



BRAND GUIDELINES

Oranda Therapeutics Brand Guidelines

A comprehensive guide to maintaining consistency across all Oranda Therapeutics brand touchpoints. These guidelines ensure our visual identity reflects the premium, purposeful, and compassionate nature of our work in rare disease therapeutics.

Version 2.0 - March 2026

orandatherapeutics.com/brand-guidelines

INTRODUCTION

Brand Overview

Oranda Therapeutics is a rare disease company focused on championing sustainable access to medicines across Europe. Our brand reflects our commitment to innovation, compassion, and collaboration - values that guide everything we do, from our partnerships with pharmaceutical companies to our engagement with healthcare systems and patient communities.

Our visual identity is designed to convey authority and warmth in equal measure. The brand system uses a refined colour palette anchored by our signature orange, paired with sophisticated typography and purposeful imagery that speaks to both the scientific rigour and human empathy at the heart of our mission.

INTRODUCTION

The Oranda



Why Oranda?

Our company is named after the Oranda, a rare and beautiful breed of goldfish symbolising longevity, adaptability, personal growth and the pursuit of fulfilment. Just as the Oranda goldfish is prized for its distinctive appearance and resilience, our company is built on the belief that rarity should be celebrated, not overlooked.

Beauty in Difference

The Oranda serves as a reminder that everyone is unique and can live positive and purposeful lives. Beauty lies in our differences. This philosophy extends directly into our work - championing access to medicines for rare diseases, where every patient matters and every condition deserves attention, no matter how rare.

From Fish to Brand

The fluid, organic form of the Oranda goldfish inspired our logomark. The warm gradient palette - flowing from deep red through to vibrant orange - captures the vitality, movement and warmth that define both the fish and our brand. The circular form represents wholeness, continuity and the cycles of care that connect patients, partners and healthcare systems.

INTRODUCTION

Mission & Values

OUR MISSION

To champion access to rare disease medicines, ensuring patients across Europe receive the treatments they need through agile, cost-effective commercialisation and trusted partnerships.

01

Compassion

Patients are at the centre of everything we do. We are driven by the desire to improve lives and reduce the burden of rare diseases on individuals and their families.

02

Innovation

We embrace creative and agile approaches to commercialisation, finding new pathways to bring medicines to patients faster and more efficiently.

03

Openness

We operate with transparency and integrity, building trust with our partners, stakeholders, and the communities we serve.

04

Collaboration

We believe in the power of partnership. By working alongside like-minded organisations, we amplify our impact and create lasting value.

Writing Principles

The way we write is as important as how we look. Our tone should be confident without being arrogant, warm without being casual, and expert without being exclusionary.

01 Clear & Purposeful

Every word should earn its place. Avoid jargon when plain language will do. Be direct and specific about what we do and why it matters.

DO

"We bring rare disease medicines to patients who need them, faster."

DON'T

"We leverage our synergistic capabilities to optimise the commercialisation lifecycle."

02 Human & Empathetic

Behind every statistic is a person. Our writing should acknowledge the human impact of rare diseases and the hope that treatment brings.

DO

"Every patient deserves access to the treatment that could change their life."

DON'T

"Market penetration in the rare disease vertical demonstrates significant ROI potential."

03 Confident & Expert

We know our field. Write with authority but remain accessible. Reference evidence and outcomes without overwhelming the reader.

DO

"Our experienced team has commercialised medicines across 15 European markets."

DON'T

"We think we might be able to help in some markets."

04 Collaborative & Inclusive

We achieve more together. Use language that invites partnership and demonstrates shared purpose rather than positioning Oranda as the sole hero.

DO

"Together with our partners, we are building a sustainable access model."

DON'T

"We are the only company capable of delivering these results."

tone of voice

Key Messages

These core messages should be adapted and woven into communications as appropriate. They represent the foundational truths of the Oranda brand.

BRAND PROMISE

Championing access to rare disease medicines across Europe through trusted partnerships and agile commercialisation.

DIFFERENTIATOR

We combine the deep expertise of industry professionals with the speed and flexibility of a focused, entrepreneurial team.

PATIENT IMPACT

Every decision we make is guided by the patients who are waiting for access to treatments that could transform their lives.

PARTNERSHIP VALUE

We work alongside healthcare companies as true partners, sharing risk, aligning incentives, and delivering sustainable access.

EUROPEAN FOCUS

Our deep understanding of European healthcare systems enables us to navigate complex market access pathways efficiently and effectively.

SUSTAINABILITY

We build models that deliver long-term, sustainable access - not short-term commercial wins. Our success is measured by patient outcomes.

LOGO

Primary Logo

The Oranda logo is the cornerstone of our brand identity. It represents our commitment to rare disease therapeutics and should always be treated with care and consistency.



The Oranda Mark

The Oranda logomark draws inspiration from the Oranda goldfish - a symbol of resilience, beauty, and rarity. The fluid, organic form captures movement and vitality, while the warm gradient palette conveys energy and optimism. The combination of the mark with our logotype creates a distinctive and memorable brand signature.

LOGO

Logo Variations

The logo is available in several formats to ensure it reproduces well across all applications and backgrounds.



Full colour on white

Primary usage



Full colour on grey

Alternative background



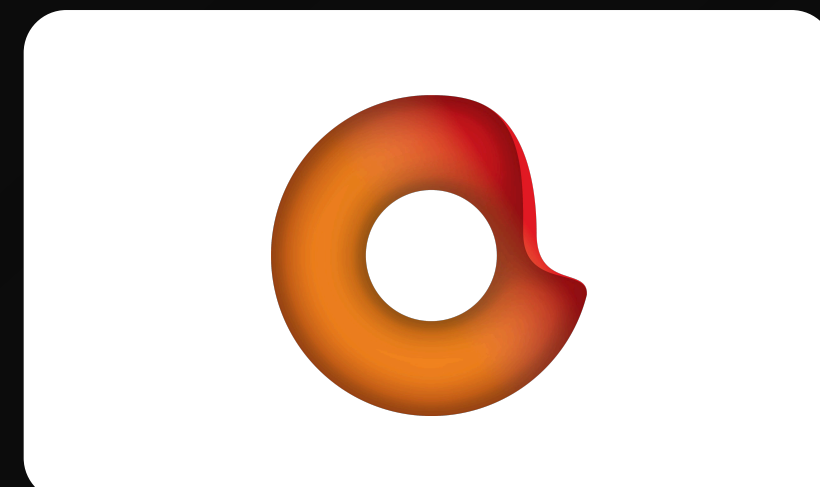
Monochrome black

Print / engravings only



Monochrome white

Dark backgrounds



Logomark only

Favicons, avatars, small spaces



Logotype only

When mark is shown elsewhere

Clear Space & Sizing



Clear Space

The minimum required clear space around the logo is defined by the measurement "x", equal to the x-height of the logotype. This clear space must be kept free of all other graphical and visual elements to maintain the logo's integrity and impact.

x = x-height of the logotype "ORANDA"

Safe Zone

The safe zone extends beyond the clear space. Other graphical and visual elements can be safely positioned within the safe zone but outside the clear space area.

Minimum Size

To ensure legibility, the logo should never be reproduced smaller than the minimum sizes specified below.

PRINT

25mm wide

DIGITAL

120px wide

LOGOMARK

16px / 5mm

Sizing Ratios

When scaling the logo, always maintain the original aspect ratio. Never stretch, compress, or distort the logo in any direction.

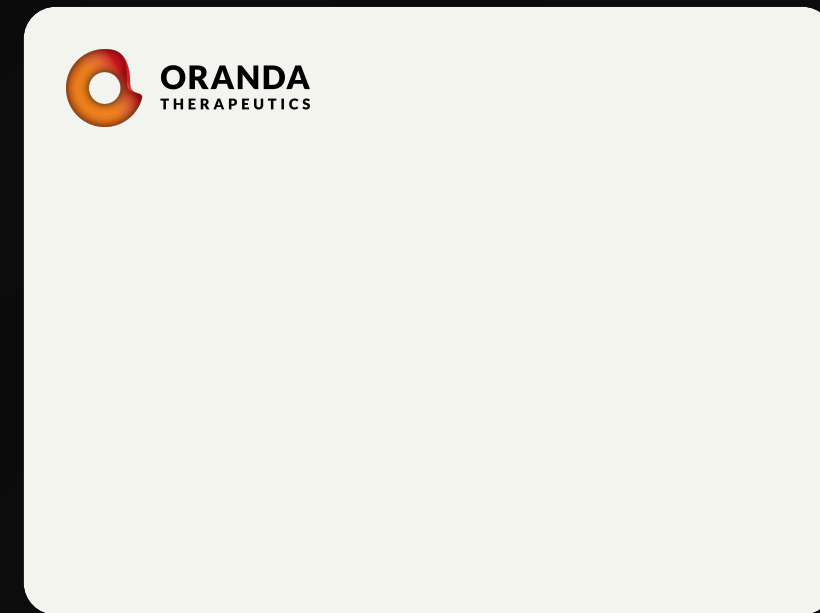
LOGO

Logo Placement

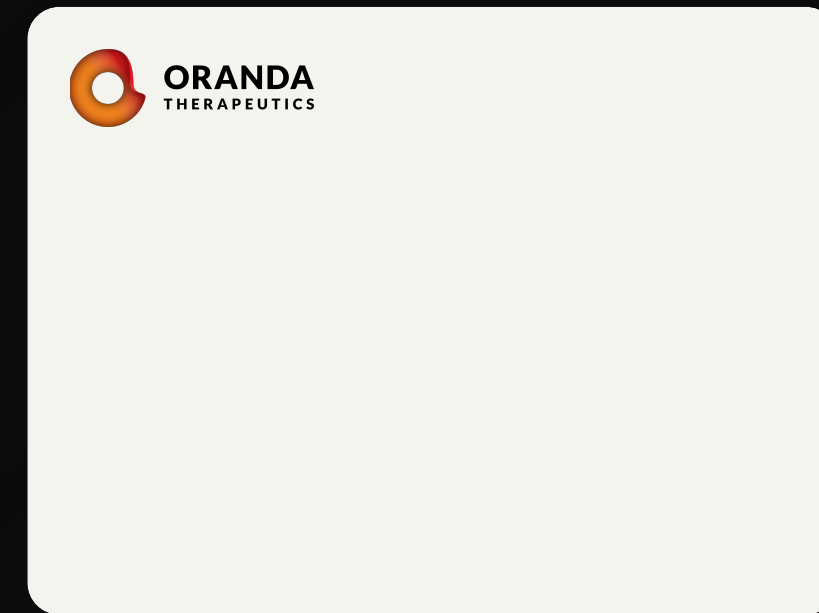
The full colour logo on white or reversed out on dark backgrounds is the preferred usage. The logo should appear prominently on all primary brand materials including the website, presentations, business cards, and official correspondence.



