NORD’S MISSION STATEMENT & TAGLINE

Short Mission:
NORD is committed to the identification, treatment and cure of rare diseases.

Long Mission: The National Organization for Rare Disorders (NORD®), an independent nonprofit, is leading the fight to improve the lives of rare disease patients and families. We do this by supporting the rare community - its people and organizations. We work together to accelerate research, raise awareness, provide valuable resources and drive public policy that benefits the estimated 25-30 million Americans impacted by rare diseases.

Alone we are rare. Together we are strong.

Trademark Statement
Any mention of NORD (NORD logo) or ‘Alone we are rare...’ in a publication, website or promotional item will need to have a registration mark ®. Please state at the bottom or back of piece:

“NORD, the NORD logo and tagline are registered trademarks of The National Organization for Rare Disorders. NORD is a registered 501(c)(3) charity organization.”

Next to the copyright symbol ©, and the year of publication, NORD’s full name and address must be listed. The latter gives third parties the opportunity to contact us should there be any questions regarding authorship and resulting rights of use.

CTAs
There should be one call-to-action (CTA) on a communication’s piece or back page. The text of the call-to-action can be adapted based on the context. Examples:
For further information, visit: rarediseases.org or Learn more at rarediseases.org