PKD FOUNDATION
Polycystic Kidney Disease

Brand Identity & Style Guide

Content

2 About us

4 Our logo

6 Do and don’t

8 Our colors

10 Our type

The guidelines included will clarify uses of PKD Foundation branding elements. Please use this as the definitive source for all materials regarding PKD Foundation look and feel. Thank you for helping us ensure consistency with the PKD Foundation brand.

PKD Foundation

Our Mission

Promote programs of research, advocacy, education, support and awareness in order to discover treatments and a cure for polycystic kidney disease and improve the lives of all it affects.

Polycystic kidney disease (PKD) is one of the most common, life-threatening genetic diseases. The PKD Foundation funds research to find treatments and a cure, and provides information and support to people affected by PKD.

Our Vision

One day, no one will suffer the full effects of polycystic kidney disease.

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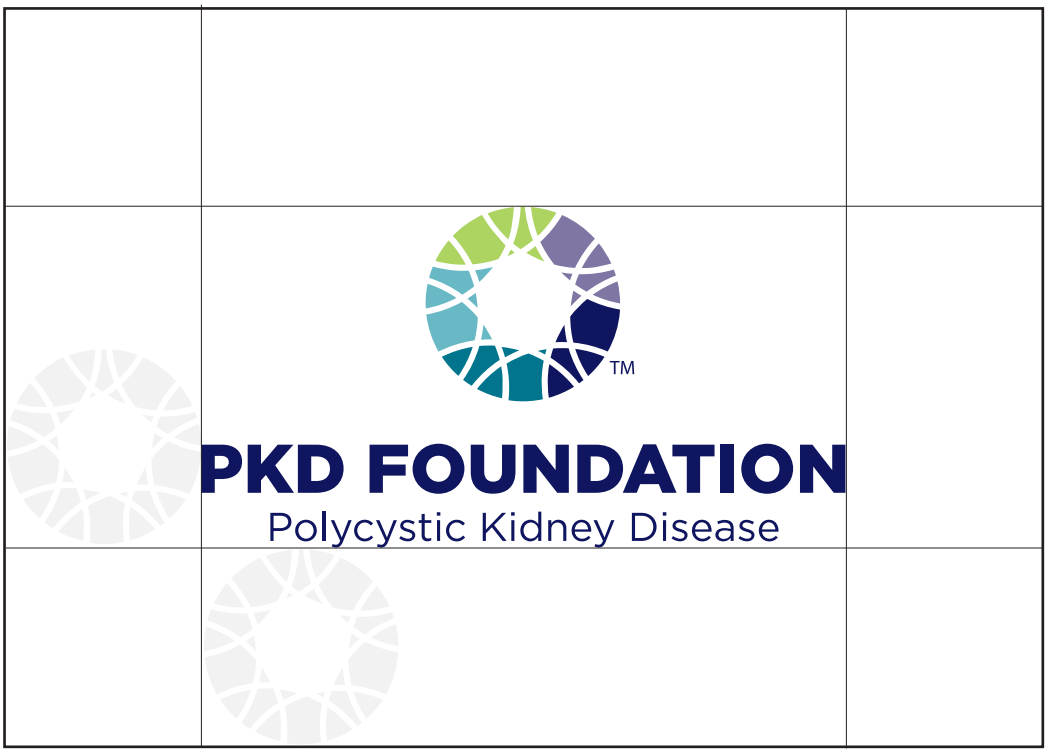
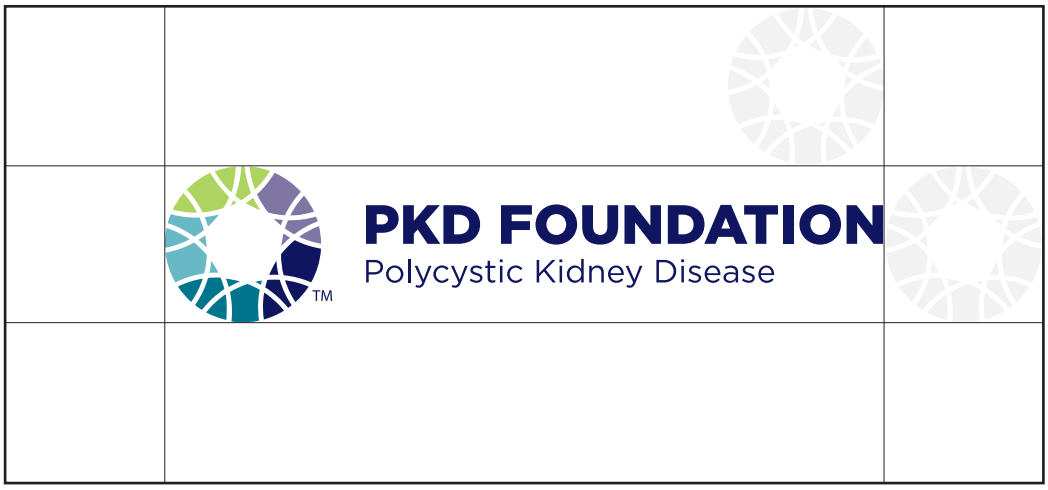
Logo