Business Card



Letterhead

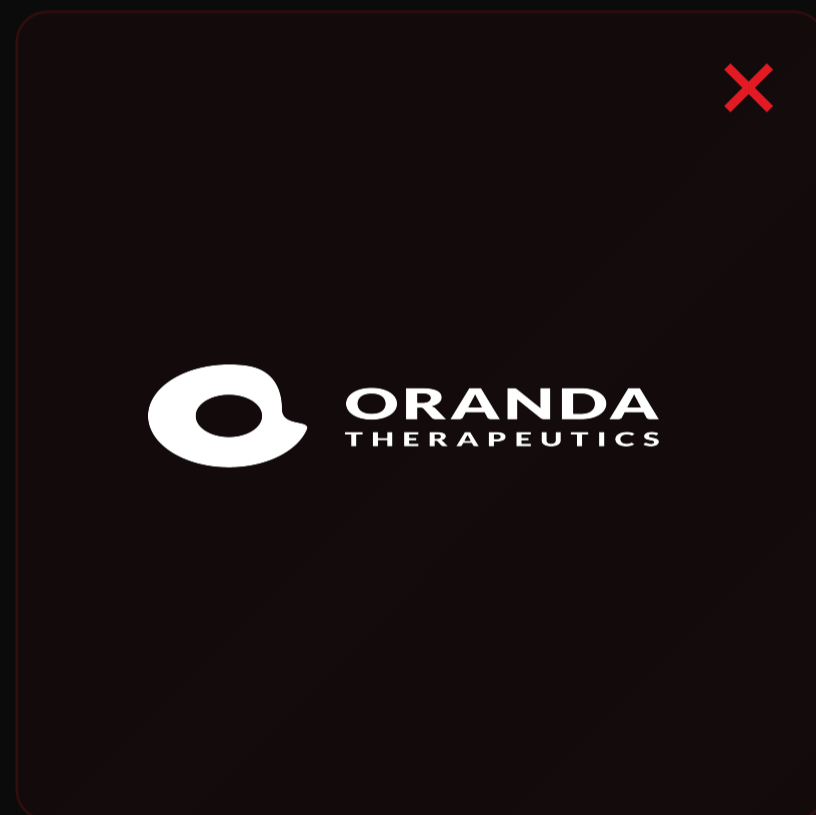


Presentation

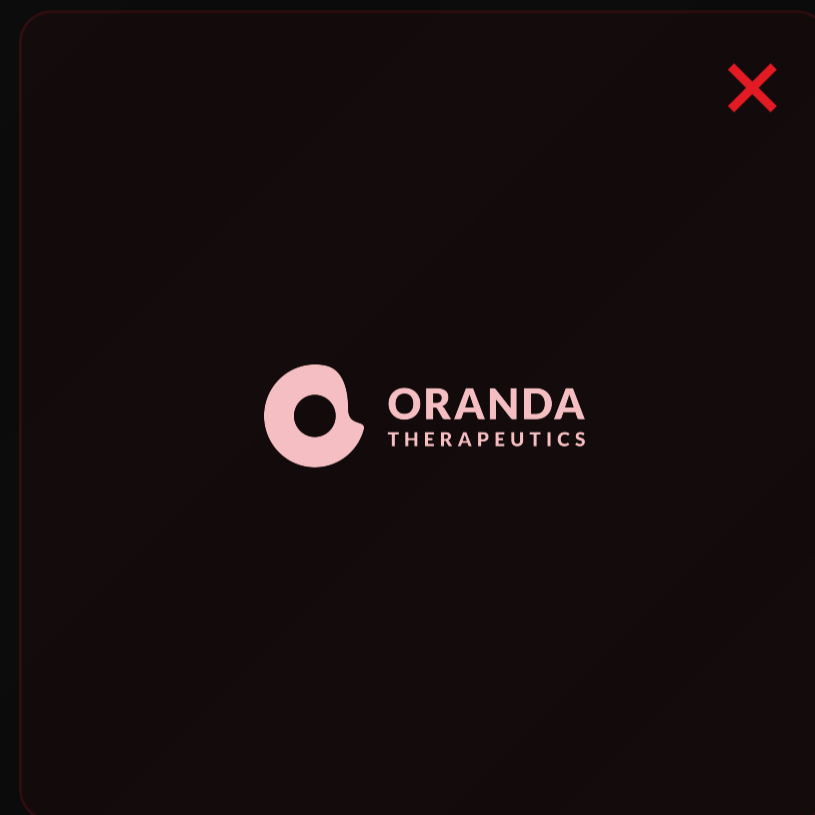
LOGO

Logo Misuse

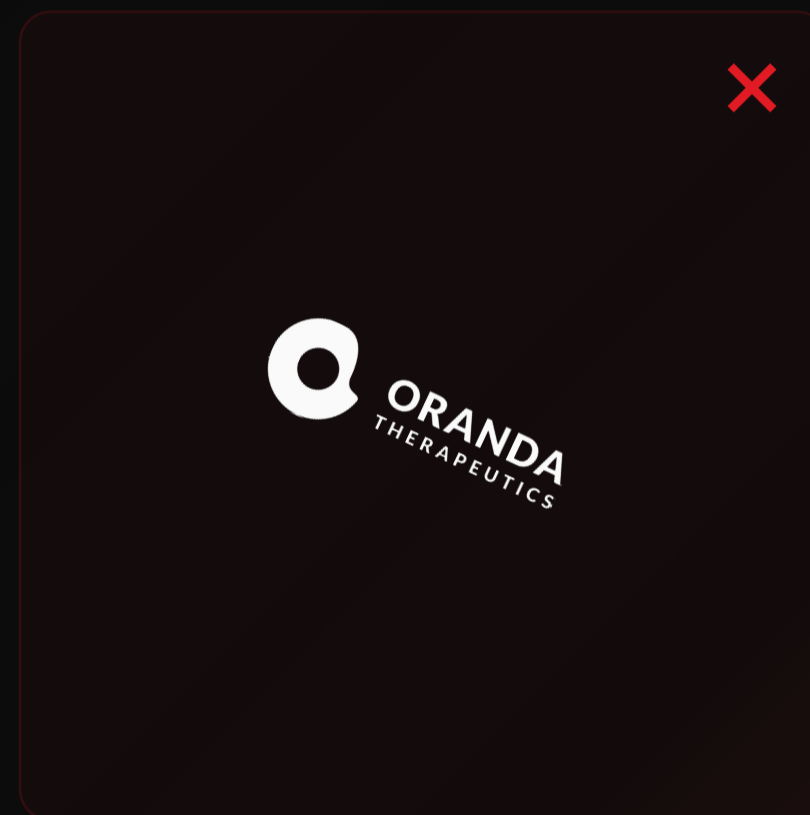
To maintain the integrity of the Oranda brand, avoid the following common misuses of the logo. When in doubt, refer to these guidelines or contact the brand team.



