

JDRF

JUVENILE DIABETES RESEARCH FOUNDATION

OVERVIEW

OUR PURPOSE

JDRF is the leading global organization funding Type 1 Diabetes (T1D) research. Our strength lies in our exclusive focus and singular influence on the worldwide effort to end T1D.

Vision: A world without Type 1 Diabetes

Mission: Improving lives today and tomorrow by accelerating life-changing breakthroughs to cure, prevent and treat Type 1 Diabetes and its complications.

THE PRODUCT

The JDRF Bag of Hope is a bunch of products to introduce and educate new diabetics on the daily tasks they will endure. The vehicle wrap is meant to catch the eyes of passerbys and feel welcoming to the newly diagnosed diabetics.

WHY WE FIGHT TYPE 1 DIABETES

Type 1 diabetes is an autoimmune disease that strikes both children and adults suddenly. It has nothing to do with diet or lifestyle. There is nothing you can do to prevent it. And, at present, there is no cure.

In T1D, your pancreas stops producing insulin—a hormone the body needs to get energy from food. This means a process your body does naturally and automatically becomes something that now requires your daily attention and manual intervention. If you have T1D, you must constantly monitor your blood-sugar level, inject or infuse insulin through a pump, and carefully balance these insulin doses with your eating and activity throughout the day and night.

However, insulin is not a cure for diabetes. Even with the most vigilant disease management, a significant portion of your day will be spent with either high or low blood-sugar levels. These fluctuations place people with T1D at risk for potentially life-threatening hypoglycemic and hyperglycemic episodes as well as devastating long-term complications such as kidney failure, heart attack, stroke, blindness and amputation.

PROJECT GOAL

The goal of the project is to create fun and eye catching design to make newly diagnosed Type 1 Diabetics feel more comfortable and less afraid.

TARGET AUDIENCE

JDRF target market is people and families living with someone with Type 1 Diabetes.

DELIVERABLES

- Vehicle Wrap
- Merchandise

VEHICLE
2017 MERCEDES-BENZ SPRINTER
CARGO VAN

Dimensions

2500 High Roof 170" Extended Wheelbase



Overall Height:	107 in
Overall Length:	290 in
Overall Width with mirrors:	92.3 in
Wheelbase:	170 in

Key Features

Engine:	6-Cylinder Diesel
Max Payload Capacity:	3,000 lbs
Max Towing Capacity:	5,000 lbs ¹⁾
Cargo Volume:	582.6 cu ft
Interior Standing Height:	79.1 in
Max Seating Capacity:	Up to 3

Capacity

Max Available GVWR:	9,000 lbs
Base Curb Weight:	5,445 lbs
Max Payload:	3,005 lbs
Max Available GCWR:	18,930 lbs
Max Towing:	5,000 lbs ²⁾
Fuel Tank Capacity:	24.2 gal

Measurements

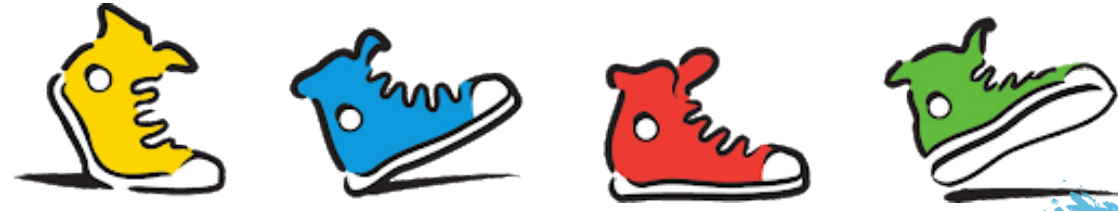
Turning Diameter (curb to curb):	17.7 ft
Ground To First Step-Side:	20.4 in
Load height, unloaded (ground to cargo floor):	27.7 in
Door Opening-Side(Height):	71.8 in
Door Opening-Rear(Height):	77.7 in
Dual Door Width-Side:	50 in
Door Width-Rear:	61.7 in
Max. Cargo Bed Length:	159.4 in
Cargo Width at Wheelhouse:	50.1 in
Max Width at Floor:	70.4 in

Powertrain

Engine:	6-Cylinder Diesel
Fuel Type:	Diesel
Displacement:	2,997 cc
Horsepower:	189 hp @ 3,600 rpm
Rated Torque:	325 lb-ft @ 1,400-2,100 rpm
Transmission:	7G-Tronic Plus
Drive Shaft:	RWD
Emission Certification:	ULEV
Injection:	Common-rail diesel injection (CRDI)

INSPIRATION

JDRF IMPROVING LIVES. CURING TYPE 1 DIABETES.



