

QUICK REFERENCE GUIDE

Technical Supplement to the NORD® Brand Guidelines

Brand Design: Creating Our Visual Identity

Visual contact is one of the most direct and frequent ways to experience and interact with a brand. Our brand design, therefore, is a direct derivation of our brand core and its character traits. All of our brand design elements from logo, tagline and colors to typography, layout and imagery are reduced to the essentials. At the same time they are clean in look and feel. Together, they give our brand a strong visual identity.

Consistency Builds Trust

Shaping assets consistently by applying our characteristic brand design is crucial. Consistency allows our audience and stakeholders to recognize the brand – but it is also a key factor for building trust, and ultimately, brand value.

NORD'S MISSION STATEMENT & TAGLINE

Short Mission:

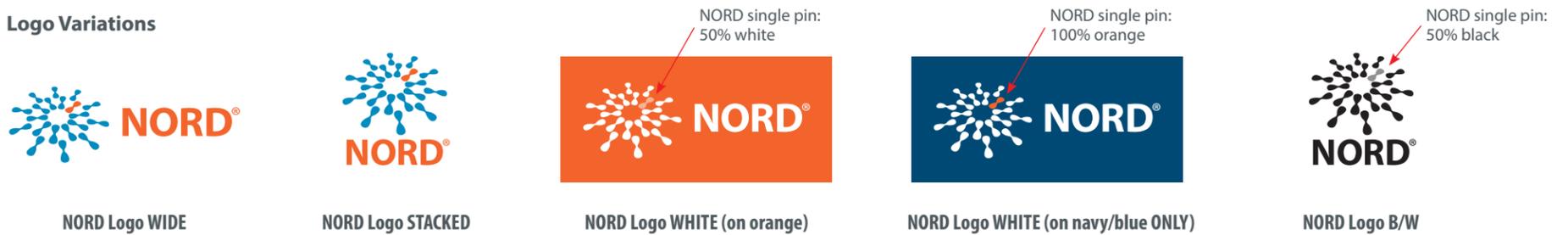
NORD is committed to the identification, treatment and cure of rare diseases.

Long Mission: The National Organization for Rare Disorders (NORD®), an independent nonprofit, is leading the fight to improve the lives of rare disease patients and families. We do this by supporting the rare community - its people and organizations. We work together to accelerate research, raise awareness, provide valuable resources and drive public policy that benefits the estimated 25-30 million Americans impacted by rare diseases.

Alone we are rare. Together we are strong.®

2-color tagline

Logo Variations



Logo Color and Clear Space



NORD Logo: **100% PMS 313 Blue** and **100% PMS 1665 Orange**.

Clear space around logo: Use the 'N' from the NORD logo as a guide.

*NORD's full name needs to be spelled out on item (if there's room).

Trademark Statement

Any mention of NORD (NORD logo) or 'Alone we are rare...' 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."

Next to the copyright symbol ©, and the year of publication, NORD's full name and address must be listed. The latter gives third parties the opportunity to contact us should there be any questions regarding authorship and resulting rights of use.

Color Palette

Our organization's color is orange. Together with blue and navy, it creates an expressive triad that underlines our high ambition and sets us apart from the competition.

Order of Usage: Orange and blue are our dominant colors. Navy and grey are to be used as accent colors only.

Primary Colors are our overwhelmingly dominant colors. Defined values of color for print (CMYK) and digital (RGB) assets, ensure accurate representation across mediums.

100%	NORD ORANGE PMS 1665c	100%	NORD BLUE PMS 313c
75%	C 0 / M 75 / Y 93 / K 0	75%	C 100 / M 23 / Y 10 / K 5
50%	R 252 / G 76 / B 2	50%	R 0 / G 146 / B 188
25%	WEB: #FC4C02	25%	WEB: #0099BC
100%	NORD GREY PMS 431c	100%	NORD NAVY PMS 7462c
75%	C 56 / M 41 / Y 38 / K 45	75%	C 90 / M 48 / Y 6 / K 45
50%	R 91 / G 103 / B 112	50%	R 0 / G 85 / B 140
25%	WEB: #5B6770	25%	WEB: #00558C

Secondary Colors may be used in addition to the primary colors when primary colors are not sufficient.

100%	100%	100%
75%	75%	75%
50%	50%	50%
25%	25%	25%
NORD YELLOW PMS 130c C 0 / M 41 / Y 100 / K 0 R 252 / G 169 / B 0 WEB: #F2A900	NORD GREEN PMS 339c C 84 / M 0 / Y 59 / K 0 R 133 / G 204 / B 152 WEB: #71CC98	NORD PURPLE PMS 2612c C 67 / M 90 / Y 0 / K 0 R 119 / G 37 / B 131 WEB: #772583

CTAs

There should be one call-to-action (CTA) on a communication's piece or back page. The text of the call-to-action can be adapted based on the context. Examples:
For further information, visit: rarediseases.org or [Learn more at rarediseases.org](#)

Typography

Our font style is reduced, timeless and easy to read. For all NORD employees, the font package is located on the NORD Intranet and can be installed by our IT department or on your own.

Primary Fonts: Oswald Medium [headlines] and Myriad Pro [body copy].

Secondary Fonts: Calibri is the standard font for our emails and email signatures, as well as for our external and internal newsletters and emails.

If Myriad Pro is NOT available on a particular computer and it is not possible to install it, Calibri is our secondary option for body copy. Headlines should be replaced with Franklin Gothic Demi Cond if Oswald Medium is NOT on a PC.

Primary/Preferred Fonts:

HEADLINES (ALL CAPS ONLY):
OSWALD MEDIUM
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890!@#\$%^&*()-+=
(not to be used as body copy)

Body Copy: Myriad Pro Regular
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-+=

Alternate/Secondary Web Fonts:

HEADLINES (ALL CAPS ONLY):
FRANKLIN GOTHIC DEMI COND
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890!@#\$%^&*()-+=
(not to be used as body copy)

Body Copy: Calibri (Regular)
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-+=

Icons

Our icons are unique and created for NORD only. Other icons may not be used. If required, you can request icons through Marketing for correct branding.

