

# SANOFI Diabetes Home & My Diabetes Story | Identity

17<sup>th</sup> 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

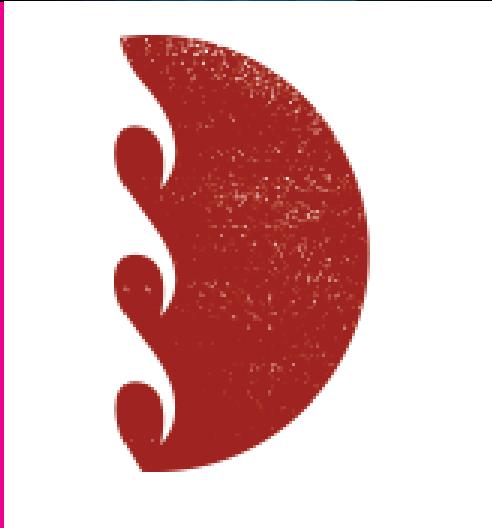
### **KNOWLEDGEABLE**

Wise, informative, depth, learned, worthy

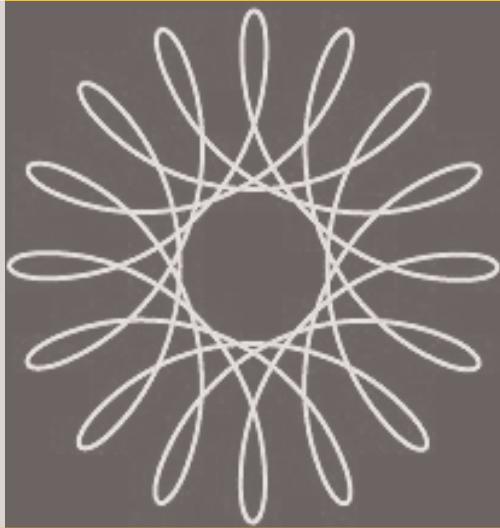




S U N R I S E

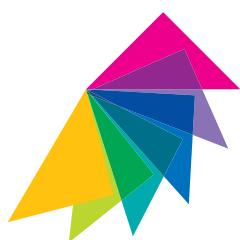
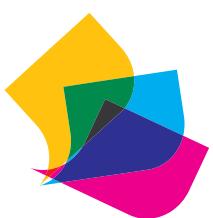
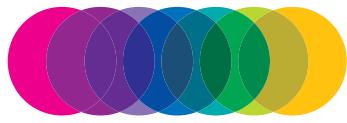
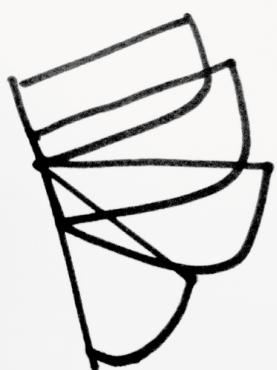
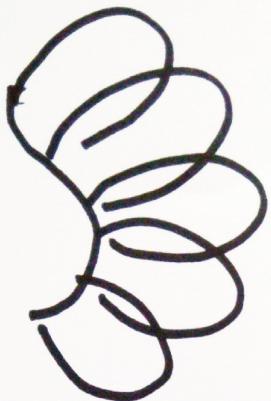
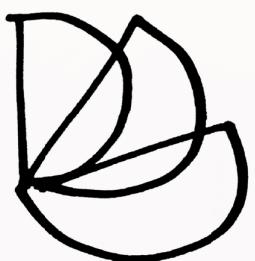


# SUNRISE



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.



