

NORD[®]
National Organization
for Rare Disorders

Brand Guidelines 2020-21
(external use)

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.

Pantone® (PMS #)

The printing industry standard for specifying solid ink colors.

CMYK

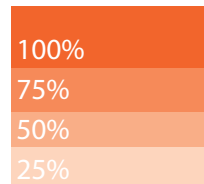
The print industry standard for full color printing. Also known as process color printing, it relies on cyan, magenta, yellow and black to create the spectrum of color seen in most full color printing.

RGB

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

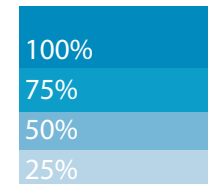
The colors shown on this page and throughout this guide have not been evaluated by Pantone® for accuracy and may not match the Pantone Color Standards. Please consult current Pantone Publications for accurate color. Pantone® is the registered trademark of Pantone, Inc.

Primary Colors



NORD ORANGE

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



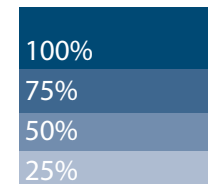
NORD BLUE

PMS 313c
C 100 / M 23 / Y 10 / K 5
R 0 / G 146 / B 188
WEB: #0099BC



NORD GREY

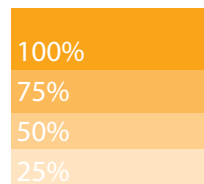
PMS 431c
C 56 / M 41 / Y 38 / K 45
R 91 / G 103 / B 112
WEB: #5B6770



NORD NAVY

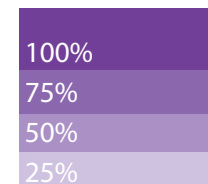
PMS 7462c
C 90 / M 48 / Y 6 / K 45
R 0 / G 85 / B 140
WEB: #00558C

Secondary Colors



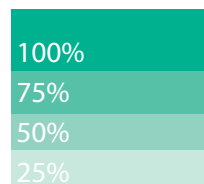
NORD YELLOW

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



NORD PURPLE

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



NORD GREEN

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

FONTS

There are two (2) typeface families used in the NORD brand. Each of these typefaces convey a solid professional feel that clearly reflects NORD's personality.

Headlines should be in all CAPS. Do not use Oswald Medium for body copy.

The display sans serif font, OSWALD MEDIUM, is primarily used for titles, headlines. Oswald is designed to be used freely across the internet by web browsers on desktop computers, laptops and mobile devices.

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

*Default universal font for body copy should be CALIBRI if the NORD fonts are not available. This typeface is available within MS Office applications.

HEADLINE - OSWALD (MEDIUM)

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

BODY COPY* - Myriad Pro (Regular)

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

*Alternative BODY COPY - Calibri (Regular)

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

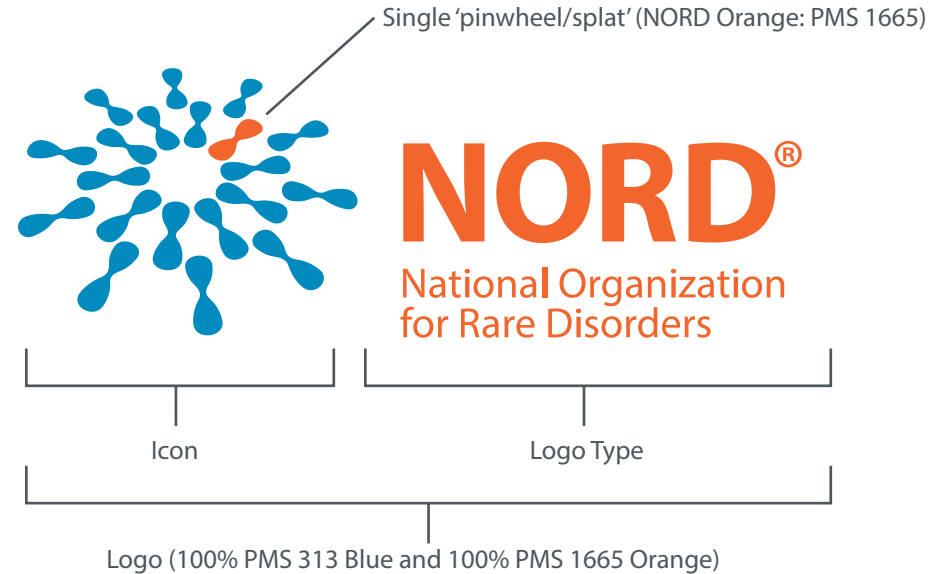


LOGO

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

- Unity and connection
- Depth of commitment
- Cohesiveness
- Vibrancy and involvement
- Every part contributes
- 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.



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



LOGOTYPE AND WORDMARK 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 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.



APPROVED LOGO USAGE



NORD Wide Logo w/Tag

WHEN TO USE:

White/light backgrounds ONLY.



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.



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



NORD Logo Stacked w/Tag

WHEN TO USE:

White/light backgrounds ONLY.

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



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



LOGO SAFETY ZONE



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



Dotted rule indicates NORD logo safety zone.

Which version of logo to use?

- PMS and CMYK : Hi-end and multi-colored printed marketing materials (300 dpi/vector art)
- RGB: Digital/screen 72-300dpi, presentations or web/screen applications ONLY (not for printed materials)

PMS Logos:

PMS is short for Pantone Matching System, the printing industry's standard for specifying ALL solid ink colors. Use for applications that are ink-specific. (i.e.: T-shirts, pens and embroidery).

CMYK Logos:

Also known as process color printing (4-color); using cyan, magenta, yellow and black inks to create the spectrum of color seen in most full color printing. Use on hi-end, multi-colored printed materials. (i.e.: ads, full color communications and posters).

RGB Logos:

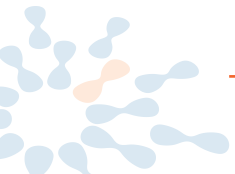
A color system based on red, green and blue light, and used to represent the full spectrum of color on video displays.

BW or 1-Color Logos:

Similar to PMS, but uses just a single color. Use for applications that are limited in printing: Embossing, internal office laser prints/faxes and 1-color silkscreened promotions.

REVERSED or WHITE Logos:

These are to be used when the background is black or extremely dark to recognize the traditional NORD orange and blue logo.



LOGO 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



CONTACT

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

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