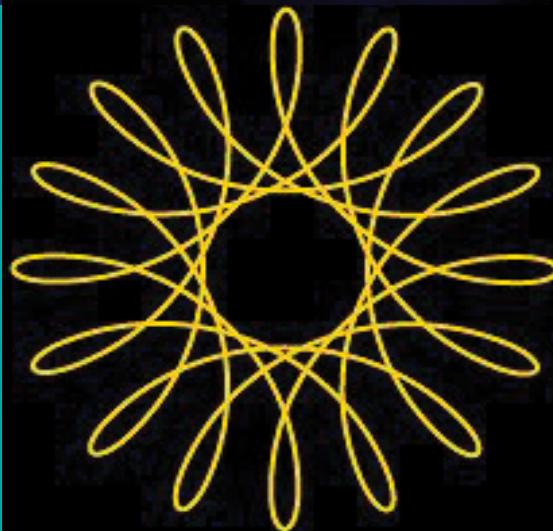
Wise, informative, depth, learned, worthy



SUNRISE

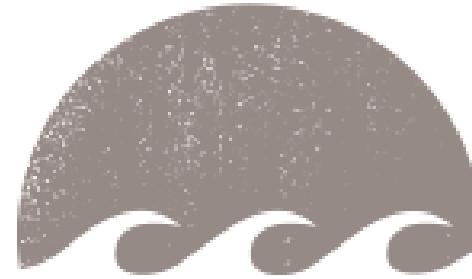
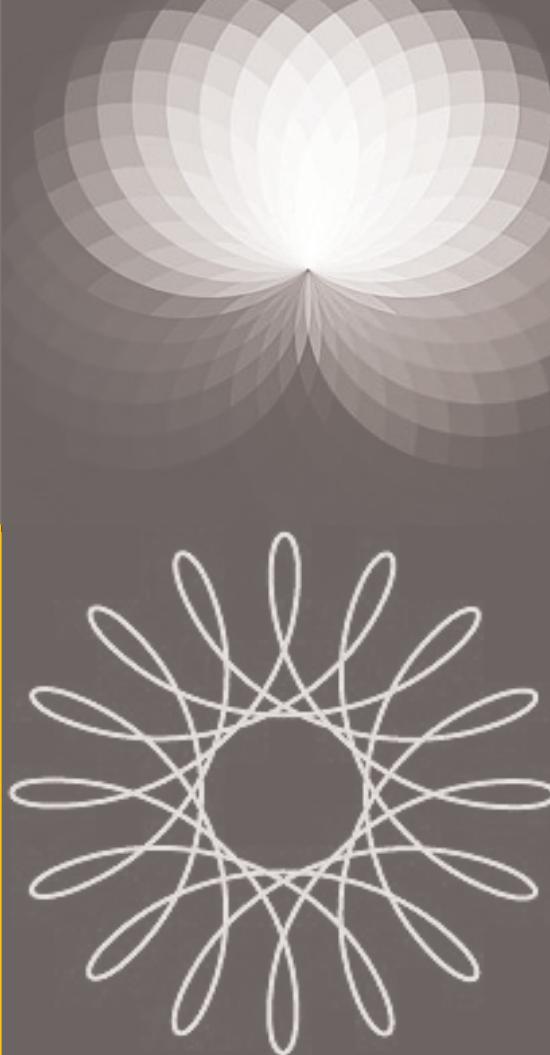


SUNRISE

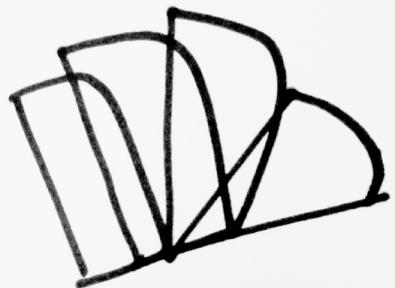
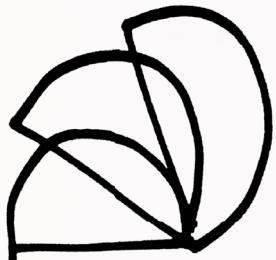
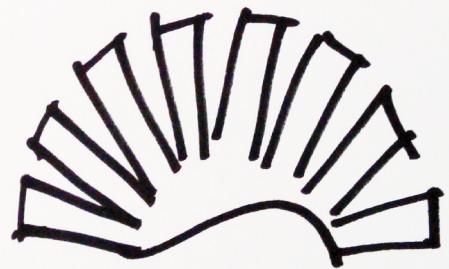




SUNRISE



This is an idea that focuses on optimism and positivity. Our brand offers diabetes patients a way of connecting with positive and life affirming, advice, articles, communities and inspiration. The motif of the sunrise symbolises positivity and allows us to create a dimensional and layered story for our brand.

