

Get to know the

Novo Nordisk Corporate Visual Identity

変化
する



Three main areas of the Novo Nordisk visual identity

Corporate brand and
unbranded disease
awareness

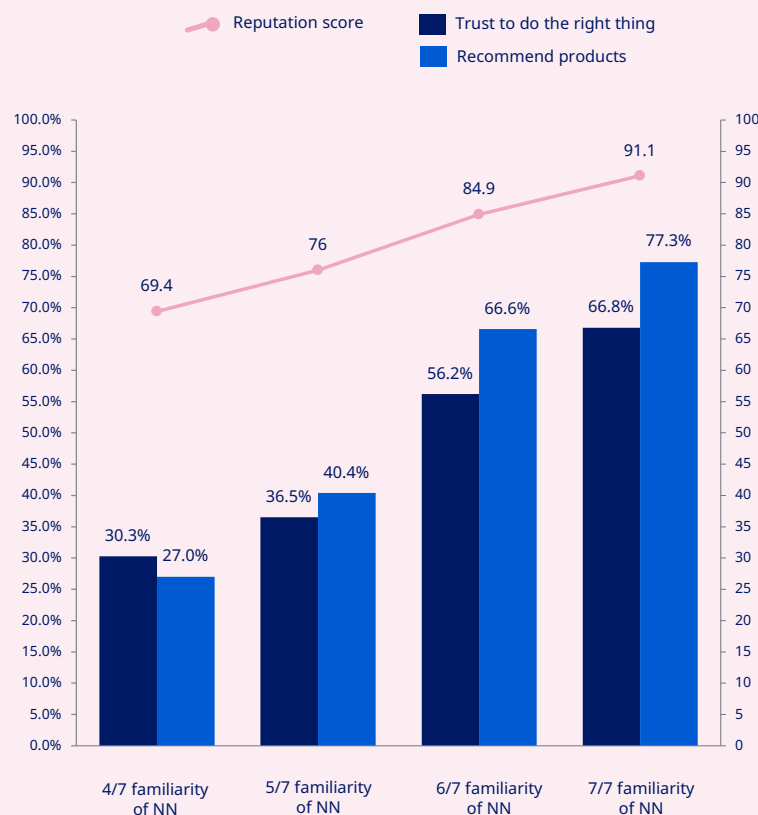
Product brands

Clinical trials

This is what you will
learn about

No distinction between internal and external communication – the rules are the same.

Increased familiarity of Novo Nordisk positively impacts reputation and supportive behaviours



Amongst GPs Novo Nordisk's reputation score, trust and willingness to recommend products is significantly correlated with familiarity of the company. This is also a trend for diabetes specialists.

Familiarity is rated on a score from 1-7.

The higher score, the higher familiarity with Novo Nordisk.

Why is it important?

Designing on brand is key to supporting our business and purpose. We know that a consistent and distinct brand experience, also via design, positively impacts familiarity and thereby perceptions of Novo Nordisk, which again leads to stakeholders favouring our company.

Please follow these guidelines to ensure that our target groups – whether internal or external – experience Novo Nordisk consistently across channels, platforms, and touchpoints while keeping our design authentic and distinct.

Source: RepTrak FY24 global data. Note: 'Awareness' on a scale from 1 (Not at all familiar) to 7 (Very familiar) + Not sure. Respondents who select 3 have at least heard the name of the company and respondents who select 4-7 are familiar with the company. Respondents who select 3 are not asked any subsequent questions.

Content

[1. Brand experience drivers →](#)

[2. Logo →](#)

[3. Colours →](#)

[4. Typography →](#)

[5. Wordmarks →](#)

[6. Photos →](#)

[7. Icons & iconostrations →](#)

[8. Illustrations →](#)

[9. Layout & composition →](#)

[10. Motion & animation →](#)

[11. Tone of voice & sound →](#)

[12. Templates →](#)

[13. Downloads & contact →](#)



CHAPTER 1

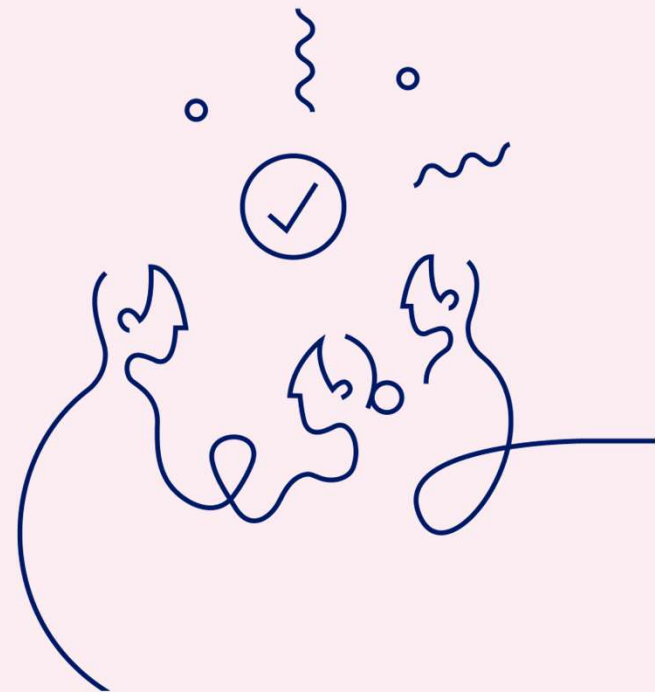
Brand experience drivers

We use the drivers to define the experience we wish to give our stakeholders wherever they meet us, and we use them to guide on-brand designs across all touchpoints.

*A brand touchpoint is a place of interaction with the Novo Nordisk brand. It could be anything from digital products to print, UX, services, materials, motion or sound.

The three brand experience drivers

Our brand experience is rooted in our company purpose to drive change to defeat serious chronic diseases. Our purpose is infused throughout our **heritage**, **strategy** and **culture** and expressed in our design by way of three primary drivers.



Authentic

Experiences should build trust,
so be genuine and human.

Michael Tannery, Mads Bred Georgsen and their son
Michael and Mads are Novo Nordisk employees

Simple

Experiences should bring clarity, so be straightforward and easy to understand.

Jenica Leah
Jenica has sickle cell disease
UK

Distinct

Experiences should drive change
so stand out and show the way forward.



Shirley Stewart
Shirley has type 2 diabetes
USA



CHAPTER 2

Logo

The Apis bull has been the symbol of our company since Novo Nordisk was founded in the 1920's. It encapsulates our purpose, culture and beliefs in one single shape. It is coupled with the 'novo nordisk' wordmark in the mandatory lockup.

The Novo Nordisk logo is the only logo which is allowed to use a graphic symbol. Everything else should be created as wordmarks.



The evolution of the Novo Nordisk logo



2002-2020



2020 updated logo



Logo guidelines

Do's

- Our logo is always stacked (Apis bull on top of wordmark).
- Our logo is always True Blue and preferably sits on white or very light backgrounds.
- Use the white version if you are not able to use the True Blue version i.e. when the logo is placed on brightly coloured or dark backgrounds or on top of a photo.

