



RE: KidneyWise™ Branding

OVERVIEW:

Voltage Creative was asked to develop a new brand for a non-profit organization dedicated to raising awareness, educating communities and combating the epidemic of Chronic Kidney Disease in the United States. This organization, KidneyWise™, utilizes the concept of medical anthropology – the study of health and medical conditions and how groups of people (socioeconomic, ethnic, and nationality) are impacted. KidneyWise™ employs medical anthropology to attack Chronic Kidney Disease in a new and innovative way that challenges the traditional ways of fighting disease and motivating individuals to affect change in their families and communities.

Voltage Creative was contracted to offer the following services to KidneyWise™:

- Design Brief
- Concept Development
- Brand Development
- Style Guide

CHALLENGE:

Voltage Creative had originally developed the name for the organization and a initial logo when the organization was focused on healthy eating for people concerned with kidney health. Since that time, the organization had refocused its mission and set its eyes on a much broader impact. The challenge was to reposition the organization as a trusted voice and an authority on the subject of Chronic Kidney Disease while demonstrating innovation, momentum and a rule-breaking style.

PROJECT COMPONENTS:

Our team tackled this project via the following segments:

1) Brand Concept:

To initiate the ideation process our team started with an internal and client kickoff meeting to determine brand attributes, primary business goals, mission statement and other key drivers of the brand and organization. After those meetings we evaluated market and competitive research and began the development of the design brief. The design brief detailed the following project aspects and served as a guide for the identity development:

Brand Attributes:

KidneyWise™ brand attributes described the organization's Vision to "Stop chronic kidney disease in its tracks!" as well as its Cause Platform, Mission Statement, Goal, Focus of Cause, Message, Tone, and primary Audience. All of these important drivers of the cause allowed our team to stay on brand.

Competitive Summary:

Our team researched potential competitors to the KidneyWise™ organization and organized their identity programs (marks, logo types, colors, and components) in order to understand how KidneyWise™ needed to be positioned among its competitive landscape. This exercise allowed our team to identify opportunities to create points of difference with respect to design, colors and program components.

KidneyWise Identity Strategy:

The strategy we developed and delivered to the KidneyWise™ team detailed our learnings from our research and recommendations on developing the identity. This strategy detailed color options, type faces, style recommendations and components such as mark, typeface, tagline and logo type.

Project Deliverables:

From a contractual standpoint, our design brief allowed both teams to understand how the Voltage team would deliver the KidneyWise™ identity program. All deliverables, timelines and tasks were outlined.

Below is a sample page from the KidneyWise™ Design Brief:



Colors

KidneyWise™ wished to be positioned as an authority and a forward-thinking organization. In addition, they wanted to stand out from their competition – American Heart Association, National Kidney Foundation and others. Therefore, color theory and color studies conducted on behalf of the Voltage team allowed us to make educated recommendations on colors for the organization that would allow the KidneyWise™ identity to accomplish the desired goals.

2) Concept Development:

Upon approval of the design brief our team began the ideation process. Internal discussions and a multitude of thumbnail sketches allowed our team to vet a variety of unique concepts and hone the visual message.

Below are sketches from our ideation process:



Sketches

Our creative team found hand sketches in the early phase of the ideation process allow for a more “free-association” style of concept development.

Group discussions and reviews provide for further clarification of ideas and refinement of certain concepts – even the combination of certain concepts.

3) Design:

In the end our team and the client identified a clear winner from a slew of front-running ideas. The chosen concept conveyed a contemporary and innovative health organization that was forward-thinking, aggressive and professional.

Below is the final KidneyWise™ Identity:



©KidneyWise™, 2010

KidneyWise™ Logo

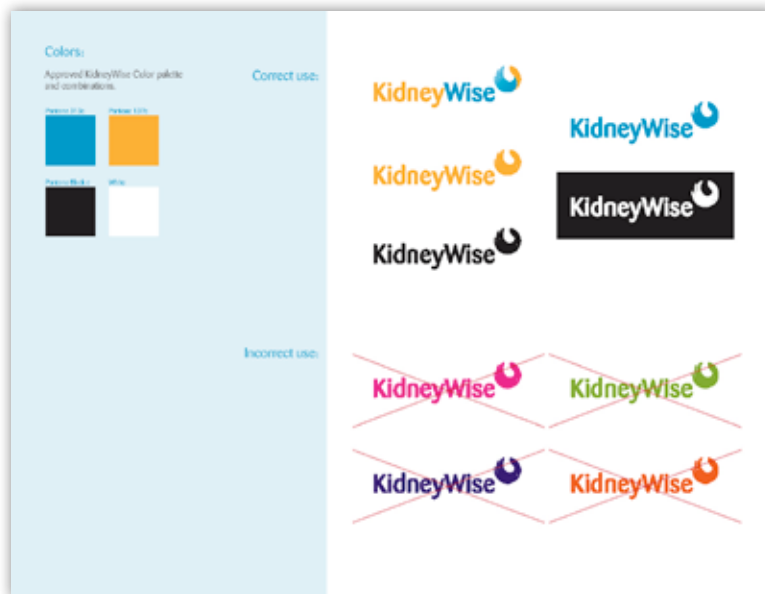
Our team chose a Humanist Sans typface to communicate a professional aire while remaining friendly and approachable.

The inviting colors communicate health, rebirth and postitivity while the mark shows movement, a wholistic vision, and an embrace of the kidney (seen in the negative space).

4) Style Guide:

Upon final approval of the logo concept and prior to the launch of the program, the Voltage Creative team developed a detailed style and asset guide that communicates the proper and improper usage of the KidneyWise™ brand identity. Correct placement, colors, type and more are detailed in the easy-to-use document.

Below is sample page of the KidneyWise™ Style Guide:



©KidneyWise™, 2010

What and what not to do

As a brand is used, applied, shared, printed, placed on the web unless guidelines are set, they are simply open to interpretation. That interpretation can damage a brand equity and over time dilute it's ability to effectively communicate and in turn wast dollars invested.

Style guides such as this one allow organizations a written guidlines that are easy to reference and easy to share with those charged with the management of a brand. These guidelines survive their creators and managers and should be considered "part" of the brand program.

NOTEWORTHY RESULTS:

The KidneyWise™ organization has taken off and experienced significant strides and growth in it's maiden 2009/2010 year. In June 2010, the organization will received the **Outstanding MRC Partner** award – presented at the **Medical Reserve Corps Conference** in June 2010 in Washington D.C.