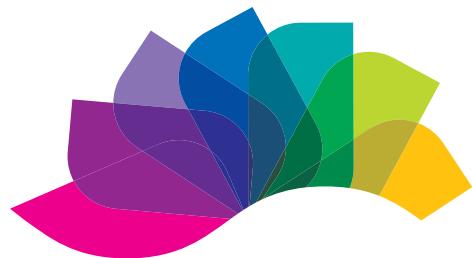




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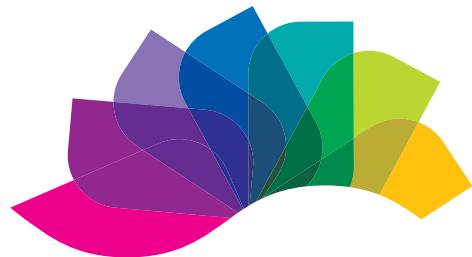
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MY DIABETES STORY



MY DIABETES STORY



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COMMUNITY

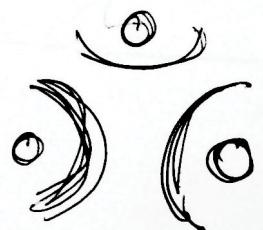
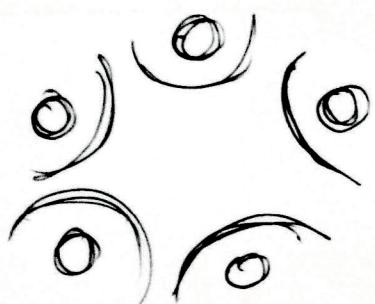
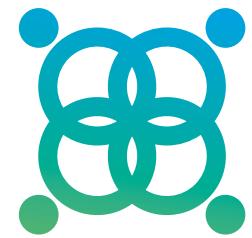
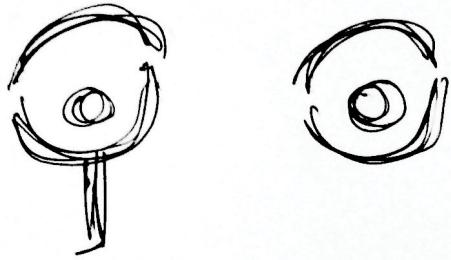
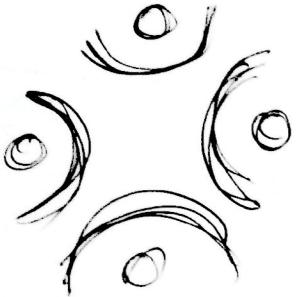




COMMUNITY



Our portal and platform gives us a great way of forming a community, connecting people, ideas and expertise. Community is the basis of this idea. Our motif symbolises a richer life through building this communal society.





بیت السکری
DIABETES HOME





بیت السکری





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دكايتي مع السكري MY DIABETES STORY





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MY DIABETES STORY



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CONVERSATIONS

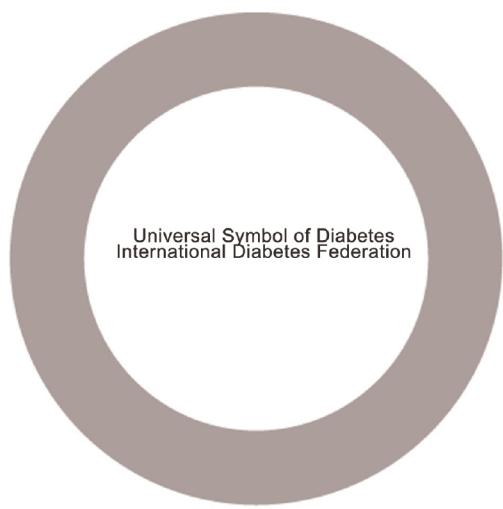


Universal Symbol of Diabetes
International Diabetes Federation



CONVERSATIONS

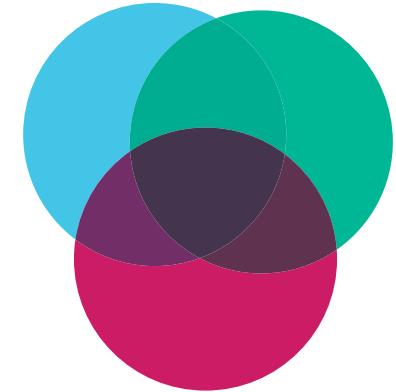
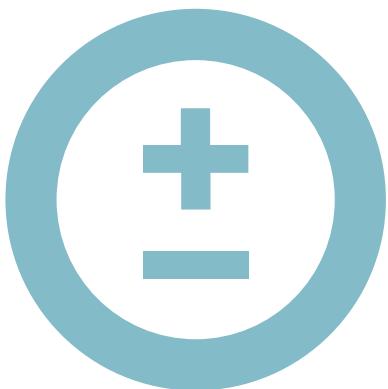




CONVERSATIONS



Conversations are important to our brand whether we are focused on the portal or the discussion platform. This idea portrays in a simple motif the thought of conversation in a rich colourful expression.