Don'ts

- Never modify the Apis bull in any way (e.g. change the shape or colour, cartoonify it etc.).
- Never use the Apis bull without the Novo Nordisk wordmark. And never use the 'novo nordisk®' wordmark without the Apis bull.
- Never place it on faces, busy backgrounds or on top of any motif that may corrupt the integrity of the logo.





CHAPTER 3

Colours

Novo Nordisk is a blue brand.

We have three different levels of colours: Primary palette, secondary palette and spot colours, which serve different purposes.

Primary colours

The purpose of our primary palette is to ensure recognisability. True Blue and Snow White are the dominant colours in our brand and design, and one of them must always be present on any given touchpoint.

True Blue may be used in lighter tints* but should first and foremost be used in 100%. Use white in any design or layout to keep the overall impression simple and clear.



Tints are in our case always a lighter version of a colour.

Secondary colours

The purpose of our secondary palette is to complement our primary palette with depth, finesse and variety.

Apply the secondary palette for subtle accentuation, guiding users, or organising your layout.

Secondary colours also come with a set of lighter tints*. If you need a Pantone colour for tints, please use converter and double check the PMS to ensure the right colour.

Tints are in our case always a lighter version of a colour. Darker tints are not allowed.



Spot colours

The purpose of spot colours is primary applied in our digital design to state an error, warning or success.

Spot colours should be applied to details primarily and can't be used in tints.



Lava Red



Golden Yellow



Forest Green

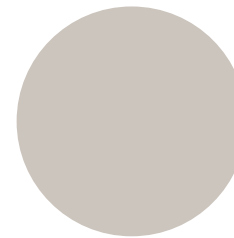
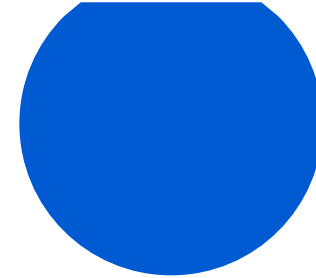
Colour guidelines

Do's

- Use True Blue and Snow White as much as possible.
- Use white in any design or layout to keep the overall impression simple and clear.
- You are allowed to use lighter tints from 0-100% of True Blue and the secondary palette.
- The larger the surface, the lighter the tint.
- No dark tint of any colour can be used.

Don'ts

- No gradients or colour shadings are allowed.
- Never apply coloured overlays on top of images.
- Don't use too many colours at once in your design.
- Colours in any transparency must never be mixed or placed on top of each other.
- Colours should always be placed on a white background.





CHAPTER 4

Typography

Our corporate font is called Apis. We use it for everything written. We endorse a distinct use of typography as a signature brand element. Decorative and powerful yet always functional and clear.

Aa

Two different Apis font packages

Apis

The regular 'Apis' font package is used for graphic design, illustrations, wordmarks, print and screen materials. Everything except Office applications.

Apis for Office

We use the font package 'Apis for Office' in all Microsoft Office applications, except Outlook where we use our fallback font 'Arial'.

Fallback fonts

- Arial: When Apis is not an option.
- Noto Sans: Only for non-latin alphabets.

Apis Black
Apis Extra Bold
Apis Bold
 Apis Medium
 Apis Regular
 Apis Light

Apis Black
Apis Extra Bold
Apis Bold
Apis Medium
Apis Regular
Apis Light

Aa 1 ! Dd

Bb Ee €

Cc 変化する مرحبًا Ff

Typography guidelines

Do's

- Always use Apis (or Apis for Office).
- Typography should primarily be in True Blue and Show White, but it is also allowed in colours from the rest of the palette – as long as it is readable.
- Apply a consistent, simple, and clear hierarchy for titles, subtitles, etc.

Don'ts

- Never apply effects such as shadows or glow.
- Never write text in black. Always use True Blue if you want dark text.
- Do not use condensed or wide font weights of the Apis-family.





Wordmarks

The only logos allowed in Novo Nordisk are the Apis bull logo and product brand logos. Everything else should be created as wordmarks.

Wordmarks are our way of giving a distinct typographic treatment to different initiatives, partnerships or concepts in Novo Nordisk, that we need to communicate around.

cities
for **better**
health

Driving | in
change | **diabetes**

General wordmarks

Do's

- Use the Apis font for wordmarks. The full palette of Apis may be used (from a-z, 0-9, and special characters like > ? & ! < that you find on a regular PC keyboard).
- All typographical styles may be applied, for example: capital letters, superscript, bold, italic, etc.
- Use one or multiple of these weights: light, regular, medium, bold, extra bold, black as well as their italic versions.
- You may stack the text.
- You can apply one or two colours from the corporate colour palette.
- Always ensure your design is legible.

Don'ts

- Never use graphic elements, symbols or icons as part of a wordmark.
- Never use other fonts than Apis.
- Don't use more than two colours.
- Never create wordmarks in a style that is similar to the 'Driving change...' wordmarks.

**cities
for better
health**

IO/ INTERNATIONAL
OPERATIONS

m&s
medical & science

NNCon Novo
Nordisk
Consulting

**19
20 23**
Driving change
for generations

SOUND |||| **ION**

'Driving change...' wordmark guidelines

Do's

- Use the True Blue version on white or very light-coloured backgrounds.
- When used in the same layout, make sure that the height of the letters in 'novo nordisk' and the height of the letters of the wordmark are aligned as illustrated below.

Don'ts

- Never change or rearrange the wordmarks in any way.
- Never create wordmarks in a style that is similar to the 'Driving change...' wordmarks.

**Driving
change** | in
obesity



**Driving
change** | in
diabetes

**Driving
change** | in rare
disease

**Driving
change** | in
obesity

**Driving
change** | in cardiovascular
disease

**Driving
change** | in
diabetes

**Driving
change** | in rare
disease

**Driving
change** | in
obesity

**Driving
change** | in cardiovascular
disease

The corporate brand platform

Find the [Unordinary drives change playbook](#) in Veeva as well as guidance for [external](#) and [internal](#) roll-out.

‘Unordinary drives change’ wordmark

We use a backwards N in ‘UNORDINARY’ as a creative way to visually punctuate its meaning.

Placement of the wordmark is adaptive - if it is set on the left of a layout, a left-aligned version is applied, and conversely, when placed on the right side, a right-aligned version is applied. The wordmark can also be used in a lockup with the Novo Nordisk logo, in either White or True Blue.

