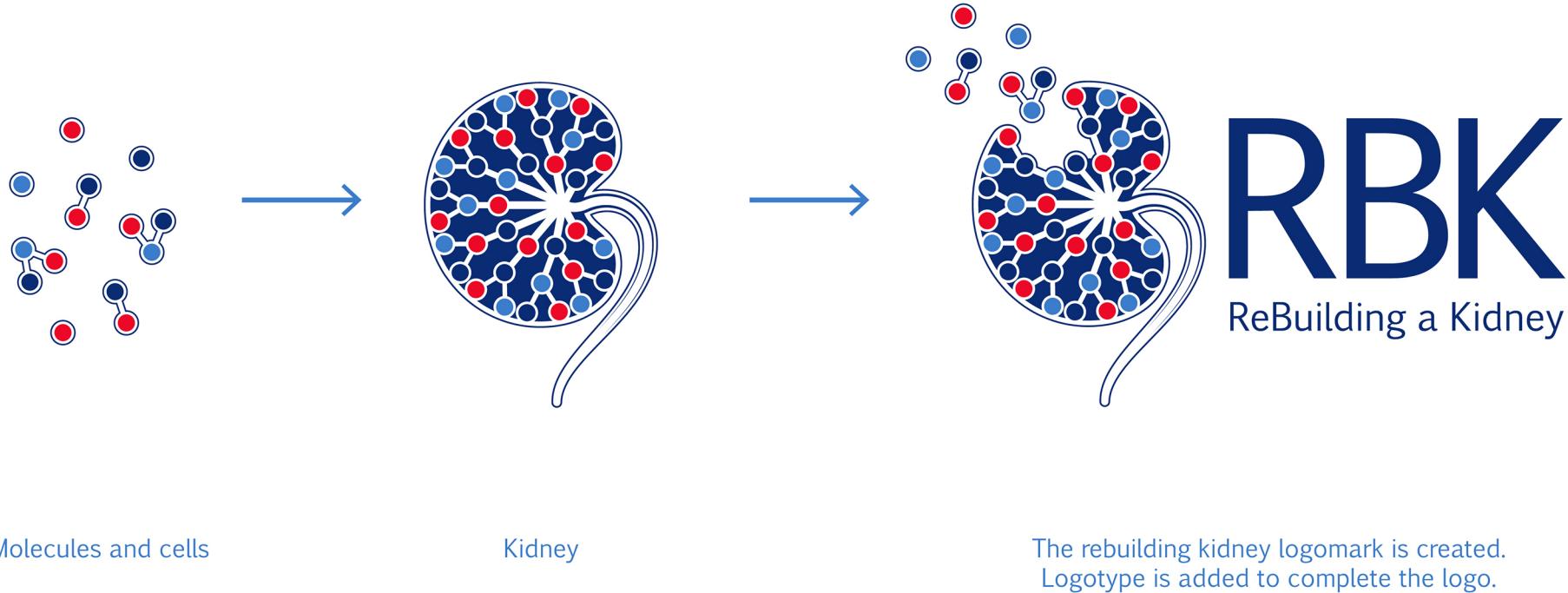


RBK
ReBuilding a Kidney

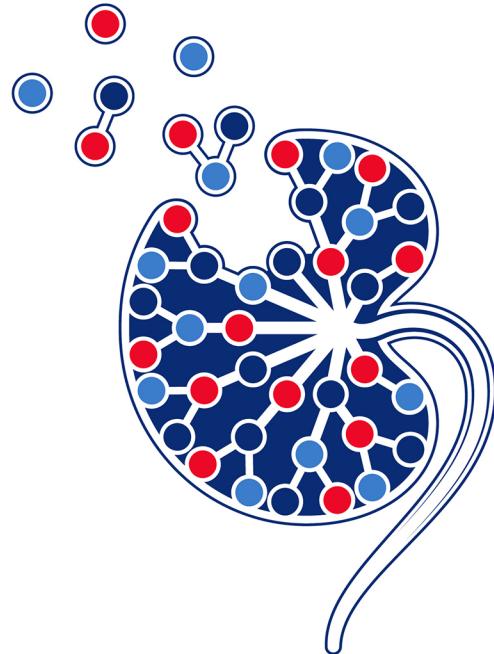




Logo Mark



Logo Type



RBK
ReBuilding a Kidney

ReBuilding a Kidney



Colour Palette

The colour logo is made up of three colours, RBK Dark blue, RBK Red and RBK Light blue. RBK Dark blue is used as the background branding colour.