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DIABETES HOME





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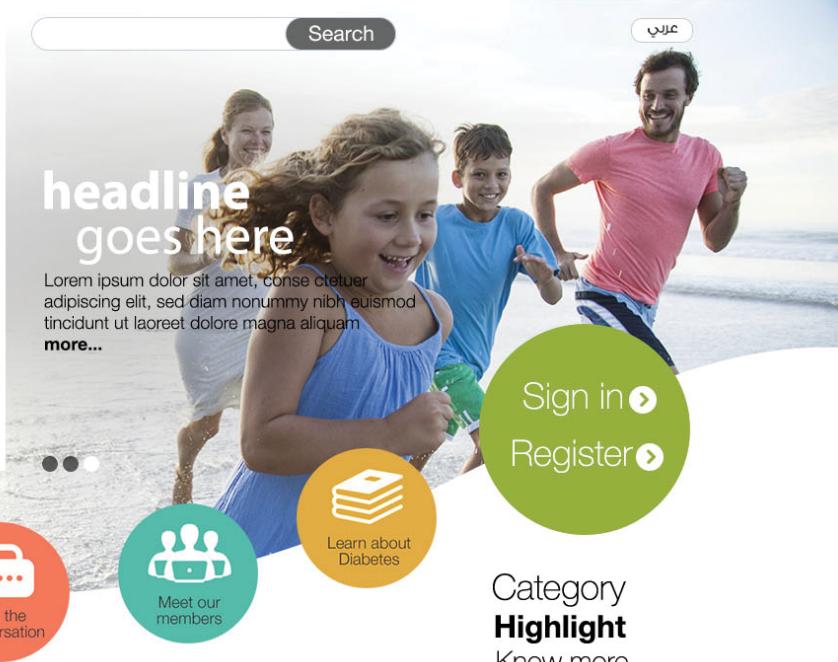
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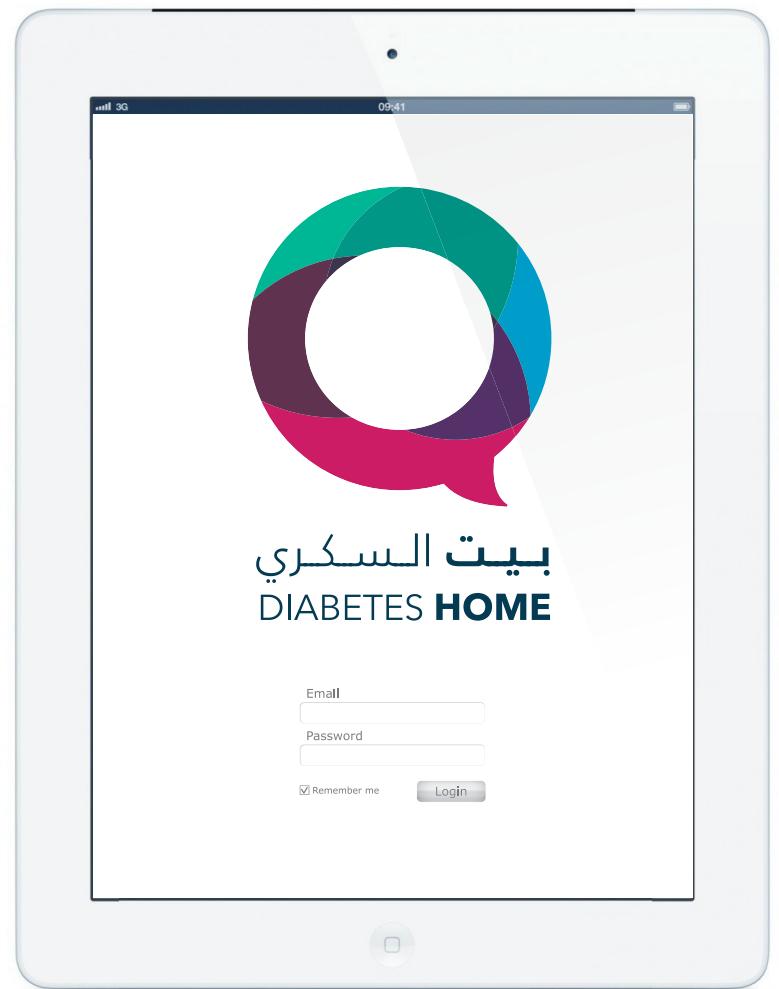
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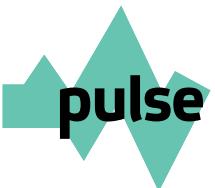






SANOFI Home of Diabetes & My Diabetes Story Identity

10th July 2014



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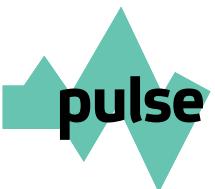
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SHUKRAN

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