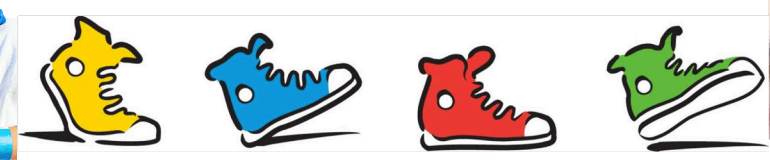
JDRF ONE WALK
FOR A WORLD WITHOUT TYPE 1 DIABETES T1D



~~type one diabetes~~
JDRF



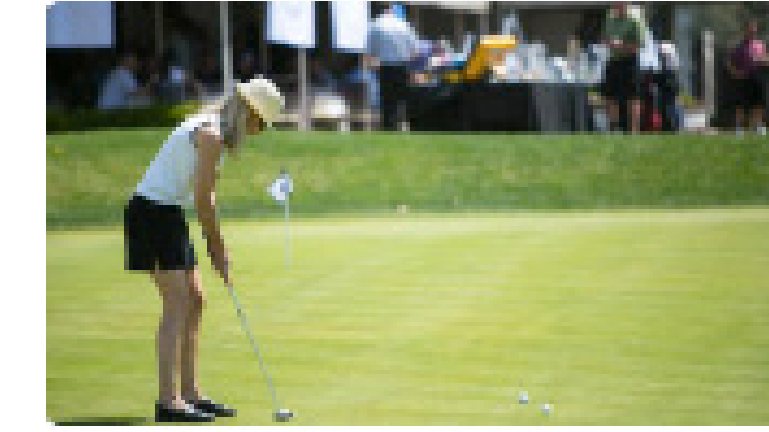
WALKING FOR A CURE



JDRF T1D LOOKS LIKE ME

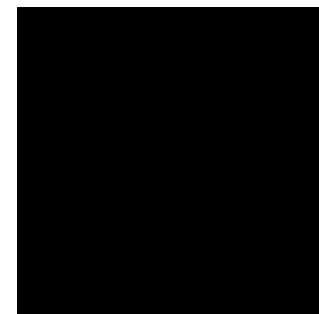
SPREAD THE **WORD**
NOVEMBER NATIONAL DIABETES AWARENESS MONTH

JDRF IMPROVING LIVES. CURING TYPE 1 DIABETES.



TYPE & COLOR STUDIES

*continuation of JDRF branding



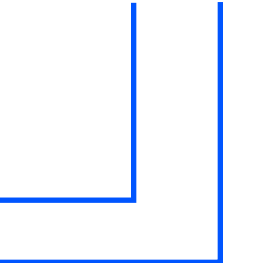
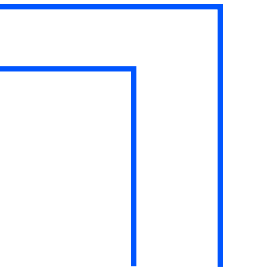
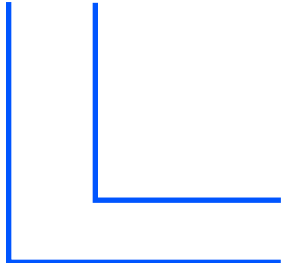
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Juvenile Diabetes Research Foundation
Regular

Juvenile Diabetes Research Foundation
Italic

Juvenile Diabetes Research Foundation
Bold

Juvenile Diabetes Research Foundation
Bold Italic



VISION BOARD

CONCEPT

JDRF would use this van to carry their supplies to and from events- as they currently rent trucks. This van would also be used to deliver fun packages to newly diagnosed children and their families. The packages usually include a Rufus Bear, for the children, with patches where the shots can be given, and a lot of informational pamphlets for the parents. Among this includes carb charts and notebooks to log carbs and blood sugars and food eaten.

