



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



**RARE DISEASE DAY®**

### OFFICIAL LOGO

To be used on print materials



### NO WORDING

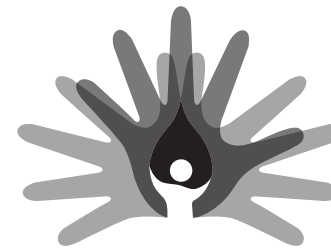
This version of the logo without wording is also acceptable



**RAREDISEASEDAY.ORG**

### LOGO WITH WEBSITE REFERENCE

This version may also be used



**RARE DISEASE DAY®**

### 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



## DOS

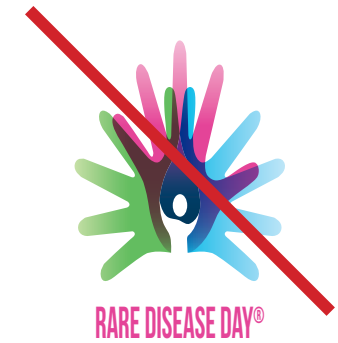


Logo that sits on dark background includes white outline



## DON'TS

Do not adjust colours in logo



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

## LOGO SPECIFIC USES



**RARE DISEASE DAY®**

### NO GRADIENT

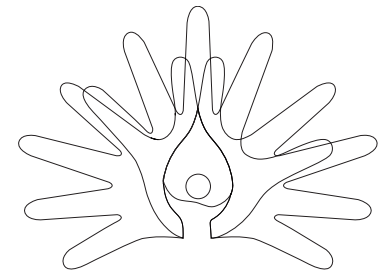
Only to be used on specific materials like T-shirts and other give aways



*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

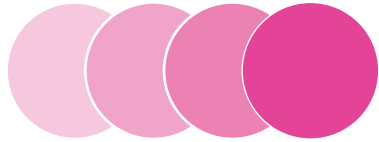


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### OUTLINE

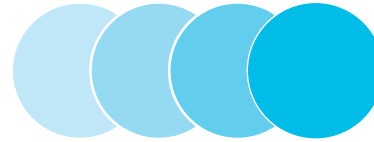
To be used for colouring books

# COLOURS



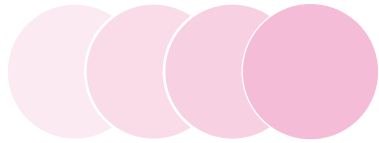
30% 50% 70% 100%

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



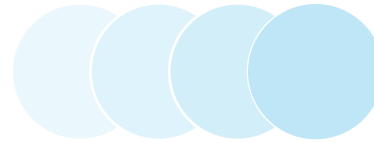
30% 50% 70% 100%

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



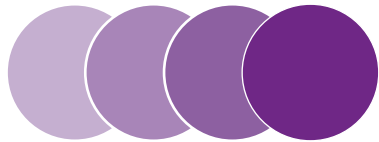
30% 50% 70% 100%

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



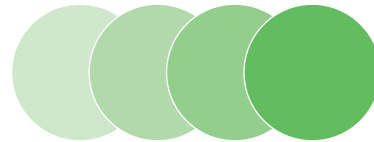
30% 50% 70% 100%

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



30% 50% 70% 100%

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



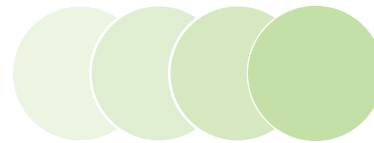
30% 50% 70% 100%

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



30% 50% 70% 100%

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



30% 50% 70% 100%

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



TYPEFACE

**BEBAS NEUE**

Used for titles

**ABC**  
**DEFGH**  
**IKLMNOP**  
**QRSTUVWXYZ**  
**0123456789**

**Noto Sans**

Used for running copy

Aa  
Bb  
Cc  
Dd

Noto Sans

**Noto Sans Bold**

*Noto Sans Italic*

***Noto Sans Bold Italic***

0123 0123  
456789 456789



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