

# The NNHF identity and our new logo

The Novo Nordisk Haemophilia Foundation (NNHF) is a grant-making non-profit organisation, founded and funded by Novo Nordisk. Together with our global partner network, we aim to improve access to care for people with haemophilia and allied bleeding disorders in the developing world.

Reflecting our vision, origins and organisation, is the new NNHF logo.



## Our vision

In support of our vision that “all people with haemophilia or allied bleeding disorders should receive adequate care and treatment wherever they live”, the drop symbol creates an association with haemophilia and bleeding disorders.

The white spot in the drop stands for the missing protein, which causes the coagulation defect.

Furthermore, the warm red colour of the drop emphasises the people centric approach of our development programmes, benefitting patients and their carers.



## Our origins

Established in 2005, NNHF expresses Novo Nordisk’s commitment to corporate social responsibility. Improving the haemophilia situation on a global level, by moving haemophilia higher on the global agenda and providing access to care, are key elements fitting into Novo Nordisk’s approach to impacting change in disease areas in which the company can make a difference.



With a new concept, our website builds a global platform to share stories of life-changing impact in the haemophilia community.

## Our organisation

The haemophilia foundation is a non-profit organisation adhering to governance standards of the Swiss regulations. As such, we fund grants for development programmes. Together with our partners, we create life-changing impact for people with haemophilia and allied bleeding disorders in the developing world, where adequate care and treatment are not guaranteed.

For more information, please consult our website: [www.nnhf.org](http://www.nnhf.org)