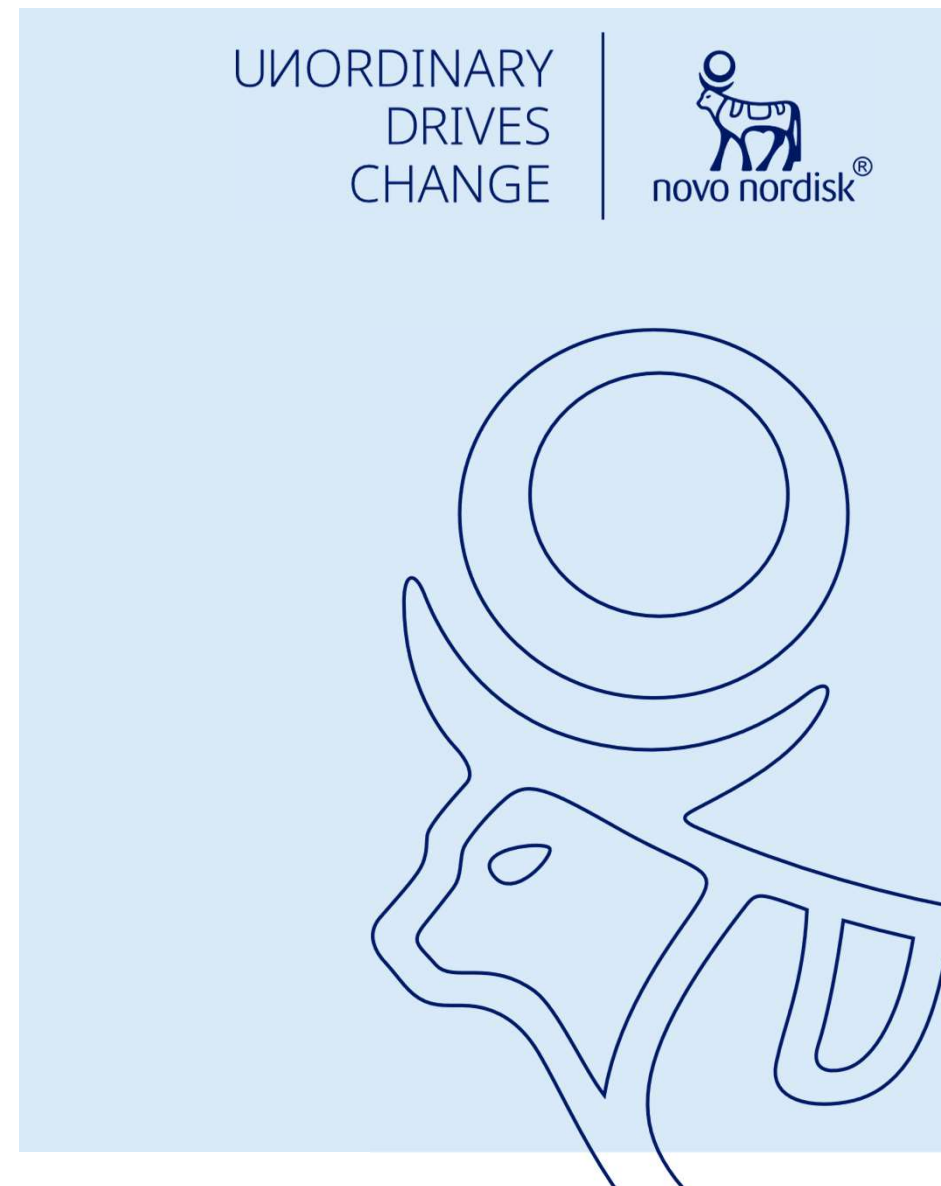
Find the ‘Unordinary drives change’ wordmark files [here](#).

Apis bull outline

The Apis bull outline can be used as a design element. The crop of the Apis bull should focus on the upper third of the symbol's design.

(Using an Apis bull outline does not replace inclusion of the Novo Nordisk logo.)

The design files are available [here](#).

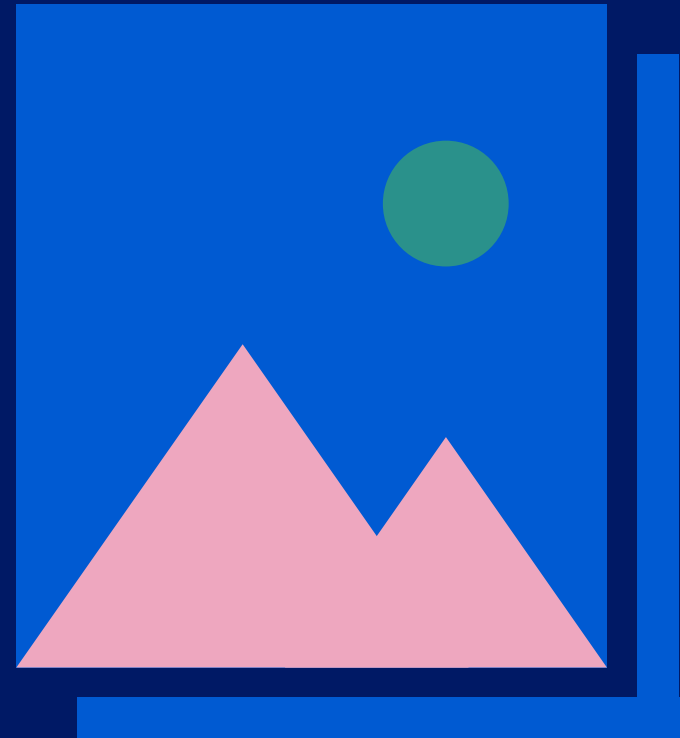




Photos

Our photos capture the real lives of real people. Always authentic and compassionate, never glossy or staged. Wherever possible, imagery should reflect our 'Driving change...' mindset: optimistic, passionate, collaborative, curious and hopeful. Through our photos we show that meaningful actions have an impact and that anything is possible, if we are relentless.

The same guidelines apply to video footage.



Authentic and compassionate

We believe in telling personal stories with empathy, showing real patients' real lives. We also endorse an authentic look and feel with natural saturation and contrast.

That's the reason we don't use b/w photos, stock photos or AI generated images in our corporate designs.

Olivia Aka

Olivia Aka is enrolled in the Changing Diabetes in Children programme
Ivory Coast

