brand guide

novo nordisk fonden

Benefiting people and society

Welcome to the **Novo Nordisk Fonden** brand guide

Our brand unites us. It's what makes us recognisable to the world and even to ourselves. Maintaining a strong brand requires teamwork, commitment and clear guidelines to align our platforms and material. In this brand guide, you'll find everything you need to know about our visual identity. You can also find a set of brand standards that everyone should follow.

Typography

Knowledge is at the heart of our origins and what enables people we support to contribute to our vision: To improve the lives of people and the sustainability of society.

Our typography concept illustrates the three stages to unlocking knowledge. In the first stage we search for knowledge, in the second we discover and in the third we can apply the knowledge. Each stage has its own typography: Novo Search, Novo Discover, and Novo Apply.

Our three typographies are called **Search, Discover** and **Apply**. The typographies complete one another in the way that when you add the Search and Discover typographies together, you get the fully formed Apply typography.

Novo Apply Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz Ææ Øø Åå Ww
1 2 3 4 5 6 7 8 9 0 - + ? ! " # % & / ( ) =

Novo Apply Serif

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz Ææ Øø Åå Ww
1 2 3 4 5 6 7 8 9 0 - + ? ! " # % & / ( ) =

Typography

For everyday usage, we use the Apply typography that is the fully formed product of the Search and Discover typographies. Search and Discover act as a graphical fifth element, to be used for decorative purposes.

Body copy can be **Novo Blue** or **90% black**.