Overall, the vehicle would lessen the hassle and incorporate some fun into a serious cause.

WORD LIST

- Educational
- Friendly
- Fun
- Welcoming

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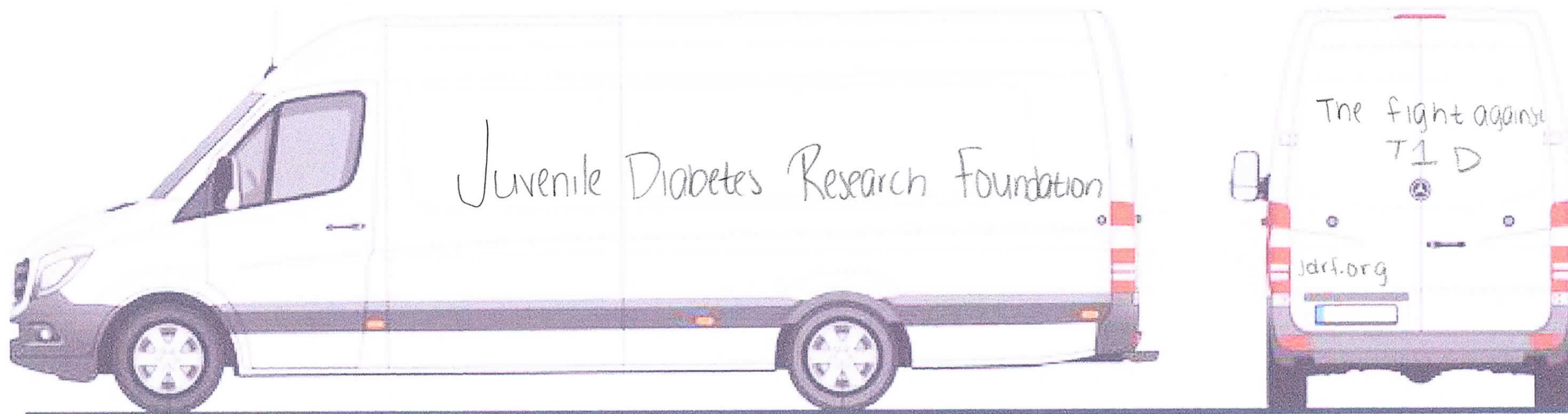
DELIVERABLES

