

PKD Foundation

Rebranding Process

Presenter

Angela Connelly, Chief Marketing Officer



From this:



To this:



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:

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

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

Playful
Frivolous
ney-Shaped
Human Actions
Trendy
Dated
Institutional
Sterile
Human Actions



- 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?

Angela Connelly

- angelac@pkdcure.org
- 816.931.2600, ext. 212



PKD FOUNDATION
Polycystic Kidney Disease