THE NDC DIFFERENCE: OUR BRAND PROMISE

NDC will enable our supply chain partners to deliver efficiency to healthcare through customized solutions and a superior customer experience.

Consistency is the measure of a brand’s ability to repeatedly deliver the experience it promises. This guide has been created to serve as a reference for all who represent NDC—including our employees, executives, board of directors and supply chain partners. We hope this will promote a positive, mindful adherence to our brand standards and present a uniform, consistent look to establish and uphold our brand integrity.

The NDC brand embodies the collective energy of the entire NDC distribution network—past, present and future. Our legacy brands have built the roads that have brought us to where we are today. As we move forward with excitement, we pay tribute to our founding ambitions and rich heritage, and diligently deliver efficiency to healthcare through our supply chain partners.

In this spirit, we are pleased to introduce NDC’s updated corporate identity and brand standards guide. We thank you in advance for your diligence and compliance with these principles, as they are critical elements to our strategic branding efforts.

Although it is necessary to protect our brand, the culture of NDC embodies the inherent ability to be flexible when necessary. Within this framework, we will accommodate circumstances where we may bend the rules, but never break them. Contact NDC Creative Services at creative@ndc-inc.com to request a ‘brand exemption’ authorization or for additional support.
NDC BRAND STANDARDS

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The NDC logo is our most important visual asset. It is an immediate representation of our company, brand and culture. It is a vital aspect of our visual identity, and needs to be used consistently only in approved forms.

The NDC logo consists of two components: a mark and a wordmark. The established size and positioning relationships between these two components must not be altered, as these elements define the NDC logo.

**Mark**
The NDC mark carries forward a portion of the NDC legacy globe, framing the NDC letters. The intersecting swooshes represent the strength, confidence and scope of NDC’s robust distribution network. The NDC mark also represents the intersection of distributors, manufacturers and GPOs working together to deliver efficiency.

**Wordmark**
The NDC wordmark consists of three letters, NDC. The ‘N’ and ‘D’ letters share a stem, visually representing a shift to deliver efficiency. The letters of the ‘D’ and ‘C’ are also joined, reminiscent of the legacy logo. These specifically created and spaced letter forms should not be modified in any way. The wordmark portion of the logo should never appear without the mark adjoined.

The logo should always appear in the exact form as above, not stacked or separated.
Please use the logo files provided by NDC and do not attempt to recreate any portion of our logo.

Download logo files at: www.ndc-inc.com/ourbrands
**Size Requirements: Logo**

Maintaining the quality and integrity of the NDC logo is most important. The ideal size at which the logo should appear is 0.5” tall from the baseline of the letters (the line upon which most letters “sit”) measuring to the cap height (peak of capital letter). When particular uses do not accommodate this preferred size, please select the next appropriately sized logo.

While it is preferred that you use the provided files at 100%, some instances may require an alternative sized logo. In these instances, it is acceptable to scale the logo within the bounds of the following criteria:

- **Minimum Size**: 0.25” (50% of preferred size)
- **Preferred Size**: 0.5”
- **Maximum Size**: 0.75” (150% of preferred size)

**Encouraged Uses:**
- Give Aways, Pens, Forms, Page footers
- Stationery, Medium & Large Give Aways, Template Headers
- Print Ads, Brochures, Apparel

Please do not enlarge the NDC image files beyond their intended size. This will pixelate the logo and diminish quality. For maximum compliance, use the provided logo files at 100%.

Download logo files at: [www.ndc-inc.com/ourbrands](http://www.ndc-inc.com/ourbrands)
Color Treatments
The NDC logo in 2-color (PMS 302 Blue and 429 Grey) on a white background is the preferred color treatment:

![Preferred Color Treatment]

2-COLOR LOGO ON WHITE BACKGROUND

Alternate Color Treatments
If the 2-color logo treatment can not be accommodated, a 1-color version of the logo in the following approved colors would be an appropriate alternative:

1-COLOR BLUE LOGO
1-COLOR GREY LOGO
1-COLOR BLACK LOGO

White (Reversed) Color Treatments
In some instances, the background may not be white and may require a white, or “reversed” logo treatment on a dark background. The 1-color white logo is preferred on the following background colors, but may be used with others colors that provide sufficient contrast.

WHITE LOGO ON BLUE
WHITE LOGO ON GREY
WHITE LOGO ON BLACK
**Logo Clear Space**

The NDC logo should clearly stand out wherever it appears. One way to ensure this is by maintaining clear space around the logo. Clear space is an area kept free of other text, graphics or other visual distractions.

**LOGO ONLY**

**LOGO WITH TAGLINE**
NDC’s tagline reinforces our commitment to provide our supply chain partners with innovative and customized solutions to deliver efficiency to healthcare.

Tagline with Logo
The tagline may appear underneath the logo for “display” purposes, including signage, cover documents, presentation slides and other larger format media where the tagline remains legible at final size. Consult the size requirements on the following pages to determine when it is appropriate to use the logo with embedded tagline.