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- Merchandise

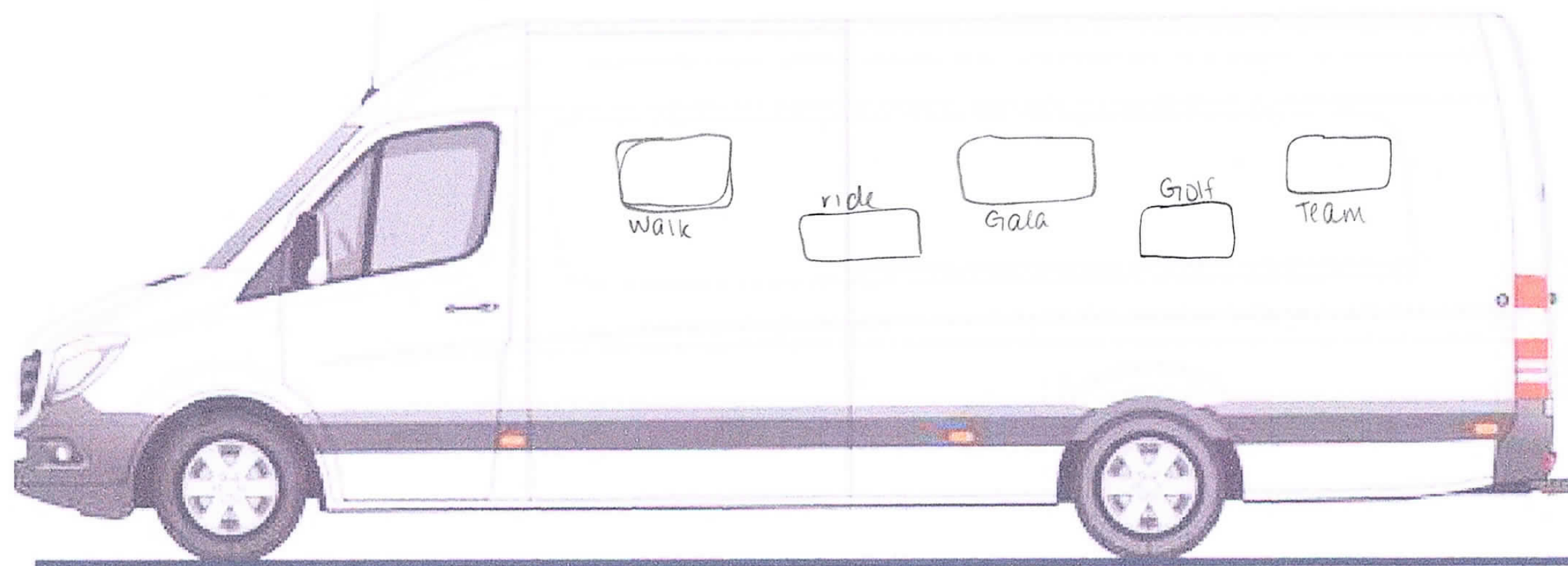
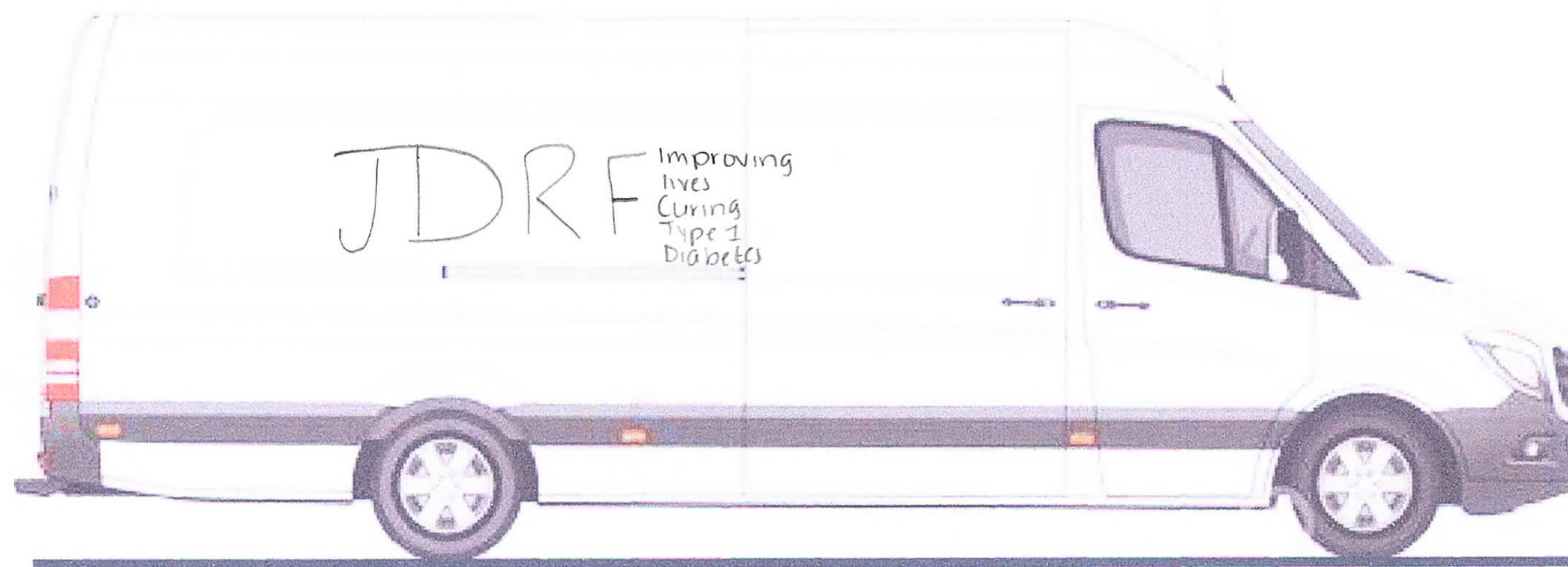