Novo Apply Sans

Extra Light

Extra Light Italic

Light

Light Italic

Regular

Italic

Medium

Medium Italic

DemiBold

DemiBold Italic

Bold

Bold Italic

ExtraBold

ExtraBold Italic

Extra Light

Extra Light Italic

Light

Light Italic

Regular

Italic

Medium

Medium Italic

DemiBold

DemiBold Italic

Bold

Bold Italic

ExtraBold

ExtraBold Italic

Novo Apply Serif

Extra Light

Extra Light Italic

Light

Light Italic

Regular

Italic

Medium

Medium Italic

DemiBold

DemiBold Italic

Bold

Bold Italic

ExtraBold

ExtraBold Italic

Extra Light

Extra Light Italic

Light

Light Italic

Regular

Italic

Medium

Medium Italic

DemiBold

DemiBold Italic

Bold

Bold Italic

ExtraBold

ExtraBold Italic

Novo Search

Extra Light

DemiBold

ExtraBold

Novo Discover

Extra Light

DemiBold

ExtraBold

The visual story

Benefiting people and society

One phrase embracing our entire brand essence and brand belief. It is the inspiration for our visual identity.
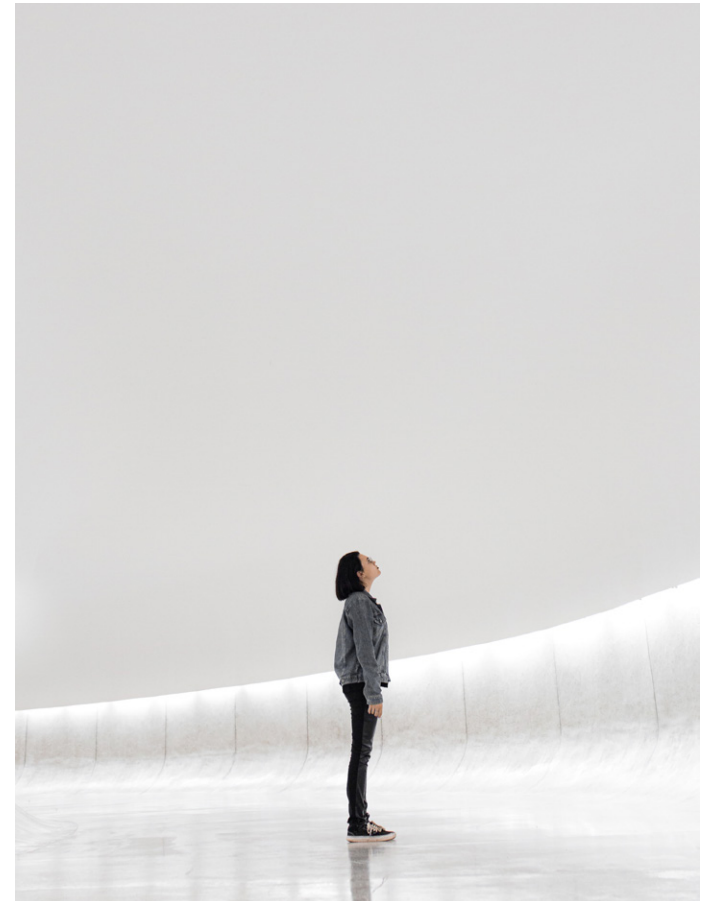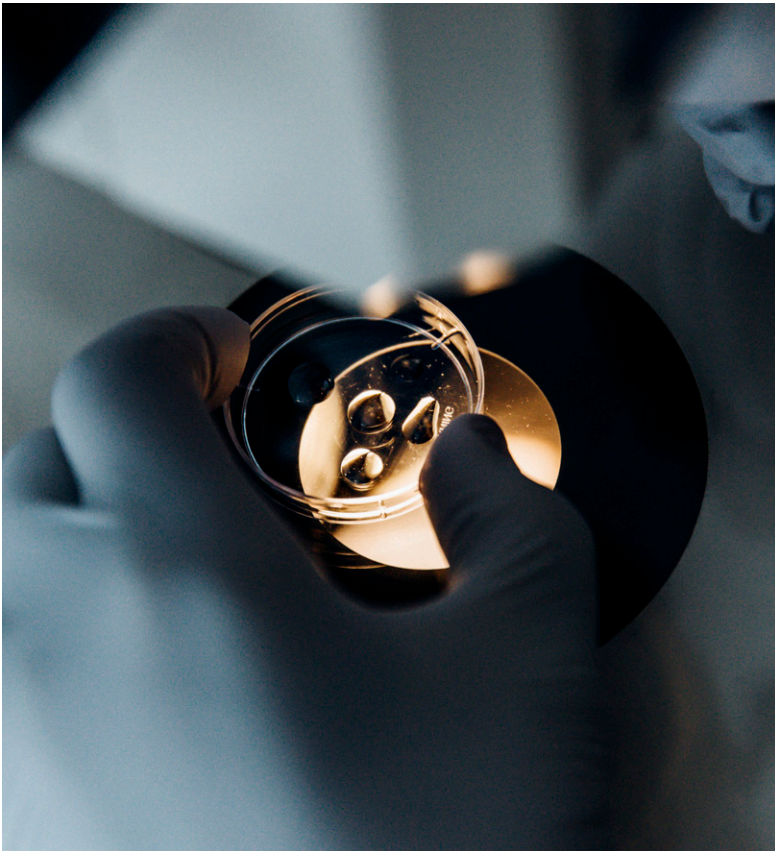
The visual story / images

As a general rule of thumb, the images we use should **inspire curiosity and stir the imagination**. Much like the effect of our typography, the viewer should be intrigued and feel the need to decode the image.

However, all pictures that we use are real in the sense that they are taken from **the natural world, portraying real people and real occurrences**. Taken in a documentary style, the images use different angles to present the known and the unknown world in a new perspective.
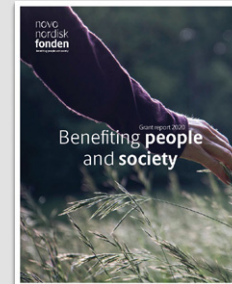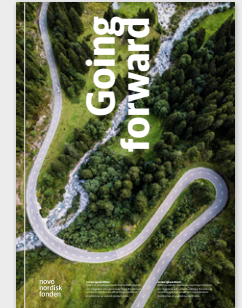
When choosing a picture, ask yourself: Does it evoke curiosity? Is it aesthetically pleasing? Is it real?

Logo

Our official logo uses a combination of the two typographies Search and Discover and Novo Apply Sans ExtraLight. There are different variations of the logo, available for small and large scale use. Please see the recommendations for logo placement and scaling.

Primary logo in three decks with transparency, tagline and primarily used on a white background.

Secondary logo in one deck can be used as an alternative, when needed.

Negative logos with opacity are used on colored backgrounds or images with a clear contrast to the logo.

Smaller logos are always solid and without tagline.

See size requirements for logos on the next page.

Primary logo
Opacity

novo
nordisk
fonden
Benefiting people and society

!

novo
nordisk
fonden
Benefiting people and society

NB! This version is only used together with the Novo Holdings logo

Secondary logo
Opacity

novo nordisk **fonden**
Benefiting people and society

Secondary logo
Solid

novo nordisk **fonden**

Primary logo
Opacity

novo
nordisk
fonden
Benefiting people and society

!

novo
nordisk
fonden
Benefiting people and society

NB! This version is only used together with the Novo Holdings logo

Secondary logo
Opacity

novo nordisk **fonden**
Benefiting people and society

Secondary logo
Solid

novo nordisk **fonden**

The logo is **surrounded by clear space** equal to the height of the lowercase 'v' to ensure legibility and visual impact.

