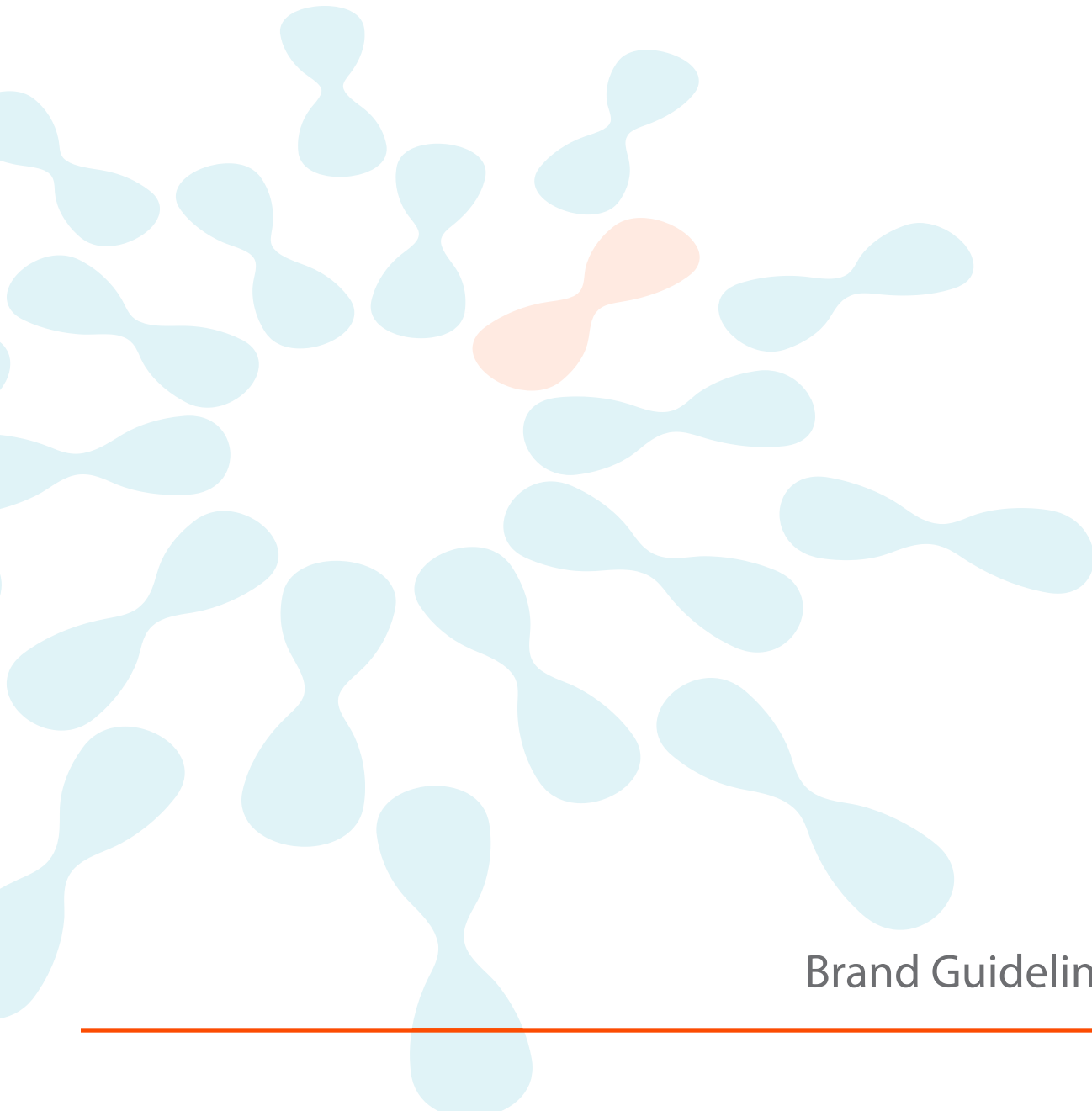


**NORD**<sup>®</sup>  
National Organization for Rare Disorders

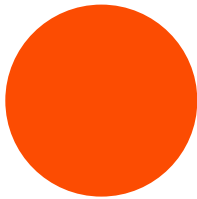


Brand Guidelines 2017

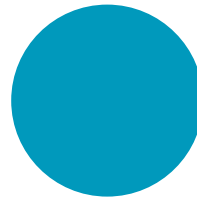
# NORD COLORS

Only these colors may be used. These colors can also be utilized as tints. **Please Note:** Colors will vary slightly depending on whether they are printed on coated/uncoated paper or plastic.

