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 characteristic 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

The National Organization for Rare Disorders (NORD®) improves the health and well-being of people with rare diseases by driving advances in policy, research and care.

Alone we are rare. Together we are strong:

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.

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 installed by our IT department or on your own.

Primary Fonts:

- Oswald Medium [headlines]
- Myriad Pro [body copy]

Secondary Fonts:

- 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.

Alternate/Secondary Web Fonts:

- HEADLINES (ALL CAPS ONLY): OSWALD MEDIUM
- ALTERNATE/SECONDARY WEB FONTS: FRANKLIN GOTHIC DEMI COND

Body Copy: Myriad Pro Regular

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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.

- NORD ORANGE
  - PMS 1665c
  - C 0 / M 75 / Y 93 / K 0
  - R 252 / G 76 / B 2
  - WEB: #FC4C02
  - RGB: #FF7C02

- NORD BLUE
  - PMS 313c
  - C 100 / M 23 / Y 10 / K 75
  - R 0 / G 146 / B 188
  - WEB: #00558C
  - RGB: #0099BC

- NORD NAVY
  - PMS 7462c
  - C 0 / M 48 / Y 6 / K 25
  - R 133 / G 204 / B 152
  - WEB: #71CC98
  - RGB: #772583

- NORD GREY
  - PMS 431c
  - C 56 / M 41 / Y 38 / K 45
  - R 91 / G 103 / B 112
  - WEB: #5B5B5B
  - RGB: #858585

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

- NORD YELLOW
  - PMS 130c
  - C 0 / M 41 / Y 100 / K 0
  - R 252 / G 169 / B 0
  - WEB: #FAA000

- NORD GREEN
  - PMS 339c
  - C 67 / M 48 / Y 0 / K 25
  - R 133 / G 204 / B 152
  - WEB: #71CC98

- NORD PURPLE
  - PMS 313c
  - C 100 / M 75 / Y 93 / K 0
  - R 119 / G 37 / B 131
  - WEB: #772583

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.

Alternate/Secondary Web Fonts:

- HEADLINES (ALL CAPS ONLY): FRANKLIN GOTHIC DEMI COND
- ALTERNATE/SECONDARY WEB FONTS: FRANKLIN GOTHIC DEMI COND

- BODY COPY: Myriad Pro Regular
- BODY COPY: Calibri (Regular)

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