Size table for logos:

Print:

A1	90mm / height
A2	60mm
A3	40mm
A4	30mm
A5	25mm
A6	15mm

Digital:

1920 x 1080	105px / height
1366 x 768	70px
1280 x 800	60px

! NB! The logo should be 1/10th of the diagonal of formats bigger than A1

Our **minimum** logo sizes are:
- Three deck w. tagline / height 25 mm
- Three deck w/o. tagline / height 15 mm
- Oneline logo w. tagline / height 10 mm
- Oneline logo w/o. tagline / height 4 mm

novo nordisk **fonden**
Benefiting people and society

Use the primary logo in three decks with transparency and tagline for formats bigger than A5

novo nordisk **fonden**
Benefiting people and society   25mm

novo nordisk **fonden**
Benefiting people and society   10mm

Use our solid logo without tagline for digital purpose and formats same size as A6 or smaller

novo nordisk **fonden**   15mm

novo nordisk **fonden**   4mm

Logo

Logos are **always** placed in a corner.

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Benefiting people and society

novo nordisk **fonden**

novo nordisk **fonden**

novo nordisk **fonden**

novo nordisk **fonden**
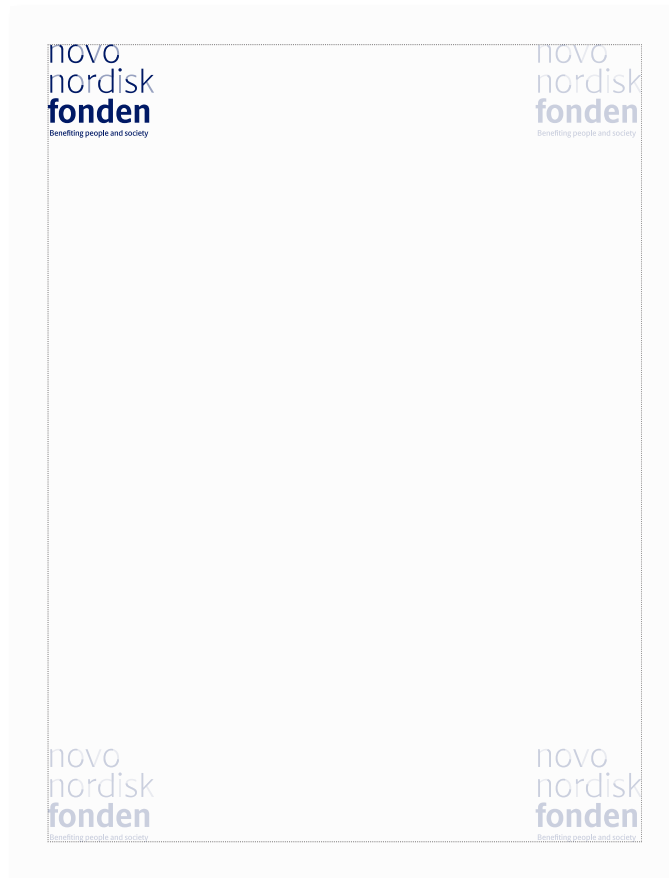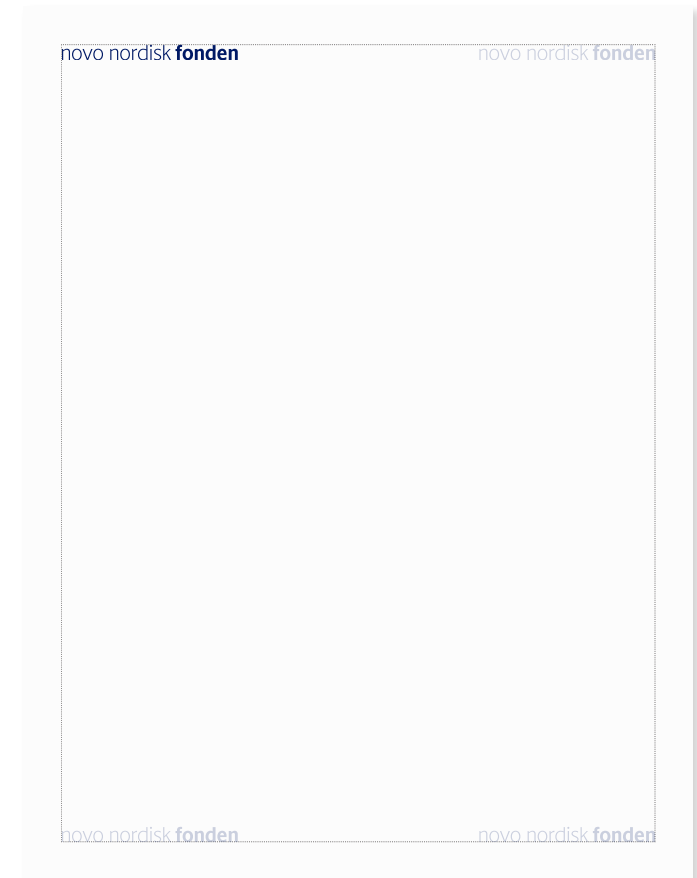
5th element