## Primary Colors

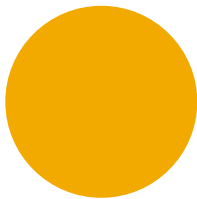


**NORD ORANGE**  
PMS 1655c  
C 0 / M 73 / Y 98 / K 0  
R 252 / G 76 / B 2  
WEB: #FC4C02

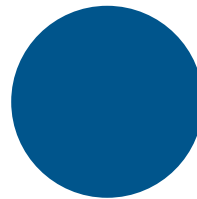


**NORD BLUE**  
PMS 313c  
C 100 / M 0 / Y 11 / K 2  
R 0 / G 146 / B 188  
WEB: #0099BC

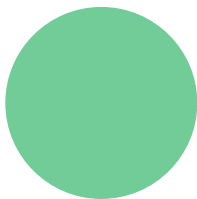
## Secondary Colors



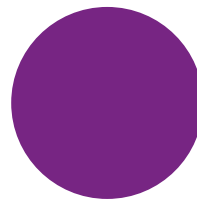
PMS 130c  
C 0 / M 32 / Y 100 / K 0  
R 252 / G 169 / B 0  
WEB: #F2A900



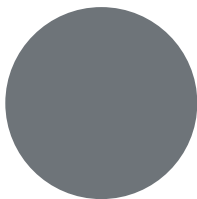
PMS 7462c  
C 100 / M 48 / Y 6 / K 30  
R 0 / G 85 / B 140  
WEB: #00558C



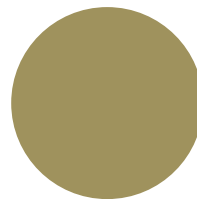
PMS 346c  
C 53 / M 0 / Y 51 / K 0  
R 133 / G 204 / B 152  
WEB: #71CC98



PMS2612c  
C 67 / M 100 / Y 0 / K 5  
R 119 / G 37 / B 131  
WEB: #772583



PMS 431c  
C 5 / M 0 / Y 0 / K 66  
R 91 / G 103 / B 112  
WEB: #5B6770



PMS 451c  
C 21 / M 15 / Y 54 / K 31  
R 155 / G 148 / B 95  
WEB: #9B945F

### Pantone® (PMS #)

The printing industry standard for specifying solid ink colors.

### CMYK

The print industry standard for full color printing. Also known as process color printing, it relies on cyan, magenta, yellow and black to create the spectrum of color seen in most full color printing.

### RGB

A color system based on red, green and blue, and used to represent the full spectrum of color on video displays.

The colors shown on this page and throughout this guide have not been evaluated by Pantone®, for accuracy and may not match the Pantone Color Standards. Please consult current Pantone Publications for accurate color. Pantone® is the registered trademark of Pantone, Inc.

# NORD FONTS

There are two primary typeface families used in the NORD brand. Each of these typefaces convey a solid professional feel that clearly reflects NORDs personality.

## HEADLINE - Trade Gothic No. 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345667890!@#\$%^&\*()-+=

## BODY COPY - Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345667890!@#\$%^&\*()-+=

## WEB FONTS

PT Sans is a close match to the popular Myriad Pro. It can be found at <http://www.google.com/webfonts/specimen/PT+Sans>.

Helvetica Condensed and Arial Condensed, sans-serif works well for Trade Gothic Condensed No. 20.

The display sans serif font, TRADE GOTHIC No. 20, is primarily used for titles, headlines, and subheads in either the Light, Book, or Bold styles.

MYRIAD PRO REGULAR, is primarily used for body copy in a Regular format.

# NORD LOGO

This logo represents several themes that are important to NORD and its members:

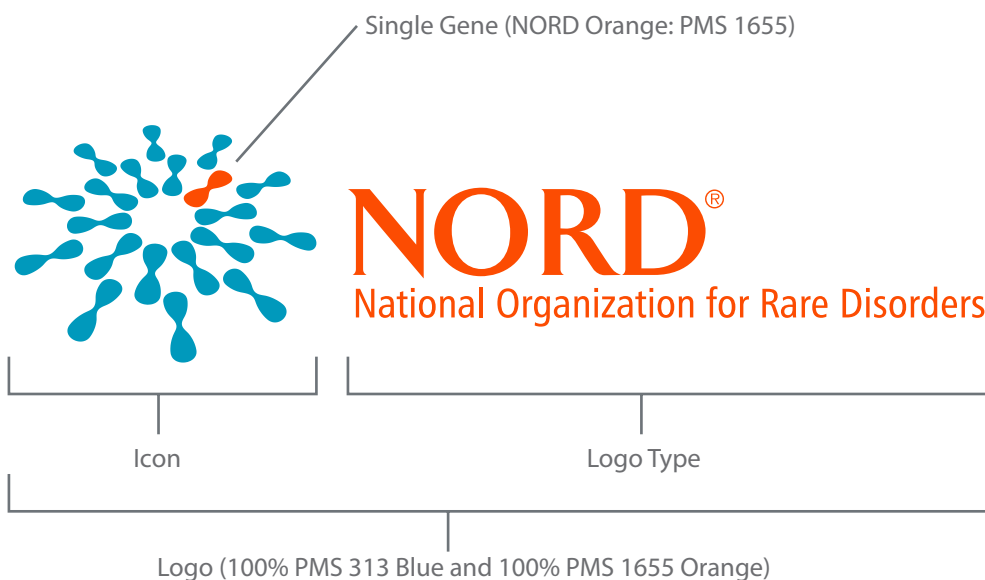
- Unity and connection
- Cohesiveness
- Every part contributes to the whole
- Depth of commitment
- Vibrancy and involvement
- 1 in 10 is affected

With the dawning of a new era for both rare diseases as well as orphan drug products, this logo signifies NORD's awareness that, while our fundamental values remain unchanged, the issues have grown more complex. To encourage innovation in new therapy research and development, and to ensure patient access to new treatments, we must look to the future and embrace the promise of new ideas and new technologies.

Patients and their families need national representation today more than ever before. With a new and expanded agenda and website that will help us better address the needs of our diverse audiences, NORD will be able to speak for the patient community in an even broader forum, bringing greater awareness and understanding.

Any mention of NORD (or NORD logo) in a publication, website or promotional item will need to have a registration mark ®. Please state at the bottom or back of piece:

*"NORD and the NORD logo are registered trademarks of the National Organization for Rare Disorders. NORD is a registered 501(c)(3) charity."*



# NORD LOGOTYPES & WORD MARK USAGE POLICY

This policy provides our requirements regarding use of the National Organization for Rare Disorders (“NORD”) word marks and logotypes (this includes but is not limited to the “NORD” logo, its variants, and all NORD sub-brands, event logos and variants). NORD, and its sub branded word marks, logos, slogans, copyrighted designs or other brand features of NORD are available for use or download on the NORD website.

As the need to address future branding concerns arises, we may cancel, modify, or change the terms of this policy without notice to the logo user (“You”). You are responsible for complying with any modified terms, so please review this policy and become familiar with any modifications we publish.

The NORD word marks, sub brands and logos are the sole and exclusive property of NORD. Your use of any word mark and/or logo implies acceptance of, and agreement with, the terms of this policy. If you do not accept and agree to follow the rules as set out in this policy, you do not have the right to use the word marks and/or logos and are prohibited from using them. Any use of NORD word marks and/or logos not in compliance with this policy is not authorized. If you violate the rules in this policy, you must cease and desist from all use of any NORD word marks and/or logos, regardless of the uses otherwise allowed in this policy. In addition, NORD reserves the right to revoke its approval of your use of the word marks and/or logos at any time.

Permission is granted to you to use the NORD word marks and logos only under the following terms and conditions:

## Rules for Using the NORD Word Marks and/or Logos

You must comply with all of the following rules when using a word mark and/or a Logo:

- Word marks and logos may only be used in marketing or other publicity materials for the benefit of NORD, in the United States, or otherwise with the written permission by NORD, and request for such use must be made in writing to NORD
- Word marks and logos may not be used in an ambiguous way as described herein:
  - No word mark and/or logo may be used in any way that suggests that NORD is affiliated with, sponsors, approves or endorses you, your organization, your websites, your products or your services.
  - No word mark and/or logo may be used in any way that mischaracterizes any relationship between you and NORD
  - Vendors may not use any word marks and/or logos to advertise NORD or its members as clients on industry or vendor websites and promotional pieces without NORD’s written permission, and which must be requested in writing
- All NORD’s logos are distinctive, designed pieces of graphic artwork, owned by NORD. The following usage guidelines must be followed:
  - Do not modify or alter the logos
  - Do not change scale, skew or rotate any logo
  - Do not change the design of any logo
  - Do not change or vary the colors of any logo
  - Avoid screening logos
  - Do not shrink any logo to less than 1” in width or height
  - Do not combine a logo with any other design, trademark, graphic, text or other element, including your name, any trademarks or any generic terms
  - No other design, trademark, text, graphic or other element may be placed closer

to a Logo without first meeting the clear space requirements found in the NORD Brand Guidelines

