USRDS

United States Renal Data System

BRAND GUIDELINES

2020

CONTENTS

THE LOGO

The Full Version

This version is the primary blue with the contract name spelled out below.

Acronym Version

This version does not have the line or the spelled out contract name.

The Full Version- Reversed

This version is the white with the contract name spelled out below.

Acronym Version- Reversed

This version does not have the line or the spelled out contract name.

TYPOGRAPHY & THEME

For the purposes of design, Nunito Sans will be used for titling, headings and subheadings, but for general documents Calibri is used. This theme applies primarily to the reports, since letters typically have little unique formatting. The templates are set to their appropriate themes by default. If you create an entirely new document without this template and therefore no USRDS theme is applied, you can select it by going to the "Design" tab. On the very left of that menu, there is a "Themes" option. Click the down-arrow and select "Browse to theme". Select the USRDS theme set in the "Themes" folder. This will automatically add any missing fonts to your MS font options and should carry over to be available for all MS documents. The designated colors will load as well.

Report Style

TITLE

Header 1

Header 2

Header 3

Header 4

Subtitle 1

Subtitle with emphasis

Normal body

Body with emphasis

Body with Intense emphasis
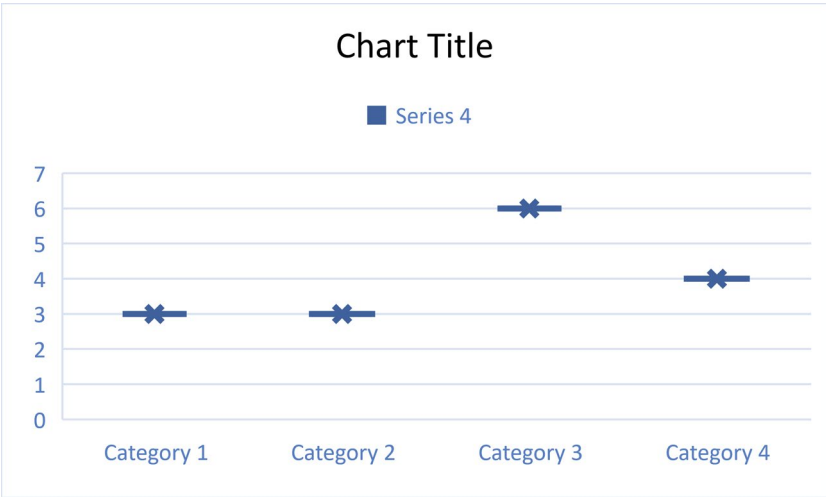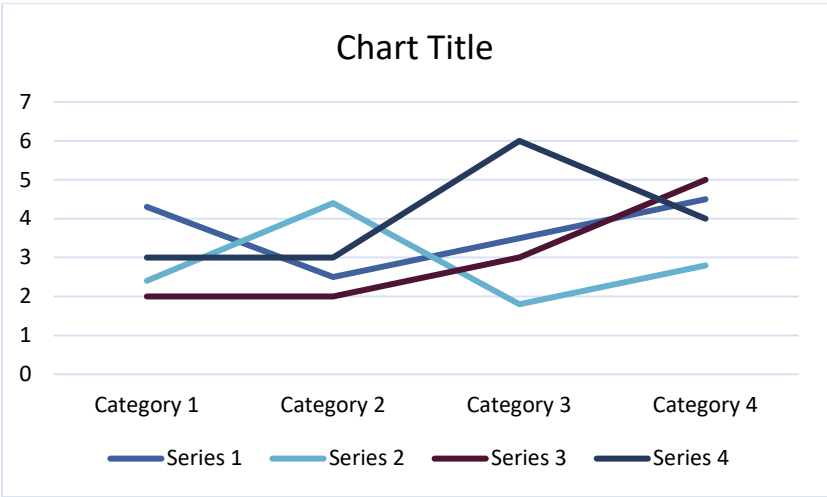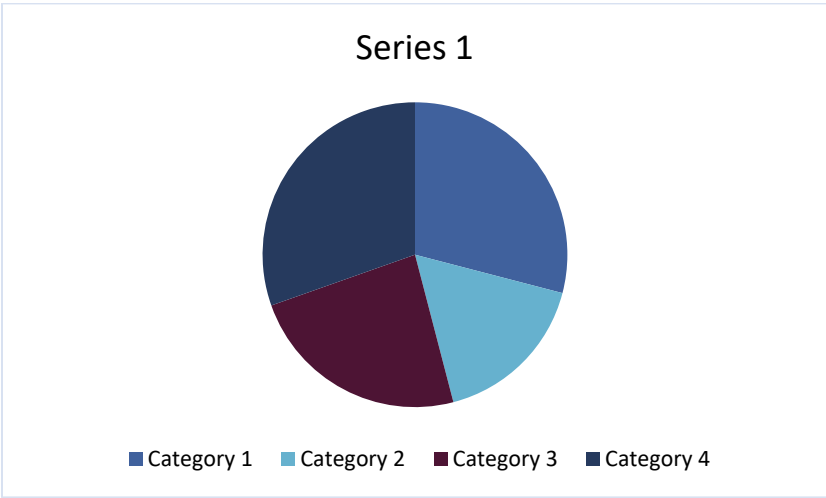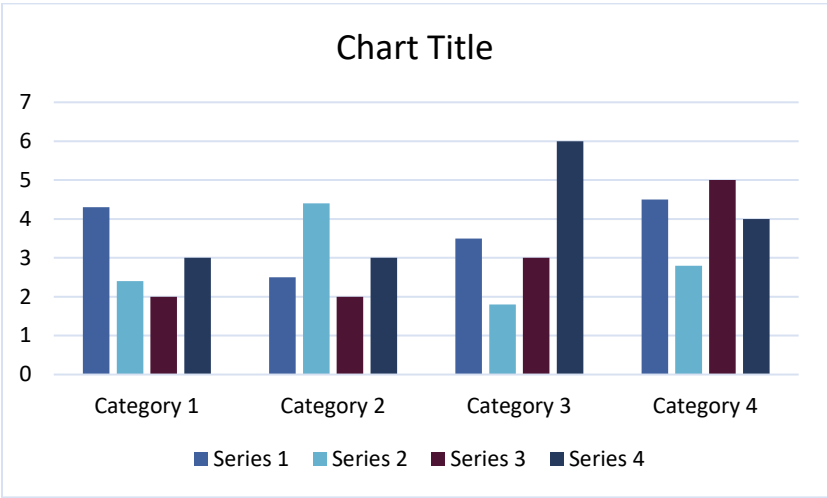
Body Strong