The 5th element combines Novo Search and Novo Discover, used in either Extralight, Demibold or Extrabold. The idea is to always use the two typefaces together to create semi-fragmented yet legible sentences.

Using the 5th element transparently over images and coloured surfaces creates a good effect.

The Novo Search and Novo Discover fonts can be used as **graphical elements** in various ways.

Use them together, one in 100% solid and one with opacity - or alone as a graphical element.

Novo Discover is a primary font and should always be set to 100% in combination with Novo Search.

Typography can/may be used as subtle background graphics.

When using a single weight, always use Novo Discover.

The typography can be **used with images**. The cropping and placing of images can emphasise the typographic lines.

Images can be used inside the typography when placed on top of another image.

Place the identical image in the letters, zoom or adjust to create a clear definition of the letters.

Choose your image with care. Some give better results than others.

Make sure that the word is legible, and that you **never use more than one image** in this variant.

Brand expressions

How to choose the visual expression for your story? The Foundation has a diverse set of stakeholders that require different styles of communication. We have three types of brand expressions we can use for different target groups: Core, Open and Innovative.

Core

The Core Expression is the foundation of all our visual communication, meaning that it is the basic edition of our visual identity.

Slightly formal, the Core Expression reflects our core brand and is safe to use in almost every situation when communicating as the Novo Nordisk Foundation. It portrays the Foundation as **professional, visionary, scientific** and **collaborative**.
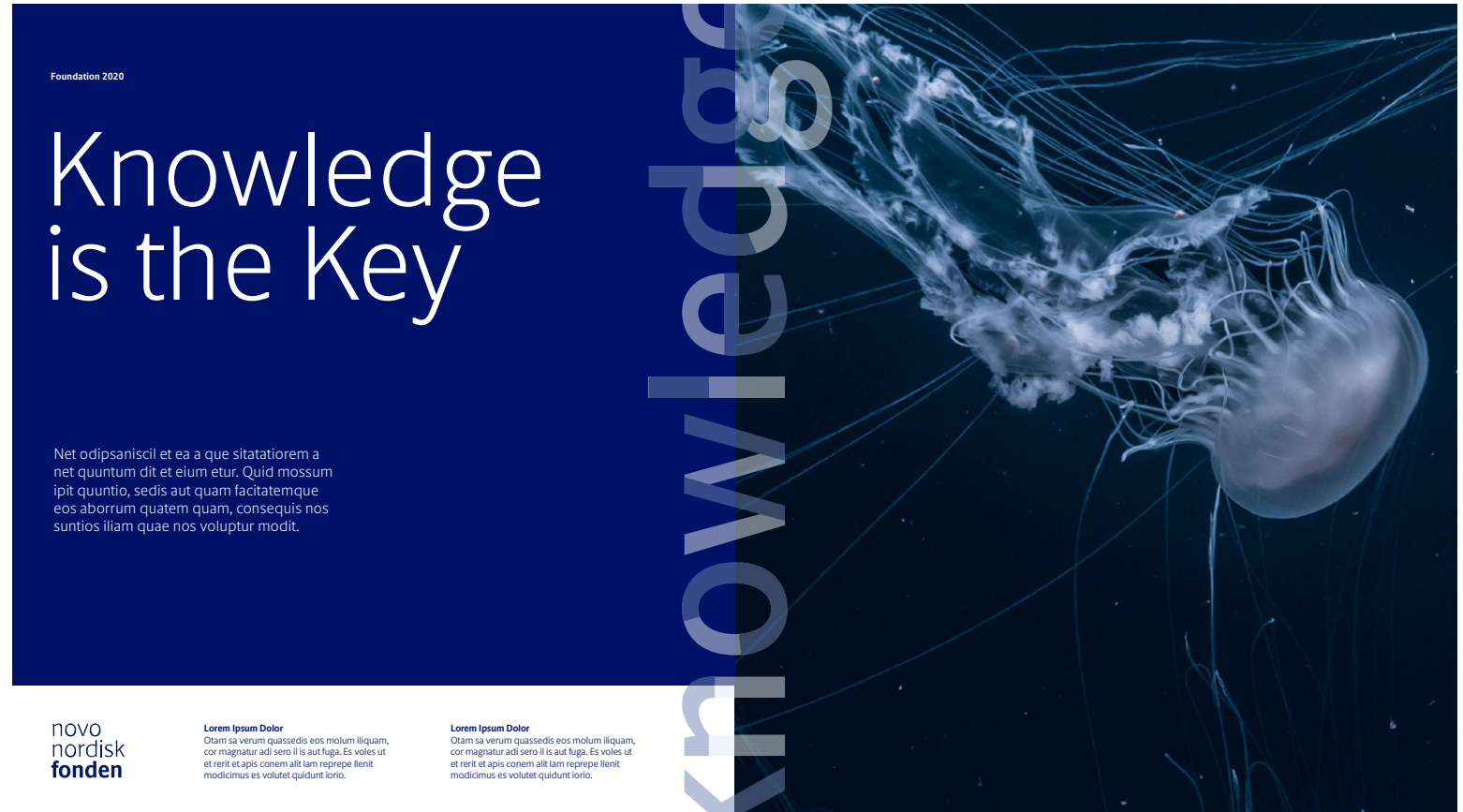
Foundation 2020