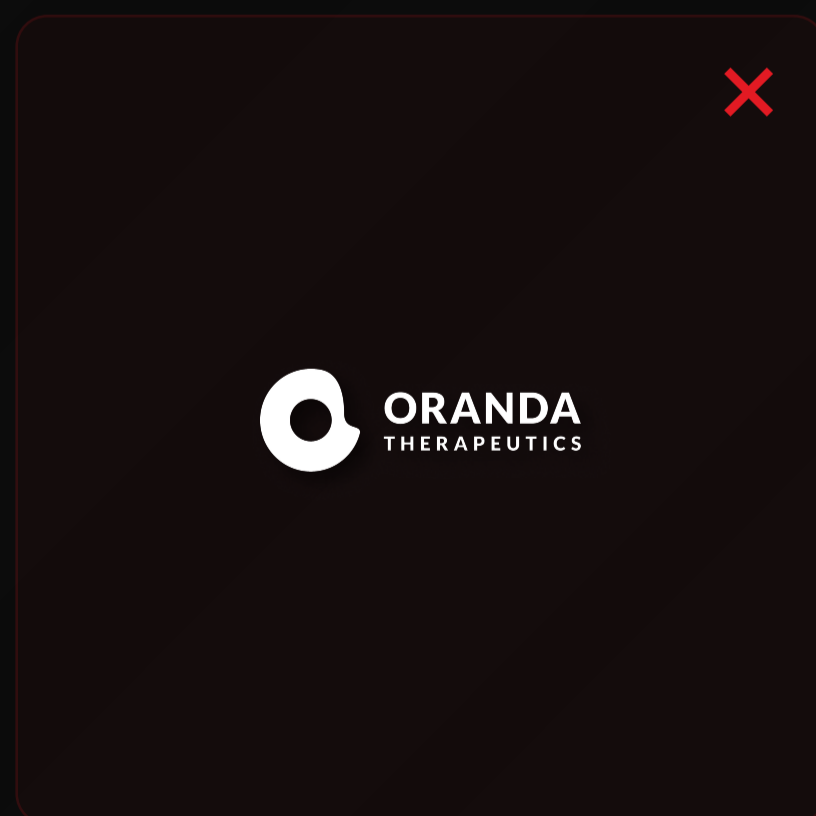
Do not stretch or distort



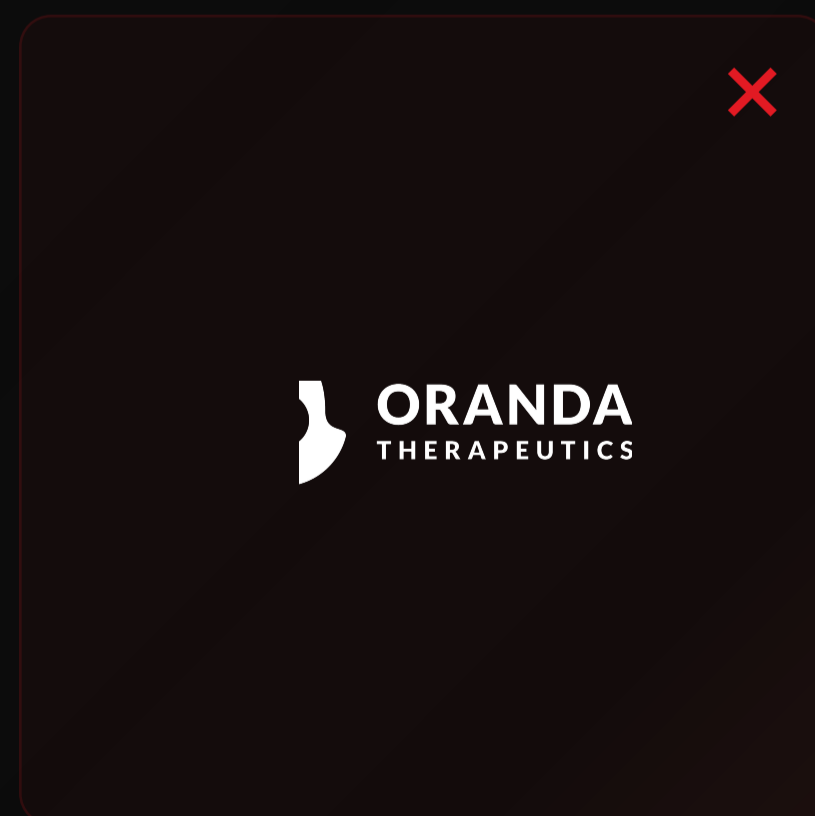
Do not change the colours



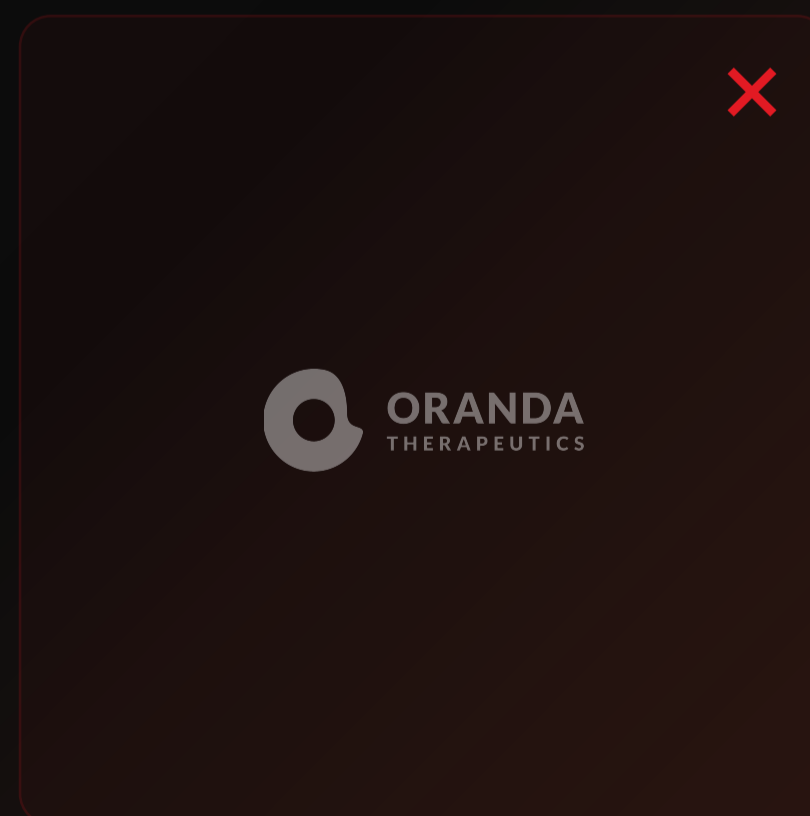
Do not rotate the logo



Do not add effects or shadows



Do not crop the logo

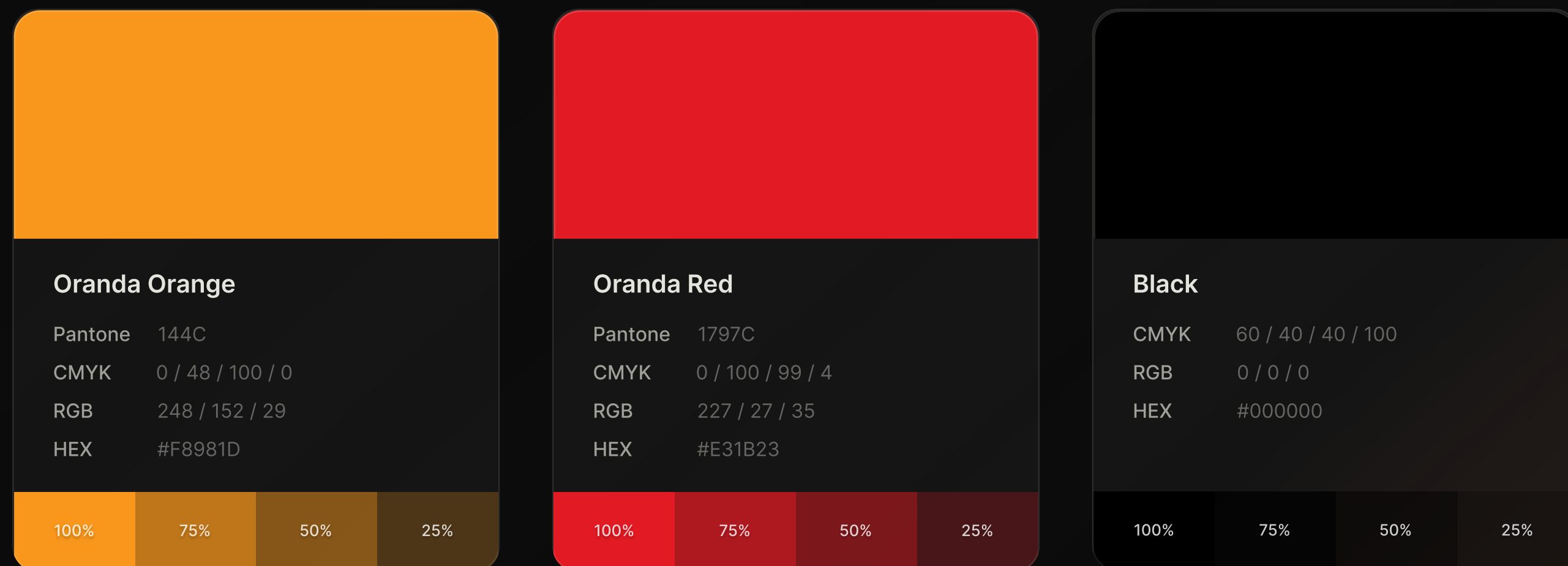


Do not place on busy backgrounds

COLOUR

Primary Palette

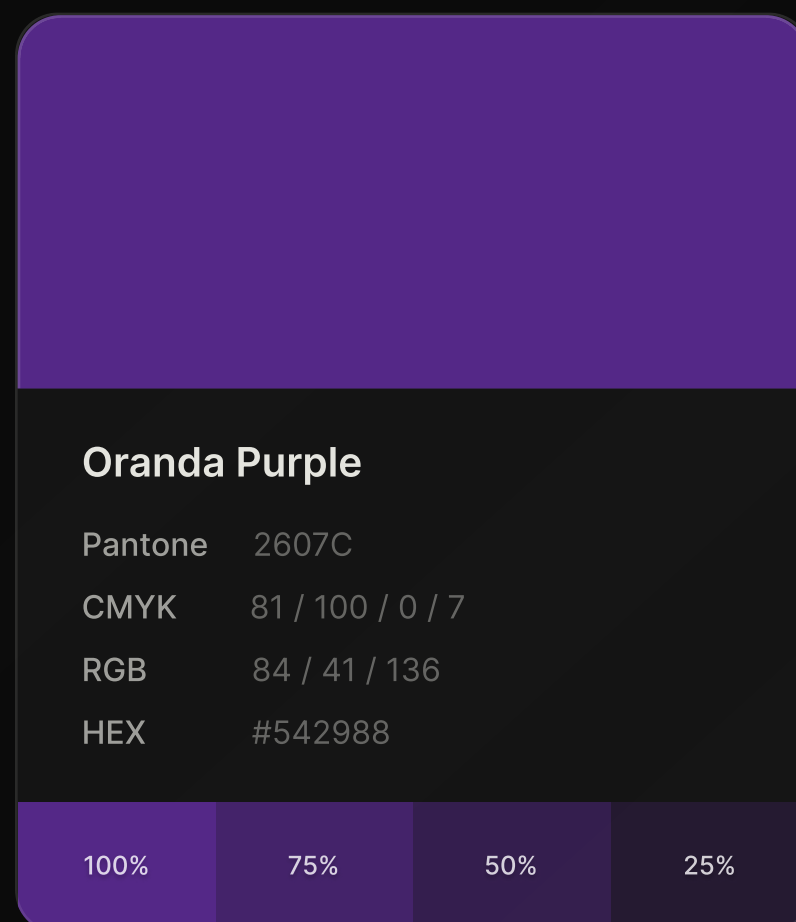
The Oranda primary colour palette is anchored by our signature orange, supported by a deep red and black. These colours form the foundation of the brand across all touchpoints.



COLOUR

Secondary Palette

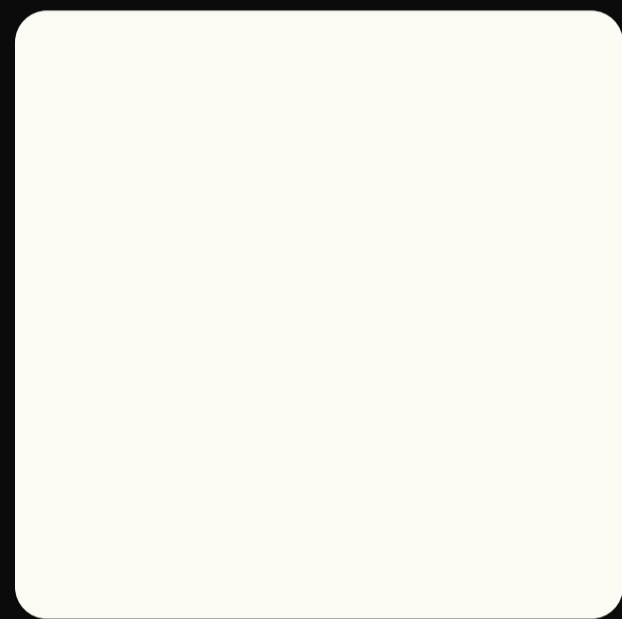
The complementary purple adds depth and versatility to the brand palette. Use it sparingly as an accent colour in supporting materials.



