



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

**Marketing and
Branding Guide**

August 12, 2021

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TO ACCESS THESE FILES:

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

<https://aacr.box.com/v/21RallyMedRes>

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 2021 on a Macintosh.

Please contact paul.driscoll@aacr.org, michael.warren@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 22-23, 2021, join the Virtual 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 2022 and beyond.

RALLY LOGO

File Name: Rally_Vert_tag.eps



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More **Life**[™]

File Name: Rally_Horiz_tag.eps



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RALLY LOGO (Knock Out)

File Name: Rally_Vert_KO_tag.eps



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

File Name: Rally_Horiz_KO_tag.eps



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

RALLY LOGO (Knock Out 2) cont.

File Name: Rally_Vert_KO2_tag.eps



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

File Name: Rally_Horiz_KO2_tag.eps



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

RALLY COLORS



RALLY RED - (Pantone 1795 C)

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

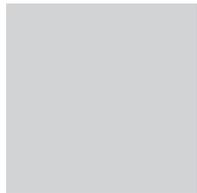
HEX: DE1D32



RALLY BLUE - (Pantone 7455 C)

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

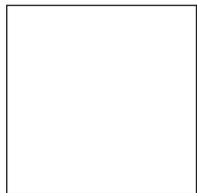
HEX: 3E5BA9



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 2) cont.

File Name: Rally_Vert_KO2.eps



File Name: Rally_Horiz_KO2.eps



SOCIAL MEDIA

FACEBOOK

Cover Image

File Name: Facebook_Cover_851x315.jpg



Profile Image

File Name: Facebook_Profile_400x400.jpg



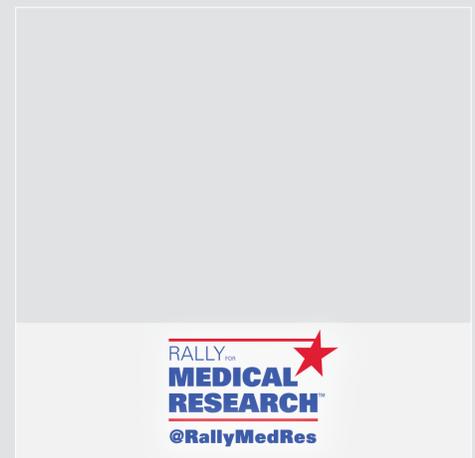
SEPTEMBER 22-23, 2021 • VIRTUAL HILL DAY

RALLY FOR MEDICAL RESEARCH™

Together for More Progress, More Hope, More Life.



File Name: Facebook_Instream_1200x628.jpg
(to be used as a non-promoted in-stream post)
Use [RallyforMedicalResearch.org](https://www.RallyforMedicalResearch.org) and
#RallyMedRes in the live type when posted.



FB Profile Frame

File Name:

Facebook_Frame_800x800.png

TWITTER

Cover Image

File Name: Twitter_Cover_1500x500.jpg



Profile Image

File Name: Twitter_Profile_400x400.jpg



Instream Image

File Name: Twitter_Instream_1024x512.jpg

Use [RallyforMedicalResearch.org](https://www.RallyforMedicalResearch.org) and [#RallyMedRes](https://twitter.com/RallyMedRes) in the live type when tweeted

FLYER

LET YOUR VOICE BE HEARD!

Participate in the
Virtual Rally for
Medical Research Hill Day

September 22-23, 2021



Robust, sustained, and predictable annual funding increases for medical research are vital to the health of Americans and the United States' global leadership in research and innovation. 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 23, 2021, join the Virtual Rally for Medical Research Hill Day, as a broad coalition of groups from the medical research advocacy community will virtually meet with House and Senate offices to urge Congress to make funding for the NIH a national priority.

SCHEDULE OF EVENTS

Monday, September 20, 1:00 pm – 2:30 pm EDT
VIRTUAL TRAINING FOR ALL RALLY HILL DAY PARTICIPANTS

Wednesday, September 22, 4:00 pm – 5:00 pm EDT
VIRTUAL RECEPTION TO CELEBRATE MEDICAL RESEARCH

Thursday, September 23, 9:30 am – 5:30 pm EDT
VIRTUAL RALLY FOR MEDICAL RESEARCH HILL DAY

Meetings with House and Senate offices will take place via video/phone conference. Participants in time zones other than EDT will have their meetings begin at 9:30 am in their local time zone. All meetings will be scheduled to end by 5:30 pm EDT.

MAKE PLANS to join us September 22 and 23 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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FOR MORE INFORMATION:
RallyForMedicalResearch.org

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PDF File Name: Flyer_21Rally_8.5x11.pdf

EXTERNAL WEBSITE ASSETS

REGISTER TODAY!

File Name: WebAsset_RegisterButton_Blue_300x64.jpg

REGISTER TODAY!

File Name: WebAsset_RegisterButton_Red_300x64.jpg



File Name: WebAsset_RallyLogo_500x71.jpg



File Name: WebAsset_RallyLogo_300x250.jpg

WEB BANNER ADS



File Name: WebAd_21Rally_600x100.jpg



File Name: WebAd_21Rally_728x90.jpg



File Name:
WebAd_21Rally_300x600.jpg



File Name:
WebAd_21Rally_160x600.jpg



File Name:
WebAd_21Rally_300x250.jpg

E-MAIL COPY

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FOR MORE INFORMATION AND TO REGISTER:

RallyForMedicalResearch.org