Knowledge is the Key

Net odipsaniscil et ea a que sitatatiorem a net quuntum dit et eium etur. Quid mossum ipit quuntio, sedis aut quam facitatemque eos aborrum quatem quam, consequis nos suntios iliam quae nos voluptur modit.

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Lorem Ipsum Dolor
Otam sa verum quassedis eos molum iliquam, cor magnatur adi sero il is aut fuga. Es voles ut et rerit et apis conem alit lam reprepe llenit modicimus es volutet quidunt iorio.

Lorem Ipsum Dolor
Otam sa verum quassedis eos molum iliquam, cor magnatur adi sero il is aut fuga. Es voles ut et rerit et apis conem alit lam reprepe llenit modicimus es volutet quidunt iorio.

Core

The standard typeface for the Core Expression is Novo Apply Sans, used in Extralight to Medium weights for headlines, and Regular and Bold weights for body text.

We use Novo Apply Sans because it has a **modern**, **simple** and straightforward character that helps to underline the desired perception in this brand expression.

Another possibility is to combine Novo Search and Novo Discover in either Extralight or Demibold for headlines, to create semifragmented yet legible titles.

We use our **corporate primary colours**: Novo Blue (in a palette of four tints that can be used to add dimension to the colour scheme).

The 5th element for the Core expression combines Novo Search and Novo Discover, used in either Extralight or Demibold. The idea is to always use the two typefaces together to create semi-fragmented yet legible sentences. Using the 5th element transparently over images and coloured surfaces creates a good effect.

Contributing
significantly
to research

Improving
people's lives
and the
sustainability
of society

Lorem Ipsum Dolor
Otam sa verum quassedis eos molum iliquam, cor magnatur adi sero il is aut fuga. Es voles ut et rerit et apis conem alit lam reprepe llenit modicimus es volutet quidunt iorio.
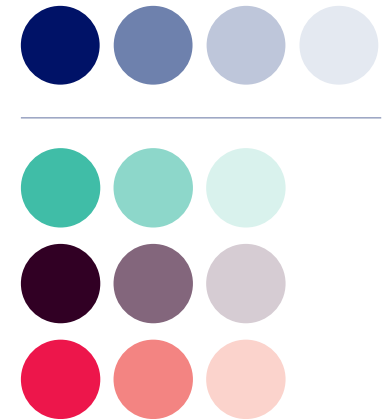
knowledge

Brand expressions

Primary Colours

Blue and white are the two main brand colours.

