



PKD FOUNDATION
Polycystic Kidney Disease

Brand guide

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1 Logo

Background

The logo was approved in 2014. Its design was inspired by the cells of the body. The circular form conveys a sense of wholeness, community, and comfort. Its colors are vibrant and friendly.

Construction

The logo is made up of a brand mark, logotype, and tagline.

Logotype.

Also called a wordmark. The letterforms that make up the words "PKD Foundation"



Brand mark.

Also called a symbol or icon.

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Tagline.

This aids in viewer awareness of the meaning of "PKD."

Primary

The full-color logo is referred above one-color versions. Horizontal and stacked versions are acceptable.



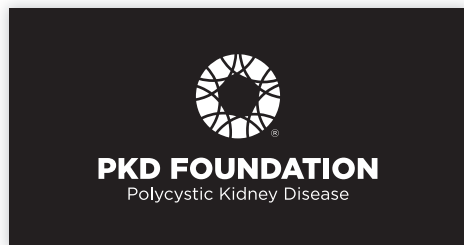
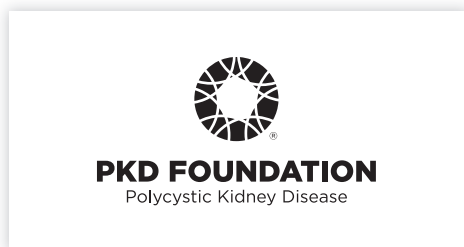
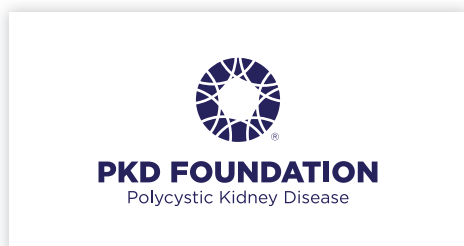
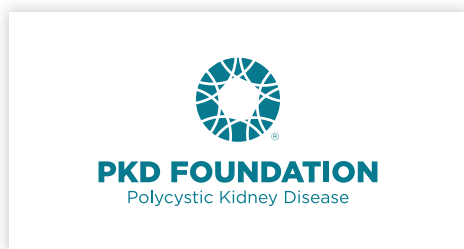
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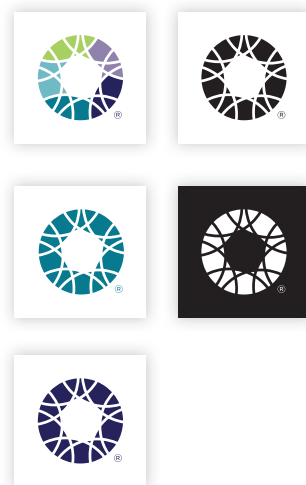
One-color

These are approved for one-color applications. Reproducing the logo in any other color is unacceptable.



Mark only

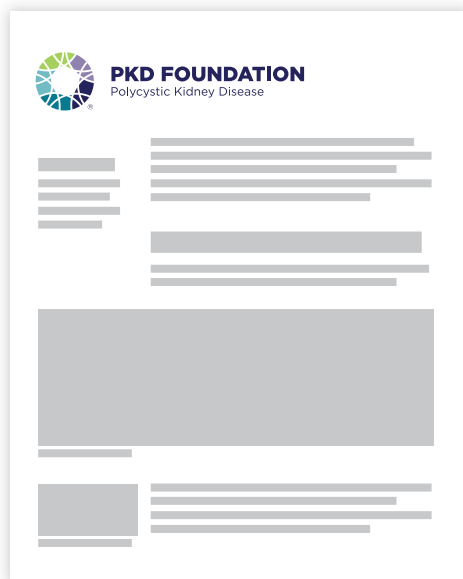
The isolated mark is a secondary logo and should not be used without the full logo in the same design.



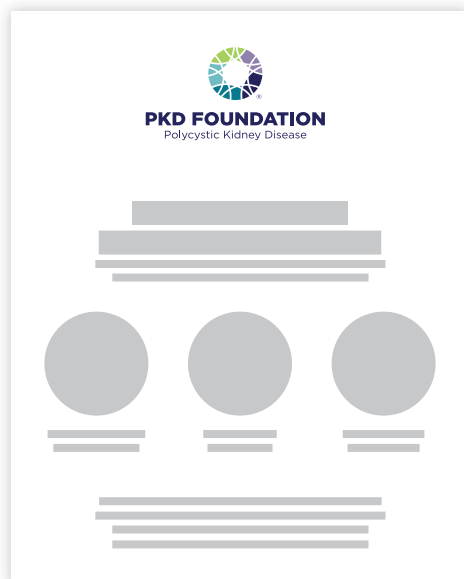
2 Usage

Choosing the logo

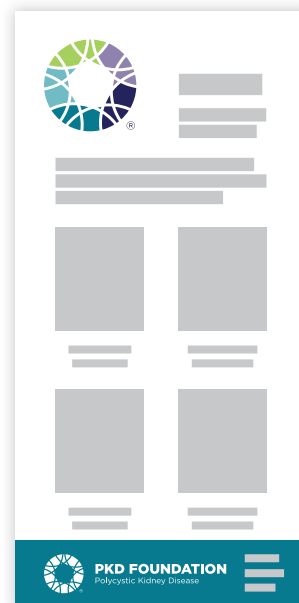
In general, choose the version of the logo best suited to the layout. For a left-aligned design, choose the horizontal logo. For a center-aligned layout, choose the stacked logo. If you must use the Mark by itself, the complete logo must also be present.