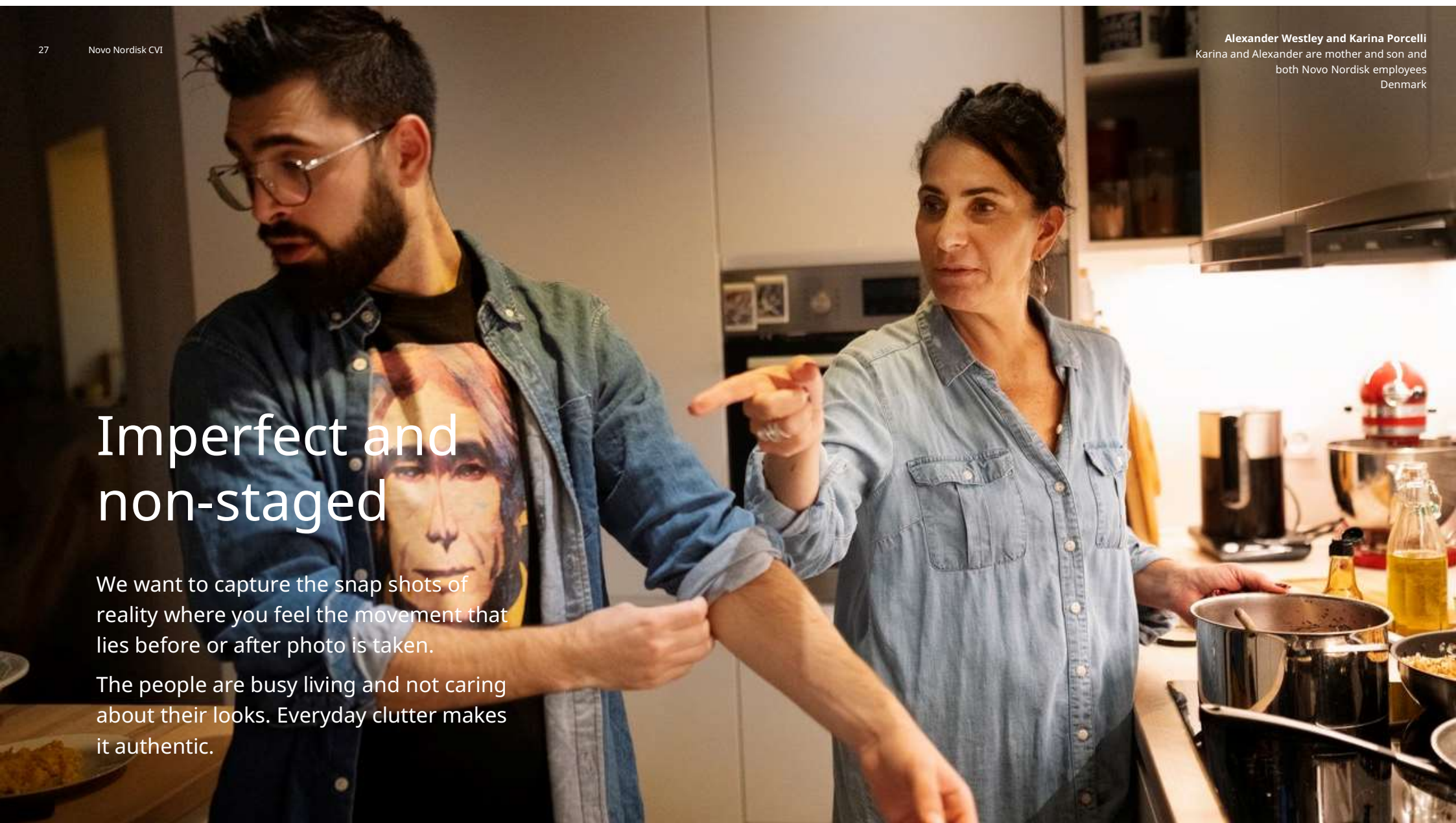


Alexander Westley and Karina Porcelli
Karina and Alexander are mother and son and
both Novo Nordisk employees
Denmark

Imperfect and non-staged

We want to capture the snap shots of reality where you feel the movement that lies before or after photo is taken.

The people are busy living and not caring about their looks. Everyday clutter makes it authentic.



Snapshots / documentary style

Capturing real life moments: We want to leave the viewer with the feeling that something is just about to happen.

We want to capture people gesturing, walking, in conversation and discussing with each other.



Anne Sofie Weekes Hald and her daughters
Anne Sofie has type 1 diabetes
Denmark

Captions for authenticity

Photo captions are mandatory as they accentuate authenticity.

For patients, write name and disease type.
For employees write name and title.
For both feel free to add country.

Place it in any four corners and use either True Blue or white.
Either next to the image frame or inside it.
Just make sure it is readable.

Ruiling Yang
Type 2 diabetes
China

Ruiling Yang
Type 2 diabetes
China

Ruiling Yang
Type 2 diabetes
China

Ruiling Yang
Type 2 diabetes
China

Ruiling Yang
Type 2 diabetes
China

Ruiling Yang
Type 2 diabetes
China



Ruiling Yang
Type 2 diabetes
China

Ruiling Yang
Type 2 diabetes
China

Ruiling Yang
Type 2 diabetes
China

Ruiling Yang
Type 2 diabetes
China

Ruiling Yang
Type 2 diabetes
China

Ruiling Yang
Type 2 diabetes
China

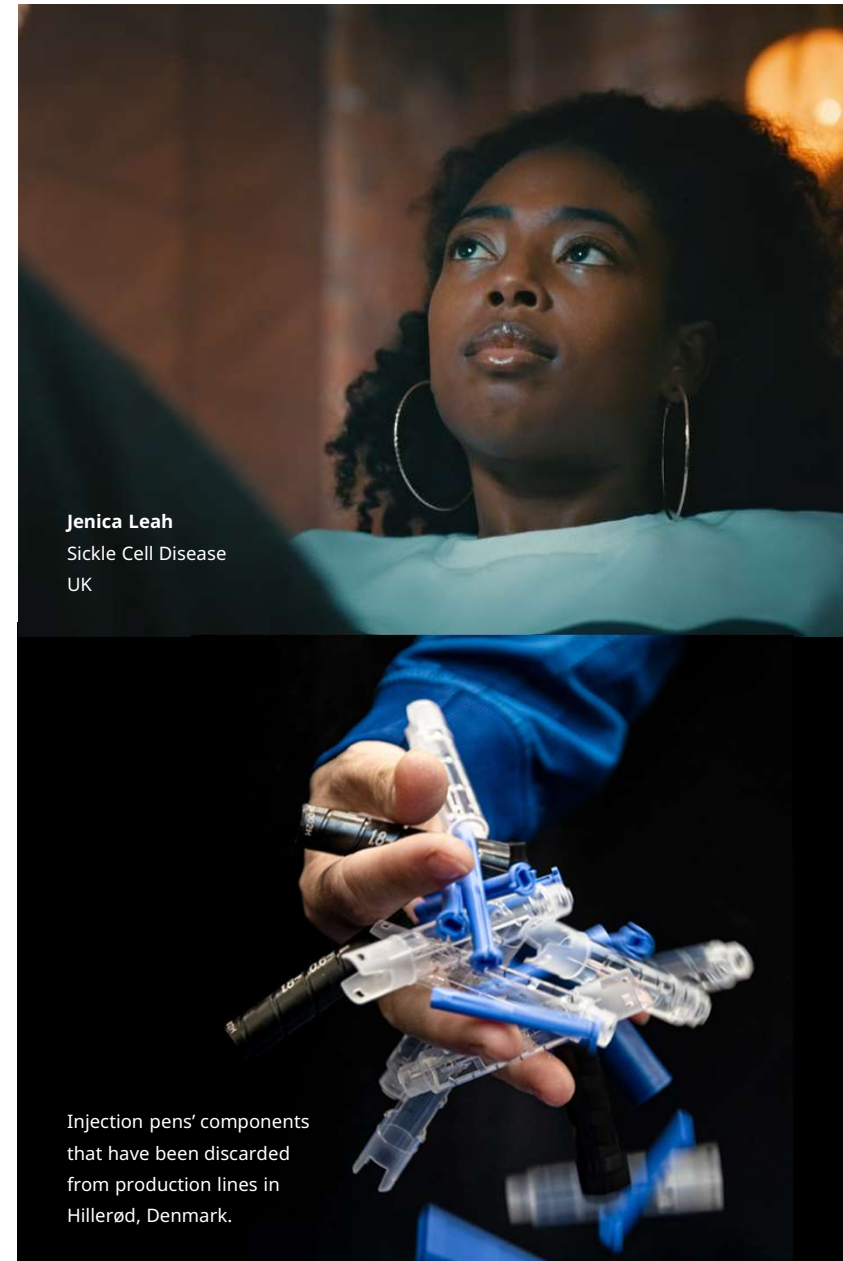
Photo guidelines

Do's

- Keep imagery real and grounded in authenticity, like reportage photography.
- Use natural light, saturation and contrast in the photos.
- Our imagery selection should cater for different geographies, for identification purposes.
- Ensure readability if you place text on top of imagery or video.

