novo
holdings

Investing to benefit people and the planet

Brand guide



Intro

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.

Investing to benefit people and the planet is our brand tagline. It describes what we do and encompasses what drives us – directly or indirectly. It also supports the duality of our role, communicating that we work both with holdings and investments.

Typography

Our primary typography is ‘Apply Sans’ – a typeface that has been specially crafted for Novo Nordisk Fonden and ourselves by Playtype Foundry. A classic sans typeface with an elegant look and a clear legibility.

Typography

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

NB! The brand refresh also comes with a new addition to Novo Holdings' creative toolbox: Novo Sans Thin. Building on the same typeface family shared by the Novo Nordisk Foundation, new typeface has been especially developed for Novo Holdings to give the brand its own, unique element, all the while maintaining a close familiarity to NNF.

The *thin* weight is suitable for display purposes, and creates an elegant, modern and approachable typographical expression.

Novo Apply Sans

Thin
Extra Light
Extra Light Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic
DemiBold
DemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic

Thin
Extra Light
Extra Light Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic
DemiBold
DemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic

Images

Through the use of friendly, relatable imagery and accessible atmosphere, the updated image style emphasises what Novo Holdings does by putting the ones that benefit from its endeavours at center stage — people, society, and environment.

Images

People

Open, relatable, documentary style photography.



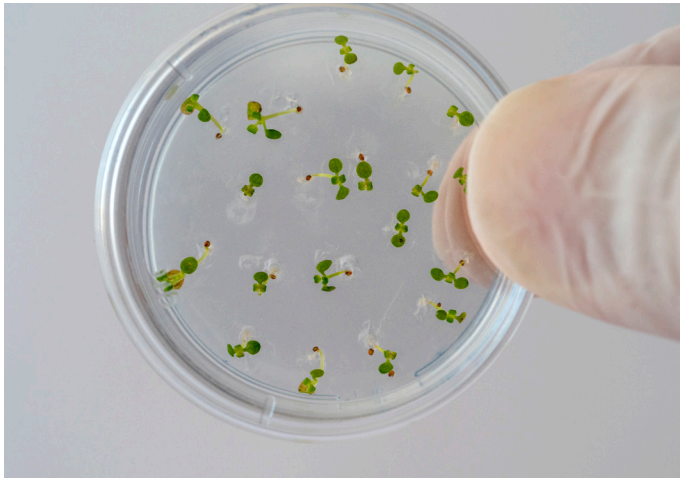


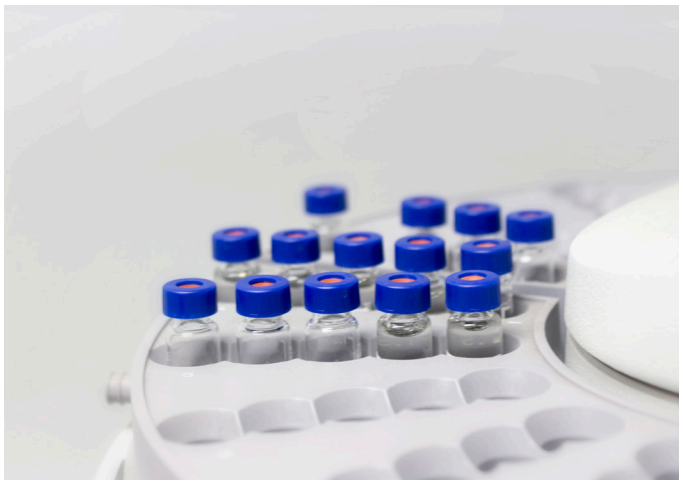
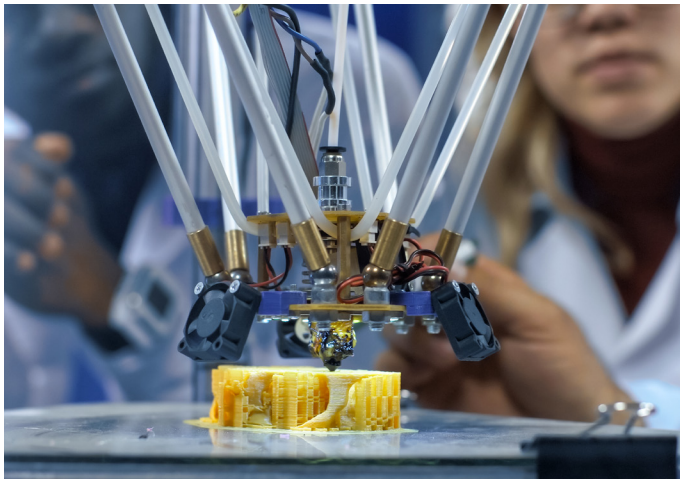



Images

Nature and Environment

Clean, crisp colours, natural editing, macro and micro perspectives. Cutting edge, bringing things together.
The edge between different environments; Biotech, Medical/research and Medtech aims to improve.

