

RARE DISEASE DAY 2023

GUIDELINES FOR COMPANIES



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Introduction

Thank you for your interest in raising awareness for Rare Disease Day!

Taking place every year on the last day of February (this year 28 February 2023), Rare Disease Day is the **globally-coordinated movement on rare diseases**, working towards **equity** in **social opportunity, healthcare**, and **access to diagnosis and therapies** for people living with a rare disease. It brings together the worldwide community of patients, families, patient organisations, healthcare professionals, industry, institutions & policy-makers to raise awareness. It is coordinated by EURORDIS-Rare Diseases Europe, Rare Diseases International and 68 National Alliances partners worldwide.

While the overarching purpose of the campaign is to **work towards equity**, each national alliance may choose to focus on a different aspect of it. For instance, while one may emphasize access to treatment, another might highlight social inequalities. In any case, those national alliances will need your support in raising awareness to have an effective and coordinated national campaign.

This year, we are inviting everyone to **share their colours** by sharing their stories, becoming a friend, organizing an event and to **light up for rare** on **28 February 2023 at 7 pm locally** (wherever they are).

How can you use our logo?



Our Rare Disease Day logo is a **registered trademark globally**. EURORDIS owns the intellectual property. We made the choice of making our logo freely downloadable on our website in order to facilitate raising awareness everywhere and as widely as possible. However, it is important to note that this is the sole purpose of this logo: **to be used to raise awareness**. It can only be employed to support activities related to Rare Disease Day. It is in no way intended to be used for commercial purposes or illegal activities. **It should not be inserted in any way inciting the general public to think that the day was created by business entities.**

The Rare Disease Day logo is a symbol of a global partnership in the search for ways of improving the lives of those affected by rare diseases. The logo can only be displayed in the spirit in which it was intended.

The logo, if used, should be used stand-alone, in the format available on the website. Patient organisations or national alliances as supporters of the campaign may embed their logo next to it while following the clear space guidelines in the style guide. **However, no commercial entity can insert their logos, or list their logo side by side with the RDD logo.**

No entity can alter the logo in any way such as by changing its design, colours or proportions, or by cropping it or combining it with another logo. In case it is not possible to use the correct colours due to technical limitations, you shall use the logo in black and white. Non-compliant use of the logo will constitute a violation of EURORDIS' trademark rights. Please read the style guide [here](#). If you have any doubts or questions, please contact celine.schwob@eurordis.org or estelle.dubois@eurordis.org.

Taking part in this year's campaign

Light Up For Rare

As previously mentioned, this year we are once again inviting everyone to **light up for rare** and to **join the global chain of lights**. You have 2 different possibilities:

- Lighting up buildings/offices
- Light up at home

If you choose to light up your office (the exterior), you are welcome to do so as long as you don't project the Rare Disease Day logo on a wall that displays your own company's logo.

Please see the following example using the logo "the Y" to represent a fictitious company:



You can also **encourage employees to light up** by taking selfies using our filters (cf. following section), using garlands or following any other suggestions mentioned on our website [here](#). Inside your company, you can **install a photobooth with illuminations** or take advantage of a symposium to take **a picture all together with coloured lights** (using your phones).

You can post all of those pictures on social media using the hashtags **#RareDiseaseDay** and **#LightUpForRare** but please **do not add your logo on any of them**.

Video, poster, social media filters and cards

This year we produced a **20 seconds video** introducing Rare Disease Day to the general public. It is available on our [YouTube channel](#).

We also created a **poster** (2 versions – digital and printable), **social media filters** (for Facebook and Twitter) as well as **social media cards**. Those resources are freely available for download on our [website](#).

We are encouraging you to share all of those assets on social media. Once again we are inviting you to use the **#RareDiseaseDay** and **not embed your commercial logo**.

In addition, all of those materials **can be translated and adapted**. If you choose to translate them to target specific audiences, we would appreciate you **sending them to us so we can upload them to the site**, making them available for others.

Social media banners and frames

This year we also reintroduced social media frames and updated banners. Those assets **should not be used as your profile or cover picture on your company's professional page**. It could confuse the general public.

Nevertheless, we encourage you to invite **your employees to use them on their own social media channels, including LinkedIn**, on 28 February 2023 or during the countdown (from T-100 to Rare Disease Day).

Please see an example below with the logo "the Y" still representing a fictitious company:



Virtual backgrounds

To **spread awareness inside your company**, we suggest you send your employees our **virtual background**. It can be used for Zoom, Teams or Google meet. Asking employees to use them on 28 February 2023 or during the countdown (from T-100 to Rare Disease Day) would be a very nice initiative. We would like to kindly ask you to **not embed your logo on the background**.

Conclusion

We are very grateful for all of your help in raising awareness for Rare Disease Day 2023. We need you for the campaign to be successful worldwide. Each and every one can make an impact! **Together, we are stronger.**