

NMDP Brand Standards

We offer a variety of resources for media use, including high-resolution logos, a fact sheet and branding standards. Visit nmdp.org/what-we-do/news/for-the-media/trademark-copyright-permissions to easily request permission before reproducing NMDP copyright material or trademarked names and logos.

LOGOS

Use the NMDP full color logo with tagline.



On dark backgrounds use the NMDP white logo with tagline.



COBRANDING

CLEAR SPACE FOR CO-BRANDING

Maintain a clearspace around the boundary of the logo equal to the height of the tallest HLA marker from the logo symbol.



COLORS

Night	Morning	Dayglow	Plum
<p>PMS 540 C CMYK 100 83 37 28 RGB 0 53 94 HEX 00355E</p>	<p>PMS 2174 C CMYK 85 47 0 0 RGB 0 121 193 HEX 0079C1</p>	<p>PMS 390 C CMYK 31 5 100 0 RGB 189 204 42 HEX BDCC2A</p> <p><i>*NIGHT TEXT MUST BE USED ON DAYGLOW TO MEET ACCESSIBILITY</i></p>	<p>PMS 2425 C CMYK 47 100 31 11 RGB 138 32 102 HEX 8A2066</p>
<p>PMS 7547 CMYK 95 79 50 62 RGB 0 30 53 HEX 061E35</p>	<p>PMS 7694 CMYK 99 72 30 13 RGB 4 78 121 HEX 044E79</p>	<p>PMS 7496 C CMYK 57 24 100 5 RGB 122 150 29 HEX 7A961D</p>	<p>PMS 262 C CMYK 63 100 38 38 RGB 86 18 73 HEX 561249</p>
<p>PMS 7457 CMYK 18 2 0 0 RGB 204 233 255 HEX CCE9FF</p>	<p>PMS 291 C CMYK 36 9 3 0 RGB 159 202 229 HEX 9FCAE5</p>	<p>PMS 607 CMYK 10 1 40 0 RGB 232 234 172 HEX E8EAAC</p>	<p>PMS 2066 C CMYK 23 48 9 0 RGB 196 144 179 HEX C490B3</p>

FONTS

DM Sans is our primary typeface.

DOWNLOAD

Microsoft Office fonts

When DM Sans is unavailable, use Arial. When Lora is unavailable, use Book Antiqua Regular. These are default fonts within Microsoft programs on both Mac and PC.

When DM Sans is unavailable, use Arial.

Lora is used as a supporting typeface.

DOWNLOAD

When Lora is unavailable, use Book Antiqua.