Quote

Intense Quote

Please note that since artwork and other elements have been inserted in the header and footer, changing the margin in the document can affect the margin of the header and/or footer elements. To prevent this from happening where you need to change a margin, just insert a section break before changing margins. To do this, go to the "Layout" tab above the tool-bar. In the "Page set-up" section, select "Breaks". For a simple section break, you would select the "Continuous" option. To reset the margin after the altered section, just add another break before the next section.

For charts *within reports*, the default colors will load in the templates. You can change the colors or add more by clicking on any area inside a chart. A "Chart Tools" sub-tab will pop up in the menu bar above and the "Design" tab within that sub-tab will let you format the charts as needed. For more detail on colors for charts and graphs in other documents, see "Data Visualization" on page 7.

Charts

THE COLORS

The primary color palette is meant to be used for all brand materials such as business cards, collateral, digital and print ads, tradeshow booths and primary global design elements on the USRDS website. The secondary palette is intended for use where additional complimentary colors are needed in design elements. The tertiary colors were created to provide an extended range of color for data visualization (See page 7 for more data visualization information).

Primary

Navy*

CMYK- 94|80|29|15
RGB- 42|68|116
Hex- 2a4372
Pantone- 534C

Red*

CMYK- 23|94|63|10
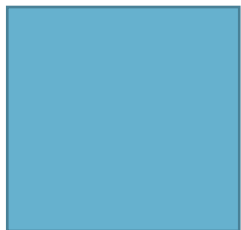RGB- 178|50|75
Hex- b2324b
Pantone- 7636C

