

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

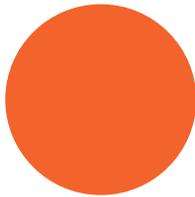


Brand Guidelines 2019

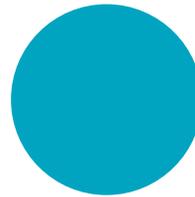
# NORD COLORS

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

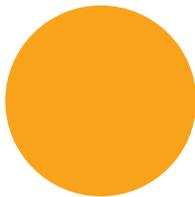


**NORD ORANGE**  
PMS 1665c  
C 0 / M 75 / Y 93 / K 0  
R 252 / G 76 / B 2  
WEB: #FC4C02

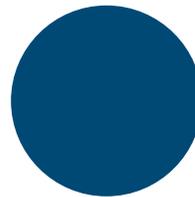


**NORD BLUE**  
PMS 313c  
C 95 / M 0 / Y 200 / K 7  
R 0 / G 146 / B 188  
WEB: #0099BC

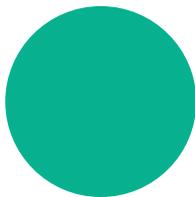
## Secondary Colors



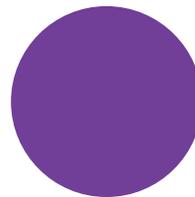
PMS 130c  
C 0 / M 41 / Y 100 / K 0  
R 252 / G 169 / B 0  
WEB: #F2A900



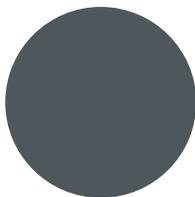
PMS 7462c  
C 90 / M 48 / Y 6 / K 45  
R 0 / G 85 / B 140  
WEB: #00558C



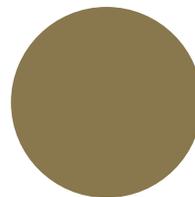
PMS 339c  
C 84 / M 0 / Y 59 / K 0  
R 133 / G 204 / B 152  
WEB: #71CC98



PMS2612c  
C 67 / M 90 / Y 0 / K 0  
R 119 / G 37 / B 131  
WEB: #772583



PMS 431c  
C 56 / M 41 / Y 38 / K 45  
R 91 / G 103 / B 112  
WEB: #5B6770



PMS 451c  
C 23 / M 30 / Y 63 / K 37  
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 fonts are located on the server (N:) Drive > \_TEAMWORK > \_NORD Brand Templates > \_NORD Fonts

# NORD LOGO

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

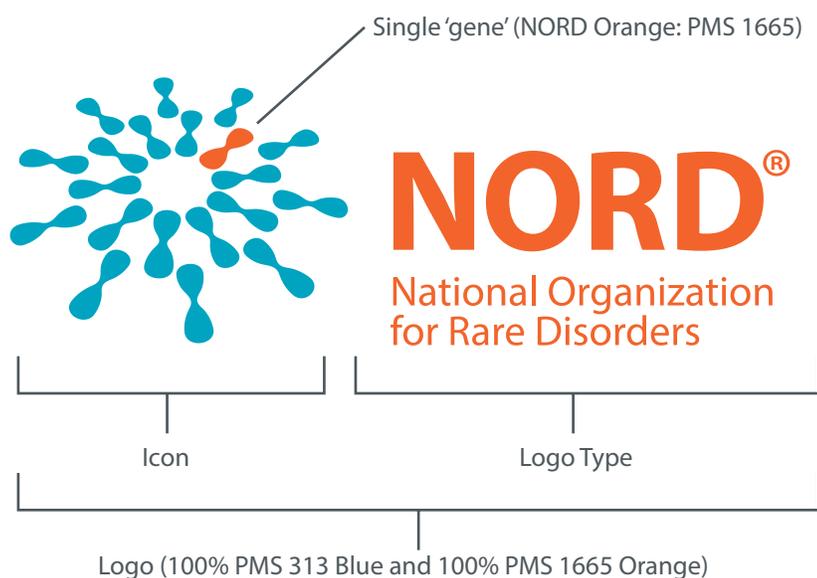
- Unity and connection
- Cohesiveness
- Every part contributes to the whole
- Depth of commitment
- Vibrancy and involvement
- 1 in 10 is affected

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:

- NORD’s logos and word marks are for **non commercial use only**. Usage of NORD’s logos and word marks for commercial sales, individual fundraising or organizational fundraising is strictly prohibited unless otherwise expressed in writing by an authorized agent of 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 its 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 WORDMARKS

