

HOW CAN YOU USE THE RARE DISEASE DAY LOGO?

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. Since its creation in 2008, Rare Disease Day has played a critical part in building an international rare disease community that is multi-disease, global, and diverse- but united in purpose.



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 encouraging 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 www.rarediseaseday.org. 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 logo, or list their logo side by side with the Rare Disease Day logo.**

No entity can alter the Rare Disease Day 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](#) for more information. If you have any doubts or questions, please contact celine.schwob@eurordis.org (Corporate Relations Director) or lise.pernin@eurordis.org (Communications Junior Manager - Rare Disease Day).

WANT TO DO MORE?



Contact and support your local patient organisations. By carrying their message to the general public and policymakers, you can help spread awareness of people living with a rare disease.



Host internal events with your staff, suppliers, and partners. Follow **our guidelines** to share them on our website. **Join the Global Chain of Lights by illuminating your offices** and be part of the **Light Up For Rare movement**.



Download a whole host of **campaign materials** - from social media graphics, videos, posters, badges, banners and toolkits. Follow our [guidelines](#) to learn how to help raise awareness, **your way**.



#RareDiseaseDay