Secondary Colours
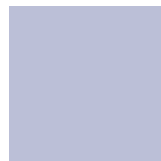
Light Green
Dark Purple
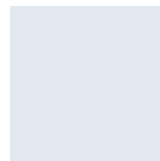Crimson Red

Primary Colours

Novo Blue
PMS 280
CMYK / 100-75-0-35
RGB / 0-25-101
#001965
RAL / 5002

Novo Light Blue
PMS 7681
CMYK / 40-25-5-0
RGB / 102-117-162
#6675a2

PMS
CMYK / 25-20-5-0
RGB / 189-192-215
#bcbfd7

PMS
CMYK / 10-5-2-0
RGB / 226-231-240
#e1e7ef

50%   30%   10%

! Use the primary blue colors as shown above

Secondary Colours

Light Green
CMYK / 69-0-44-0
RGB / 64-189-167
#40bda6

Dark Purple
CMYK / 60-90-40-70
RGB / 49-0-36
#310024

Crimson Red
CMYK / 0-100-65-0
RGB / 237-23-76
#ed174b

60%

20%

60%

20%

60%

20%

! Use only the secondary colors for piecharts etc. and for a limited amount of graphical elements

Open

The Open Expression is apt for communicating to broader groups in society when we want to portray the Foundation as accessible, lively, and human. The Open Expression communicates our brand in a **simple, eye-level and friendly manner**, and has been designed to convey a more personal and engaged image.

Knowledge is the Key

Research affect everyday life

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Lorem Ipsum Dolor
Otam sa verum quassedis eos molum iliquam, cor magnatur adi sero il is aut fuga. Es voles ut et rerit et apis conem alit lam reprepe llenit modicimus es volutet quidunt iorio.

Lorem Ipsum Dolor
Otam sa verum quassedis eos molum iliquam, cor magnatur adi sero il is aut fuga. Es voles ut et rerit et apis conem alit lam reprepe llenit modicimus es volutet quidunt iorio.

Open
Uses the Extrabold weight for headlines, and Extralight to Regular weights for body text. In this expression we are able to treat our typography in a **playful manner**, allowing it to **live freely**.

Primary colour palette: Petroleum Green, Warm Sand, Bright Yellow and Dark Purple. Each colour of the complimentary palette comes in two tints, available for duo tone application on headlines and 5th element.

A **key element** is to use our many colours to **convey diversity** and **friendliness**. Consequently, we never use our corporate colours (Novo Blue + tints) for backgrounds or larger coloured surfaces.

The 5th element is comprised of Novo Search Extra Bold and Novo Discover Extra Bold, used together over **coloured surfaces** or **images** as a super graphic — consequently, we only use **single**, **short** and **familiar words**.

Knowledge is the Key

Improving the lives of others

Welcome to our world of research

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Lorem Ipsum Dolor

Lorem Ipsum Dolor
Otam sa verum quassedis eos molum iliquam, cor magnatur adi sero il is aut fuga. Es voles ut et rerit et apis conem alit lam reprepe llenit modicimus es volutet quidunt iorio.

new
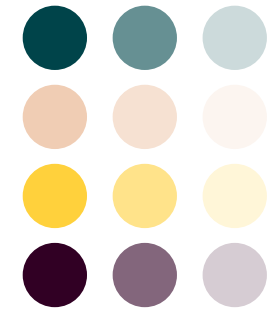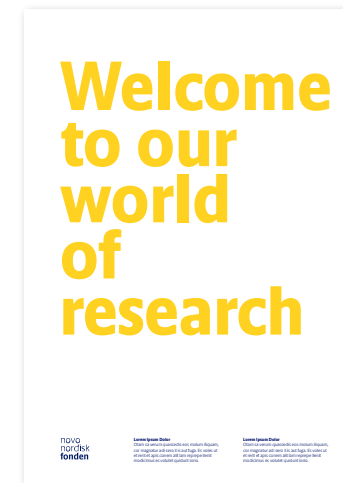
Open

Warmer spectra of assigned brand colours. Each colour of the complimentary palette comes in four tints, available for duo tone application on headlines and 5th element.

A key element of the Open Expression is to use our many **colours to convey diversity and friendliness**. Consequently, we never use our corporate colours (Novo Blue + tints) for backgrounds or larger coloured surfaces. Corporate colours (Novo Blue + white) are only used for footer or header text .

These colors can be **tinted** in **60%** and **20%** of the main colour.