## Registered (®) Trademarks/Wordmarks:

- NORD®
- NORD logo® (the pinwheel icon)
- National Organization for Rare Disorders®
- Alone we are rare. Together we are strong.®
- Breakthrough Summit® (text and logo)
- Handprints Across America®
- RareAccess®
- RareAction Network®  
(no space between RareAction)
- Rare Action Network® (and logo)
- RareCare®
- Rare Disease Database®
- RareEDU®
- RareInsights®
- Rare Impact Awards® (text and logo)
- RareLaunch®
- Running for Rare® (text and logo)
- Running4Rare®
- State Report Card® (text and logo)

## Pending Patent Office Approval (use ™):

- IAMRARE™ and IAMRARE.ORG™
- RareCentral™
- RAN™ (short for RareAction Network)
- Rare Action Road Tour™

# PROPER LOGO USAGE



## **NORD Wide Logo w/Tag**

### **WHEN TO USE:**

White/light backgrounds ONLY.

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



## **NORD Wide Logo No Tag**

### **WHEN TO USE:**

White/light backgrounds ONLY.

NORD's full name needs to be spelled out somewhere on the piece.

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



## **NORD Logo Stacked w/Tag**

**WHEN TO USE:** White/light backgrounds ONLY.

Limitations in art area width, narrow promotional items, social media

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



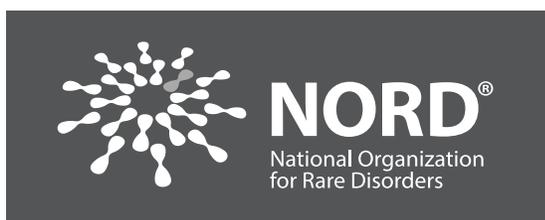
## **NORD Logo Stacked No Tag**

**WHEN TO USE:** White/light backgrounds ONLY.

NORD's full name needs to be spelled out somewhere on the piece.

Limitations in art area width, narrow promotional items, social media

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



## **NORD Logos [Wide and Stacked] as White**

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

- Prints 100% White [or knocks out to white], single gene 50% opacity
- Always have enough contrast between NORD logo and the background color to ensure its legibility

## PROPER LOGO USAGE (continued)



Dotted rule indicates NORD logo safety zone.



Safety zone uses the 'N' from logo as a guide.

## VIOLATIONS



Drop shadows or 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 or unauthorized colors

## EVENT LOGOS



### RUNNING FOR RARE (R4R) LOGO

**WHEN TO USE:**

White/light backgrounds ONLY. There is a version for dark backgrounds. Same NORD logo rules apply to this art.

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

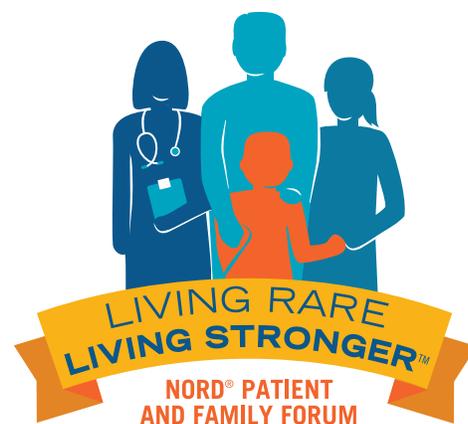


### RARE SUMMIT LOGO

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



### LIVING RARE / LIVING STRONGER (LR/LS)

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

# NORD PROGRAMS & SUB-BRANDS



## RARE ACTION NETWORK (RAN)

### WHEN TO USE:

White/Light Backgrounds ONLY. Same NORD logo rules apply to this art.

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



## MEMBERSHIP BADGE

### WHEN TO USE:

White/Light Backgrounds ONLY. Same NORD logo rules apply to this art.

- CMYK: Multi-color PRINTED marketing materials ONLY
- RGB: Digital/screen 72-300dpi, presentations, video or WEBSITE applications ONLY (not for printed materials)

# CONTACT

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

Lisa M. Sencen, Senior Creative Designer  
lsencen@rarediseases.org

## **National Organization for Rare Disorders**

National Headquarters  
55 Kenosia Avenue  
Danbury, Connecticut 06810  
Telephone: 203-744-0100, ext. 207  
Fax: 203-263-9938

### **Additional NORD Offices:**

#### **Massachusetts**

1900 Crown Colony Drive  
Suite 310  
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