

# KidneyNews Brand Guidelines

## KidneyNews Main Logo

The main logo for KidneyNews, featuring the word "Kidney" in a dark blue font and "News" in a green font.

This is the main KidneyNews logo.

This version should be used in most materials.

### Always

Keep “clear space” around the logo, separate from other elements/text.

### Don't

- Stretch the logo
- Change the color

## Logo Variants

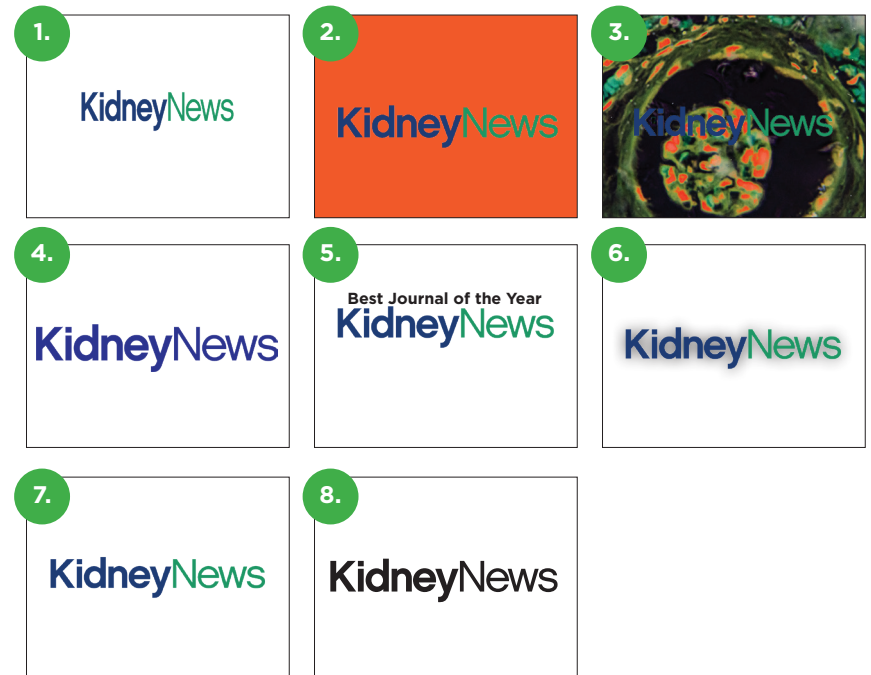
When the logo is used on a colored background, depending on the color, you should reverse the type to white for legibility.

The KidneyNews logo is displayed in black text on a white background.

## Logo Usage Common Mistakes

Here's how to avoid making a logo mistake:

1. **Don't scale logo disproportionately.**
2. **Don't use the logo on a conflicting color.**  
The background color should not hinder the logo's legibility. Overall, it should be light enough or dark enough to sustain legibility of the logotype.
3. **Don't place logo on a busy image.**
4. **Don't change colors to the logo file.**
5. **Don't infringe on the clear space.**
6. **Don't add a drop shadow or other filter.**
7. **Don't use a low-resolution logo.** A vector or EPS logo is preferred for high-res printing purposes.
8. **Don't use the black and white logo when you have the opportunity to use color.**



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## Color Palette



CMYK: 100. 100. 36. 35  
RGB: 33. 28. 80  
HEX: 211C50



CMYK: 100. 87. 26. 11  
RGB: 30. 59. 118  
HEX: 1E3B76



CMYK: 87.49.0.0  
RGB: 20. 118. 189  
HEX: 0076BD



CMYK: 81.27.19.0  
RGB: 0.147.182  
HEX: 0093B6

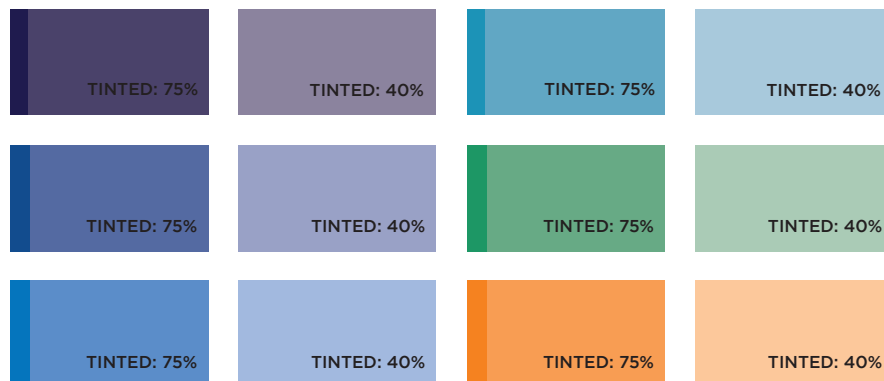


CMYK: 82.17.8.3  
RGB: 33.150.100  
HEX: 219664



CMYK: 0.60.100.0  
RGB: 245.130.31  
HEX: F5821F

All colors used in the visual abstract must align with the brand's color palette, including a 15% to 75% screen tint.



## Logo Typography

The main font used in the logo is Helvetica. If Helvetica is unavailable Arial may be substituted.

Helvetica Roman  
**Helvetica Medium**  
**Helvetica Bold**

## Visual Abstracts

Components of Effective Visual Abstracts. All text should be at least 24-font size using Helvetica for headlines and Helvetica for sub-headlines and paragraphs throughout the abstract.

Preferred file type is PPT.

