



## RDI Media & Brand Use Policy

### 1. General Principle

Rare Diseases International (RDI) welcomes interest in its mission and encourages the sharing of publicly available content—including videos, publications, and events. However, the use of RDI's brand elements, such as its name, logo, and visual identity, must align with our values and **must not imply endorsement or partnership** unless explicitly authorized.

Any use of RDI's logo, materials, or brand elements beyond simple sharing of publicly released content must be **pre-approved by RDI in advance**, and RDI must be informed before such use across any media or communications channel.

### 2. Use of RDI Content

Unless otherwise stated, RDI materials published on our website, our social media accounts or YouTube channel, may be shared for **non-commercial, informational purposes** with proper attribution, provided that:

- The content is **not altered or edited** in a way that changes its meaning or context.
- RDI is **clearly identified as the source**.
- The use **does not suggest RDI endorsement or partnership**.

Examples of acceptable use:

- Sharing a link to an official RDI video on LinkedIn, with a personal comment
- Citing an RDI report in a presentation, with appropriate source reference

### 3. Use of the RDI Logo and Visual Identity

The RDI logo is a registered symbol of our organization and reflects the integrity of our work. To protect our identity and avoid confusion, the following applies:

- **Do not** use the RDI logo on promotional materials, websites, presentations, videos, or social media **without prior written permission**.
- **Do not** alter the logo or combine it with other logos or graphic elements.
- **Do not** use the logo in a way that implies affiliation, partnership, or endorsement **without explicit approval**.



If you would like to use the RDI logo, please **contact us in advance** at:

 [comms@rarediseasesint.org](mailto:comms@rarediseasesint.org)

RDI Members may include the RDI logo on their website as long as it is clear that use of the logo indicates membership in RDI.

#### 4. Use on Social Media

We welcome the sharing of RDI's public content—such as videos, statements, or event announcements—on social platforms like LinkedIn, X (Twitter), Facebook, or Instagram. However:

- Please do **not present RDI content as your own** original work.
- Do **not use the RDI logo or visual elements** in your **profile picture, banner image, or personal/institutional templates**.
- Avoid posting **edited versions** of RDI videos, quotes, or visuals that could change the original context or meaning.
- If you tag RDI or mention us in a post, make sure the context is accurate and respectful of our mission and image.
- RDI-produced materials should not be used for fundraising purposes without explicit written permission from RDI.

For any doubts or questions, please contact our Communications Team.

#### 5. Notice on Public Materials

To ensure clarity, the following notice will be included in RDI documents and videos:

“All materials © Rare Diseases International. Public use permitted with proper attribution. Unauthorized use of the RDI logo or visual identity is not permitted.”


This notice will be systematically added to RDI's downloadable documents, reports, and videos.



RARE  
DISEASES  
INTERNATIONAL

## 6. Reporting Misuse

If you become aware of improper or unauthorized use of RDI's name, logo, or content, please notify us at:

 [comms@rarediseasesint.org](mailto:comms@rarediseasesint.org)

## 7. Contact

For all media or brand-related inquiries—including logo use or co-branding requests—please contact:

### RDI Communications Team

 [comms@rarediseasesint.org](mailto:comms@rarediseasesint.org)

 [www.rarediseasesinternational.org](http://www.rarediseasesinternational.org)