RBK Dark blue
Pantone 288C
RGB 0, 45, 115
CMYK 100, 88, 27, 19
Hex #002d73



RBK Red
Pantone 185C
RGB 235, 0, 41
CMYK 1, 100, 92, 0
Hex #eb0029



RBK Light blue
Pantone 660 C
RGB 64, 124, 202
CMYK 75, 47, 0, 0
Hex #407cca



Typography

All typography in the logo uses Euphemia font.
The secondary logo uses lower case typography,
with capital letters only for the RB and K.

Euphemia

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? @ # \$ % & * () ◊ ”

 Primary Colour Logo

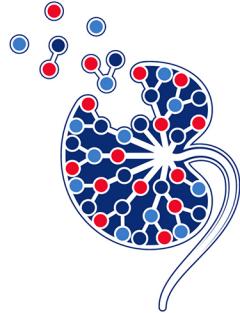


 Secondary Colour Logo





Responsive Logo



ReBuilding a Kidney

Large screens



Tablets and smartphones



Mini Logos

Mini logos use the RBK symbol and should only be used when the logo must be used at very small sizes.



 Reverse Logo Formats

RBK Primary Logo Colour Reverse is the standard logo on an RBK dark blue background.



RBK Primary Logo White Reverse is an all-white logo on an RBK dark blue background.



 Other Logo Formats

The Primary White Reverse Logo can be used on any dark background.



The Secondary Blue Reverse Logo can also be used on dark backgrounds.



The Primary Logo Darkblue can be used on any light background.