- Logos may only be placed on solid backgrounds (preferably white) unless approved by NORD, and not over an image or pattern (unless approved by NORD)
- No artistic effects (such as drop-shadows, gradients or embossing) may be applied
- No word mark or logo may be used or displayed in any of the following ways:
  - In any manner that, in the sole discretion of NORD, discredits NORD or tarnishes its reputation and goodwill
  - In any manner that infringes, dilutes, depreciates the value, or impairs the rights of NORD in the word marks and/or logos
  - In any manner that is false or misleading
  - In connection with any pornography, illegal activities, or other materials that are defamatory, libelous, obscene, or otherwise objectionable
  - In any manner that violates the trademarks, copyright, or any other intellectual property rights of others
  - In any manner that violates any law, regulations, or other public policy
  - In any manner as part of a name of a product or service of a company or organization other than NORD
- All goodwill generated by the use of any word mark and/or logo inures to the benefit of NORD
- You may not assert rights to any NORD word mark and/or logo whether by trademark registration, common law ownership, domain name registration or anything else
- You must, if requested from NORD, provide samples of any materials that include the NORD word marks and/or logos for purposes of determining compliance with this policy
- You must make any change(s) to your use of the word marks and/or logos that are requested by NORD

- Your download and use of the logos is subject to the NORD Site Terms

- Partners who have agreements with NORD must comply with the terms of their agreement in addition to this policy

## NORD Owned Logos:

When downloading and displaying the NORD logos, user agrees to terms outlined in NORD logo policy stated above.

For alternate, additional file formats or logo variations, please contact NORD:

[marketing@rarediseases.org](mailto:marketing@rarediseases.org)

## NORD Owned Word Marks:

- NORD®
- National Organization for Rare Disorders®
- Alone we are rare. Together we are strong.®
- Handprints Across America®
- IAMRARE®
- I AM RARE®
- Rare Action Network®
- Rare Disease Database®
- RareAccess®
- RareCare®
- RareCentral™
- RareEDU®
- RareLaunch®
- RareInsights™
- Rare Impact Awards™
- Rare Diseases and Orphan Products Breakthrough Summit™
- Running for Rare®
- Running4Rare®

# NORD LOGO USAGE



## **NORD LOGO w/TAGLINE [1-line]**

**WHEN TO USE:** White/Light Backgrounds ONLY

- PMS & CMYK : Hi-end & multi-colored PRINTED marketing materials ONLY
- RGB: Digital/screen 72-300dpi, presentations, or WEB applications ONLY (not for printed materials)



## **NORD LOGO w/TAGLINE [2-line]**

**WHEN TO USE:** When the space is horizontally limited the use the standard 1-line NORD Logo [seen above]. White/Light Backgrounds ONLY

- PMS & CMYK : Hi-end & multi-colored PRINTED marketing materials ONLY
- RGB: Digital/screen 72-300dpi, presentations, or WEB applications ONLY (not for printed materials)



## **NORD LOGO without/TAGLINE**

**WHEN TO USE:** White/Light Backgrounds ONLY, and NORD's full name needs to be spelled out somewhere on the piece

- PMS & CMYK : Hi-end & multi-colored PRINTED marketing materials ONLY
- RGB: Digital/screen 72-300dpi, presentations, or WEB applications ONLY (not for printed materials)



## **NORD LOGO STACKED w/TAGLINE**

**WHEN TO USE:** Limitations in art area width, narrow promotional items

- PMS & CMYK : Hi-end & multi-colored PRINTED marketing materials ONLY
- RGB: Digital/screen 72-300dpi, presentations, or WEB applications ONLY (not for printed materials)

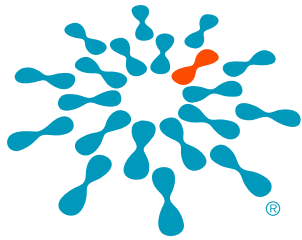


## **NORD LOGO STACKED without/TAGLINE**

**WHEN TO USE:** Social Media ONLY, Not meant to replace the standard NORD logo at any time

- PMS & CMYK : Hi-end & multi-colored PRINTED marketing materials ONLY
- RGB: Digital/screen 72-300dpi, presentations, or WEB applications ONLY (not for printed materials)

