



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

**Marketing and
Branding Guide**

June 30, 2023

TABLE OF CONTENTS

Access the Files	Page 3
What is the Rally for Medical Research?	Page 4
Rally Logo	Page 5
Alternate Logos	Page 8
Rally Colors.....	Page 11
Rally Fonts	Page 12
Social Media	Page 13
Flyer	Page 15
External Website Assets.....	Page 16
Web Banner Ads	Page 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/23RallyMedRes>

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 2023 on a Macintosh.

Please contact paul.driscoll@aacr.org, jenna.bachen@aacr.org, and kathryn.price@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 13-14, 2023, join the Rally for Medical Research Hill Day, when a broad coalition of groups from across the medical research advocacy community will meet with House and Senate offices, to urge Congress to provide robust, sustained, and predictable increases in funding for the NIH in 2024 and beyond.

RALLY LOGO

File Name: Rally_Vert_tag.eps



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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 **Hope**
More **Life**TM

File Name: Rally_Horiz_KO_tag.eps



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RALLY LOGO (Knock Out 2) cont.

File Name: Rally_Vert_KO2_tag.eps



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

File Name: Rally_Horiz_KO2_tag.eps



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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



RALLY COLORS



RALLY RED - (Pantone 1795 C)

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

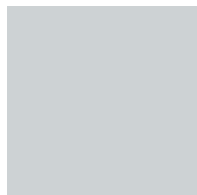
HEX: DE1D32



RALLY BLUE - (Pantone 7455 C)

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

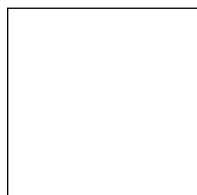
HEX: 3E5BA9



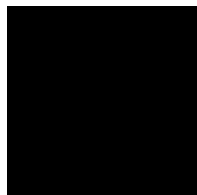
RALLY GRAY - (Pantone 427 C)

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

SOCIAL MEDIA

FACEBOOK

Cover Image

File Name: Facebook_Cover_851x315.jpg

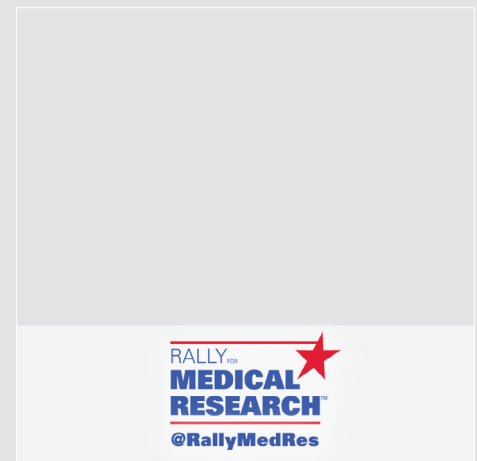


Profile Image

File Name: Facebook_Profile_400x400.jpg



File Name: Facebook_Instream_1200x628.jpg
(to be used as a non-promoted in-stream post)
Use 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
Rally for Medical
Research Hill Day

September 13-14, 2023



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 14, 2023, join the 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

Wednesday, September 13

3:00 pm - 5:00 pm

RALLY FOR MEDICAL RESEARCH TRAINING

Washington Hilton Hotel, Washington DC

6:00 pm - 8:00 pm

RECEPTION TO CELEBRATE MEDICAL RESEARCH

Dirksen Senate Office Building, Washington DC

Thursday, September 14

7:00 am - 9:00 am

RALLY FOR MEDICAL RESEARCH BREAKFAST

Washington Hilton 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 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

2306004H

PDF File Name: Flyer_23Rally_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_23Rally_600x100.jpg



File Name: WebAd_23Rally_728x90.jpg



File Name:
WebAd_23Rally_300x600.jpg



File Name:
WebAd_23Rally_160x600.jpg



File Name:
WebAd_23Rally_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 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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