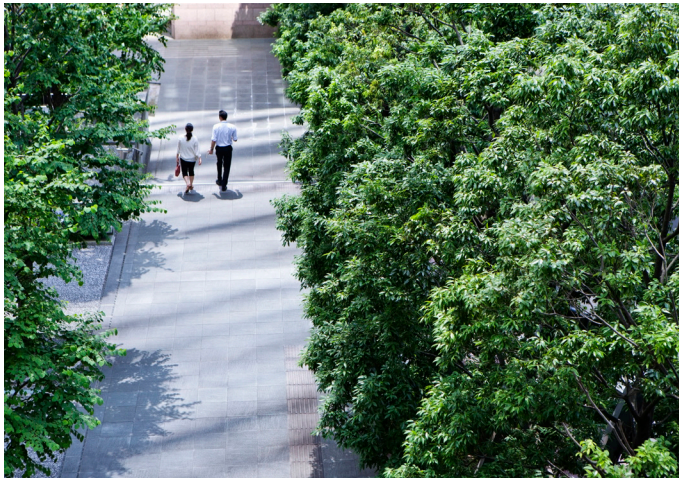

Images

Society

International, progressive, lively, human presence, man-made, city/urban, green environment or green architecture.
If there are people in the frame, they must be seen from far away (no close-ups).





Logo

Our official logo includes the tagline ‘Investing to benefit people and the planet’. However, the logo also exists in a version without the tagline in small scale use. Please see our recommendations for logo placement and scaling.

Logo

Primary logo in two decks with tagline (when possible) and primarily used on a white background.

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

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

Smaller logos are always without tagline.

See size requirements for logos on the next page.

Primary logo
with tagline



Primary logo
without tagline



Secondary logo
with tagline



Secondary logo
without tagline



Primary logo
with tagline



Primary logo
without tagline



Secondary logo
with tagline



Secondary logo
without tagline



Logo

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	60mm / height
A2	40mm
A3	30mm
A4	20mm
A5	15mm
A6	10mm