COLOUR

Digital Palette

The digital palette extends the core brand colours with additional tones optimised for screen use. These are used across the website and digital communications.



Cream

#FBFBF4

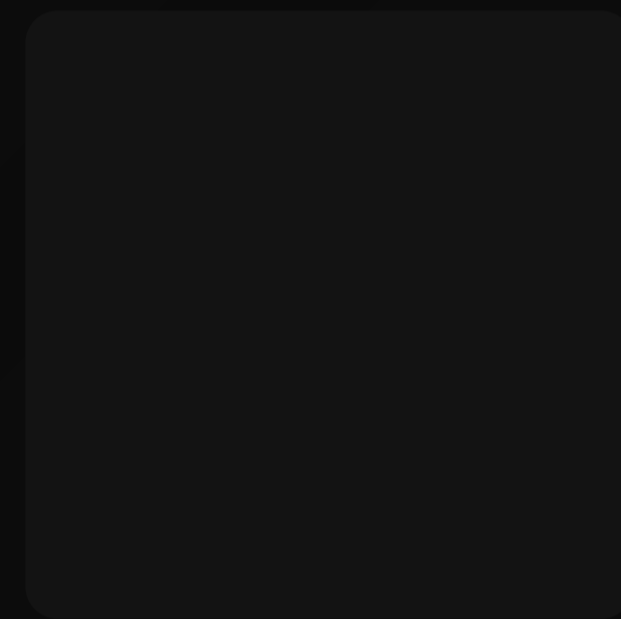
Light backgrounds, text on dark



Dark

#0A0A0A

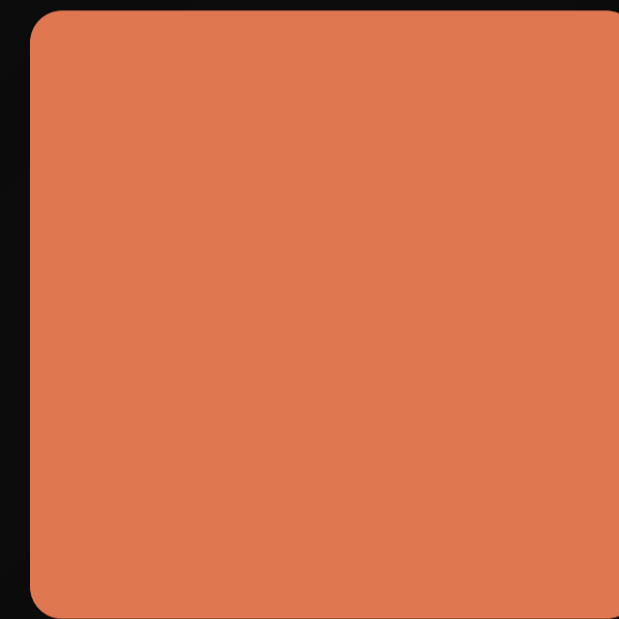
Primary dark background



Dark Secondary

#141414

Card backgrounds, depth layers



Web Orange

#E07850

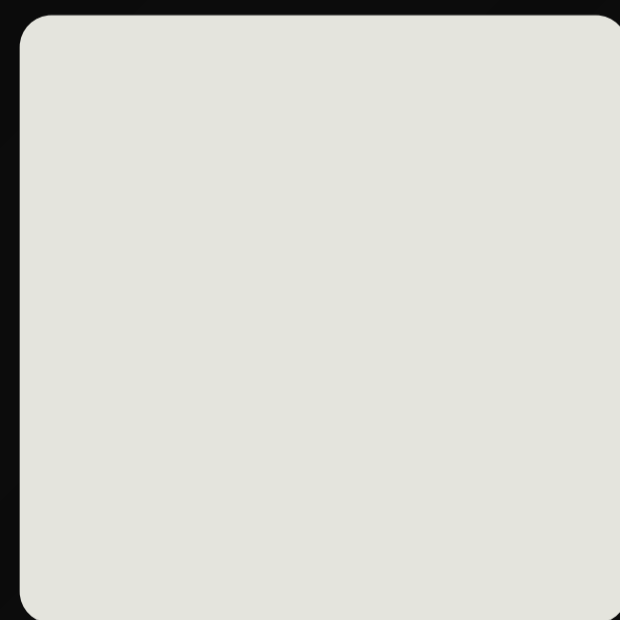
CTAs, links, accents (both modes)



Orange Light

#F4A261

Hover states, secondary accent



Text Light

rgba(251,251,244,0.9)

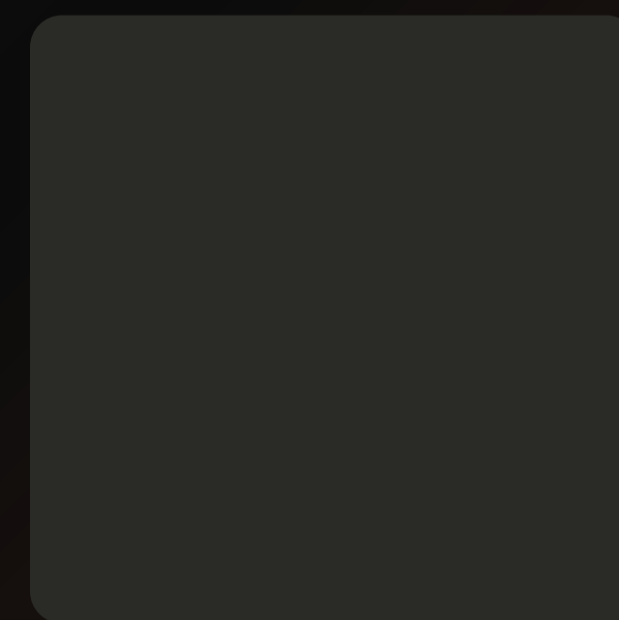
Primary text on dark



Text Muted

rgba(251,251,244,0.6)

Secondary text, descriptions



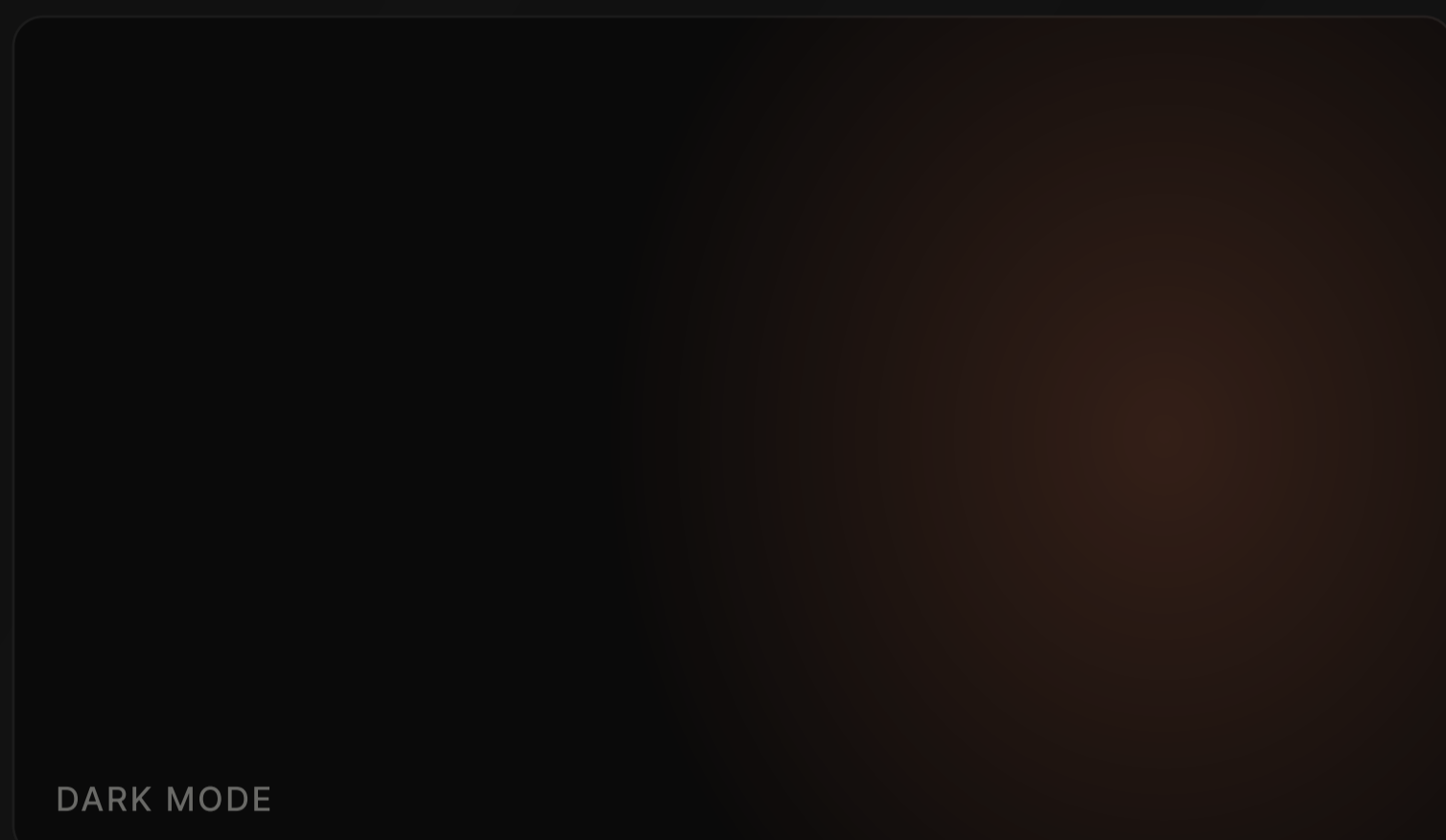
Border

rgba(251,251,244,0.1)

Dividers, card borders

Colour Usage

Colour application should maintain hierarchy and readability. Follow these guidelines to ensure consistent and accessible colour usage across all materials.