Our logo is inspired by the circular cells in our body, and the wholeness and comfort of a circular form. The standard way to display our logo is full-color.

Logo





The ‘exclusion zone’ refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the ‘exclusion zone’ is equal to that of the PKD Foundation circle.

Do

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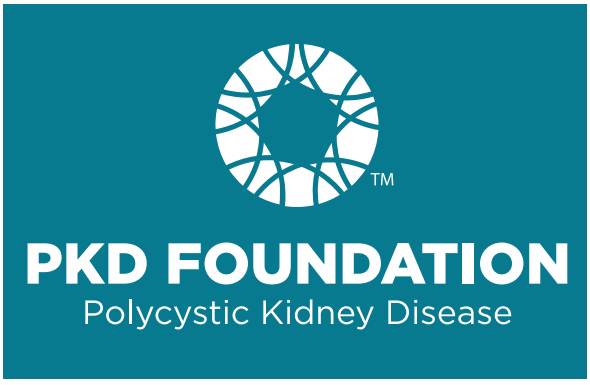

Our full-color logo is the standard way to display, but sometimes you may need to change it up. When necessary, use our solid color logo according to the following hierarchy: Teal, Purple, Black (only for B&W print), and White (only on dark backgrounds)

Don't

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Change the color of the logo

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Change the position of the circle

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Change the font of the logo

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Change the rotation of the circle

Place the logo on a patterned background

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Place words or images in the circle

Place the white logo on a pale background

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Change the relative size or distort

PKD Foundation Colors

Our colors form an integral part of our brand identity. Basically, these colors make us who we are. Please use these colors to ensure clear, immediate recognition of PKD Foundation.

Colors

Our beloved colors

Teal
C - 87 M - 39 Y - 36 K - 6
R - 0 G - 120 B - 140
Hex #00778b
Pantone 3145

Purple
C - 100 M - 100 Y - 32 K - 24
R - 37 G - 33 B - 93
Hex #25205d
Pantone 273

Green
C - 39 M - 0 Y - 81 K - 0
R - 164 G - 207 B - 95
Hex #a3cf5e
Pantone 367

Their counterparts

Teal
C - 55 M - 9 Y - 21 K - 0
R - 111 G - 185 B - 196
Hex #6fb9c3
Pantone 3145 %50 Screen

Purple
C - 47 M - 50 Y - 11 K - 0
R - 123 G - 115 B - 151
Hex #8f80ac
Pantone 273 %50 Screen

Green
C - 17 M - 0 Y - 39 K - 0
R -212 G - 230 B - 174
Hex #d4e6ae
Pantone 367 %50 Screen

Our beloved colors make up the primary color palette for the PKD Foundation. The hierarchy of these colors are teal (60%), purple (25%), and green (15%). Their counterparts make up our secondary color palette. For print materials use CMYK or PMS colors. RGB colors are only to be used for digital materials.

PKD Foundation Type

Our typography isn't just used to say something – it says something about us.

Type

PKD

Gotham Light
Gotham Light Italic
Gotham Book
Gotham Book Italic

Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic

PKD

Tisa Light
Tisa Light Italic
Tisa Regular

Tisa Regular Italic
Tisa Bold
Tisa Bold Italic

PKD

Jenna Sue

Our primary brand font is Gotham. We use Tisa our serif font for body copy. Jenna Sue is used sparingly for future-thinking and positive language.