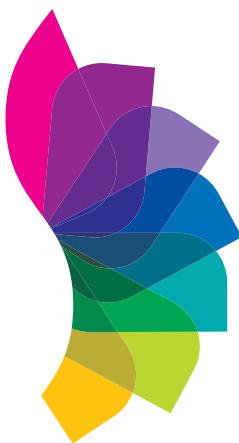




دیابتز هاؤم  
DIABETES HOME

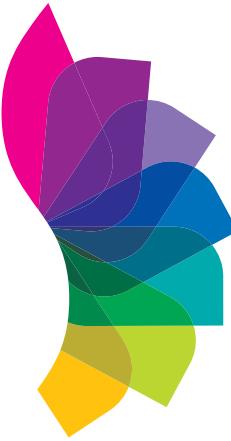


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יִתְּהַלֵּךְ





**DIABETES HOME**





ମ୍ୟାର୍ଜନୀ ଡେବଲପ୍ମେଣ୍ଟ୍  
MY DIABETES STORY



תַּרְבִּית  
פָּנִים



MY DIABETES STORY

# MY DIABETES STORY





મૈયરિસા ડેઝાયન્ડ  
મારી ડાયબેટિસ

MY DIABETES STORY  
ONLINE COMMUNITY

MY DIABETES STORY  
AMBASSADOR

بیت الالسیا زیارتی

DIABETES HOME

Search

About Diabetes

Nutrition

Fitness

Lifestyle

People & Celebrities

Relationships

Treatment & Management

About Diabetes

Resources

Kids

Celebrity

MY DIABETES STORY 



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## Fitness

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## Nutrition

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# بیت الالسیا زیارتی

## DIABETES HOME

About Diabetes

Nutrition

Fitness

Lifestyle

People & Celebrities

Relationships



## Lifestyle

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## Nutrition

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## Fitness

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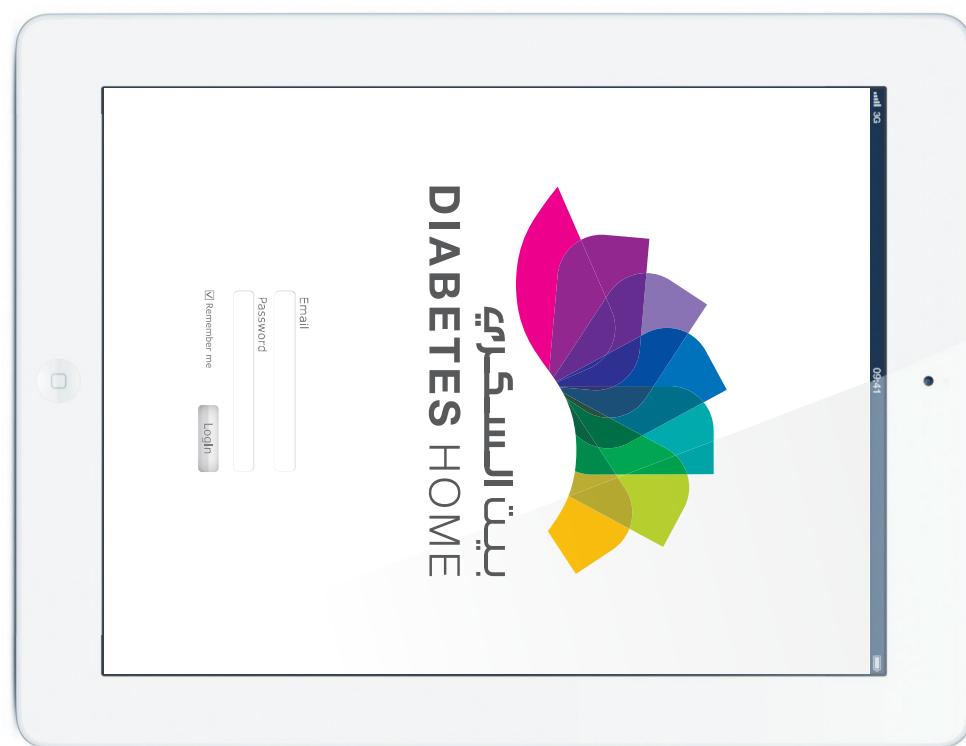
## Treatment & management

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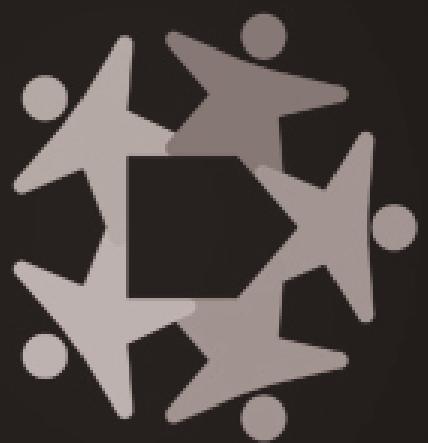