Don'ts

- Do not use stock photos or AI generated images.
- Do not use b/w photography (unless it serves a historical purpose).
- Never use coloured filters (or any other filters) on top of imagery and footage.
- Never place a coloured overlay on imagery and footage.
- Be respectful: Don't place text or graphic elements on top of people's faces
- Product brands, clinical trials and corporate Novo Nordisk branding are not allowed to use each other's photos.



Jenica Leah
Sickle Cell Disease
UK

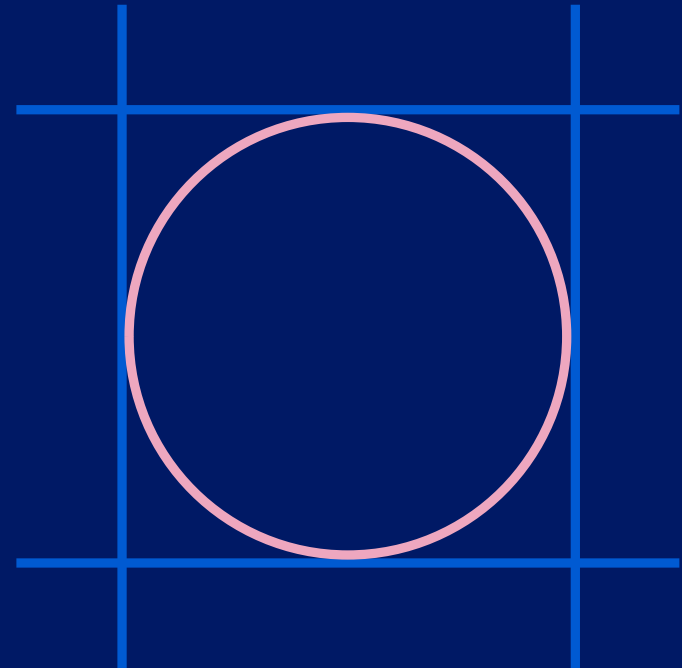
Injection pens' components
that have been discarded
from production lines in
Hillerød, Denmark.



CHAPTER 7

Icons & iconostrations

For consistency and a richer visual expression, our toolbox offers icons and iconostrations. Icons allow us to make things easily scannable, while iconostrations enrich our design with visual storytelling.

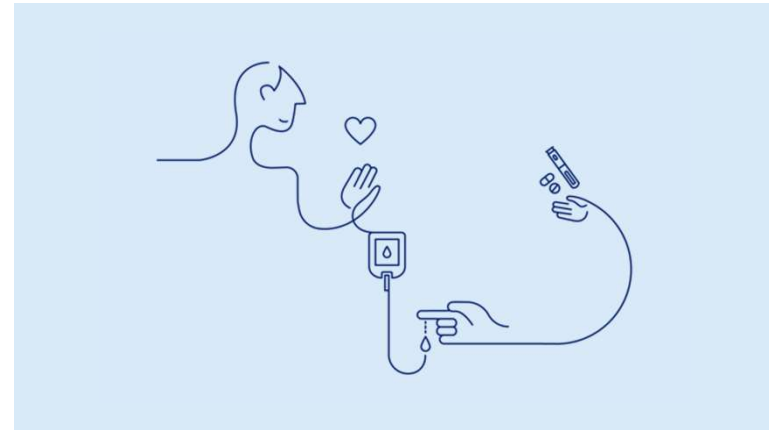


Two kinds of strokes



Icons

The icons are for apps, websites, presentations, wayfinding and any other place where you need to guide users intuitively.



Iconostrations

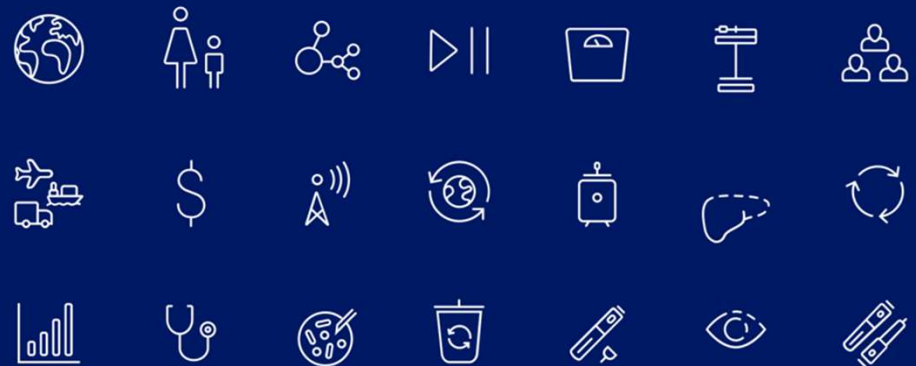
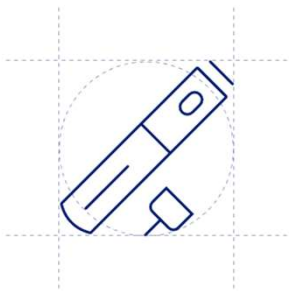
Iconostrations are simple illustrations combining strokes with icons for carrying any piece of communication.

Icons

The icons are used for anywhere you need to navigate or orientate using very little space. Simple in style, highly accessible, and always sticking to conventions for better usability.

Guidelines

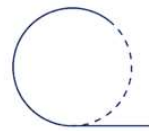
- Stay within a 100*100px canvas size using a 4 pt stroke to preserve the proper dimensions.
- All colours from the corporate colour palette can be used.



Iconostrations

Our expression is simple and geometric with an organic, decorative feel. Iconostrations are designed by carefully connecting icons and simple illustrations with longer open-ended strokes and lines.

Anatomy of iconostrations



Simple lines



Icons



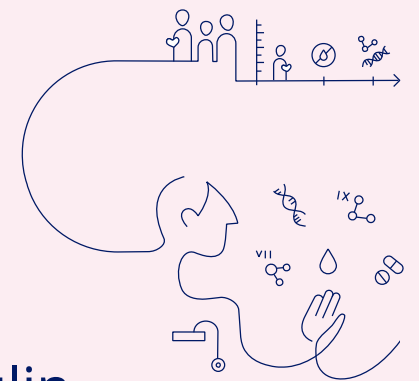
Simple illustrations

Guidelines

- Any colour from the corporate colour palette may be applied.
- Use up to three stroke colours per illustration piece. Fill colours cannot be used.
- Place iconostrations on white backgrounds or any 15% secondary colour tint if the stroke colour used is True Blue.
- Keep stroke weight light, equivalent to a 4pt stroke on an A4 sized format or 10px on an HD canvas.