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





Use the primary logo in two decks and tagline for formats bigger than A5



15mm



10mm

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



10mm

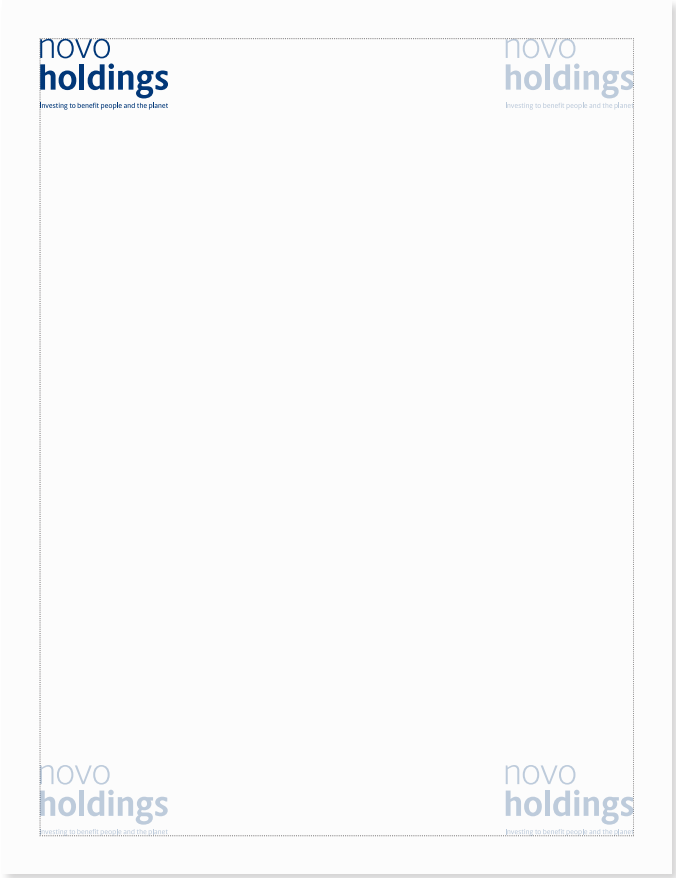


4mm

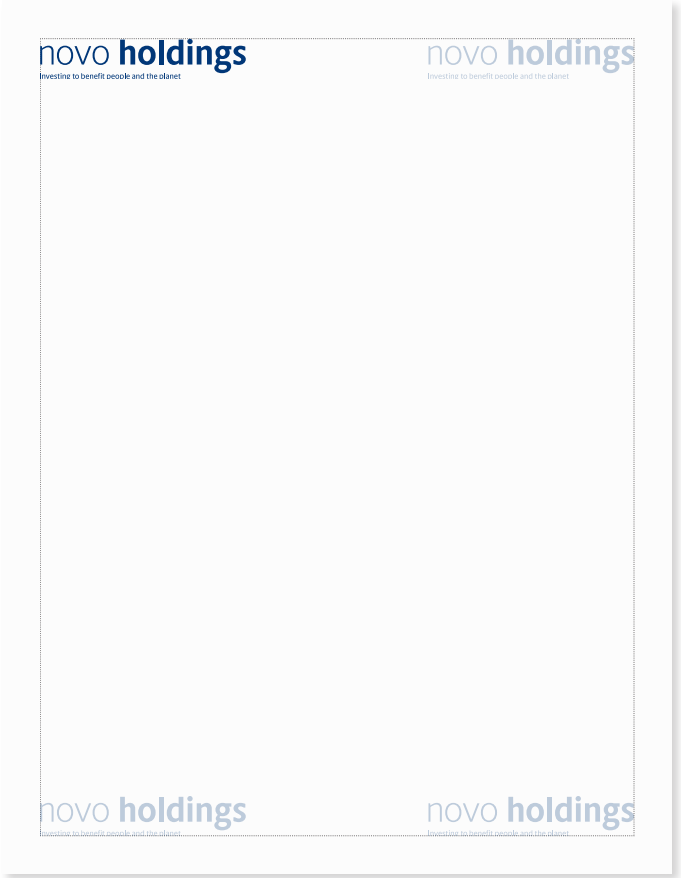
Logo

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

Primary logo



Secondary logo

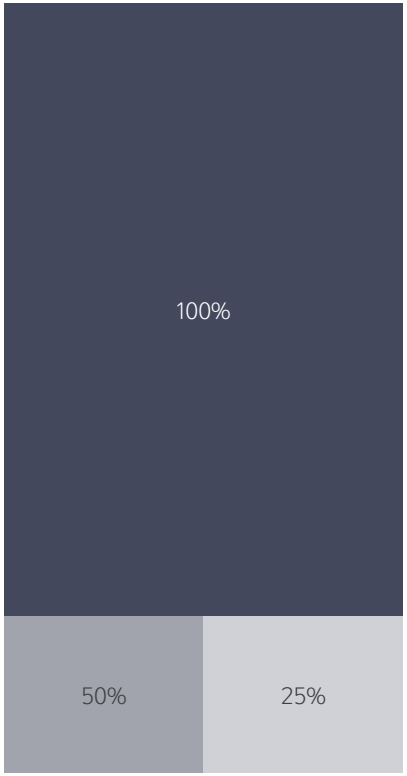


Colors

Through the use of a so! and contemporary set of colours, the new colour palette reflects Novo Holdings as a warm, human, and approachable brand.

