QUICK REFERENCE GUIDE

Technical Supplement to the NORD® Brand Guidelines

NORD®

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.
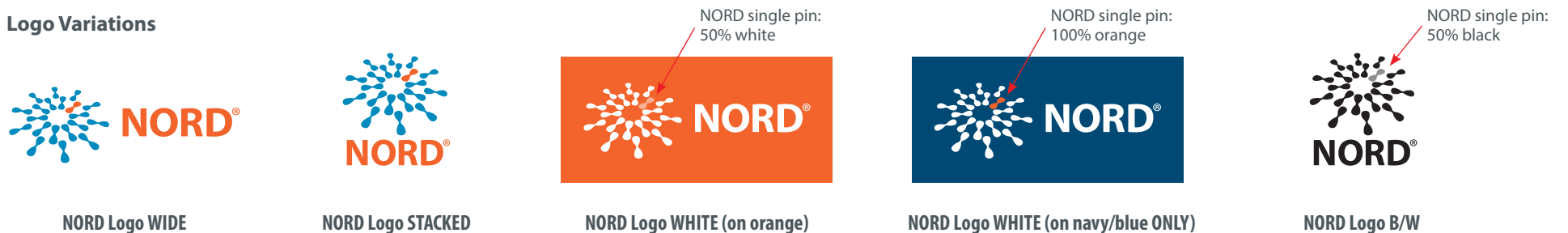
NORD'S MISSION STATEMENT & TAGLINE

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.® 2-color tagline

Logo Variations

NORD single pin: 50% white

NORD single pin: 100% orange

NORD single pin: 50% black

NORD Logo WIDE   NORD Logo STACKED   NORD Logo WHITE (on orange)   NORD Logo WHITE (on navy/blue ONLY)   NORD Logo B/W

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.

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

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

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

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] 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
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()-+=
(not to be used as body copy)

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

Alternate/Secondary Web Fonts:

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

Body Copy: Calibri (Regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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.

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*