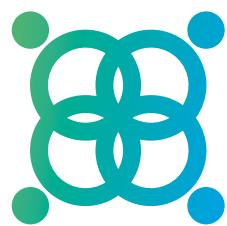
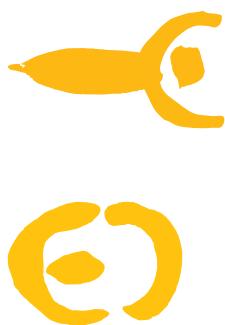
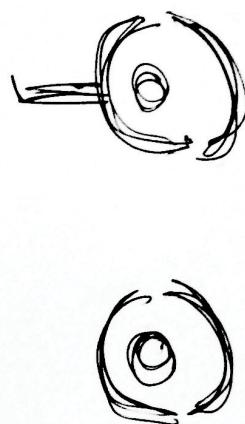
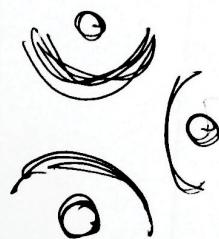
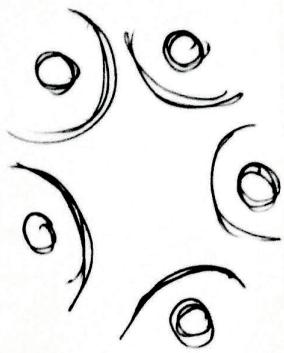
COMMUNITY



## 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.







دیابتز هوم  
DIABETES HOME

دیابتز هوم  
DIABETES HOME

תְּבִרְעָה

תְּבִרְעָה  
לַסְּרָאֵגְנֶזִי



DIA<sup>B</sup>E<sup>T</sup>E<sup>S</sup> H<sup>O</sup>M<sup>E</sup>

  
DIA<sup>B</sup>E<sup>T</sup>E<sup>S</sup> H<sup>O</sup>M<sup>E</sup>



# دیابتی می‌خواهیم MY DIABETES STORY





תִּרְבָּעָה אֲלֵי תִּרְבָּעָה

תִּרְבָּעָה אֲלֵי תִּרְבָּעָה



MY DIABETES STORY



MY DIABETES STORY



دیابتیس اسٹری



دیابتیس اسٹری  
میڈیا پلٹفرم



MY DIABETES STORY  
ONLINE COMMUNITY



MY DIABETES STORY  
AMBASSADOR



DIABETES HOME

About Diabetes .....  
Nutrition .....  
Fitness .....  
Lifestyle .....  
People & Celebrities .....  
Relationships .....  
Treatment & Management .....  
About Diabetes .....  
Resources .....  
Kids .....  
Celebrity .....  
My DIABETES STORY 

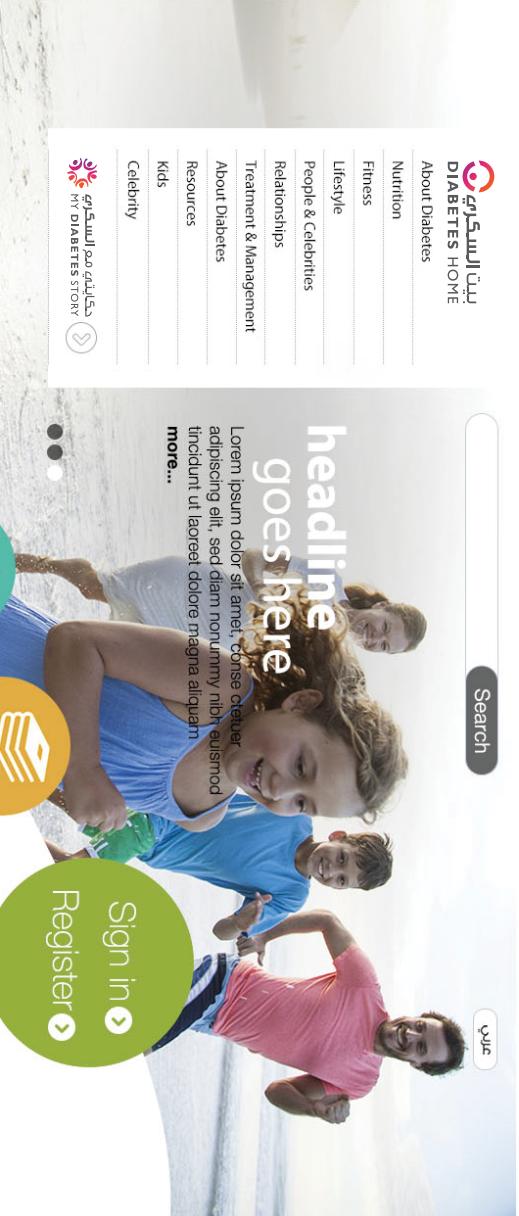
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**Nutrition**  
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**Treatment & management**  
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Relationships

