

10TH ANNIVERSARY • 2013-2022

RALLY_{FOR}
MEDICAL
RESEARCHTM



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

**Marketing and
Branding Guide**

July 2022

TABLE OF CONTENTS

Access the FilesPage 3

What is the Rally for Medical Research?Page 4

Rally LogoPage 5

Rally Colors.....Page 8

Rally FontsPage 9

Alternate Logos.....Page 10

Social MediaPage 13

Flyer.....Page 15

External Website Assets.....Page 16

Web Banner AdsPage 17

Email Copy.....Page 18

TO ACCESS THESE FILES:

All files pictured in this
guide are available via this link:
<https://aacr.box.com/v/22RallyMedRes>

All files enclosed were created using Adobe Creative Cloud
2022 on a Macintosh.

Please contact paul.driscoll@aacr.org with any questions on
accessibility to these files.

Please Note: We are marking the 10th Anniversary of Rally for
Medical Research in 2022. The graphics enclosed in this style
guide carry the word mark “10TH ANNIVERSARY • 2013-2022”.
Therefore, these graphics are only to be used for this year’s
Rally for Medical Research promotions and activities.

WHAT IS THE RALLY FOR MEDICAL RESEARCH?

The Rally for Medical Research unites 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 13-14, 2022, join the Rally for Medical Research, when a broad coalition of groups from across the medical research advocacy community will meet with House and Senate offices in Washington, D.C., to urge Congress to provide robust, sustained and predictable increases in funding for the NIH in 2023 and beyond.

RALLY LOGO

File Name: Rally_Vert_tag

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File Name: Rally_Horiz_tag

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RALLY LOGO (Knock Out)

File Name: Rally_Vert_KO_tag



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More **Life**™

File Name: Rally_Horiz_KO_tag



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RALLY LOGO (Knock Out 2) cont.

File Name: Rally_Vert_KO2_tag

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File Name: Rally_Horiz_KO2_tag

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RALLY COLORS



RALLY RED - (Pantone 1795 C)

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

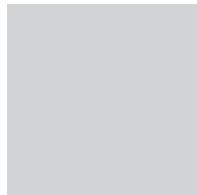
HEX: DE1D32



RALLY BLUE - (Pantone 7455 C)

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

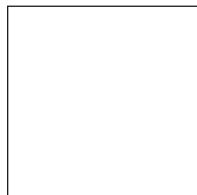
HEX: 3E5BA9



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_Vert_notag

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File Name: Rally_Horiz_notag

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RALLY_{FOR} **MEDICAL RESEARCH**TM



File Name: Dynamic_Star_and_Bar



File Name: Dynamic_Star



ALTERNATE LOGOS (Knock Out)

File Name: Rally_Vert_KO_notag



File Name: Rally_Horiz_KO_notag



File Name: Dynamic_Star_and_Bar_KO



File Name: Dynamic_Star_KO



ALTERNATE LOGOS (Knock Out 2) cont.

File Name: Rally_Vert_KO2_notag



File Name: Rally_Horiz_KO2_notag



SOCIAL MEDIA

FACEBOOK

Cover Image

File Name: Facebook_Cover_851x315.jpg



Profile Image

File Name: Facebook_Profile_400x400.jpg



File Name: Facebook_Instream_1200x628.jpg (to be used as a non-promoted instream post)
Use **RallyforMedicalResearch.org** and **#RallyMedRes** in the live type when posted.

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

10TH ANNIVERSARY • 2013-2022

LET YOUR VOICE BE HEARD!

Participate in the
Rally for Medical Research

September 13-14, 2022



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 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 14, 2022, join the Rally for Medical Research Hill Day, as a broad coalition of groups from the medical research advocacy community will meet with House and Senate offices to urge Congress to make funding for the NIH a national priority.

SCHEDULE OF EVENTS

Tuesday, September 13

1:30 pm – 3:00 pm
RALLY FOR MEDICAL RESEARCH TRAINING
Park Hyatt Hotel, Washington DC

5:00 pm – 7:00 pm
RECEPTION TO CELEBRATE MEDICAL RESEARCH
Rayburn House Office Building Cafeteria

Wednesday, September 14

7:00 am – 9:00 am
RALLY FOR MEDICAL RESEARCH BREAKFAST
Park Hyatt Hotel, Washington DC

9:00 am – 5:00 pm
RALLY FOR MEDICAL RESEARCH HILL DAY
Meetings with House and Senate offices

MAKE PLANS to join us September 13 and 14 when researchers, clinicians, survivors, and other advocates will come together 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

2205008

PDF File Name: Flyer_22Rally_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_650x70.jpg

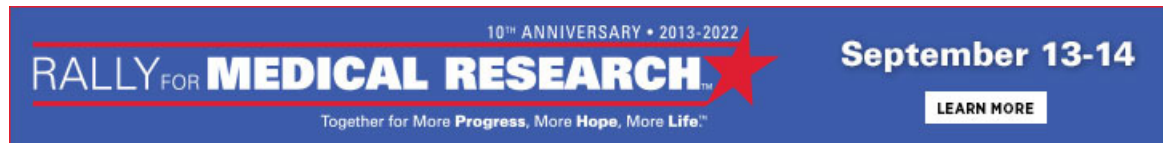


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WEB BANNER ADS



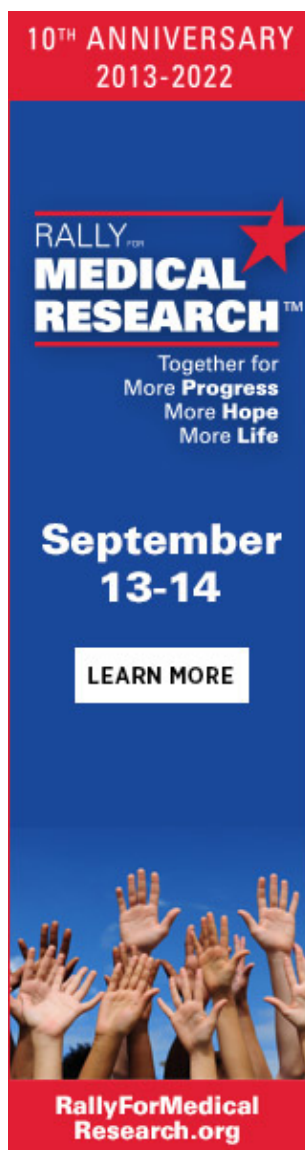
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File Name: WebAd_22Rally_728x90.jpg



File Name:
WebAd_22Rally_300x600.jpg



File Name:
WebAd_22Rally_160x600.jpg



File Name:
WebAd_22Rally_300x250.jpg

E-MAIL COPY

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. Our nation's policymakers have made funding for biomedical research a national priority by providing seven consecutive years of significant funding increases for the National Institutes of Health (NIH).

Please join a broad coalition of groups from the medical research advocacy community on September 14, 2022, for the Rally for Medical Research Hill Day. This is an opportunity to work together to help raise awareness and urge Congress to make funding for the NIH a national priority.

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