Secondary

Gray

CMYK- 44|32|28|0
RGB- 150|159|167
Hex- 969fa7
Pantone- 430C

Sea

CMYK- 69|1|58|0
RGB- 69|185|143
Hex- 45ba8f
Pantone- 7723C

Tertiary

Azure

CMYK- 58|15|12|0
RGB- 102|177|206
Hex- 66b1ce
Pantone- 7696C

Wine*

CMYK- 54|93|49|54
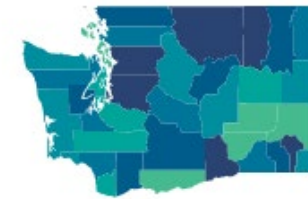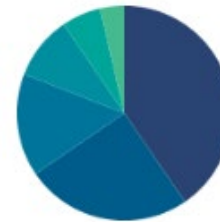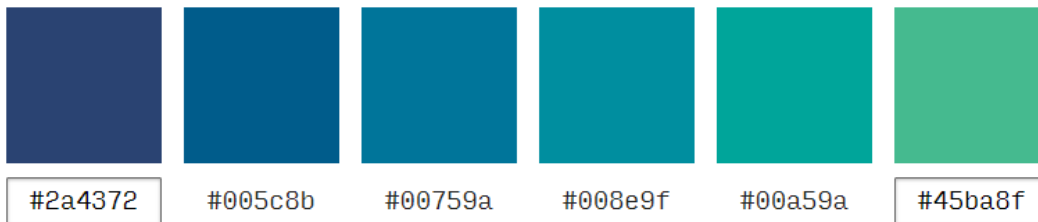RGB- 77|20|52
Hex- 4d1434
Pantone-5185C

Light Blue*

CMYK- 84|66|12|1
RGB- 64|97|157
Hex- 40619d
Pantone- 7455C
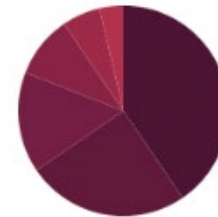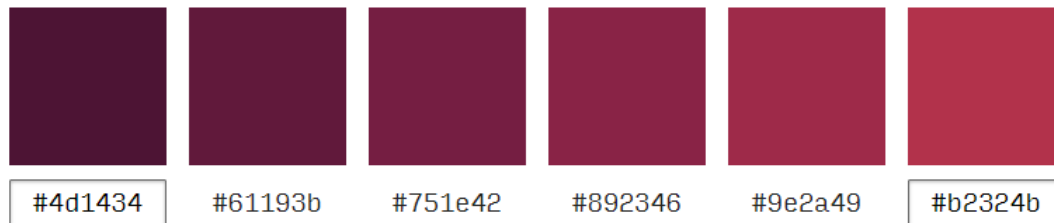
*508 compliant against white background

DATA VISUALIZATION

The data visualization palettes are to be used any time a graph, chart, or other data graphic is created in the ADR, posters, presentations and website. Two distinct palettes were developed. The cool palette is the primary color scheme to be used in data visualization, but if a diverging data set or secondary call out color is needed, the warm palette can be used.
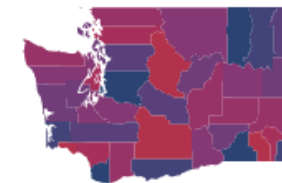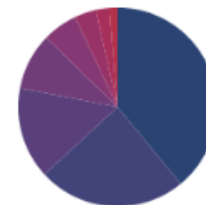
Cool Tones

| #2a4372 | #005c8b | #00759a | #008e9f | #00a59a | #45ba8f |

Warm tones

| #4d1434 | #61193b | #751e42 | #892346 | #9e2a49 | #b2324b |

Mixed Tones

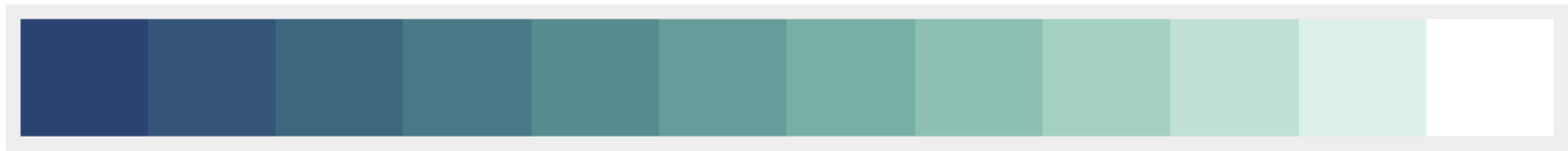| #2a4372 | #424378 | #59407a | #703d79 | #853873 | #983368 | #a7305b | #b2324b |

