History

The USRDS has previously not had a set brand or logo associated with it.

This most recent version was used by Arbor:

But prior to that, when CDRG held the contract, the font and color styles were changed depending on the theme used for the printed report.

This is one iteration used on letterhead:

USRDS is a contract issued by the NIH and the sister contract is the NDDK.

This is NIH's logo, color and slogan

This is NIDDK's logo and color

And NIDDK used this ICON previously

Color Theory

It appears that Arbor chose to use the same colors that NIH uses in their logo.

Blue is the preferred color of both men and women, and having done research on logos and branding schemes, I noticed there was a heavy use of blues. Blue promotes trustworthiness, serenity and productivity.

I started with the same navy blue that is in Arbor's USRDS logo as the primary color. I selected the gray that is in the NIH, NIDDK and USRDS logos as the secondary and chose a couple colors to compliment them.

At first I was looking for a complimentary color that was somewhere between the green in the NIDDK logo and the blue in the NIH logo.

Then, for the sake of variety, I selected another opposing color to consider a different palette

As I worked on the logo design, I really liked the way the navy blue worked with the opposing pomegranate red. The idea was that the colors are similar to those of organs, blood and veins.

The color should move from a cool blue to a warm, lively red, indicating progression of health.

With the greens I didn't get that feeling.

In color theory, bright red denotes excitement, energy and efficiency, burgundy is sophisticated and maroon is courageous and strong. Purple is often used in branding to promote knowledge, innovation and intelligence.

I thought there would be more Medical industry icons and logos with blue:red and I was a little concerned that it might be too cliché, but oddly, I didn't find that many using it.

And so, I chose the following colors as the final extended palette for red.

Logo Design

Keeping in mind the target market and what the USRDS is, I wanted to give the logo a contemporary spin without getting too "hipster". I wanted it to be able to make an impression with the medical professionals and researchers who use the USRDS.

I was initially thinking that this is the US renal Data System, so the US should in some way be set apart.

There are many figures/graphs included in the data report, so I incorporated a literal "graph-ic" into the logo.

I created a stylized updated version of the old logo with a semi-sans font.

 Finally, I created a smooth sanserif font logo with a little edge as an ultra-update to the former Arbor logo.

The Icon

It is almost necessary in this internet and mobile phone age to have an icon to accompany your logo, preferably one that can stand on its own and be recognized without the logo.

I was inspired by the interlocking diamonds of the NIDDK icon. They looked like two kidneys connecting to me.
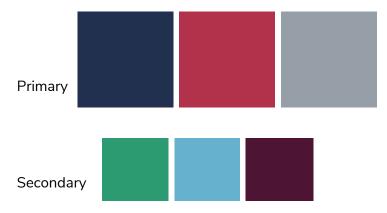
I had an idea of setting two kidney shapes in a yin and yang style. This gives the impression of harmony, balance, cooperation and coming together. But I also wanted the shape to appear open and have a gradient from cool to warm, moving from "not healthy" to healthy.

The Final Result

Colors

After presenting the designs to the key stakeholders and a couple more rounds of refining the designs, the stakeholders narrowed the color palette to the following colors:

Primary

Secondary

Logo

They preferred the bold, stamp-like logo, but wanted the logo to be only one color, wanted the letters separated a bit more and wanted me to remove the graph lines. This was the final logo laid out two ways, with and without the full name.

Iconography

Finally, the idea of an icon was rejected, but they agreed a favicon would be needed for the website and this was the icon decided on.