Colors

Blue Grey

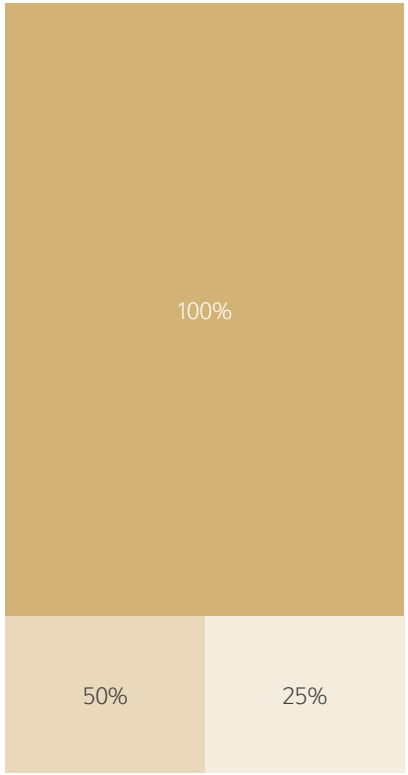


RGB 67-72-92
HEX #43485C

CMYK COATED 80-60-0-50
CMYK UNCOATED 100-65-0-50

PMS COATED 2378 C
PMS UNCOATED 2378 U

Warm Sand

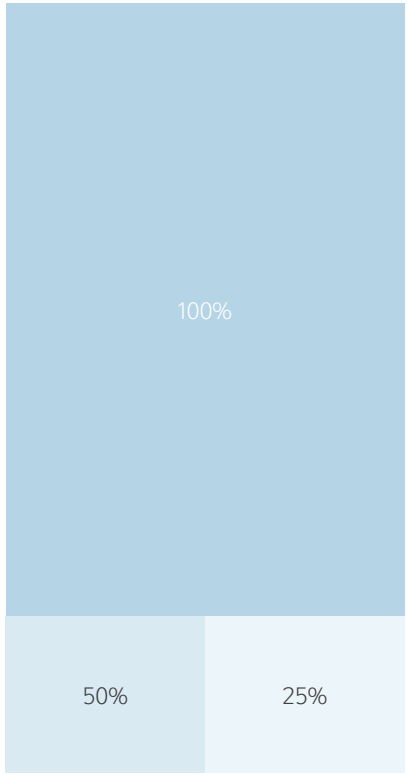


RGB 211-178-118
HEX #D3B276

CMYK COATED 15-35-80-0
CMYK UNCOATED 15-35-80-0

PMS COATED 7508 C
PMS UNCOATED 7508 U

Sky Blue

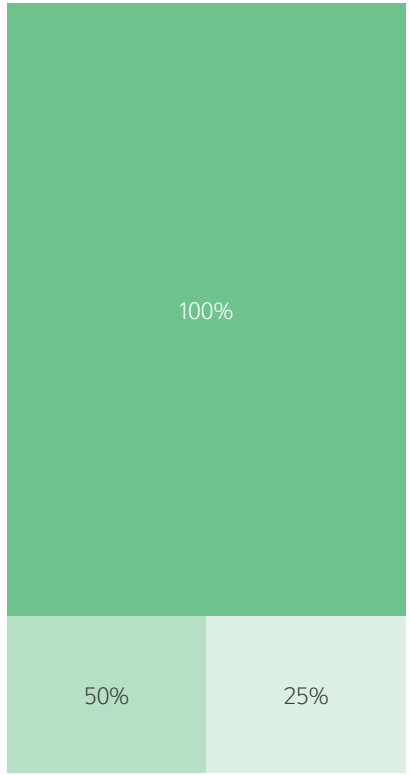


RGB 181-213-230
HEX #B5D5E6

CMYK COATED 30-8-0-0
CMYK UNCOATED 30-8-0-0

PMS COATED 277 C
PMS UNCOATED 277 U

Seafoam Green



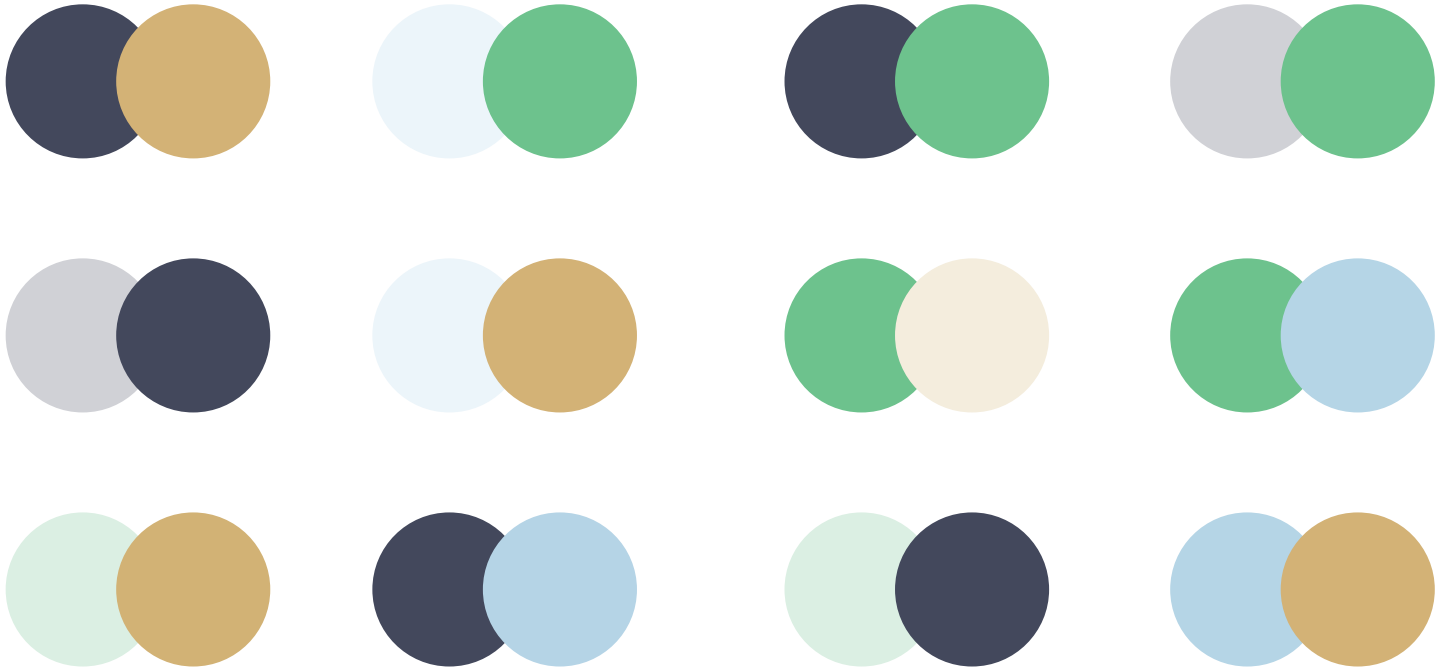
RGB 109-194-141
HEX #6DC28D

CMYK COATED 70-0-60-0
CMYK UNCOATED 70-0-60-0

PMS COATED 2248 C
PMS UNCOATED 2248 U

Colors

The colours can be used separately or together throughout executions in the combinations shown – always keeping it light, uplifting, but always with adequate contrast.