IN CONTEXT

The extended spectrums chosen for contrast in areas where even more color options are needed, especially where 508 Compliance is in order.
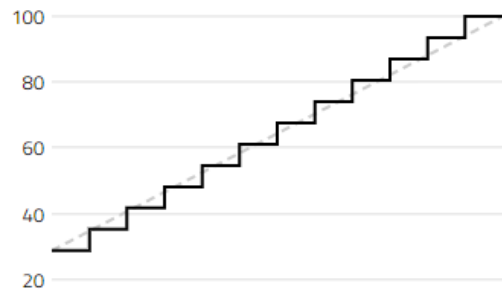
Colorblind Safe Spectrums

`#2a4372,#345578,#3e677f,#497986,#568b8f,#669d9a,#78afa5,#8dc0b3,#a5d1c3,#c0e1d4,#def1e8,#ffffff`

`#4d1434,#671f3d,#7e2e48,#933f55,#a65265,#b86676,#c87b89,#d6919d,#e3a7b2,#eebec9,#f7d6e1,#ffeef9`

On the following pages, you can see how the colors will appear to those with the varying types of color-blindness.
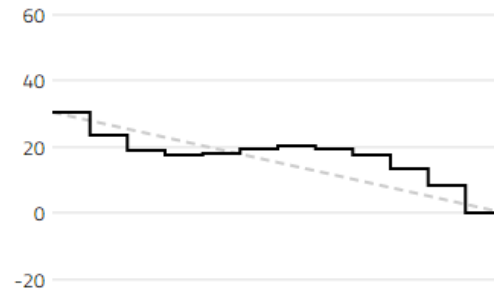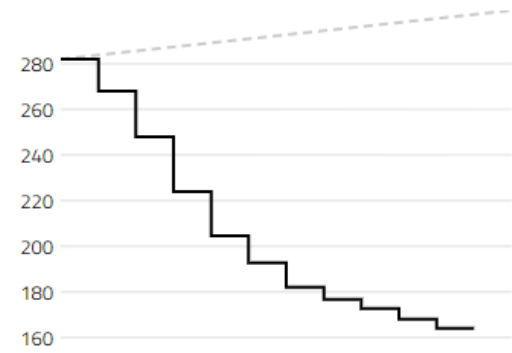
lightness

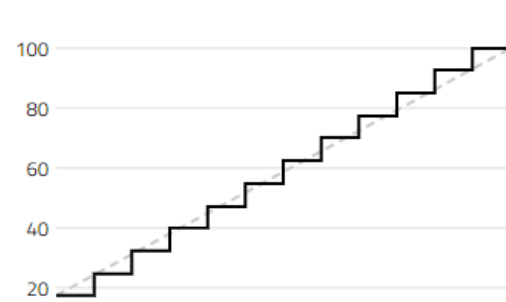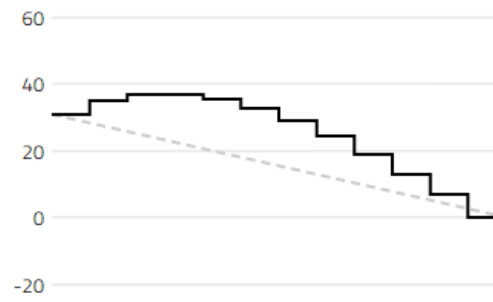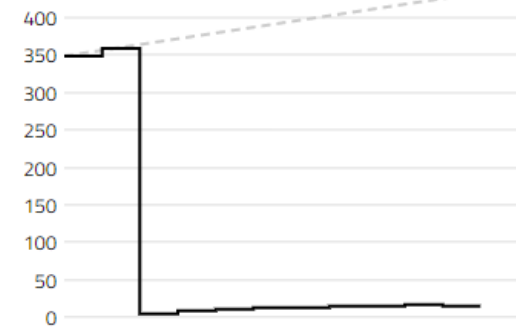saturation

hue

DEUTERANOPIA

PROTANOPIA

TRITANOPIA

9

lightness

saturation

hue

DEUTERANOPIA

PROTANOPIA

TRITANOPIA