



Together for  
More **Progress**  
More **Hope**  
More **Life**<sup>™</sup>

**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**<sup>TM</sup>

**File Name:** Rally\_Horiz\_tag.eps



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## RALLY LOGO (Knock Out)

File Name: Rally\_Vert\_KO\_tag.eps



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More **Life**™

File Name: Rally\_Horiz\_KO\_tag.eps



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## RALLY LOGO (Knock Out 2) cont.

File Name: Rally\_Vert\_KO2\_tag.eps



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More **Life**™

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

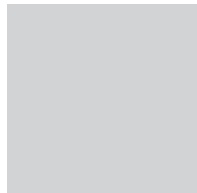
HEX: DE1D32



RALLY BLUE - (Pantone 7455 C)

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

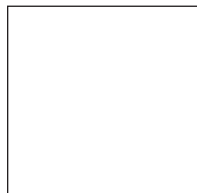
HEX: 3E5BA9



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 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



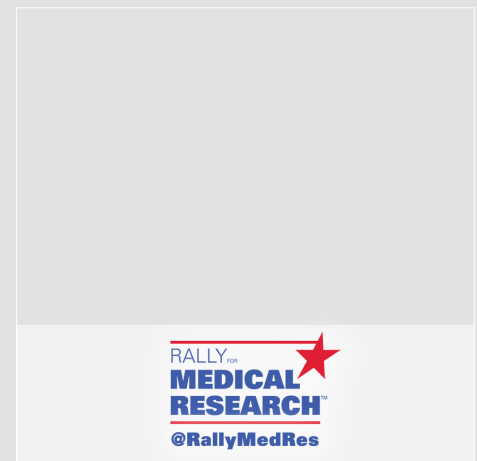
SEPTEMBER 22-23, 2021 • VIRTUAL HILL DAY

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 instream post)  
Use [RallyforMedicalResearch.org](https://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** and **#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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More **Life**™

**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

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.

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**FOR MORE INFORMATION AND TO REGISTER:**

[RallyForMedicalResearch.org](https://RallyForMedicalResearch.org)