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
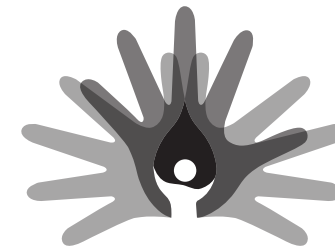To be used on print materials

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

2X **D**

15mm

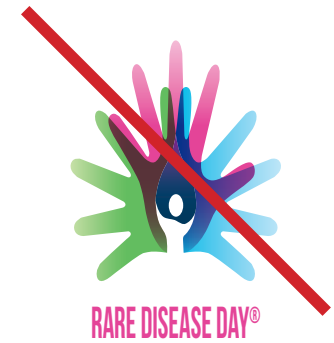## MINIMUM SIZE

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

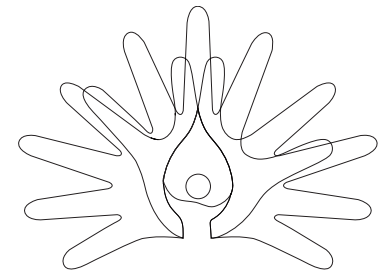**RARE DISEASE DAY®**

NO GRADIANT
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
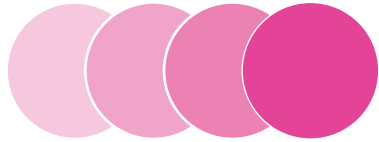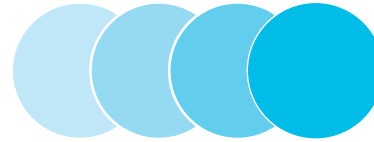
RARE DISEASE DAY®
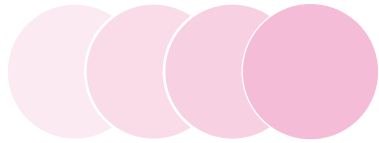
OUTLINE
To be used for colouring books

COLOURS

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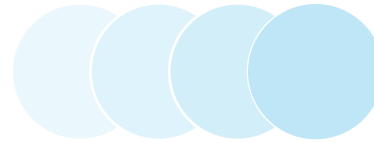**RGB :** 223, 25, 149

30% 50% 70% 100%

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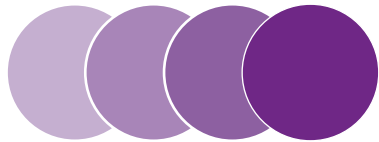**RGB :** 0, 181, 226

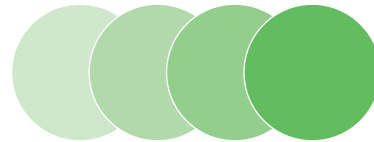30% 50% 70% 100%

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

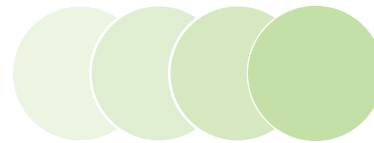30% 50% 70% 100%

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

30% 50% 70% 100%

TYPEFACE

BEBAS NEUE
Used for titles

ABC
DEFGH
IKLMNOP
QRSTUVWXYZ
0123456789

GOTHAM
Used for running copy

Aa *Aa* — GOTHAM LIGHT / *GOTHAM LIGHT ITALIC*

Bb *Bb* — GOTHAM BOOK / *GOTHAM BOOK ITALIC*

Cc *Cc* — GOTHAM MEDIUM / *GOTHAM MEDIUM ITALIC*

Dd *Dd* — GOTHAM BOLD / *GOTHAM BOLD ITALIC*

Dd **Dd** — GOTHAM BLACK / *GOTHAM BLACK ITALIC*

0123 *0123*
456789 *456789*

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