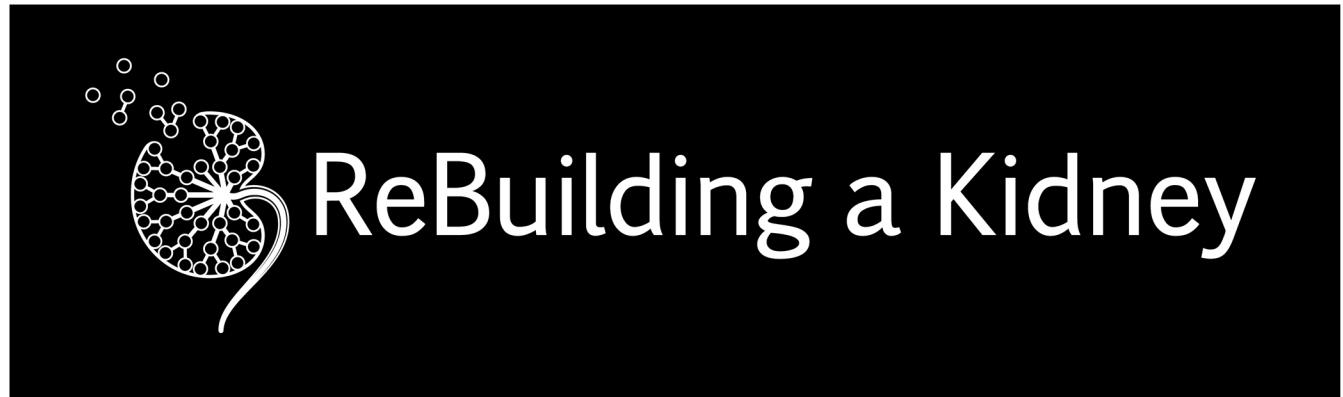


 Black & White Logo Formats

Primary Logo Black Reverse



Secondary Logo Black Reverse

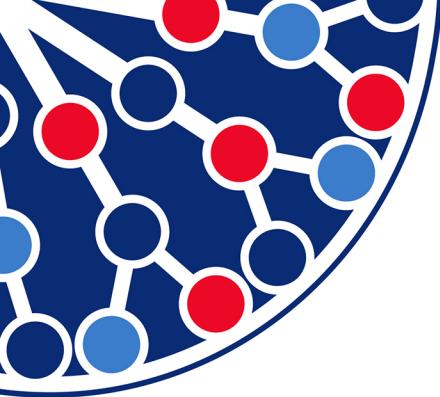


Primary Logo Black



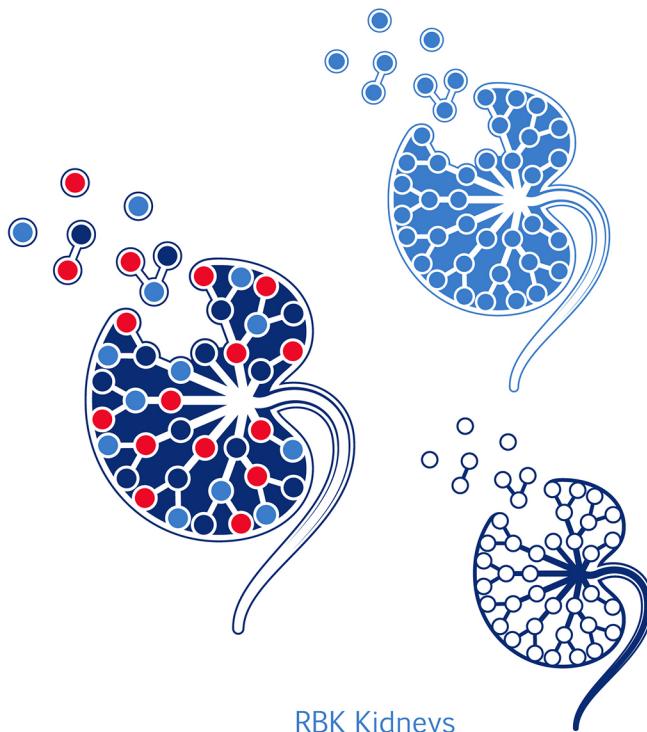
Secondary Logo Black



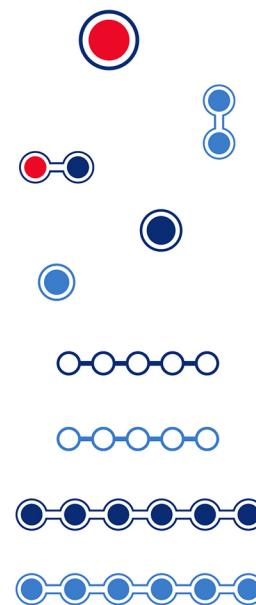


RBK Design Elements

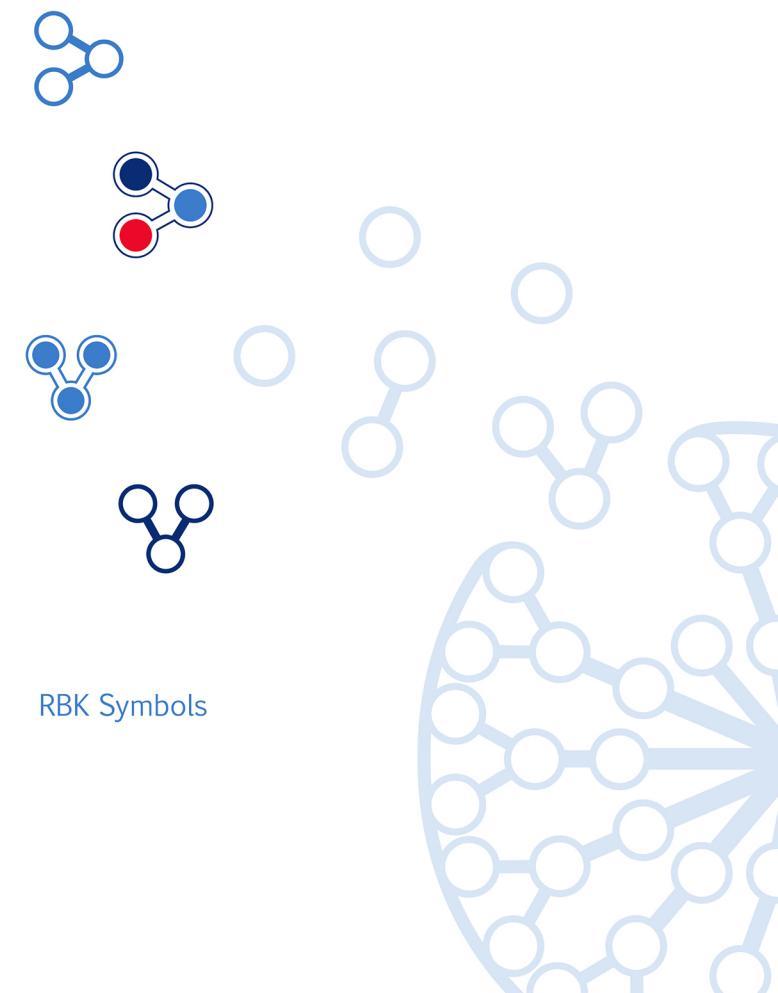
The RBK Logo is made up of the logo mark, the RBK Kidney, and the typography. The RBK Symbol represents the molecules and cells that make up the kidney. Both the Kidney and the Symbol can be used creatively to add design elements to branding materials. Size, position and rotation can be varied. The elements can be used to make watermarks, patterns and wallpapers.