People & Celebrities

Lifestyle

Fitness

Nutrition

About Diabetes

DIABETES HOME

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## Nutrition

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## Treatment & management

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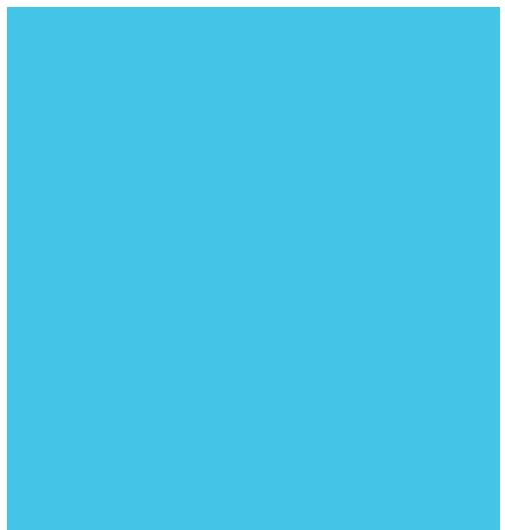
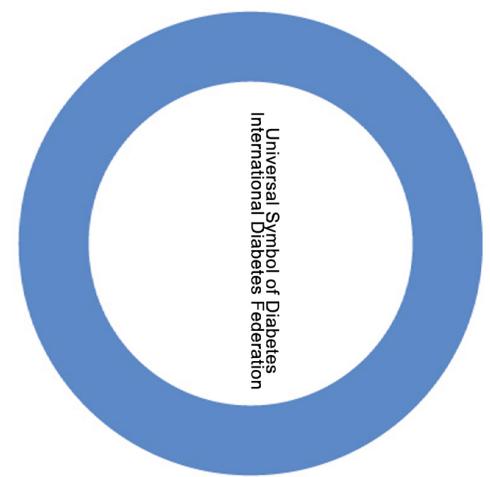


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# CONVERSATIONS

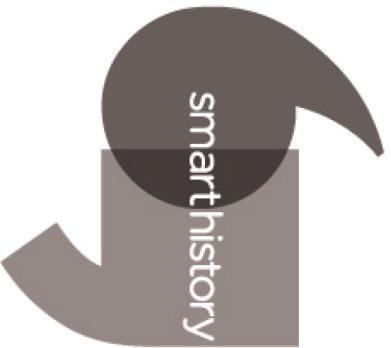


# CONVERSATIONS

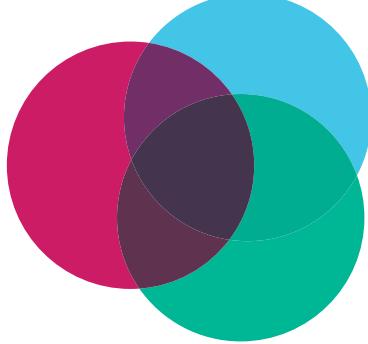
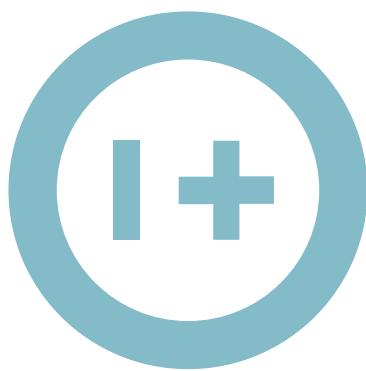


## CONVERSATIONS

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.



