

# **PKD Foundation Rebranding Process**

Presenter

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From this:



To this:



**PKD FOUNDATION**  
Polycystic Kidney Disease

# Why rebrand?

- An organization's logo is the visual embodiment of the brand and the brand promise
- The PKD Foundation logo was dated
- A new, contemporary logo was needed to convey the organization's mission and vision



# The Rebranding Process: Key Steps

- Step 1: Identify the need
  - Do you really need a new logo? Why?
- Step 2: Engage key stakeholders
  - Committee with representatives from different groups
- Step 3: Develop a creative brief
- Step 4: Develop initial concepts
- Step 5: Refine and prepare
- Step 6: Present and launch



# The PKD Foundation Approach

- 1. We identified the need
  - Current logo was dated and confusing
- 2. We organized a committee consisting of:
  - Graphic designers (multiple)
  - Strategy consultants (Mktg, PR, Development)
  - Foundation Board representatives
  - Foundation leadership and staff
  - Patients



### 3. Developed a creative brief

What it **was** to be:

**Modern** **Cure** **PKD**  
**Scientific** **Progressive** **Authentic**  
**Approachable** **Compassionate**  
**Reproducible** **Wide-Ranging**  
**Dependable**  
**Trustworthy**  
**Foundation**  
**Treatments**

What it **wasn't** to be:

**Playful**  
**Frivolous**  
**ney-Shaped**  
**Sterile**  
**Human** **Actions**  
**Cutting-Edge**  
**Institutional**  
**Trendy**  
**Dated**



- 4. Developed concepts
  - Designers created numerous initial designs
  - Committee reviewed what they liked/didn't like
  - Color and typography considerations were taken into account



- 5. Refined and prepared
  - Lead designer narrowed selection to four
  - Tested proof of concept
    - Designer tested for usability
  - Select internal key audiences surveyed for feedback
    - Helps with buy-in later
  - Committee reviewed feedback and selected finalist
  - Finalist put through legal/IP process
  - Style guide created





- 6. Presented and launched
  - Presented to Board of Trustees
    - After buy-in by Foundation President and Board Chair – Board member rep on the committee was key
  - Communication and launch plan created
  - Internal audiences first
    - Win hearts and minds (sneak peak)
  - Launch publicly -- January 2014

**Started:** October 2012

**Finished:** December 2013



# Inspiration behind the logo...

- **A logo is a symbol that represents an organization's brand.**
  - The brand is an overall perception of an organization in the minds of their target audience.
  - The brand is what an organization promises to do.
  - The PKD Foundation promises to help people impacted by PKD by:
    - **furthering research**
    - **providing education and information, and connecting people**
    - **increasing awareness, and supporting advocacy**
- **In developing our new logo, design was inspired by:**
  - the circular cells in our body,
  - the sun's radiating strength,
  - and the wholeness and comfort of a circular form.
  - There are other concepts that can be seen in this logo. It is what you make it.



# Questions?

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