- Juvenile Diabetes Research Foundation
Regular
- Juvenile Diabetes Research Foundation*
Italic
- Juvenile Diabetes Research Foundation**
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- Juvenile Diabetes Research Foundation***
Bold Italic

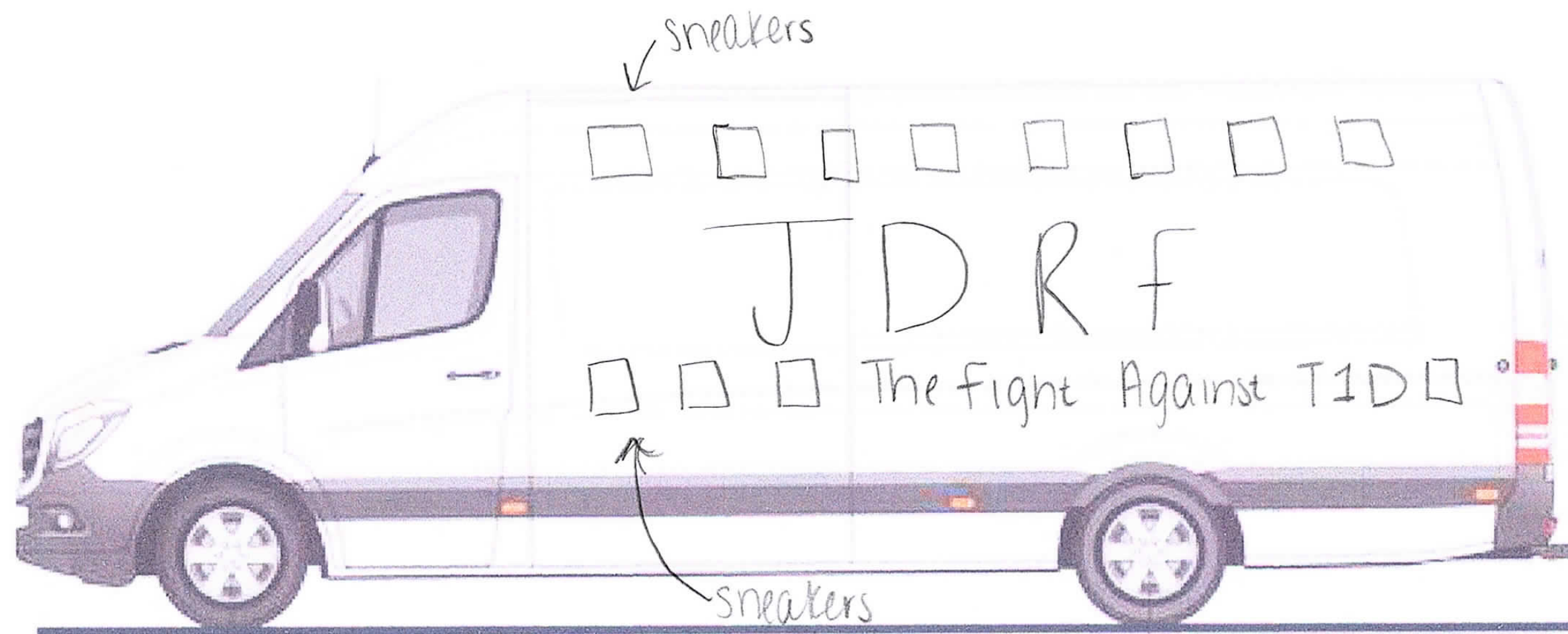
SKETCHES



