

## BACKGROUND

The PKD Foundation is an organization committed to discovering treatments and a cure for polycystic kidney disease.

- **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.
- **Our Vision:** One day, no one will suffer the full effects of polycystic kidney disease.

Our competitors include:

- National Kidney Foundation ([www.kidney.org](http://www.kidney.org))
- American Association of Kidney Patients ([www.aakp.org](http://www.aakp.org))
- University Kidney Research Organization ([www.ukrocharity.org](http://www.ukrocharity.org))
- Renal Support Network ([www.rsn.org](http://www.rsn.org))

The Foundation has a strong base of core supporters. It is now looking to attract a new base of donors and needs a modern identity that draws these individuals, who are not currently connected to the cause, to consider the PKD Foundation in their charitable giving plans.

## DESIGN ASSIGNMENT/OBJECTIVE

The PKD Foundation's current logo is dated and the icon is not easily understood. The Foundation needs a new, contemporary logo that portrays its progressive nature and better conveys the organization's mission and vision.

The logo must include the name PKD Foundation and Polycystic Kidney Disease. It may include an icon/bug or be a type treatment. In addition, the logo may be presented with or without a tagline, which doesn't yet exist. The icon or bug should not incorporate the shape of a kidney. It should be scientific in spirit versus an icon showing human actions.

The logo should have a wide-ranging usability and be easy to reproduce. From stitching to screen-prints, t-shirts to brochures to the web, the logo will be presented in many media.

### Creative Considerations

The PKD Foundation's logo is the visual embodiment of the brand and brand promise.

The traits we are looking to visualize include:

- Approachable
- Compassionate
- Authentic
- Trustworthy
- Dependable
- Progressive but not bleeding edge
- Geographically neutral

- Determined
- Dynamic (Moving forward)
- Hopeful

The following traits do **not** represent the PKD Foundation:

- Sterile or institutional
- Playful
- Frivolous
- Trendy

### **Color Considerations**

The Foundation is looking for a color palette that will not go out of style in the next seven to ten years. The colors used should elicit feelings of hope, but not be too trendy or cutting-edge.

All designs should be submitted both in black and white and in color. Logos should be accompanied by a color palette highlighting main colors and secondary color options.

The Foundation has a long heritage with the color teal (PMS 323) but is considering other color options. We're looking for three variations of a logo:

- Logo option featuring teal (the Foundation's current primary color) as the dominate color
- Logo option using teal as a secondary color
- Logo option that does not contain teal