

THE LOGO DESIGN FOR CHILDREN'S DIABETES FOUNDATION AND BARBARA DAVIS CENTER

In 1977, Mrs. Barbara Davis invited Mrs. Nancy Flanders Lockspeiser to join in the initial planning of the first Carousel Ball for the newly formed Children's Diabetes Foundation at Denver (CDF). Mrs. Flanders Lockspeiser was an accomplished corporate graphic designer for architects and developers in Boston and New York.

By 1979, they developed and designed the Foundation logo: an eager child on a carousel horse reaching for the brass ring's promise of a future of good health. Mrs. Davis' daughter Dana, from a photograph of her as a four-year old, was the model for the child which rides on a horse within a circle created by a C and a D interconnected so that the vertical of the D is the pole which the child holds - the Children's Diabetes Foundation.

When the Barbara Davis Center for Childhood Diabetes (BDC) was dedicated in 1980 and thereafter, the logo form continues to be the same - for the Foundation, the Carousel Ball, the Carousel of Hope, the Center - all part of the same whole. Only the surrounding text identifies each entity.

"Looking forward
Looking back
Happiness like carousel riders
With beautiful tomorrows
To be realized
by the power of our dreams.
The universe as it begins for all things
A child's universe
A little laughing universe
Which still can be, as they grow up
A wonderful whirling world
Powered by the energy of men's minds
Of work done and work beginning -
A rhythm, a purpose
Hope, understanding -
They'll never walk alone;
They will share our high hopes.
The calliope sounds.
The ride
Begins."



From the First Carousel Ball Journal 1978