



Together for
More **Progress**
More **Hope**
More **Life**[™]

**Marketing and
Branding Guide**
Revised July 30, 2020

TO ACCESS THESE FILES:

All files pictured in this
guide are available via this link:

<https://aacr.box.com/v/RallyforMedicalResearch2020>

Most files are ready to use. The flyer has its supporting files
collected to one folder and placed into a compressed ZIP file.
This file needs to be expanded before use.

All files enclosed were created using Adobe Creative Cloud
2020 on a Macintosh.

Please contact paul.driscoll@aacr.org,
colleen.brand@aacr.org, and jenna.bachen@aacr.org with any
questions on accessibility to these files.

WHAT IS THE RALLY FOR MEDICAL RESEARCH?

The Rally for Medical Research unites millions of Americans across the country to call on our nation's policymakers to make life-saving medical research funding a national priority.

This unified call to action, which was launched in April 2013, continues to raise awareness about the critical need for an increased investment in the National Institutes of Health (NIH) to improve health, spur more progress, inspire more hope and save more lives.

On September 16-17, 2020, join the Rally for Medical Research Hill Day, when a broad coalition of groups from across the medical research advocacy community will VIRTUALLY meet with House and Senate offices, to urge Congress to provide robust, sustained and predictable increases in funding for the NIH in 2021 and beyond.

RALLY LOGO

File Name: Rally_Vert_tag.eps



Together for
More **Progress**
More **Hope**
More **Life**TM

File Name: Rally_Horiz_tag.eps



Together for More **Progress**, More **Hope**, More **Life**TM

RALLY LOGO (Knock Out)

File Name: Rally_Vert_KO_tag.eps



Together for
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More **Hope**
More **Life**™

File Name: Rally_Horiz_KO_tag.eps



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RALLY LOGO (Knock Out) cont.

File Name: Rally_Vert_KO2_tag.eps



Together for
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File Name: Rally_Horiz_KO2_tag.eps



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RALLY COLORS



RALLY RED - (Pantone 1795 C)

C = 7 M = 100 Y = 88 K = 1

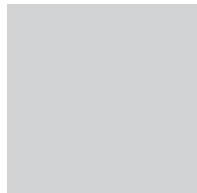
HEX: DE1D32



RALLY BLUE - (Pantone 7455 C)

C = 84 M = 71 Y = 0 K = 0

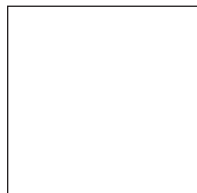
HEX: 3E5BA9



RALLY GRAY - (Pantone 427 C)

C = 17 M = 13 Y = 12 K = 0

HEX: D1D2D4



WHITE



BLACK

RALLY FONTS

Univers LT Std 45 Light

Univers LT Std 45 Light Oblique

Univers LT Std 55

Univers LT Std 55 Oblique

Univers LT Std 65 Bold

Univers LT Std 65 Bold Oblique

Univers LT Std 85 Extra Black

Rockwell Std Bold

Rockwell Std

ALTERNATE LOGOS

File Name: Rally_Vert2.eps



File Name: Rally_Horiz_2.eps



File Name: Dynamic_Star_and_Bar.eps



File Name: Dynamic_Star.eps



ALTERNATE LOGOS (Knock Out)

File Name: Rally_Vert_KO.eps



File Name: Rally_Horiz_KO.eps



File Name: Dynamic_Star_and_Bar_KO.eps



File Name: Dynamic_Star_KO.eps



ALTERNATE LOGOS (Knock Out) cont.

File Name: Rally_Vert_KO2.eps



File Name: Rally_Horiz_KO2.eps



YOUTUBE VIDEO



Image art for linking in emails or on website:
2006048D_20Rally_video_305x170.jpg

FACEBOOK

File Name: 20Rally_FB_851x315.jpg



File Name: 20Rally_FB_400x400.jpg



File Name: 20Rally_HILL_FB_1200x628.jpg
(to be used as a non-promoted post)
Use RallyforMedicalResearch.org and
#RallyMedRes in the live type when posted.



File Name: 20Rally_FB_1200x628_boost.jpg
(to be used as a promoted post)
Use RallyforMedicalResearch.org and
#RallyMedRes in the live type when posted.

TWITTER

File Name: 20Rally_Twitter_400x400.jpg



File Name: 20Rally_HILL_TW_1024x512.jpg

Use **RallyforMedicalResearch.org** and **#RallyMedRes** in the live type when tweeted

PINTEREST



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FLYER

LET YOUR VOICE BE HEARD!

Participate in the Virtual Rally
for Medical Research Hill Day

September 16-17, 2020



Robust, sustained, and predictable federal funding for medical research is critical to the health and well-being of our citizens, and for the economic security and global leadership of the United States. Over the last five years, Congress has made lifesaving medical research a national priority by providing a total increase of \$11.6 billion or 39% for the National Institutes of Health (NIH).

This year, as we combat a deadly pandemic, the importance of investing in medical research cannot be overstated. While scientists are working quickly to develop new vaccines and treatments for COVID-19, we must not lose momentum in our quest to find cures for hundreds of other diseases as well.

Therefore, please join a broad coalition of stakeholders who represent millions of patients and other advocates from the medical research advocacy community on September 17, 2020, for the first-ever VIRTUAL Rally for Medical Research Hill Day. This is an opportunity to work together and raise awareness about the importance of continued investments at NIH, which are vital if we are to inspire hope, spur progress, improve health, and save lives.

SCHEDULE

Wednesday, September 16

VIRTUAL RECEPTION TO CELEBRATE MEDICAL RESEARCH

Time and additional details will be announced soon

Thursday, September 17

RALLY FOR MEDICAL RESEARCH VIRTUAL HILL DAY

Meetings with House and Senate offices via phone/video conference

MAKE PLANS to join us September 16 and 17 when researchers, clinicians, survivors, and other advocates will come together virtually to speak with one voice about the importance of robust and sustained funding increases for NIH!



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More **Hope**
More **Life**™

FOR MORE INFORMATION:
RallyForMedicalResearch.org

2006048C

AACR.org



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File Name: Phero_Rally_966x370_2006048D.jpg



File Name: Feat-CTA_Rally_600x450_2006048D.jpg

ONCOS



File Name: 2006048D_ONCOS_20Rally_590x262.jpg

EXTERNAL WEBSITE ASSETS

REGISTER TODAY!

File Name: 20Rally_blueREGISTERBUTTON_300x64.jpg

REGISTER TODAY!

File Name: 20Rally_redREGISTERBUTTON_300x64.jpg



File Name: 2006048D_WEBONLY_Rallylogo_500x71_1.jpg



File Name: 2006048D_WEBONLY_Rallylogo_300x250_1.jpg

WEB BANNER ADS



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2006048D_20Rally_160x600_
HILL.jpg

WEB BANNER ADS



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File Name: 2006048D_20Rally_728x90_1.jpg



File Name: 2006048D_20Rally_300x600_1.jpg

E-MAIL COPY

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