Universal Symbol of Diabetes  
International Diabetes Federation





بيت السكري  
DIABETES HOME

بيت السكري  
DIABETES HOME



سیمک





DIABETES HOME





دَيَابِتِيُّو الْسَّكَرِيٰ  
MY DIABETES STORY



مکاتبی عوامی | مسکراتی



# MY DIABETES STORY



MY DIABETES STORY



دكايتى مع السكري  
مجنونه رقمي

دكايتى مع السكري  
سنه بيلر

MY DIABETES STORY  
ONLINE COMMUNITY

MY DIABETES STORY  
AMBASSADORS



- About Diabetes
- Nutrition
- Fitness
- Lifestyle
- People & Celebrities
- Relationships
- Treatment & Management
- About Diabetes
- Resources
- Kids
- Celebrity



لماذا جعلتني  
جربتي مع المسكري



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### Nutrition



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### Fitness

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People & Celebrities  
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## Nutrition

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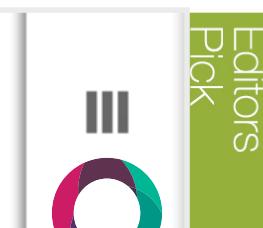


## Lifestyle

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DIABETES HOME





# SANOFI

## Home of Diabetes &

## My Diabetes Story | Identity

10<sup>th</sup> July 2014



# MY DIABETES STORY



# سیچان MY DIABETES STORY



دھایتیہ ملکہ السکری  
سُفرا ایڈمیو



MY DIABETES STORY  
AMBASSADORS

pulse

# HOME OF DIABETES





بیت ایشداری

D I A B E T E S H O M E

جیش علیہ مبارکہ  
MY DIABETES STORY

بیت ایشداری  
DIABETES HOME



بَيْت الْإِيمَانِ  
DIABETES HOME

About Diabetes

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Fitness

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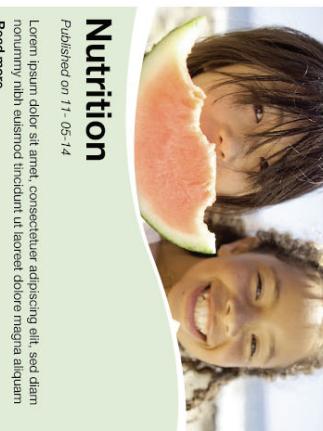


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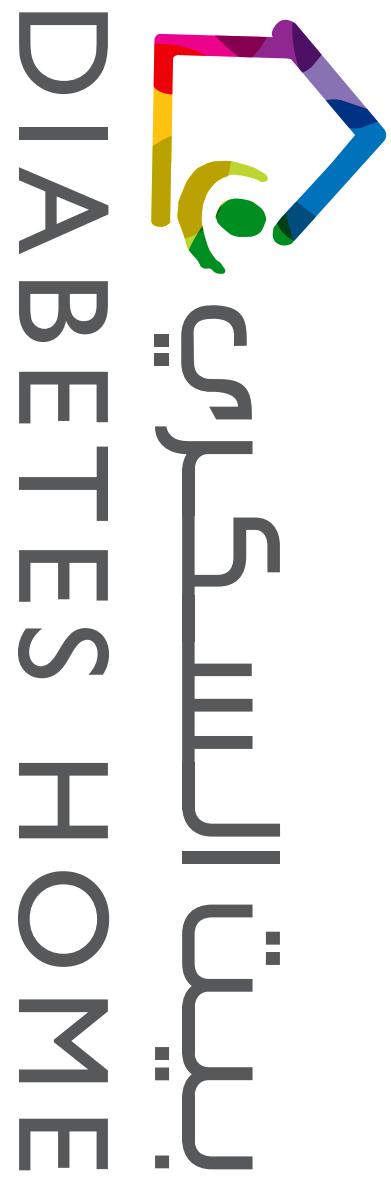
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Lifestyle

People & Celebrities

Diseases

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سایه می خواهم  
MY DIABETES STORY

بیت الامان  
DIABETES HOME



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DIABETES HOME

About Diabetes

Nutrition

Fitness

Lifestyle

People & Celebrities

Relationships

Treatment & Management

About Diabetes

Resources

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### Nutrition



**Nutrition**

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NONUMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM

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DIABETES HOME

**Lifestyle**

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Nutrition

Fitness

Lifestyle

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MY DIABETES STORY



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## Nutrition



### Nutrition

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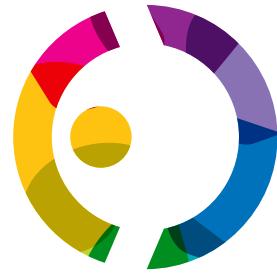
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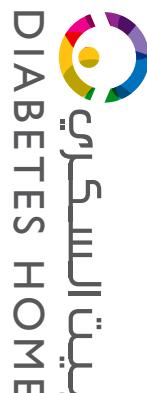
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