Insulin
production



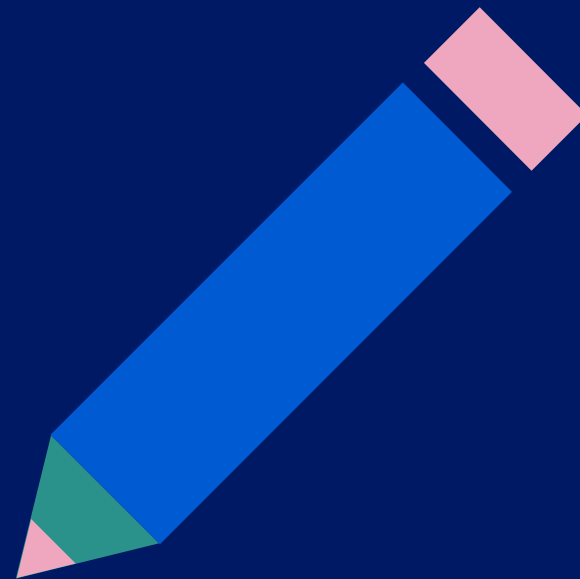


CHAPTER 8

Illustrations

Illustrations give us the freedom to design fresh and impactful universes for telling our stories.

We do not have a fixed illustration style in Novo Nordisk, but we have a few principles to guide us when creating them.





Geographical representation

Make sure you create illustrations for local markets so patients and HCPs can identify with the messaging.



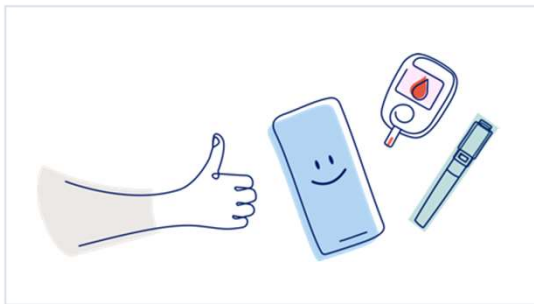
The feel of a human touch

We strive to add a bit of tactility, e.g., by adding textures. But don't overdo it.



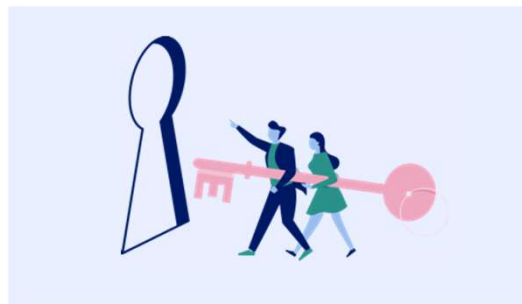
Make it distinct

Illustrations too often become too generic. Ensure the style is distinct and noticeable so people will remember and recognise it.



Stick to your palette

Be mindful of the number of colours when creating illustrations. We recommend that you primarily use the primary and secondary colours – solids and tints.



Keep effects to a minimum

Keep the design sleek and simple by keeping it as flat as possible.



Stay true to the True blue

Always use True blue when needing a (very) dark colour for your illustration. Never use black.



Layout & composition

The secret to any good Novo Nordisk design lies in the way you organise and position visual elements to each other.

Great layouts and composition bring clarity, guide the users and are visually appealing.



The power of white space

In a world of information clutter, we bring clarity and focus.

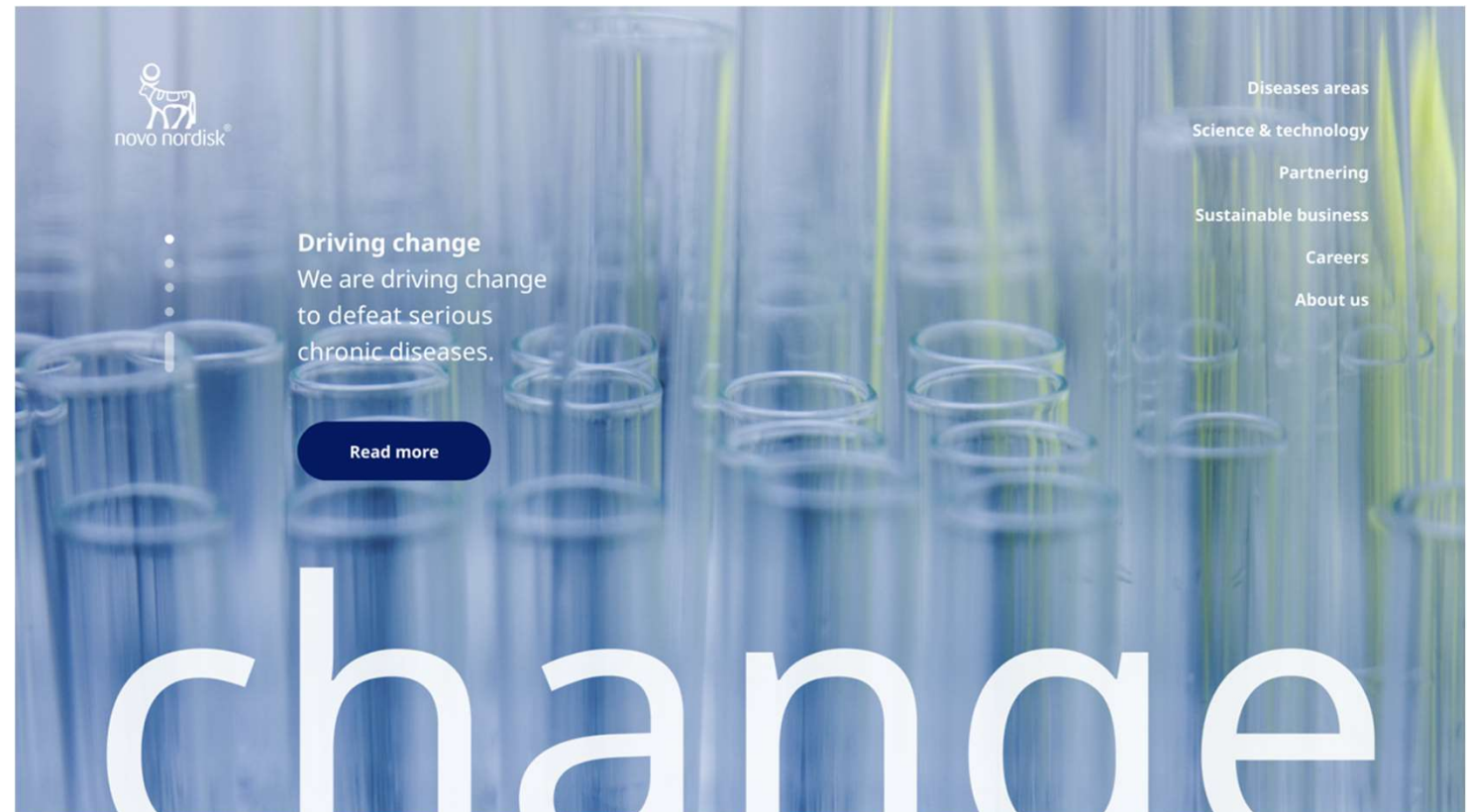
Our layouts are characterised by the predominant use of whitespace – the empty, unmarked space between elements in a design. It is calming, helps direct attention and emphasises content.



Simple yet distinct

Our Nordic heritage is reflected in the distinct way we reduce complexity, remove clutter, and any superfluous visual information.

Any element that does not serve a purpose should be removed. Yes, indeed – less is more.



Expression scale

We work with different kinds of expressions: from functional to expressive. The purpose of this is to ensure our design can support different messages in the best possible way, as well as bringing visual variety.

The principles of the expression scale applies to all our brand touch points from physical to digital.

