Rare Disease Day®

STYLE GUIDE
EURORDIS, Rare Diseases Europe, has made the Rare Disease Day logo available to you to help you show your support for Rare Disease Day!

If you communicate about Rare Disease Day, please keep with the spirit of Rare Disease Day which means inter alia that the logo should not be used for commercial purposes or illegal activities. The logo may only be used in support of activities organised commemorating and/or promoting the Rare Disease Day.

The logo, if used, should stand alone, in one of the formats described in this document, filling conditions as described in this document. Do not alter the logo in any way such as by changing the design, colours or the proportions, or crop it or use it within another new logo. In case it is not possible to use the correct colours due to technical limitations, a black and white logo is shown as an example.

A non-compliant use of the logo constitutes an infringement of EURORDIS’ trademark rights.
**LOGO & COLOURS**

**OFFICIAL LOGO**
To be used on print materials

**NO WORDING**
This version of the logo without wording is also acceptable

**LOGO WITH WEBSITE REFERENCE**
This version may also be used

**BLACK & WHITE**
To be used if technical limitations mean it is not possible to use the correct colours
LOGO USES

LOGOTYPE CLEAR SPACE
This diagram indicates space that should be left around logo. Logo should not be integrated or merged with any other logo

MINIMUM SIZE
15mm

DOS

DON'TS
Do not adjust colours in logo

Logo that sits on dark background includes white outline

Be careful when resizing the logo that it does not become disproportioned
LOGO SPECIFIC USES

**RARE DISEASE DAY®**

*NO GRADIENT*
Only to be used on specific materials like T-shirts and other give aways

**Rare Disease Day®**

*ALTERNATIVE BRAND NAME TYPEFACE*
This is an older version of the logo (with grey lowercase text underneath), that should only be used if already integrated into website design

**RARE DISEASE DAY®**

*OUTLINE*
To be used for colouring books
COLOURS

PANTONE: 225 C
CMYK: 4, 88, 0, 0
RGB: 223, 25, 149

PANTONE: 306 C
CMYK: 75, 0, 5, 0
RGB: 0, 181, 226

PANTONE: 217 C
CMYK: 1, 32, 0, 0
RGB: 234, 190, 219

PANTONE: 290 C
CMYK: 23, 0, 1, 0
RGB: 185, 217, 235

PANTONE: 259 C
CMYK: 67, 100, 4, 5
RGB: 109, 32, 119

PANTONE: 360 C
CMYK: 63, 0, 84, 0
RGB: 108, 194, 74

PANTONE: 302 C
CMYK: 100, 48, 12, 58
RGB: 0, 59, 92

PANTONE: 365 C
CMYK: 24, 0, 44, 0
RGB: 194, 225, 137