The Orange Ambient Gradient

A signature element of the Oranda digital brand is the subtle warm orange gradient that bleeds softly across backgrounds. This radial glow creates a sense of warmth, optimism, and premium quality that distinguishes Oranda materials from clinical or sterile pharmaceutical aesthetics.

The gradient should always be understated - felt more than seen. It typically radiates from the right or top-right of a layout, using the brand orange at very low opacity (3-8%) as a radial gradient over the base background colour. It appears in both light and dark modes, adapting to maintain subtlety against each background.

LIGHT MODE

```
radial-gradient(ellipse, rgba(248, 152, 29, 0.04-0.08), transparent)
```

DARK MODE

```
radial-gradient(ellipse, rgba(224, 120, 80, 0.04-0.06), transparent)
```

DO Use Oranda Orange as the primary accent colour for calls-to-action, key highlights, and brand moments.

DO Maintain sufficient contrast between text and background colours. Use light text on dark backgrounds and dark text on light backgrounds.

DO Use the tint variations (75%, 50%, 25%) for supporting elements and to create depth in layouts.

DO Be aware that the brand orange (#E07850) achieves full WCAG AA contrast compliance in dark mode but falls below the 4.5:1 threshold for small text in light mode. This is an accepted brand decision - see the Accessibility section for full details.

DON'T Use unapproved colour variations or adjust the brand colours to match personal preference.

DON'T Use red as the dominant colour in layouts. It should be used sparingly and predominantly within the logo gradient.

DON'T Use orange for critical small text (below 18px) on light backgrounds where accessibility is paramount. Reserve orange for headings, call to actions, and accent elements in light mode.

Typography Evolution

The Oranda typographic system has evolved alongside the brand. Our original guidelines specified Verdana across all touchpoints. As the brand’s digital presence matured and our premium positioning sharpened, we introduced **Playfair Display** (headings) and **Inter** (body) for digital channels, while maintaining **Georgia** and **Verdana** for print and corporate documents.

Cross-Medium Reference

When moving content between print and digital, use these equivalent pairings to maintain typographic consistency.

ROLE	PRINT	DIGITAL
Headings	Georgia	Playfair Display
Body text	Verdana	Inter
UI / Labels	Verdana	Inter
Quotes	<i>Georgia Italic</i>	Playfair Italic

WHY THE CHANGE?

Verdana remains a highly legible and widely supported typeface, ideal for print and corporate documents. As our digital presence has grown, we have complemented it with more expressive typefaces that better reflect the sophistication and authority of Oranda’s positioning, while preserving the readability Verdana is known for.

THE GUIDING PRINCIPLE

Both print and digital type systems follow the same logic: an expressive serif for headings that conveys editorial authority and warmth, paired with a clean, highly legible sans-serif for body text. The specific typefaces differ by medium, but the voice remains consistent.

PRINT & CORPORATE

For printed materials, presentations, Word documents, and any context where custom font installation cannot be guaranteed, use system-available typefaces.

GEORGIA - HEADINGS

Championing access to rare disease medicines

Georgia is the print equivalent of Playfair Display - a transitional serif with warmth and authority. Available on all operating systems.

Weights: Regular, Bold System font - no installation required

VERDANA - BODY TEXT

Oranda Therapeutics is a rare disease company focused on championing sustainable access to medicines across Europe. Our team combines deep pharmaceutical expertise with entrepreneurial agility to bring treatments to patients faster.

Body text, correspondence, documents. Verdana’s generous spacing remains ideal for printed body copy at small sizes.

Weights: Regular, Bold, Italic, Bold Italic System font - no installation required

Section Heading in Georgia

Body text in Verdana provides reliable legibility across all print contexts, from business cards to annual reports.

TYPOGRAPHY

Digital Typography

For digital applications - the website, email campaigns, social media graphics, and any context where web fonts can be loaded - we use a pairing of Playfair Display and Inter. This combination brings editorial elegance and modern clarity that reflects Oranda's premium positioning.

DIGITAL & WEB

Custom web fonts loaded via Google Fonts. Playfair Display provides the distinctive character that sets Oranda apart digitally, while Inter delivers exceptional screen readability with superior OpenType features and tighter metrics than Verdana.

PLAYFAIR DISPLAY - HEADLINES

Championing access to rare disease medicines

Page titles, hero text, section headings. Its high contrast and elegant ball terminals bring a sense of heritage and sophistication.

Weights: 400, 500, 600 Source: Google Fonts Fallback: Georgia, serif

INTER - BODY & UI

Oranda Therapeutics is a rare disease company focused on championing sustainable access to medicines across Europe. Our team combines deep pharmaceutical expertise with entrepreneurial agility to bring treatments to patients faster.

Body text, navigation, buttons, captions. Purpose-built for digital interfaces with excellent legibility at all sizes.

Weights: 300, 400, 500, 600 Source: Google Fonts Fallback: -apple-system, sans-serif

EYEBROW TEXT

Section Heading in Playfair Display

Body text in Inter provides excellent readability at all sizes, with a neutral, modern tone that pairs beautifully with the more characterful Playfair Display headings.

TYPOGRAPHY

Type Hierarchy

A clear typographic hierarchy ensures content is scannable and accessible. The following scale is used across all digital touchpoints.

H1 clamp(2.5rem, 6vw, 5rem)

Heading One

H2 clamp(2rem, 4vw, 3.5rem)

Heading Two

H3 clamp(1.5rem, 3vw, 2.5rem)

Heading Three

H4 clamp(1.25rem, 2vw, 1.75rem)

Heading Four

EYEBROW 0.75rem / 500 / 0.15em tracking

EYEBROW LABEL TEXT

BODY clamp(1rem, 1.25vw, 1.25rem)

Body text for paragraphs and general content across the site.

LARGE TEXT clamp(1.125rem, 1.5vw, 1.5rem)

Large introductory text used for section introductions and key statements.

TYPOGRAPHY

Usage Guidelines

DO Use Playfair Display exclusively for headings and display text in digital contexts. For print, use Georgia in the same role.

DO Use Inter for digital body text, navigation, buttons, and all functional UI elements. Use Verdana for print body copy.

DO Use the fluid type scale (clamp values) for digital to ensure responsive typography across all screen sizes.

DO Use the cross-medium reference table when adapting content between print and digital formats.

DON'T Mix print and digital typefaces within the same medium. Playfair and Inter are for screens; Georgia and Verdana are for print.

DON'T Use font weights or styles not specified in these guidelines. Stick to the approved weights for each typeface.

DON'T Use Verdana for headings in any context. It was designed for body copy and lacks the character needed for display use.

Iconography

Oranda uses the open-source Lucide icon set across all digital touchpoints. Lucide provides a clean, consistent, and highly flexible icon system that aligns perfectly with the brand's modern, professional aesthetic.

01

Why Lucide?

Lucide is part of the popular Feather icon family, offering a broader library with the same design principles: simplicity, consistency, and clarity. Every icon is built on a 24×24 grid with a uniform stroke weight, ensuring visual harmony across the interface. The open-source licence means complete freedom to use, modify, and distribute without restriction.

02

Design Principles

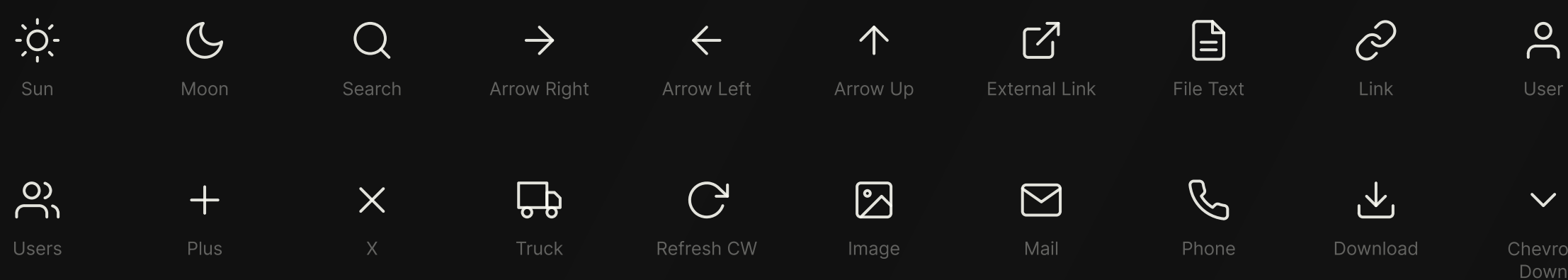
The icons complement the Oranda visual identity through their restraint and precision. Stroke-based rather than filled, they feel light and contemporary without competing with content. The consistent geometry creates order and professionalism, while the extensive library offers flexibility as the brand's digital presence grows.

Usage & Styling

Interactive Preview

Adjust the stroke weight to see how icons respond. The standard weight is 1.5px. Only adjust between 1px and 1.5px where necessary for specific use cases.

STROKE WEIGHT **1.0px** **1.5px**



Icons in Use

The following icons are currently used across the Oranda website. This set will grow as the digital presence expands.

Sun Theme toggle - light mode	Moon Theme toggle - dark mode	Search Media page search	Arrow Right CTAs, Explore More cards
Arrow Left Back navigation	Arrow Up Back to top button	External Link Footer external links	File Text Impact cards - documents
Link Impact cards - partnerships	User Impact cards - patients	Plus Impact cards - innovation	Truck Impact cards - delivery
Refresh Team card flip button	X / Close Team card close, modals		

Implementation

Digital / Web

Use inline SVG for the best control over colour and sizing. Icons inherit `currentColor` from their parent, so they automatically adapt to light and dark mode.

```
<svg width="24" height="24" viewBox="0 0 24 24" fill="none" stroke="currentColor" stroke-width="1.5"> ... </svg>
```

Browse and copy SVG code from lucide.dev

Office / Print

For PowerPoint, Word, and other Office applications, download icons as PNG or SVG from lucide.dev. Use the 24x24 or 48x48 sizes. Set stroke weight to 1.5px for consistency with the website.

For print materials, export at 2x or 3x resolution to ensure crisp rendering.