Tagline without Logo
If the logo will be printed at a smaller size, the tagline may not be legible and should not be used underneath the logo. In these instances, it is acceptable to use the tagline-only files (see right) and place the tagline in another appropriate place on the document. Image files of the tagline-only are provided in .PNG formats with transparent background. The tagline is available in 1, 2, or 3 line options. Select the one that works best for each situation.

1 line option: Delivering Efficiency to Healthcare™
2 line option: Delivering Efficiency to Healthcare™
3 line option: Delivering Efficiency to Healthcare™

Logo files are provided with tagline and without. Individual tagline files are provided in .PNG formats with transparencies. To maintain font attributes, please avoid manually typing out the tagline when possible. Download logo & tagline files at: www.ndc-inc.com/ourbrands
Size Requirements: Logo with Tagline

In order to use the logo with tagline embedded, the logo must appear at the minimum 1” size as listed below. If the logo is smaller, the tagline would also get smaller and could not print well underneath the logo. However, when the logo height (measuring from the baseline of the letters to the top of the letters) reaches and exceeds 1”, the logo with embedded tagline should be used. The maximum size the logo should appear in any instance (with or without tagline) is represented below:

Encouraged Uses:
Advertising media, Brochures, Fax Cover, Padfolio Imprint

Encouraged Uses:
Signage, Digital Displays, Document Covers
**Size Requirements: Tagline Only**

In order to maintain legibility of the tagline copy, you should be mindful of the print size when the tagline is separate from the logo mark. Please also note that if the tagline is separate from the logo, it needs to contain the trademark sign (™) to make sure we protect our intellectual property. The minimum, maximum and preferred sizes are listed below.

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**MINIMUM SIZE**

Delivering Efficiency to Healthcare™

Delivering Efficiency to Healthcare™

Delivering Efficiency to Healthcare™

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**PREFERRED SIZE**

Delivering Efficiency to Healthcare™

Delivering Efficiency to Healthcare™

Delivering Efficiency to Healthcare™

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**MAXIMUM SIZE**

Delivering Efficiency to Healthcare™

Delivering Efficiency to Healthcare™

Delivering Efficiency to Healthcare™

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**WHITE (REVERSED) TAGLINE**

Reversed files are provided as .PNGs with a transparent background. Please use the white text tagline on blue or grey backgrounds whenever possible.
BRAND COLORS

We have adopted the following color palette to present a uniform look and clear identity for our company. Give preference to this palette over other arbitrary colors to ensure the quality and visibility of our marketing collateral.

Primary Color Palette

Consistent color usage is integral to the NDC brand. Great care should be taken to ensure accurate color reproduction when these brand colors are applied to all types of printed and digital media used to represent NDC.

**BLUE:**
Pantone 302
- C: 100
- M: 25
- Y: 0
- K: 50
- R: 0
- G: 85
- B: 129
- HEX: #005581

**GREY:**
Pantone 429
- C: 3
- M: 0
- Y: 0
- K: 32
- R: 176
- G: 183
- B: 188
- HEX: #B0B7BC

**ORANGE:**
Pantone 1525
- C: 0
- M: 58
- Y: 100
- K: 10
- R: 223
- G: 122
- B: 28
- HEX: #DF7A1C
Our font selection is a cue to customers about how our brand will engage with the audience. Crisp. Clean. And excited for opportunity.

**Font Selection**

**HEADLINE FONT: AVANT GARDE GOTHIC**

Avant Garde has a distinctive personality which reflects the premium brand and service we deliver to the healthcare industry. The boldface oblique version of the font comprises the 'NDC' letters of our wordmark. Avant Garde Gothic should be used only as a display font, for headlines and short texts. Condensed versions of the font may be used for extended copy.

NDC does not provide fonts for public use. If you do not have a licensed version of this font, please default to the secondary or alternative font preferences.
BODY COPY FONT: CALIBRI
Calibri was designed as a digital font to be read on a computer screen. It is the default font for many essential programs including Microsoft Word, Excel, PowerPoint and Outlook. Calibri’s reasonably spaced letters allow for maximum readability, especially in longer passages of text.

This font should be used for all body copy (text over 20 words) and in all cases where the primary font is unavailable for a headline/callout. Calibri Bold may be used in the body copy when a word or short phrase requires special emphasis. Please do not bold more than 10 consecutive words.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz REGULAR
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz ITALIC
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz BOLD
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz BOLD ITALIC

ALTERNATIVE FONTS
In certain applications, where Avant Garde and/or Calibri may not be readily available, Helvetica and Tahoma are acceptable alternatives.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz HELVETICA
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz TAHOMA

Font Size
Font size is an important aspect of effective corporate communications. The size of text or copy has a huge impact on how the audience will read or scan the information. These guidelines have been established to encourage consistency:

HEADLINES
18-24 pt font is appropriate for headlines.
36-48 pt font is appropriate for title headlines, such as in presentations, cover pages, headers, etc.

BODY COPY
10-11 pt font is preferred for all body copy (20 words or greater). Font should never exceed 12 pt, or go below 8 pt for text. 5-6 pt font is acceptable for fine print only.