Use examples from every part of the expression scale for a dynamic design.



Functional

Expressive

Layout & composition

Do's

- Use a lot of white space to create a calm and clear design.
- Less is more: remove any unnecessary clutter and superfluous visual information.
- Use size, colour, contrast, proximity, alignment, white space or any means to help users understand our information effortlessly.
- Use typography as an element in your layout to drive focus to your message.
- Use examples from every part of the expression scale for a dynamic design.

Don'ts

- Don't use stock photos or AI generated images.
- Do not use b/w photography (unless it serves a historical purpose).
- Never use coloured overlays, filters (or any other filters) on top of imagery.

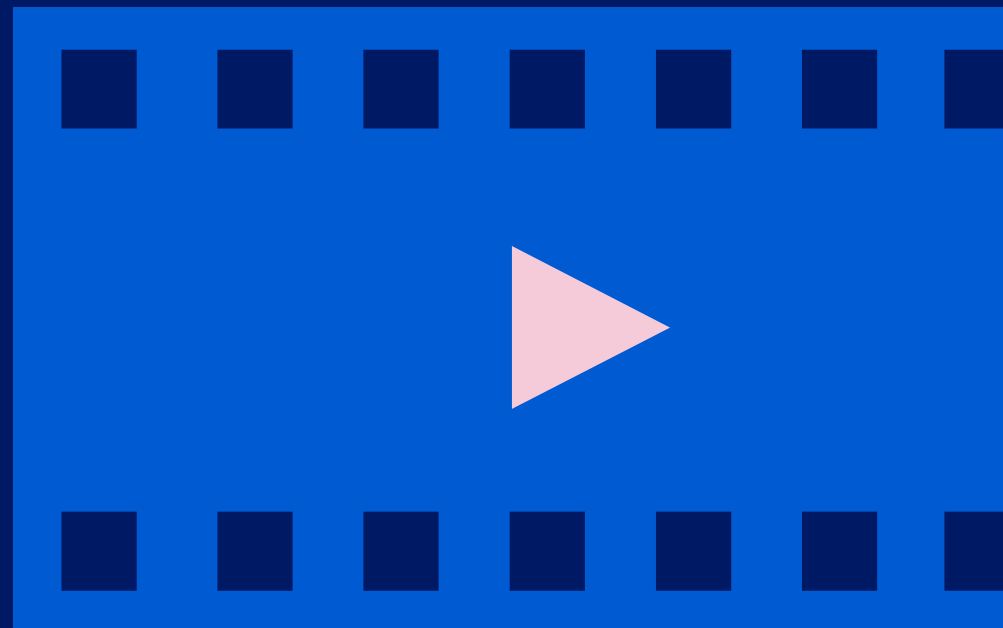




CHAPTER 10

Motion & animation

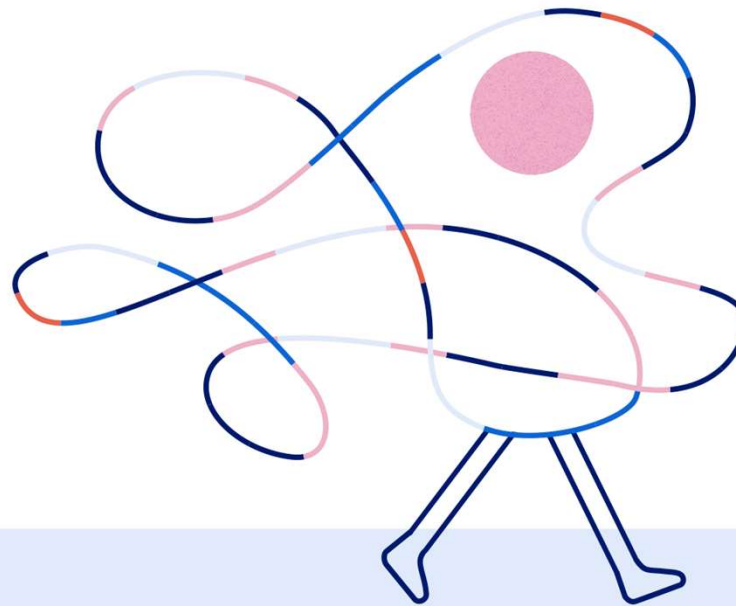
Animation and motion is a blue thread throughout Novo Nordisk touchpoints. Everything that moves on-screen – interfaces, explainers, videos and graphics; all share a common set of principles to establish trust in our brand, guide users and deliver a message effectively.



Organic in feel

To provide an authentic experience, transitions have a human feel, using ease-in and ease-out, soft effects, and subtle finesse from page builds down to micro-interactions.

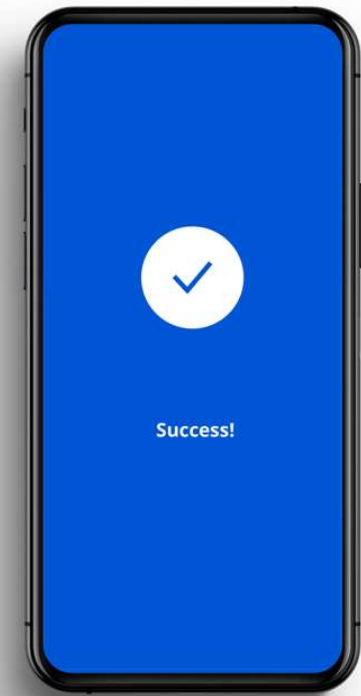
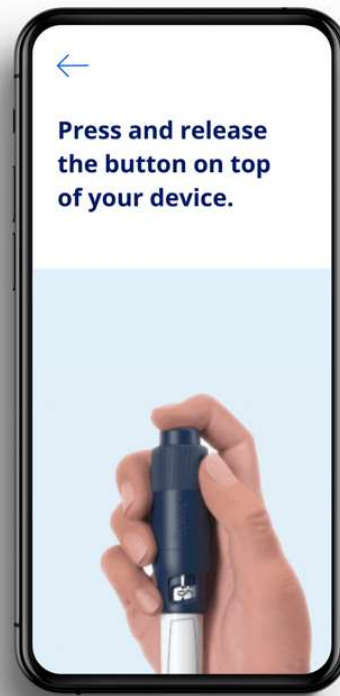
We add an element of friendliness for a forthcoming, trust-building flavour.



Guiding users

Convey status, provide feedback, visualise actions using motion and animations to help users understand.

We are always informative first.