Licensing

Lucide is completely free to use, copy, modify, and distribute the icons in any project, commercial or otherwise, without attribution requirements.

No licensing fees. No usage restrictions. No attribution required.

DO Use Lucide icons exclusively for all digital and print iconography. Maintain a consistent stroke weight of 1.5px across the interface.

DO Use `stroke="currentColor"` so icons automatically inherit the correct colour in both light and dark modes.

DO Adjust stroke weight to 1px only where necessary at very small sizes (below 16px) for improved clarity.

DON'T Mix icon sets. Do not combine Lucide with Font Awesome, Material Icons, or other icon libraries within the same interface.

DON'T Use filled icon variants. The Oranda brand uses stroke-based icons only for a lighter, more refined aesthetic.

Style Guidelines

Imagery plays a vital role in communicating the Oranda brand. Our imagery should feel authentic, warm, and purposeful - reflecting the human impact of our work in rare disease therapeutics.

01

Authenticity

Use real, natural photography wherever possible. Avoid overly staged or stock-looking images. People should feel genuine and relatable.

02

Warmth & Optimism

Imagery should convey hope and positivity. Favour warm lighting, natural tones, and compositions that suggest progress and possibility.

03

Scientific Rigour

When depicting laboratories, research, or medical settings, maintain an atmosphere of professionalism and precision without feeling cold or sterile.

04

Diversity & Inclusion

Ensure imagery represents the diverse communities we serve. People of different ages, ethnicities, and backgrounds should be represented authentically.

Image Treatments

Images on the Oranda website use specific treatments to maintain visual consistency:



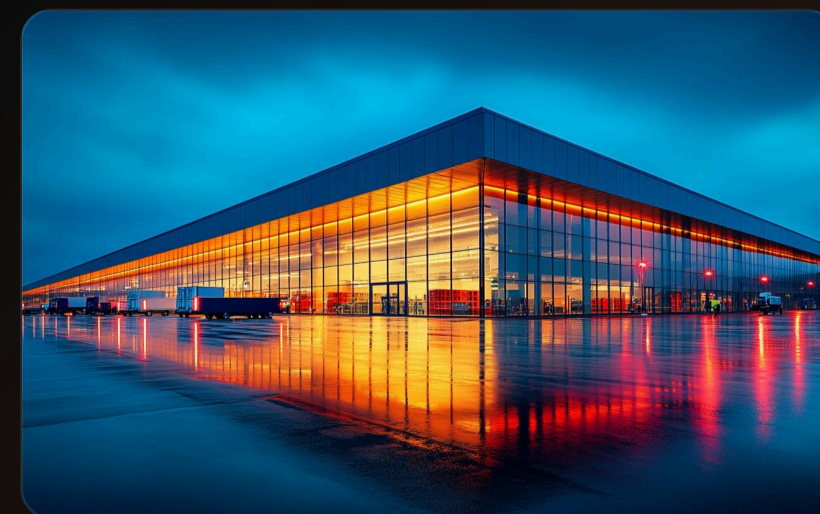
Clip-Path Wipe

Images reveal via inset clip-path animation triggered on scroll



Blur to Focus

Content transitions from blurred to sharp as it enters the viewport



Parallax

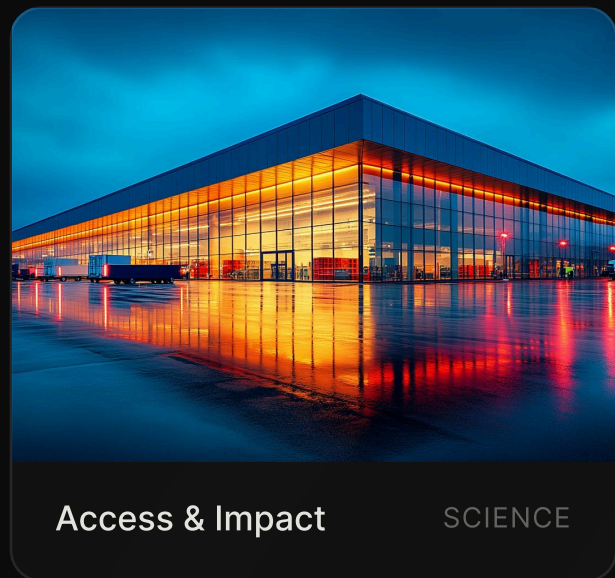
Background images move at different rates to create depth

Image Bank

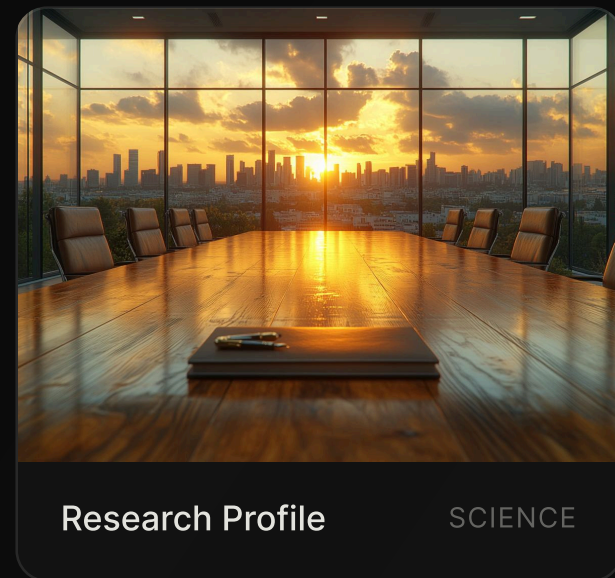
Browse and download approved brand imagery. Images are organised by theme for easy selection. Click any image to download at full resolution.



