



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

**Marketing and
Branding Guide**

July 30, 2024

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TO ACCESS THESE FILES:

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

<https://aacr.box.com/v/24RallyMedRes>

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 2024 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 18-19, 2024, 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 2025 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

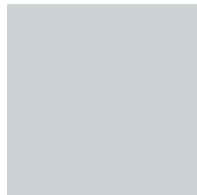
HEX: DE1D32



RALLY BLUE - (Pantone 7455 C)

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

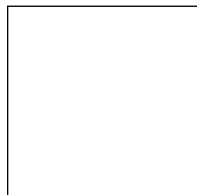
HEX: 3E5BA9



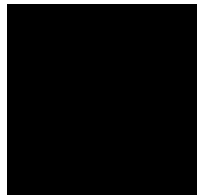
RALLY GRAY - (Pantone 427 C)

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.

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 18-19, 2024



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 19, 2024, 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

Wednesday, September 18

3:00 pm – 5:00 pm

RALLY FOR MEDICAL RESEARCH TRAINING

Holiday Inn Washington Capitol - National Mall, Washington DC

6:00 pm – 8:00 pm

RECEPTION TO CELEBRATE MEDICAL RESEARCH

Capitol Hill, Washington DC

Thursday, September 19

7:00 am – 9:00 am

RALLY FOR MEDICAL RESEARCH BREAKFAST

Holiday Inn Washington Capitol - National Mall, 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 18 and 19 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!



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

FOR MORE INFORMATION:

RallyForMedicalResearch.org

2403014W

PDF File Name: Flyer_24Rally_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_24Rally_600x100.jpg



File Name: WebAd_24Rally_728x90.jpg



File Name:
WebAd_24Rally_300x600.jpg



File Name:
WebAd_24Rally_160x600.jpg



File Name:
WebAd_24Rally_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.

SCHEDULE OF EVENTS

Wednesday, September 18

3:00 pm – 5:00 pm

TRAINING FOR ALL RALLY HILL DAY PARTICIPANTS

Holiday Inn Washington Capitol – National Mall, Washington DC

6:00 pm – 8:00 pm

RECEPTION TO CELEBRATE MEDICAL RESEARCH

Capitol Hill, Washington DC

Thursday, September 19

7:00 am – 9:00 am

RALLY FOR MEDICAL RESEARCH BREAKFAST

Holiday Inn Washington Capitol – National Mall, Washington DC

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