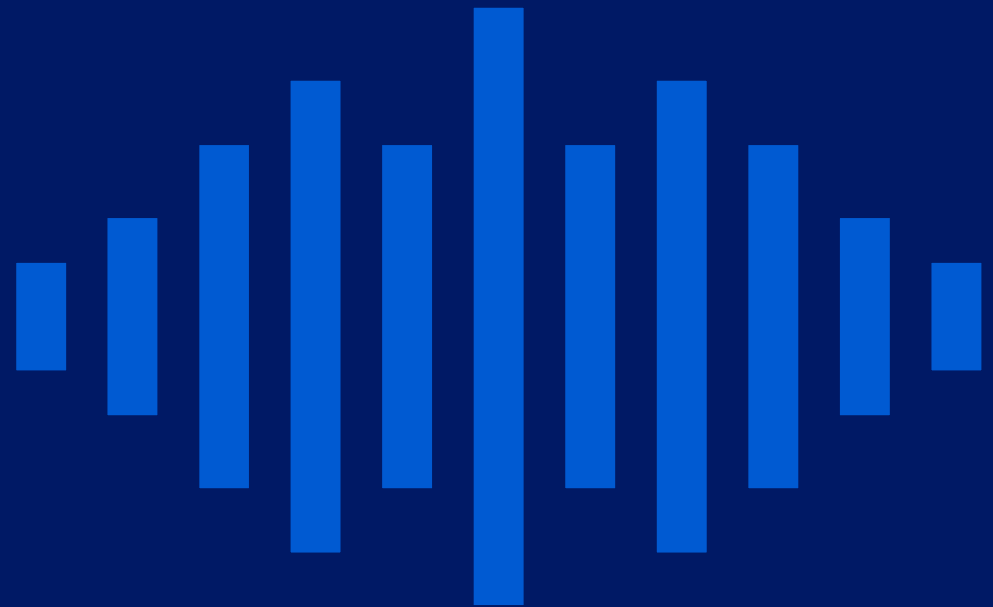




CHAPTER 11

Tone of voice & sound

It's not all about the looks. Our tone of voice and sonic identity are essential to staying authentic and distinct and making Novo Nordisk a brand that people remember.



Our tone of voice

Our tone of voice and the words we use are an important part of creating meaningful and engaging Novo Nordisk brand experiences across our touch points.

Besides remembering to always have your target audience in mind, our overall guidance is to align with our brand experience drivers.

Simple

Authentic

Distinct

to the point

be human

be clear

The sound of Novo Nordisk

Sound and music are strong carriers of identity and emotional meaning that adds perspective and depth to our brand communication in other ways than words, images and video can.

By securing a coherent and recognisable sonic profile across touchpoints we are taking another significant step towards a stronger brand recognition.

[Key toolbox elements](#)

- Sonic logo
- Brand music
- Event breakers
- Ring tones



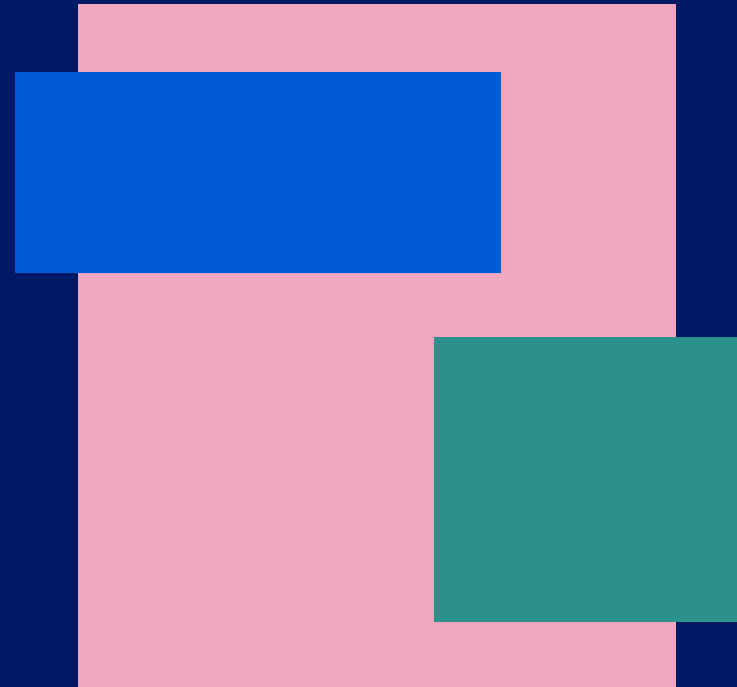


CHAPTER 12

Templates

Our templates ensure that we stay coherent and foster collaboration – and it saves you work time!

The templates are designed to be as simple and accessible as possible to enhance your work.



Powerpoint template

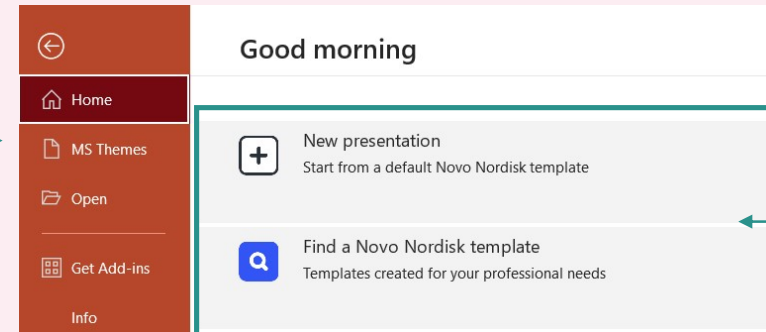
In Templafy

- New presentation
- Find template (here you will find both templates and ready-made presentations)
- Don't use 'MS Themes'

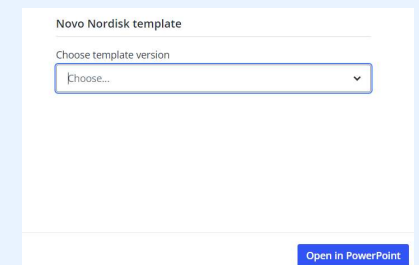
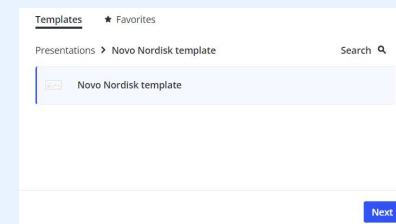
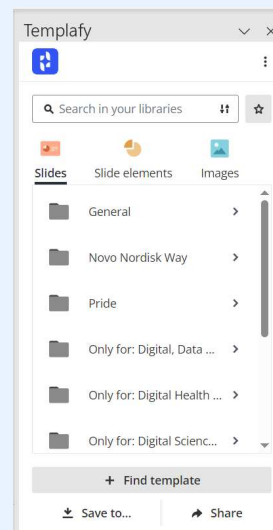
Choose template version

- Choose 'Find template'
- Click 'Next'
- Novo Nordisk logo only (click 'Choose') or
- Choose wordmark:
 - Driving change in cardiovascular disease
 - Driving change in diabetes
 - Driving change in obesity
 - Driving change in rare disease
 - Life-changing Careers

Don't use 'MS Themes'



These are your go to templates



PowerPoint template: Colours and layout

Guidelines

- Use the Novo Nordisk colours – not Standard colours or Recent colours.
- Find more design options by clicking the Layout button.

Find the right colours

Layout options

Don't use these colours





CHAPTER 13

Downloads & contact

Find everything you need here:

[Corporate design manual](#)

[Download corporate assets](#)

['Unordinary drives change' corporate brand platform](#)

[Other design manuals in Veeva](#)

[Templafy: Office tools and templates](#)

[Corporate writing style guide](#)

[CVI intro video and presentation](#)

[Support & vendor access](#)

Support contacts:

Issues with Veeva?

Reach out to: promomats-sysmgt@novonordisk.com

Website design questions?

Reach out to: digital@novonordisk.com

CVI questions?

Reach out to: visualidentity@novonordisk.com