## NORD LOGO USAGE (cont'd)



### **NORD ICON ONLY [Available in 100% and 12% opacity]**

**WHEN TO USE:** Not meant to replace the standard NORD logo at any time; National Organization for Rare Disorders needs to be stated on the same page with this logo

- PMS & CMYK : Hi-end & multi-colored PRINTED marketing materials ONLY
- RGB: Digital/screen 72-300dpi, presentations, or WEB applications ONLY (not for printed materials)



### **NORD LOGO w/TAGLINE : BLACK&WHITE**

**WHEN TO USE:** Black & White prints

- Prints 100% Black and single gene prints 50% Black
- Always ensure there is enough contrast between the logo and the background color to ensure legibility



### **NORD LOGO w/TAGLINE : KO to WHITE**

**WHEN TO USE:** Black or extremely dark backgrounds

- Prints 100% White [or knocks out to White], single gene is 100% NORD Orange
- If NORD Orange cannot be used, convert gene to 50% Black
- Always ensure there is enough contrast between the logo and the background color to ensure legibility



### **NORD LOGO w/TAGLINE : KO to WHITE on NORD Orange**

**WHEN TO USE:** If NORD Orange and Blue are not available to print; Limited to 1 color printing, silkscreens

- Prints 100% White, single gene is 50% White
- Always ensure there is enough contrast between the logo and the background color to ensure legibility

# NORD LOGO USAGE (clear space)



Dotted rule indicates NORD logo safety zone.



Graphics or text must remain outside of safety zone.



Do not place type, patterns or graphics inside safety zone.



# NORD LOGO USAGE (violations)



Placing a box or circle around NORD logo



Rearranging NORD logo, change proportions of the elements



Combining other logos with NORD logo



Skewing the NORD logo



Unauthorized colors



Printing over busy patterns

## NORD LOGO USAGE (sub-brands)



### R4R LOGO

**WHEN TO USE:** White/Light Backgrounds ONLY. There is a version for dark-colored backgrounds. Same NORD logo rules apply to this art.

- CMYK: Multi-colored PRINTED marketing materials ONLY
- PMS: Silkscreened applications (T-shirts)
- RGB: Digital/screen 72-300dpi, presentations, or WEBSITE applications ONLY (not for printed materials)



### RARE SUMMIT LOGO

**WHEN TO USE:** White/Light Backgrounds ONLY. If placed on a dark background, outline with white rule or glow. Same NORD logo rules apply to this art.

- CMYK: Multi-colored PRINTED marketing materials ONLY
- PMS: Silkscreened applications (T-shirts)
- RGB: Digital/screen 72-300dpi, presentations, or WEBSITE applications ONLY (not for printed materials)

# NORD LOGO USAGE (sub-brands)



## RAN LOGO

**WHEN TO USE:** White/Light Backgrounds ONLY. Same NORD logo rules apply to this art.

- CMYK: Multi-colored PRINTED marketing materials ONLY
- PMS: Silkscreened applications (T-shirts)
- RGB: Digital/screen 72-300dpi, presentations, or WEBSITE applications ONLY (not for printed materials)
- Convert logo to White if going over a dark background

## NORD STUDENT CLUB LOGO

**WHEN TO USE:** White/Light Backgrounds ONLY. Same NORD logo rules apply to this art.

- CMYK: Multi-colored PRINTED marketing materials ONLY
- PMS: Silkscreened applications (T-shirts)
- RGB: Digital/screen 72-300dpi, presentations, or WEBSITE applications ONLY (not for printed materials)

## ADDITIONAL ICONS:



# CONTACT US

For questions and requests regarding the NORD brand components, please contact our Marketing & Community Relations Department:

Lisa Phelps, Marketing Director  
lphelps@rarediseases.org

Lisa M. Sencen, Digital Marketing Manager  
lsencen@rarediseases.org

## **National Organization for Rare Disorders**

National Headquarters  
55 Kenosia Avenue  
Danbury, Connecticut 06810  
Telephone: 203-744-0100  
Fax: 203-263-9938

## **Additional NORD Offices:**

### **Massachusetts**

1900 Crown Colony Drive,  
4th floor  
Quincy, MA 02169  
Phone: 617-249-7300  
Fax: 617-249-7301

### **Washington, DC**

1779 Massachusetts Avenue  
Suite 500  
Washington, DC 20036  
Phone: 202-588-5700  
Fax: 202-588-5701