RBK Kidneys



Other Design Elements



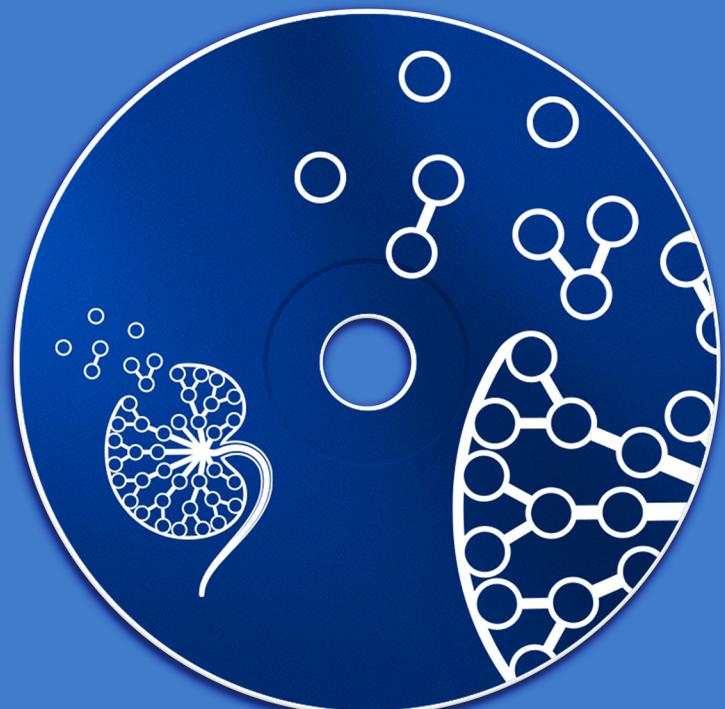
RBK Symbols



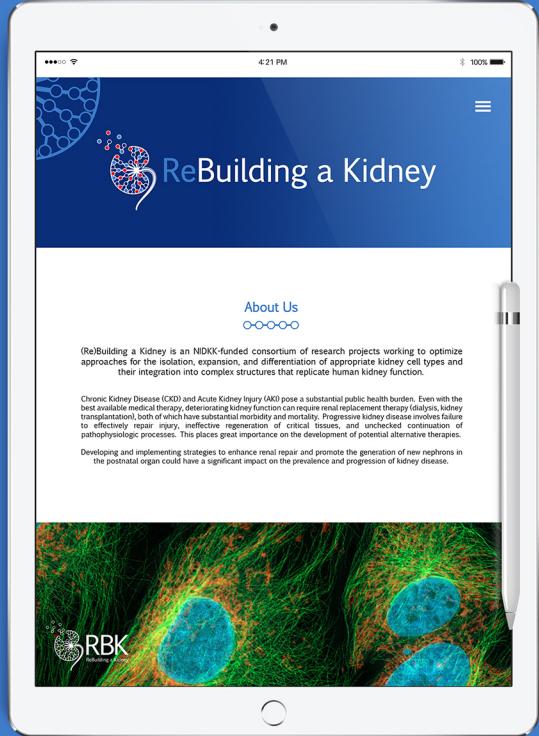
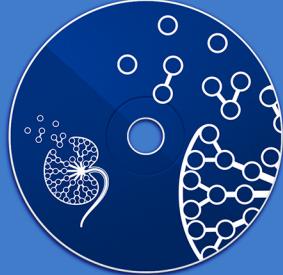
Applications













RBK

ReBuilding a Kidney

The website features a blue header with the RBK logo and the text "ReBuilding a Kidney". Below the header is a section titled "About Us" with a decorative icon of interconnected circles. The main content area discusses the burden of Chronic Kidney Disease (CKD) and Acute Kidney Injury (AKI), the limitations of current medical therapy, and the importance of developing new therapeutic strategies. A footer at the bottom of the page includes the RBK logo and the text "ReBuilding a Kidney".

(Re)Building a Kidney is an NIDDK-funded consortium of research projects working to optimize approaches for the isolation, expansion, and differentiation of appropriate kidney cell types and their integration into complex structures that replicate human kidney function.

Chronic Kidney Disease (CKD) and Acute Kidney Injury (AKI) pose a substantial public health burden. Even with the best available medical therapy, deteriorating kidney function can require renal replacement therapy (dialysis, kidney transplantation), both of which have substantial morbidity and mortality. Progressive kidney disease involves failure to effectively repair injury, ineffective regeneration of critical tissues, and unchecked continuation of pathophysiologic processes. This places great importance on the development of potential alternative therapies.

Developing and implementing strategies to enhance renal repair and promote the generation of new nephrons in the postnatal organ could have a significant impact on the prevalence and progression of kidney disease.

RBK
ReBuilding a Kidney

MacBook

