



Delivering Efficiency to Healthcare



Brand Standards Guide

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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LOGO

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:

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

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.



■ ■ 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:



1” MINIMUM SIZE OF LOGO WITH TAGLINE

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



2”

MAXIMUM SIZE OF LOGO WITH OR WITHOUT TAGLINE

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.

Delivering Efficiency to Healthcare™

MINIMUM SIZE

Delivering Efficiency to Healthcare™

*ITC Avant Garde Book Oblique
11 pt. font
13.2 pt leading
'TM' at 6 pt. (non-glyph)*

Delivering Efficiency to Healthcare™

Delivering Efficiency to Healthcare™

PREFERRED SIZE

Delivering Efficiency to Healthcare™



*ITC Avant Garde Book Oblique
12.5 pt. font
15 pt leading
'TM' at 7 pt. (non-glyph)*

Delivering Efficiency to Healthcare™

Delivering Efficiency to Healthcare™

MAXIMUM SIZE

*ITC Avant Garde Book Oblique
25 pt. font
30 pt leading
TM at 13 pt. (non-glyph)*



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 to 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.



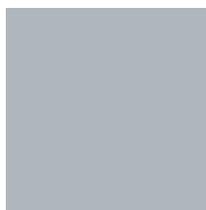
BLUE:

Pantone 302

C: 100
M: 25
Y: 0
K: 50

R: 0
G: 85
B: 129

HEX: #005581



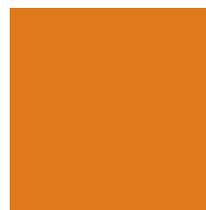
GREY:

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

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
<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz</i>	ITALIC
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz	BOLD
<i>AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz</i>	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.

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*NDC, Inc.
402 BNA Drive, Suite 500
Nashville, TN 37217
615.366.3230
www.ndc-inc.com*

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