

**NORD<sup>®</sup>**

National Organization  
for Rare Disorders

# NORD<sup>®</sup> BRAND GUIDELINES

Alone we are rare. Together we are strong.<sup>®</sup>





# CONTENT

- NORD Overview ..... 3
- Pillars of Our Work ..... 4
- Logo Usage ..... 5
- Logotype and Trademark Usage Policy ..... 8
- Color-coded Pillars and Audiences ..... 9
- Brand Colors ..... 10
- Typography ..... 11



*Mission: Improving the health and well-being of people with rare diseases by driving advances in care, research, and policy.*

## Who We Are

For over 40 years, NORD has been a national steward, an unwavering partner and a steadfast presence helping those who battle with rare disease or care for someone who does, feel seen, heard, supported and connected. We're a full-service, mission-driven nonprofit reimagining a future where every person with a rare disease and their families live their best lives.

We are patients, family members, clinicians and researchers united by a single purpose – solve the greatest challenges and unmet needs in rare disease patient care, treatment and research.

Our motto is **“Alone we are rare. Together we are strong.”** This embodies our approach to enable, energize, and inspire individuals and advocates to be forces for positive change and build progress on what matters most to patients and their families.

Since our founding by individuals and families in the 1980s, NORD has always put rare patients first. We have served as the hub of the rare disease community, leading efforts to connect patients and patient organizations with other stakeholders and driving progress for all.

## Our Vision

We believe that all people living with a rare disease have a fundamental right to their best health and well-being and strive for a world where that brighter future exists.

We strive for:

- A national awareness and recognition of the challenges faced by people living with rare diseases and the associated costs to society.
- A nation where people with rare diseases can secure access to care that extend and improve their lives.
- A social, political, and financial culture of innovation that supports both the basic and translational research necessary to create tests and therapies for all rare disorders.
- A regulatory environment that encourages development and timely approval of safe and effective treatments for patients with rare diseases.

## Our Values

**Compassion:** We commit to understanding the perspectives and circumstances of others and strive to make a difference.

**Integrity:** We are respectful, genuine and accountable in all we do.

**Innovation:** We are passionate visionaries working to create a better future for the rare community.

**Inclusion:** We foster a sense of belonging and community by seeking out and including diverse perspectives.

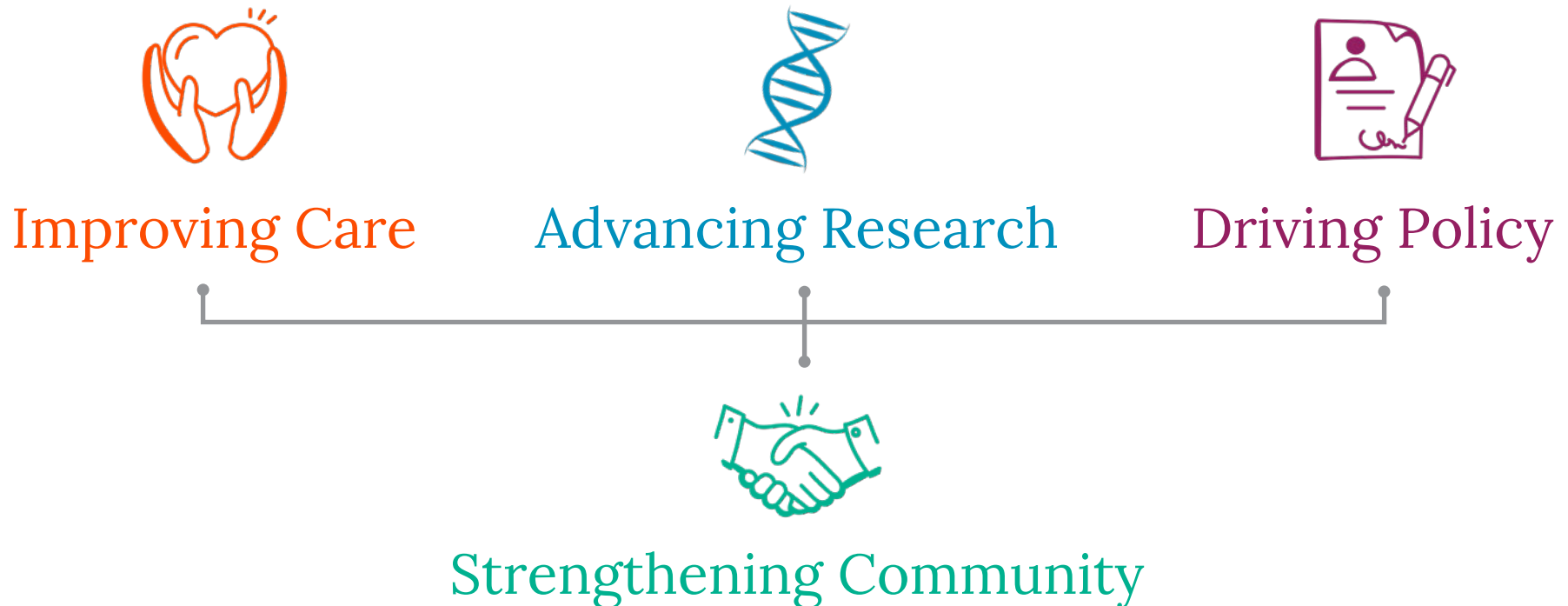
**Collaboration:** We work intentionally toward common goals and support others to reach their full potential.