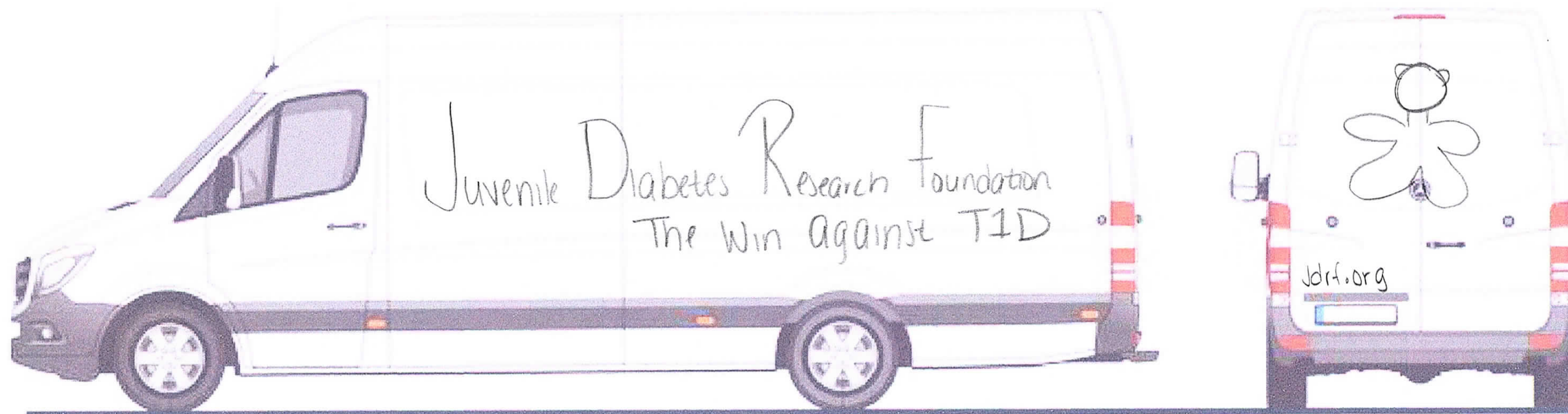
SKETCHES



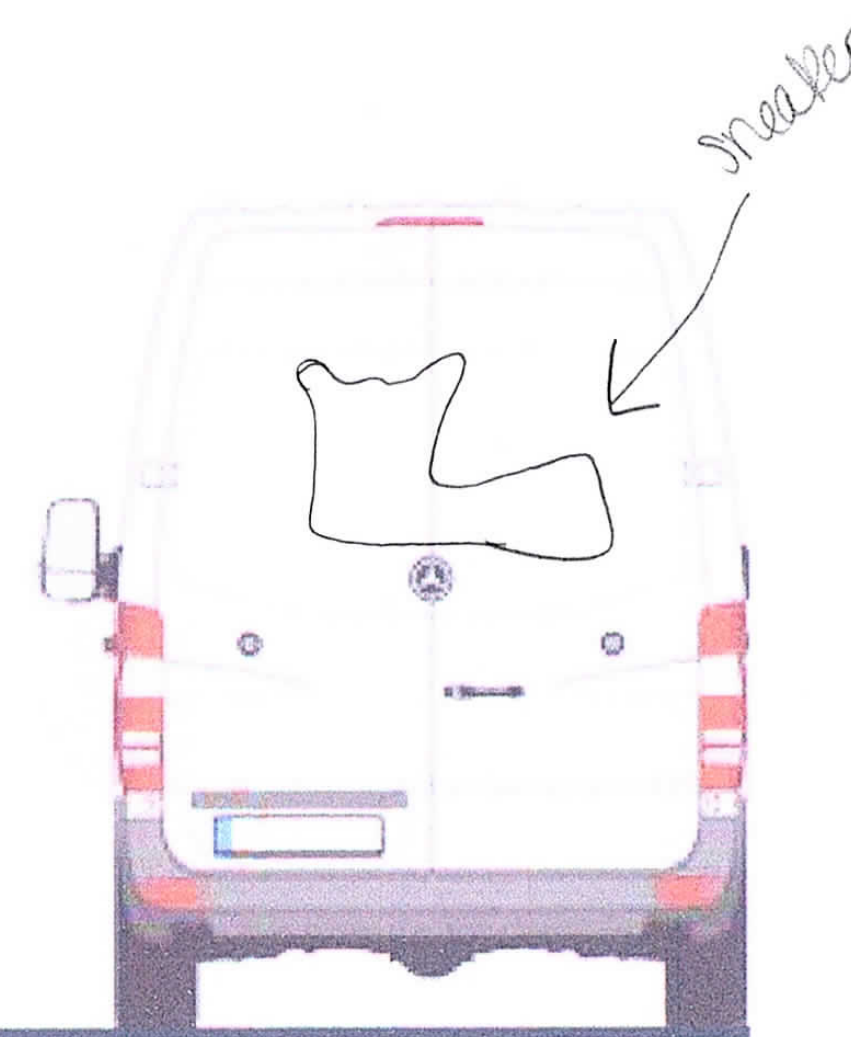
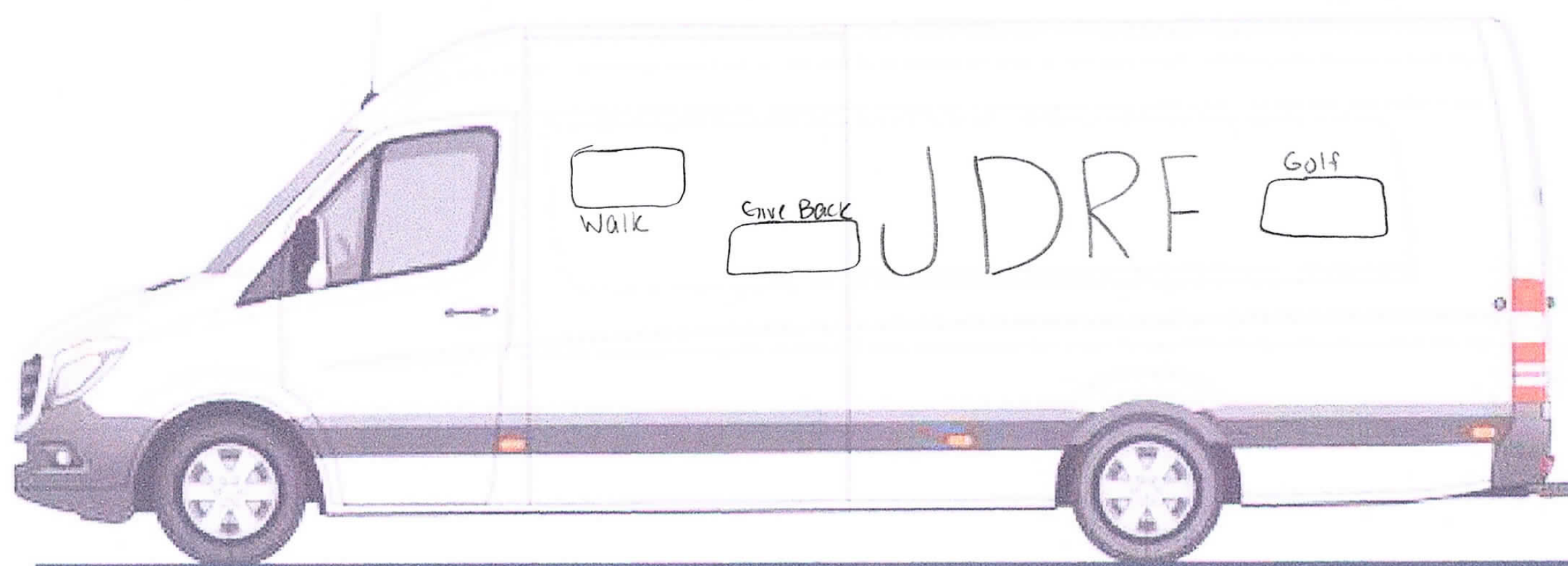
SKETCHES



SKETCHES



SKETCHES



Meaning Behind Elements

The People

JDRF has a section on their website dedicated to people's stories. This helps bring awareness to the disease as well as bringing a more personalized and connected feel to people on an otherwise corporate-type website.

"I'm the _____ Type"

JDRF launched this campaign a few years ago. It is meant to have diabetics feel empowered and know they are not alone in the crazy journey. #imthetype is used across social media to spread awareness.