Horizontal for left-aligned



Stacked for center-aligned



Mark for compact situations. Note that the full logo is used on the same layout.

Logo use with sub-brands

As a general rule, the PKDF logo should be present on all communications from PKD Foundation. However, the PKDF logo should not appear to compete with its sub-brands. The organization most immediately responsible for the product should have its logo most visually prominent.



PKDF logo is one-color, smaller in size, and is in the footer, a great distance from the Walk for PKD emblem.



PKDF logo is one-color, smaller in size, and on the back cover.

Clear space guidelines

To ensure that the audience sees Walk for PKD as a professional and trusted resource, always provide adequate space between the Walk for PKD logo and other graphic elements.



Minimum size

Limits to logo size can be determined by legibility. If the smallest text of the logo is displayed at less than 5 pixels from baseline to cap height, it is illegible when at a resolution of 72 ppi. In print, the tagline should display at a size equal to or greater than 7pt Gotham Book, a size typical for indicia and footnotes.



Logo use with images

The full-color, one-color and reversed logos may be super-imposed over an image as long as it remains easily readable.



3 Don'ts



Never use the graphic mark without the logotype.



Never tilt the logo.



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Do not condense or stretch the logo.



Do not alter the size relationship between the graphic icon, the logotype, or the tagline.



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The logo should always be used in its original colors. Never alter the color of the icon, name, or the tagline.



Do not attach events, locations, names, or other graphics to the logo.



Do not use the logo in grayscale. For black and white applications, use either the black version or the reverse/white versions.



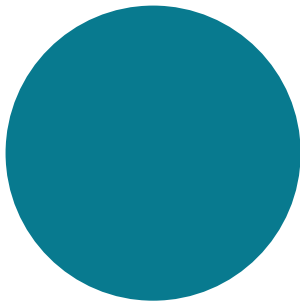
Do not display the one-color logo in a secondary color.



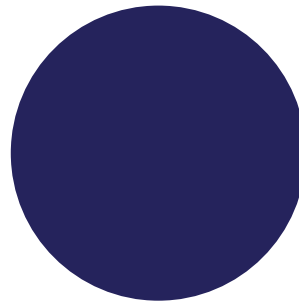
Do not superimpose the logo over complex background images or use a color that blends in with the environment.

4Color

Primary



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

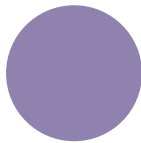


C:100 M:100 Y:32 K:24
R:37 G:33 B:93
Hex #25205d
Pantone 273

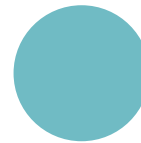
Secondary



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



C:47 M:50 Y:11 K:0
R:123 G:115 B:151
Hex #8f80ac
Pantone 273
(50% screen)



C:55 M:9 Y:21 K:0
R:111 G:185 B:196
Hex #6fb9c3
Pantone 3145
(50% screen)

5 Typography

Primary

Montserrat

x-height.

Baseline.

A A a

Black
ExtraBold
Bold
Semibold
Medium
Regular
Light
Extra Light
Thin

Black Italic
ExtraBold Italic
Bold Italic
Semibold Italic
Medium Italic
Italic
Light Italic
Extra Light Italic
Thin Italic

Capitals.

A B C D E F G H

Small letters.

i j k l m n o p q

Small capitals.

These characters match the x-height and stroke weight and to blend more naturally into body text while maintaining the same stroke weight of capital and small letters.

R S T U V W X Y Z

Proportional figures.

These figures are designed to descend below the baseline and ascend above the x-height. This allows them to blend into body text and improve readability.

There were 989 registrants for PKDCON in 2025, an impressive increase from 2022, when there were 706.

1 2 3 4 5

6 7 8 9 0

Tabular figures.

These figures are designed to each have the same character width and height, making them useful for charts, tables, and other dense data applications.

PKDCON

Year	Registrants
2022	706
2025	989

1 2 3 4 5

6 7 8 9 0

Secondary

Tisa Pro

x-height.

Baseline.

Black
ExtraBold
Bold
Medium
Regular
Light
Thin

Black Italic
ExtraBold Italic
Bold Italic
Medium Italic
Regular Italic
Light Italic
Thin Italic

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12345

67890

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PKDCON	
Year	Registrants
2022	706
2025	989

12345

67890



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