Iconography

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:		**Digital:**	
A1	28mm	1920 x 1080	64px
A2	20mm	1280 x 800	43px
A3	14mm		
A4	10mm (minimum)		
A5	10mm (minimum)		
A6	10mm (minimum)		

Our **minimum** sizes are:

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



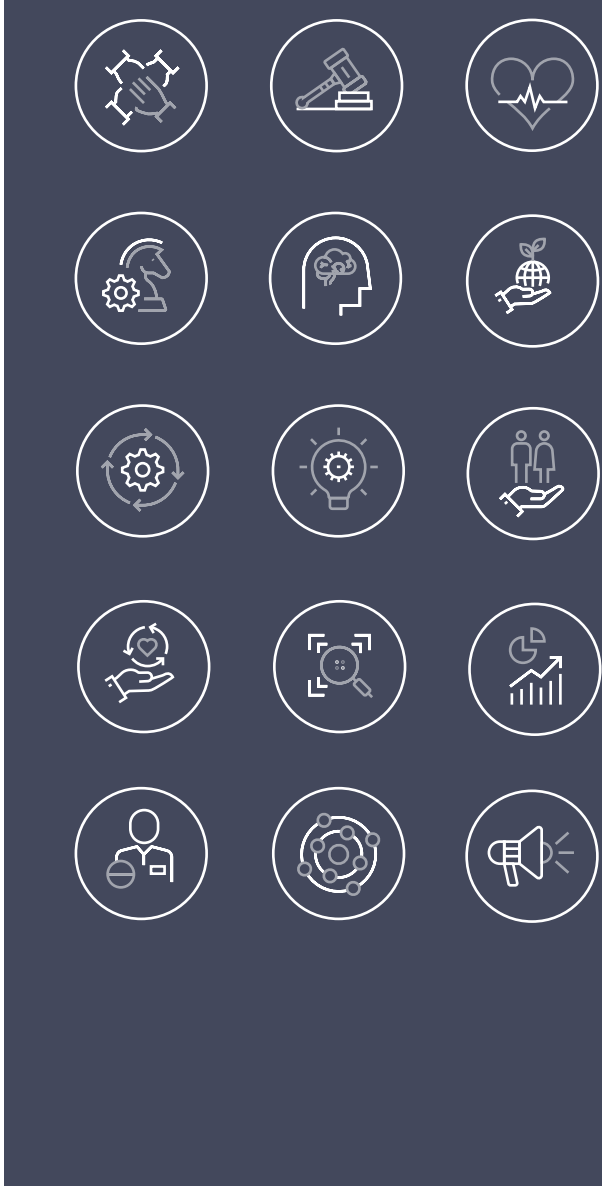
Digital:
50x50 pixels
Stroke 1 pt.
(1,3 pixels.)





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 50% tint from the selected colored background

Examples

Blue Grey
Seafoam Green

Blue Grey - 50%
White





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

Tobias Rhode / +45 2511 3581 / trh@novo.dk
Senior Graphic Designer

Thomas Bille / +45 2513 3000 / tbh@novo.dk
Senior Graphic Designer