## Areas of Focus

For over 40 years, NORD has been the first step toward hope, action and progress for our community. We're rooted in advocacy that spurred a movement and forever changed the paradigms of rare disease care, research and policy. Our founder, Abbey Meyers, and an ad hoc coalition of patient and parent advocates passed the world's first-ever legislation incentivizing the development of new treatments for rare diseases known as the Orphan Drug Act. This milestone marked a turning point for rare disease patients who up until then had no hope of a treatment or cure in their lifetime.

NORD has always been a pioneer of "firsts" to address critical unmet needs in our community – the first legislation, the first umbrella organization, the first database for rare diseases, first patient assistance program, the first registry program to empower patients, the first disease agnostic network of expert centers – innovating solutions for the community is part of the fabric of our DNA.

Our history of achievements, reach and influence uniquely position us to continue to lead significant, long-term changes that directly improve the lives of patients today and into the future. As we forge ahead, we will build on our strong legacy by leveraging our distinct advantage of working with the community at the intersections of care, research and policy.

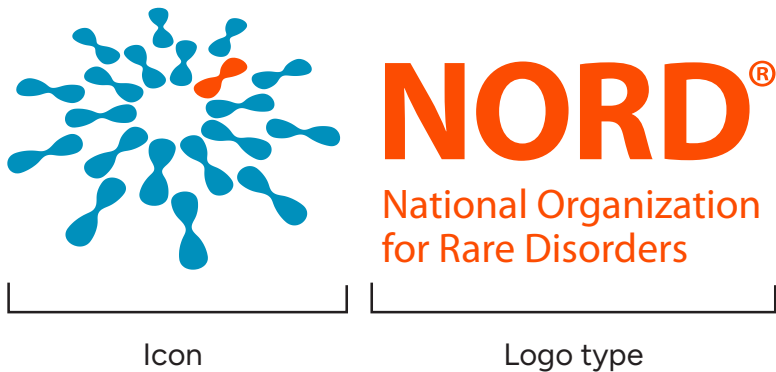


# Logo Usage

## NORD Logo

With the dawn of a new era for both rare diseases and 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 ensure patient access to new treatments, we must look to the future and embrace the promise of new ideas and new technologies.

**Download the NORD logos to your computer [here](#).**

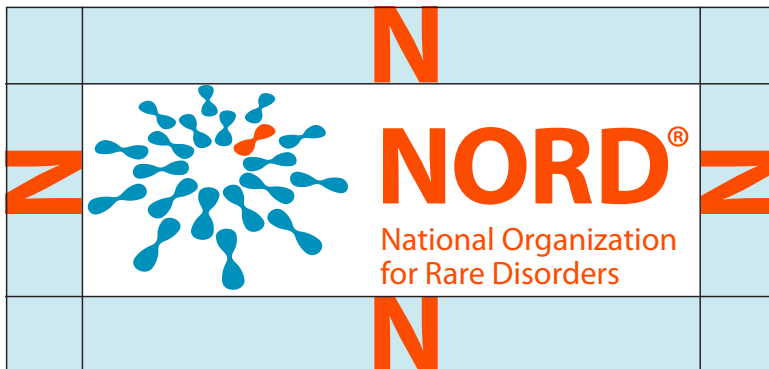


**This logo represents several themes that are important to NORD, its members, and the rare disease community:**

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

Any mention of NORD (or NORD logo) in a publication, website, or promotional item will need to have a superscripted registration mark (®). Please state at the bottom or back of the piece:

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



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



Dotted rule indicates NORD logo safety zone.

# Logo Usage *(continued)*



## Approved Usage



### NORD Wide Without Logo

#### WHEN TO USE:

White/light backgrounds ONLY. NORD's full name needs to be spelled out somewhere on the piece.