Bright Yellow
CMYK / 0-20-80-0
RGB / 255-209-60
#ffd13c

Petroleum Green
CMYK / 100-10-50-55
RGB / 0-70-75
#00464b

Dark Purple
CMYK / 60-90-40-70
RGB / 49-0-36
#310024

Warm Sand
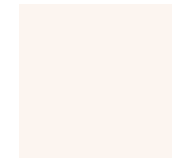CMYK / 60-90-40-70
RGB / 49-0-36
#f0cdb4

60%

60%

60%

60%
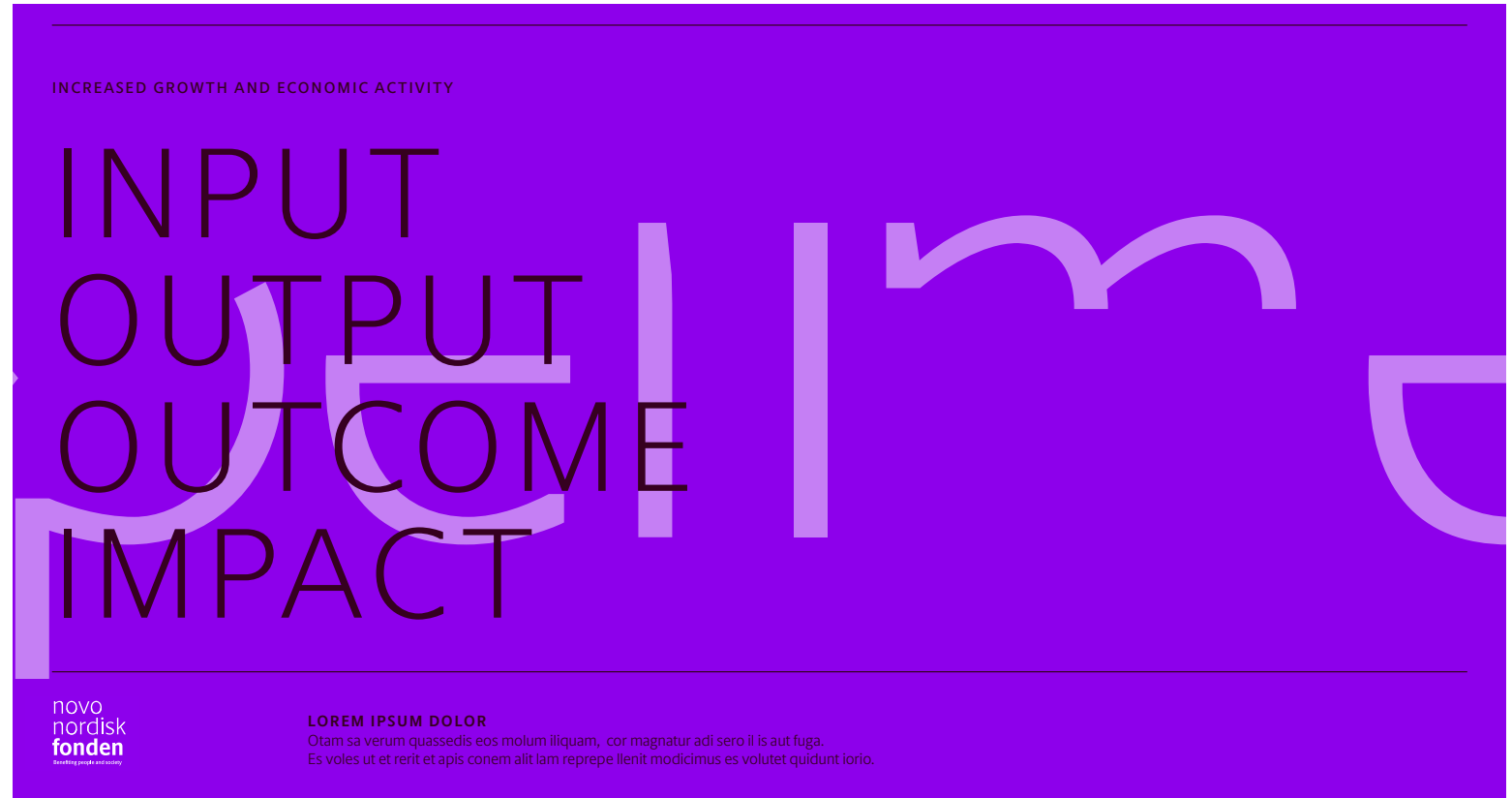
20%

20%

20%

20%

Innovative

The innovative Expression is designed to communicate with target groups that value innovation and experimentation, and are front runners within their field.

Consequently, this expression portrays the Foundation as **intelligent** and **creative**, communicating with **high energy** to evoke curiosity and spark excitement.

INCREASED GROWTH AND ECONOMIC ACTIVITY

INPUT
OUTPUT
OUTCOME
IMPACT

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LOREM IPSUM DOLOR
Otam sa verum quassedis eos molum iliquam, cor magnatur adi sero ii is aut fuga.
Es voles ut et rerit et apis conem alit lam reprepe lienit modicimus es volutet quidunt iorio.

