

**JDRF**  
 Juvenile Diabetes  
 Research Foundation

**Remaking a popular symbol for advocacy**

The JDRF sneaker graphic is a popular symbol for the organization's walk-a-thons. It hangs in store windows across the country as donors contribute millions of dollars to the nation's largest nonprofit devoted to eliminating Type One Diabetes.

Langton Creative Group designed an original symbolic sneaker that ties back to the JDRF corporate identity, and yet maintains the personal connection to the legacy symbol that has been embraced by JDRF supporters.

"I was impressed with Langton Creative Group's ability to consider – and balance – strategic issues, creative concepts and sensible considerations. They have great "big picture" skills that are matched by a keen eye and thoughtfulness to details."

NIKKI BODNAR  
 AVP, DIGITAL & CREATIVE SERVICES  
 JDRF

Icon Artwork  
 Identity System  
 Branding Guidebook



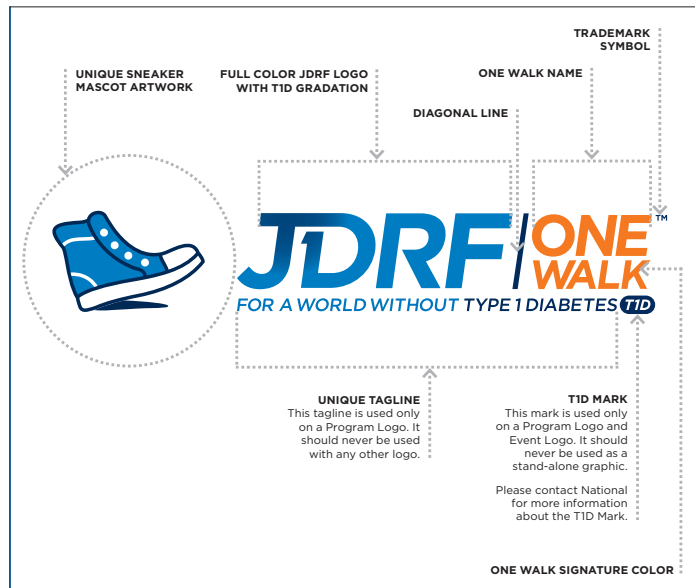
New JDRF sneaker mascot.



Original mascot.



Selected studies.



**Branding Guidebook:** coordination of image, logos, and tagline for communications departments across the country.



Symbol research involved studying iconic elements of countless sneakers.