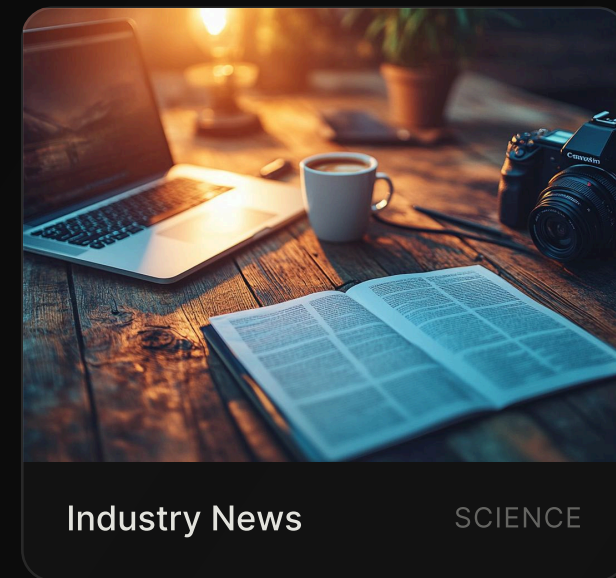
Health Systems SCIENCE



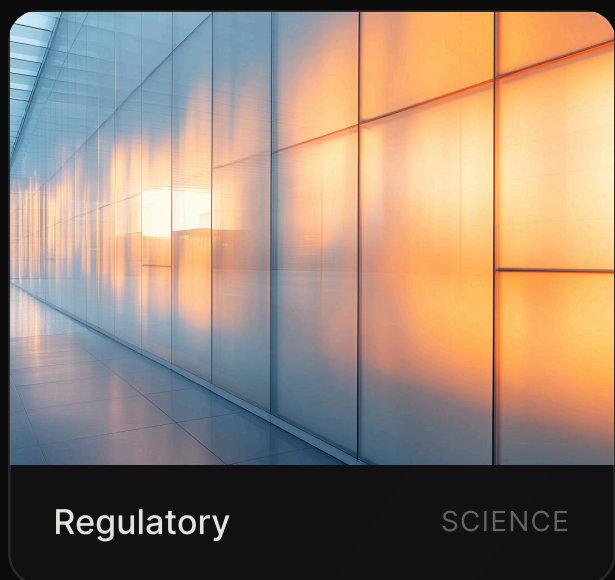
Access & Impact SCIENCE



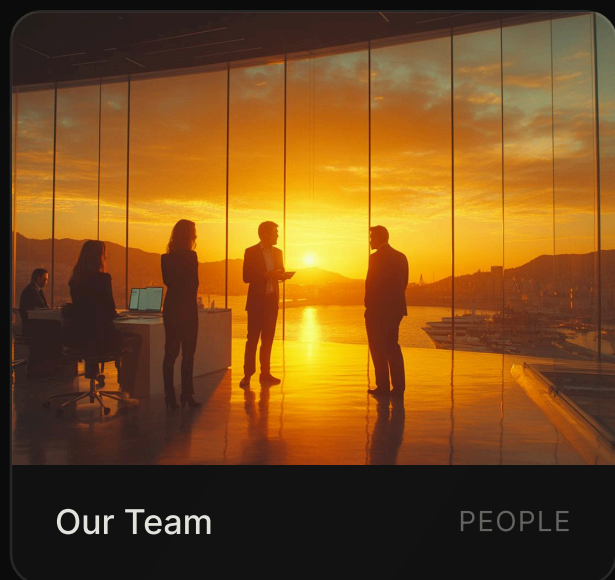
Research Profile SCIENCE



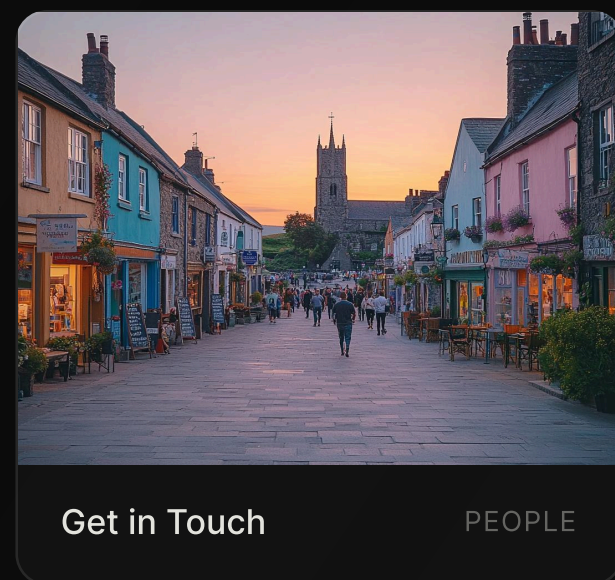
Industry News SCIENCE



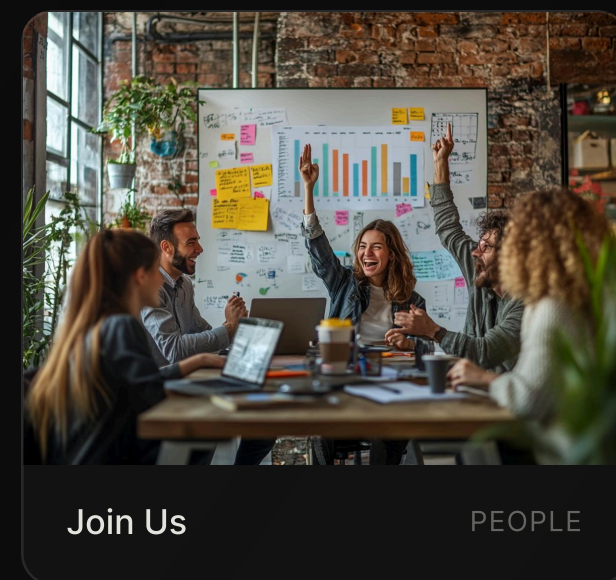
Regulatory SCIENCE



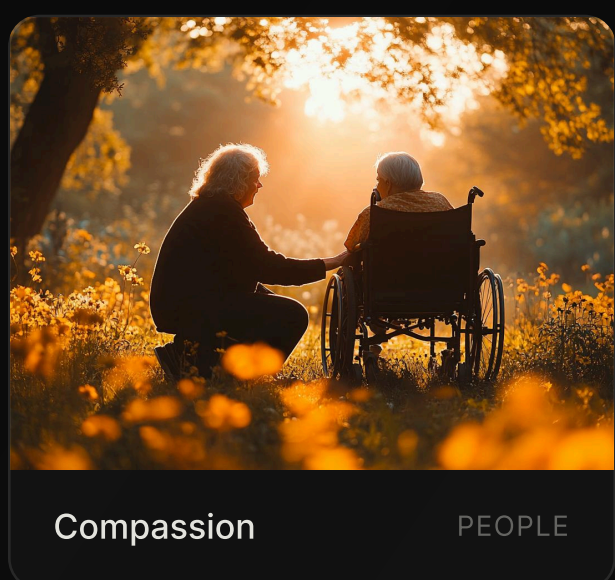
Our Team PEOPLE



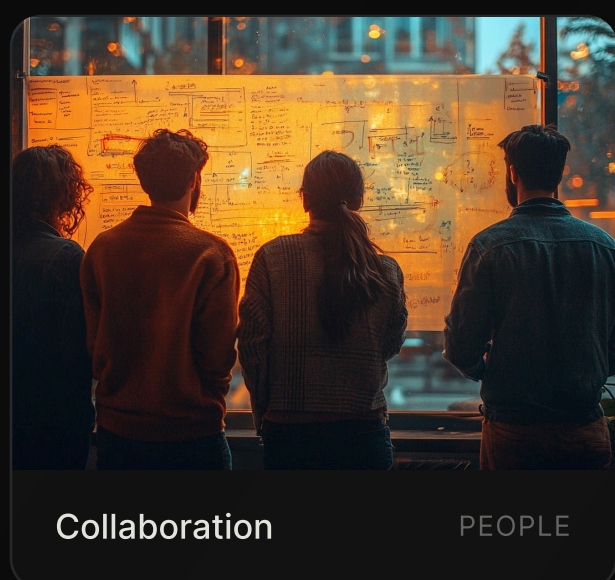
Get in Touch PEOPLE



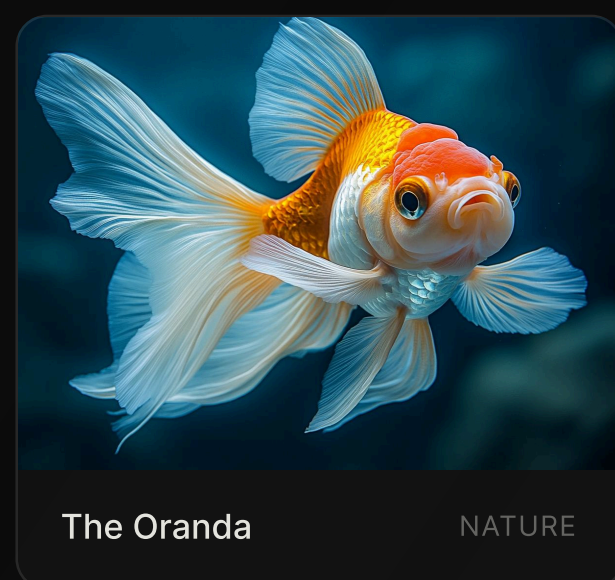
Join Us PEOPLE



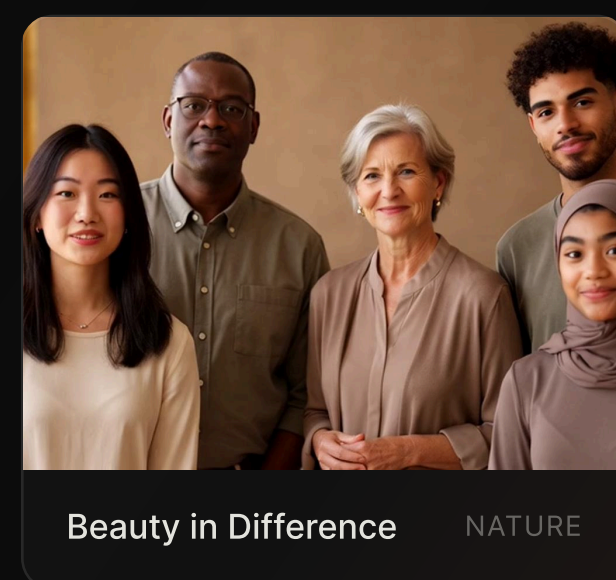
Compassion PEOPLE



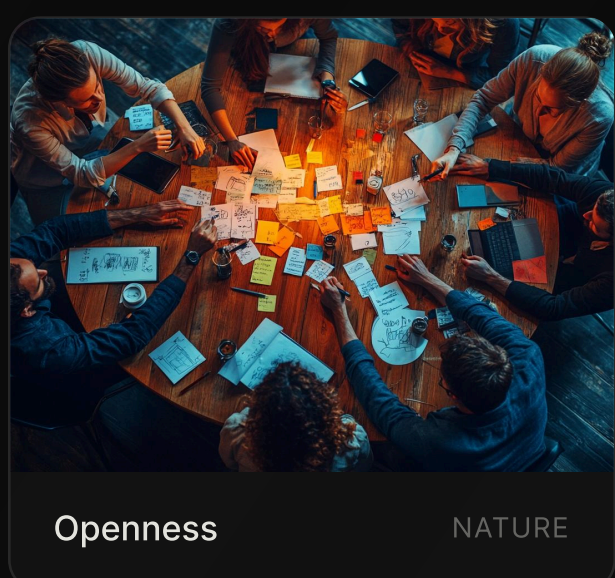
Collaboration PEOPLE



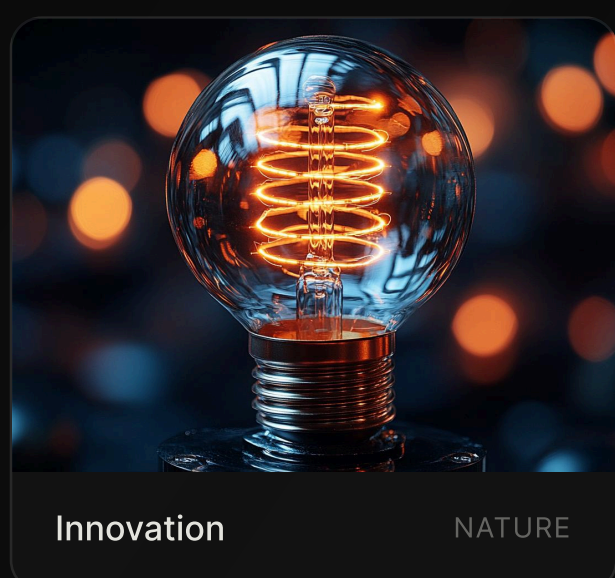
The Oranda NATURE



Beauty in Difference NATURE



Openness NATURE



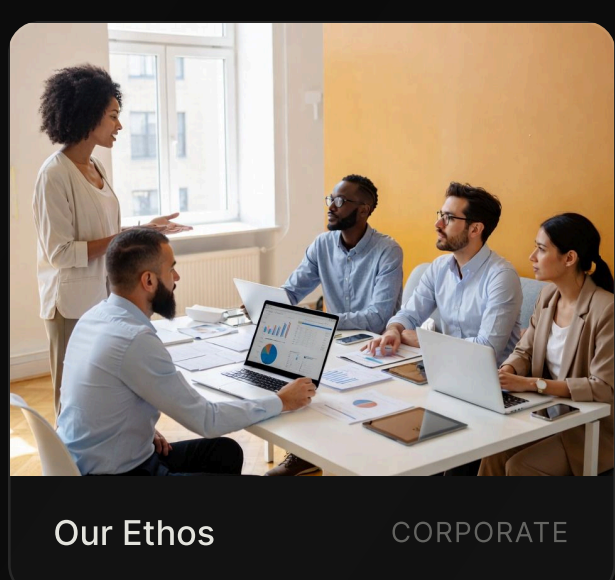
Innovation NATURE



Collaboration CORPORATE



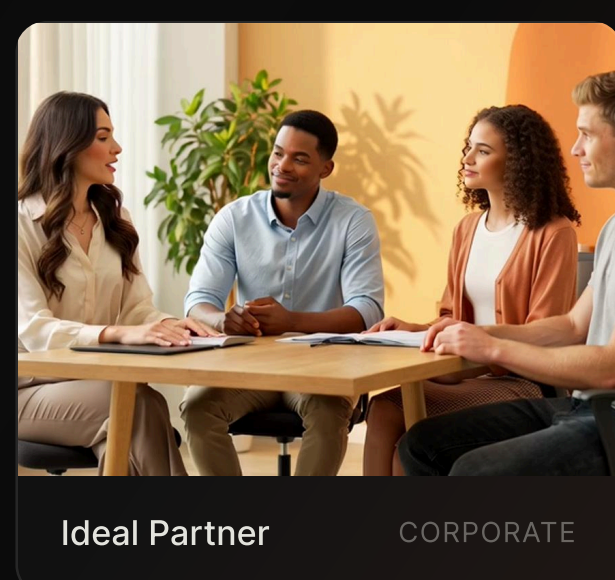
Partnership CORPORATE



Our Ethos CORPORATE



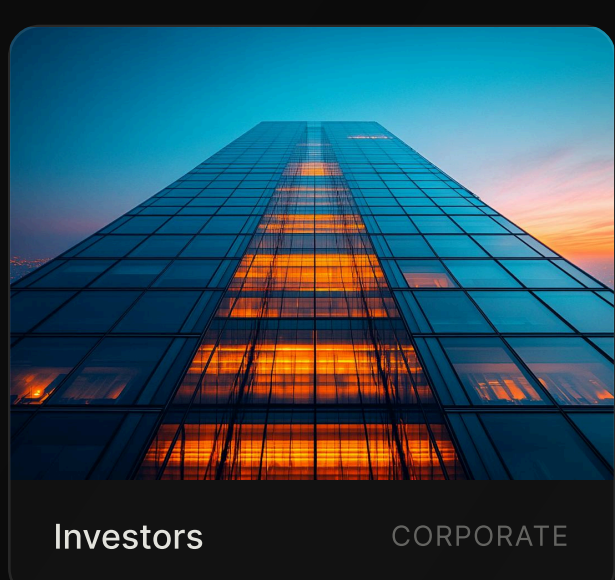
Flexibility CORPORATE



Ideal Partner CORPORATE



Resourceful CORPORATE



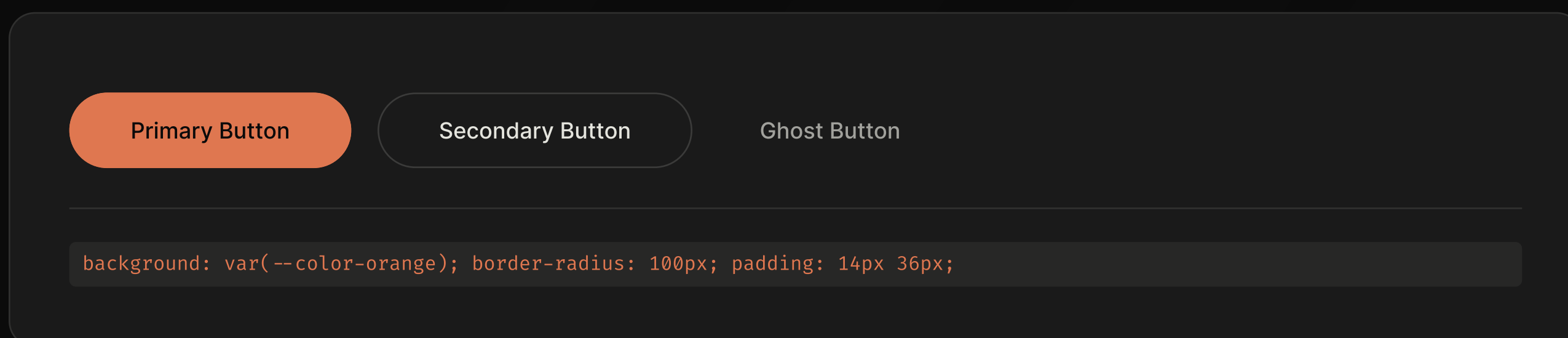
Investors CORPORATE

UI Components

The Oranda digital experience is built from a consistent set of UI components. These components use glassmorphism, subtle animations, and the brand colour palette to create an immersive, premium feel.

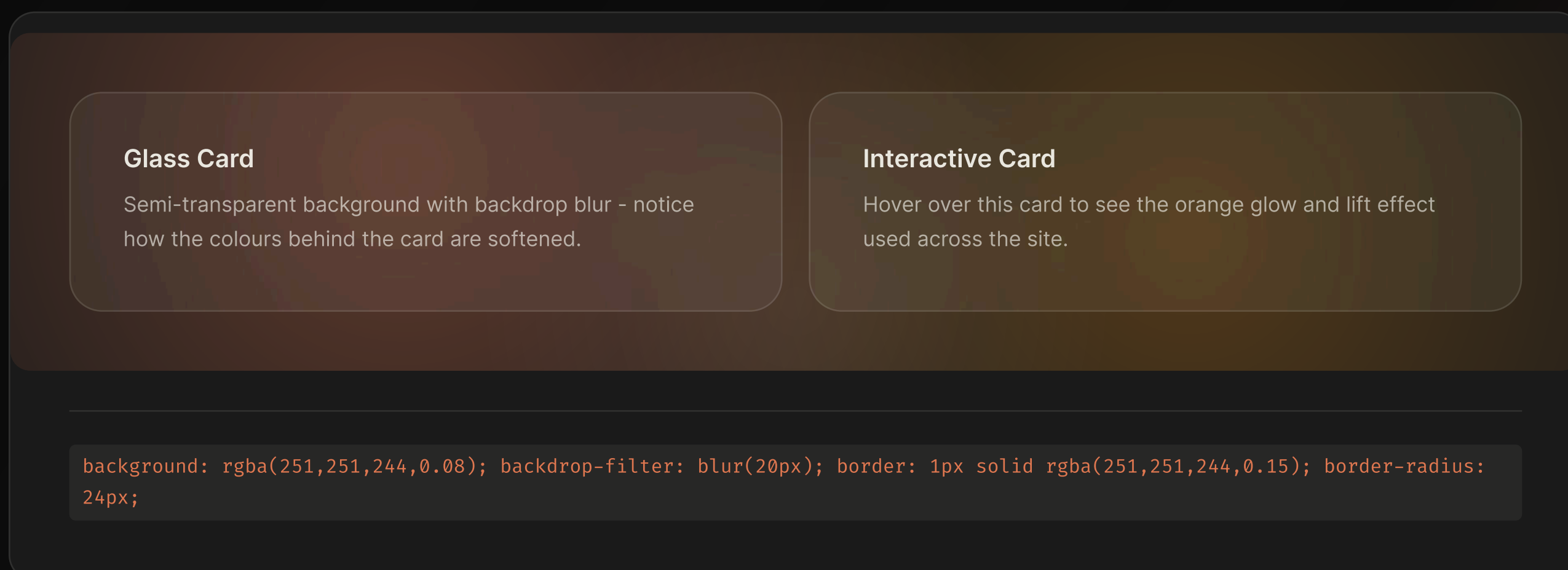
Buttons

Buttons use the primary orange with a shimmer animation. On hover, they transition to an outlined state with a subtle lift.



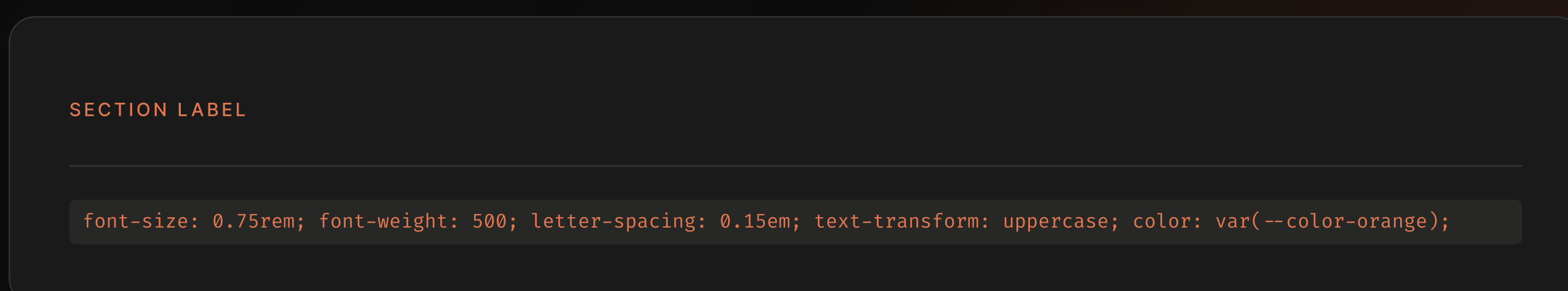
Glass Cards

Glass cards use a semi-transparent background with backdrop blur to create depth. They are used for content containers, testimonials, and interactive elements.



Eyebrow Labels

Small uppercase labels in orange that introduce sections and provide context hierarchy.



Animation & Motion