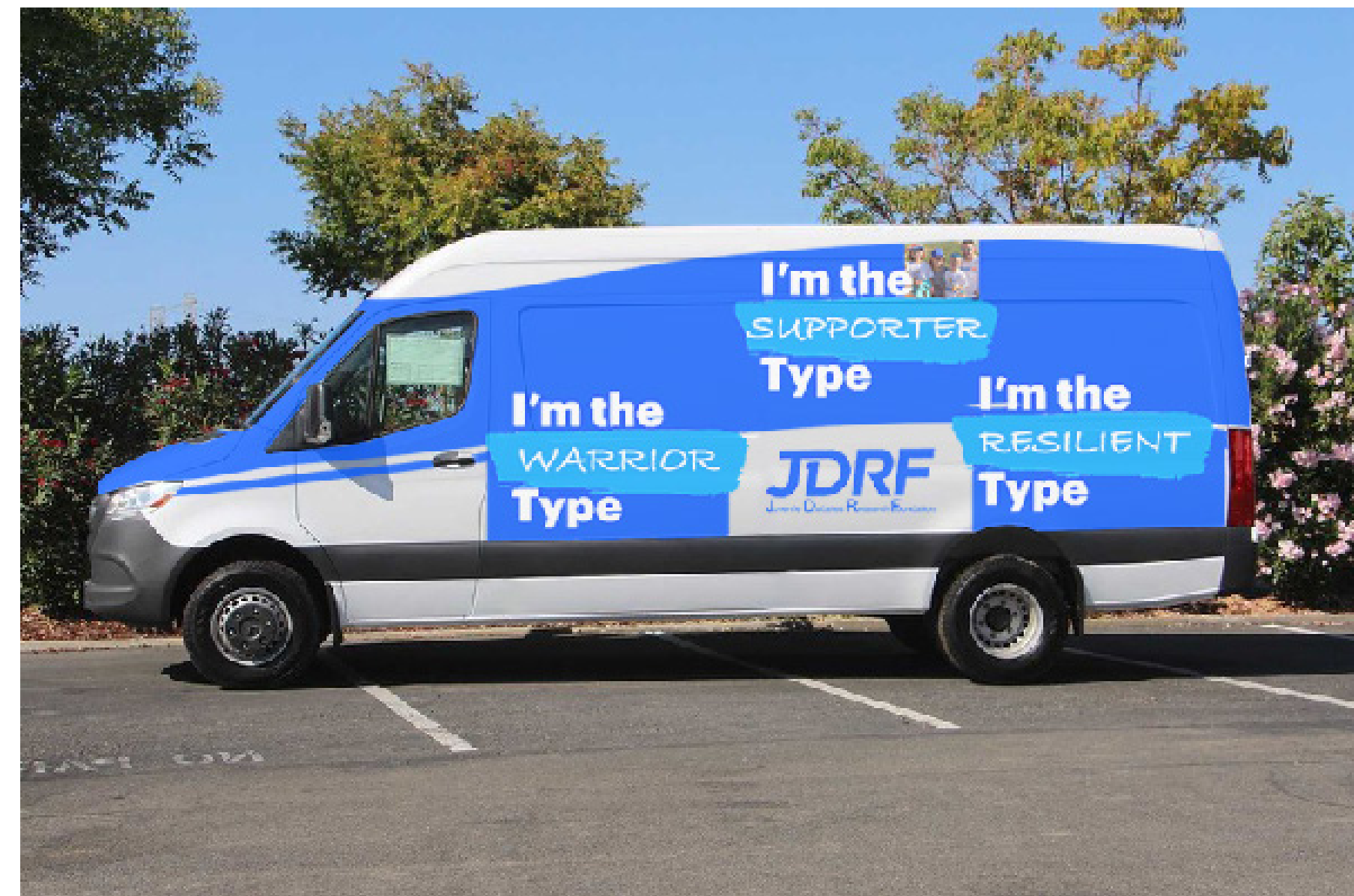
The Statistics

JDRF has a program where the diagnosis date along with other information can be plugged in and it produces these stats based on what it entered. The date provided in the stats shown is December 22, 2000 (my diagnosis date).

Rufus Bear

Rufus is held very closely to many people with T1D. He is given to us when we are first diagnosed. He has patches all over his body which represent where the insulin shots can go and people can also practice on him. He wears a medic alert bracelet too.

Mockup Final



Mockup Final



Transportation Products

JDRF BAG OF HOPE

* This image is from <https://www.jdrf.org/t1d-resources/newly-diagnosed/children/bag-of-hope/>.

The products are from the JDRF Bag of Hope and would be transported to newly diagnosed Type 1 Diabetics in the student designed vehicle wrapped van.



Merch