Innovative

The standard typeface for the Innovative Expression is Novo Apply Sans, used in **Extralight** to **Regular** for **headlines** and titles, Light and Bold for body text. We use Novo Apply Sans in its lighter weights to create **active**, **dynamic executions** that help generate the desired perception in this brand expression. In the Innovative Expression we treat our typography bravely, **using all caps** for headlines and working with placement freely, allowing headlines and titles to fill surfaces of executions.

The Innovative Expression comes with **four-swatch basic colour palette**; Petroleum, Crimson Red, Dark Purple and Light Green. Each colour comes with two complementary tints.

Our 5th element is comprised of **Novo Search Regular,** used over coloured surfaces or images as a super graphic. This element is used in this expression to **generate a fragmented and futuristic look**.

INPUT
OUTPUT
OUTCOME
IMPACT

LOREM IPSUM DOLOR
Otam sa verum quassedis eos molum iliquam, cor magnatur adi sero il is aut fuga. Es voles ut et rerit et apis conem alit lam reprepe llenit modicimus es volutet quidunt iorio.

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FROM BRIGHT
IDEAS TO
BETTER
HEALTHCARE
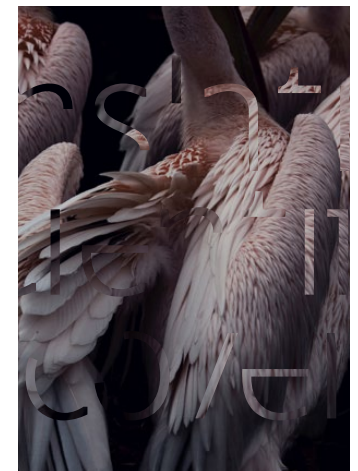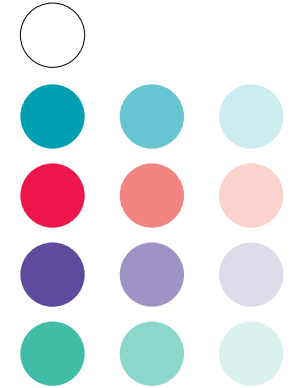
Innovative

All colours are used to **add more life and vibrance** to this brand expression. Each colour comes with two complementary tints in 60% and 20%.

Petroleum
CMYK / 0-20-80-0
RGB / 0-159-178
#009eb1

60%

20%

Crimson Red
CMYK / 0-100-65-0
RGB / 237-23-76
#ed174b

60%

20%

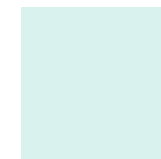Purple Rain
CMYK / 75-82-0-1
RGB / 93-75-157
#5d4b9d

60%

20%

Light Green
CMYK / 69-0-44-0
RGB / 64-189-167
#40bda6

60%

20%

Ic⊙nography

We use icons with a distinctive and ownable character - as clean and simple as the rest of the brand identity.

These are used to help clarify information and navigation and can be used as part of infographics and as functional elements such as navigational icons on websites.

Iconography

Icon size guide

If you use icons in your designs, your audience will recognise them instantly. Icons are easily recognisable and universal. The meaning of icons can be **easily understood** and makes a presentation or a design more visually attractive.

The icons should be 1/30th of the diagonal of the surface - we recommend the **following sizes**.

Print:
A1	28mm
A2	20mm
A3	14mm
A4	10mm (minimum)
A5	10mm (minimum)
A6	10mm (minimum)

Digital:
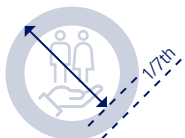| 1920 x 1080 | 64px |
| 1280 x 800 | 43px |

Our **minimum** sizes are:

Print:
10x10 mm.
Stroke 0,75 pt.

Digital:
50x50 pixels
Stroke 1 pt.
(1,3 pixels.)

The **clearspace** between circle and icon should be **1/7th** of the diagonal

Iconography

Dark icons:
Use 100% colour and 60% tint on light backgrounds

Light icons:
Use 100% **white** and 20% tint from the selected colored background

Check out these examples:

Core examples

- ■ Novo Blue
- ■ Novo Light Blue

- □ 20%
- □ White

Open examples

- ■ Petroleum
- ■ 60%

- □ 20%
- □ White

Innovative examples

- ■ Purple Rain
- ■ 60%

- □ 20%
- □ White

If you have any brand-related questions, please don't hesitate to contact one of our members of the brand team.

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