### NORD Stacked Without Logo

#### 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.



### NORD Wide Logo—White or Navy

#### WHEN TO USE:

- Black or extremely dark 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



# Logo Usage *(continued)*

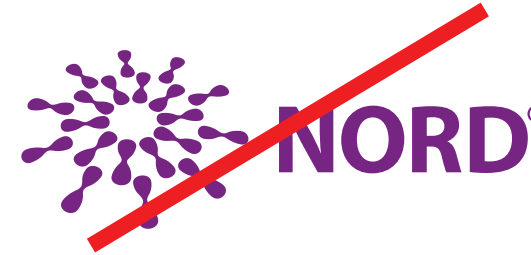
## Violations of Use



Drop shadows or placing a box or circle around the NORD logo



Rearranging the NORD logo, changing proportions of the elements



Skewing the NORD logo or using unauthorized colors



Stretching or scaling the logo disproportionately



Logo on a busy background



Combining other logos with the NORD logo

# Logotype and Trademark 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 and/or corporate partners 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@rare diseases.org](mailto:marketing@rare diseases.org).



# Color-coded Pillars and Audiences

In order to better distinguish between our work, we have implemented a color-coding system in relation to NORD's pillars of focus and primary audiences.

## Pillars of Our Work



## Primary Audiences



# Brand Colors

Only the following colors should be used, as they correspond to the colors of NORD's mission and are a constant reminder of our brand essence.

## Primary Colors

NORD's primary colors are designed to be our core colors.



### NORD ORANGE (Care)

CMYK 0/75/93/0  
RGB 252/76/2  
#FC4C02



### NORD BLUE (Research)

CMYK 100/23/10/5  
RGB 0/144/188  
#0092BC



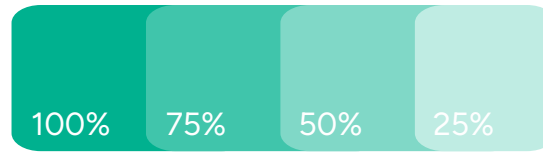
### NORD BURGUNDY (Policy)

CMYK 40/100/23/12  
RGB 148/31/97  
#931F61

*NEW – Burgundy  
Compliments the existing  
primary colors and is  
associated with love  
and passion.*

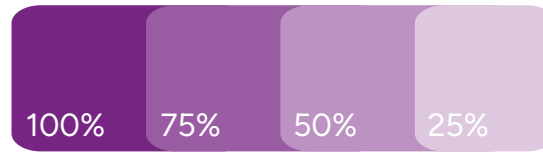
## Secondary Colors

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



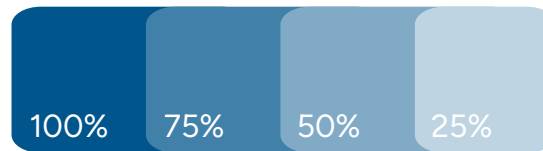
### NORD GREEN (Community)

CMYK 77/2/57/0  
RGB 0/177/143  
#00B18F



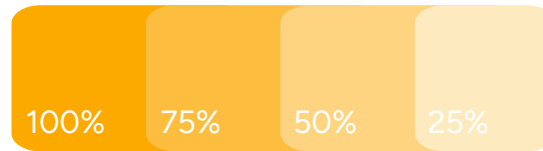
### NORD PURPLE

CMYK 67/90/0/0  
RGB 119/37/131  
#772583



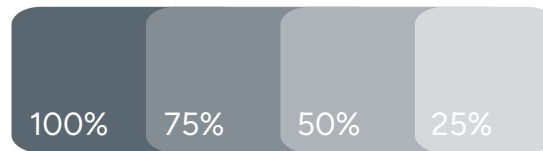
### NORD NAVY

CMYK 90/48/6/45  
RGB 0/85/140  
#00558C



### NORD YELLOW

CMYK 0/41/100/0  
RGB 252/160/0  
#F2A900



### NORD GRAY

CMYK 56/41/38/45  
RGB 91/103/112  
#5B6770

## Gradients

Gradients are to be used sparingly as an additional creative element.



The following fonts are to be used across print and digital media to present a cohesive package across NORD’s visual landscape.

There are two typeface families used in the NORD brand, Figtree and Lora with Calibri as a default, universal alternative. Each of these typefaces convey a solid professional feel that clearly reflects NORD’s personality.

## Figtree

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890!@#\$%^&\*()-+=

**HEADLINE** Figtree Bold

**Bold body** Figtree Bold

Body Figtree Regular

Disclaimers Figtree *Italic*

### Primary/Preferred Font:

- To be used as the primary NORD font for all text including headlines, subheads, body copy, disclaimers, calls to action, etc.

## Lora

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890!@#\$%^&\*()-+=

**Headline** Lora Bold

**Subhead** Lora Bold

### Alternate/Secondary Font:

- To be used as an alternate headline and subhead font. This is not to be used for body copy.
- Color can be used to differentiate headlines

Only to be used as a back up when other fonts are not available.

## Calibri

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890!@#\$%^&\*()-+=

### Back Up Font:

- To be used only as an **alternate font if Figtree and/or Lora are not available.**
- This typeface is available within Microsoft Office applications.
- Examples may include: Microsoft PowerPoint Presentations, virtual presentations