

NDEP PROGRAM AND CAMPAIGN LOGO USE POLICY

The National Diabetes Education Program (NDEP), a joint program of the National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC), creates products, resources, and materials that are copyright-free and in the public domain. Permission is not needed when duplicating materials.

USE OF THE NDEP PROGRAM LOGO



The NDEP logo appears on all NDEP products and materials. Individuals and organizations are encouraged to reprint the materials and add their own logo. Print-ready files are available by contacting 1-800-860-8747. Products and materials that are not developed by or in partnership with the NDEP should not display the NDEP logo.

USE OF THE NDEP CAMPAIGN LOGOS

The NDEP has developed several campaigns to promote diabetes prevention and control:



Control Your Diabetes. For Life. promotes the importance of optimal blood glucose control. Based on findings from the landmark Diabetes Control and Complications Trial, the campaign has distilled essential information into easy-to-read materials for people with diabetes and their loved ones.



Be Smart About Your Heart. Control the ABCs of Diabetes provides guidance to help people with diabetes track their ABC numbers and reach their ABC goals. The campaign also has been adapted to reach Hispanic/Latino audiences with the message, *Si Tiene Diabetes*.

Cuide su Corazon (If you have diabetes, take care of your heart.) In addition, the campaign message has been adapted in 15 Asian and Pacific Islander languages using the theme, *Take Care of Your Heart. Manage Your Diabetes*.



NDEP's prevention initiative, **Small Steps. Big Rewards. Prevent type 2 Diabetes**, is the nation's first comprehensive campaign to help stem the diabetes epidemic by reaching out to the 41 million Americans with pre-diabetes. Adapted for Hispanic /Latino audiences as *Prevenemos la Diabetes tipo 2. Paso a Paso* (Prevent type 2 Diabetes. Step by Step). The campaign is also available in 15 Asian and Pacific Islander Languages.



The NDEP encourages individuals and organizations to use its campaign logos, messages, and materials and to distribute them to a variety of audiences. When reproducing materials, the NDEP recommends one of the following statements be added:

- A message from (**your organization**) and the National Diabetes Education Program, a joint program of NIH and CDC
- Information provided by the National Diabetes Education Program (NDEP), a joint program of the NIH and CDC.
- For more information, contact the National Diabetes Education Program (NDEP) at 1-800-438-5383 or visit www.ndep.nih.gov

Materials adapted from NDEP messages and products should include the following message: Adapted from the National Diabetes Education Program, a joint program of the National Institutes of Health and the Centers for Disease Control and Prevention

Thank you for observing these guidelines.

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