Motion design adds life and polish to the Oranda digital experience. All animations should feel purposeful, refined, and never gratuitous. We use GSAP (GreenSock) as our animation framework.

Scroll-Triggered Reveals

Content elements reveal as the user scrolls, using fade-up animations with staggered timing to create a sense of flow.

Duration: 0.8s **Ease:** power2.out **Stagger:** 0.1s between siblings **Transform:** translateY(40px) to 0

Image Clip-Path Wipes

Images reveal via CSS clip-path transitions, creating a curtain-like reveal effect that adds drama to hero sections and feature imagery.

Property: clip-path: inset() **Duration:** 1.2s **Ease:** power3.out

Parallax Depth

Background elements move at different scroll rates to create a sense of depth. Used sparingly on hero sections and feature imagery.

yPercent: 30 **Trigger:** top bottom to bottom top **Scrub:** true

Button Shimmer

Primary CTA buttons feature a subtle light sweep animation that draws attention without being distracting.

Type: CSS linear-gradient animation **Duration:** 4s infinite **Direction:** Left to right

Hover Transitions

Interactive elements respond to hover with consistent, smooth transitions. Never instant, never sluggish.

Duration: 0.3s **Ease:** ease **Lift:** translateY(-2px) on buttons

CONTACT

Get in Touch

If you have questions about these guidelines or need further assistance, please reach out to the relevant contact below.



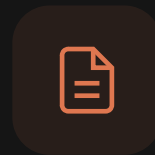
Brand Implementation

For guidance on implementing these brand guidelines across your projects, campaigns, or partnerships, please contact:

John Irwin

Chief Commercial Officer

john.irwin@orandatherapeutics.com



Brand Guidelines & Updates

For queries about these guidelines, requests for new assets, or to suggest additions and amendments, please contact:

Chris Ellis

chris@heliumswan.com