



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

**Marketing and  
Branding Guide**

June 20, 2025

**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/25RallyMedRes>

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  
2025 on a Macintosh.

Please contact [paul.driscoll@aacr.org](mailto:paul.driscoll@aacr.org), [jenna.bachen@aacr.org](mailto:jenna.bachen@aacr.org),  
and [kathryn.price@aacr.org](mailto: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 17-18, 2025, 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 2026 and beyond.

## RALLY LOGO

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



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

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



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

## RALLY LOGO (Knock Out)

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



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



## RALLY LOGO (Knock Out 2) cont.

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



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



## 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

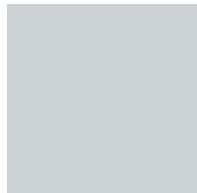
HEX: DE1D32



RALLY BLUE - (Pantone 7455 C)

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

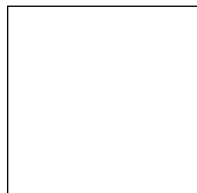
HEX: 3E5BA9



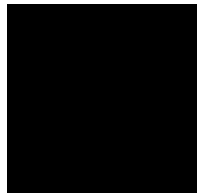
RALLY GRAY - (Pantone 427 C)

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:** 2505040E\_25Rally\_FB\_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



SEPTEMBER 17-18, 2025

RALLY FOR **MEDICAL RESEARCH**™

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



## Instream Image

File Name: 2505040E\_25Rally\_TW\_1024x512.jpg

Use **RallyforMedicalResearch.org** and **#RallyMedRes** in the live type when tweeted

## FLYER

# LET YOUR VOICE BE HEARD!

Participate in the  
Rally for Medical  
Research Hill Day

September 17-18, 2025



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 18, 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 17

3–5 p.m. EDT

#### **RALLY FOR MEDICAL RESEARCH TRAINING**

National Press Club, Washington DC

6–8 p.m. EDT

#### **RECEPTION TO CELEBRATE MEDICAL RESEARCH**

Russell Senate Office Building, Washington DC

#### Thursday, September 18

7–9 a.m. EDT

#### **RALLY FOR MEDICAL RESEARCH BREAKFAST**

Hilton Washington DC National Mall The Wharf

9 a.m.–5 p.m. EDT

#### **RALLY FOR MEDICAL RESEARCH HILL DAY**

Meetings with House and Senate Offices

**MAKE PLANS** to join us September 17 and 18 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**  
More **Hope**  
More **Life**™

#### FOR MORE INFORMATION:

**RallyForMedicalResearch.org**

21040138b

PDF File Name: Flyer\_25Rally\_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



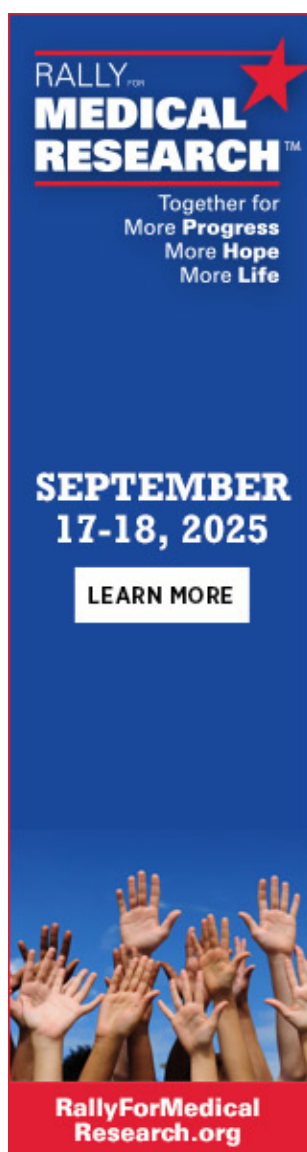
File Name: WebAd\_25Rally\_600x100.jpg



File Name: WebAd\_25Rally\_728x90.jpg



File Name:  
WebAd\_25Rally\_300x600.jpg



File Name:  
WebAd\_25Rally\_160x600.jpg



File Name:  
WebAd\_25Rally\_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. For decades, NIH has been the engine of U.S. biomedical progress—fueling discoveries that have led to groundbreaking treatments, improved survival rates, and better prevention strategies. But right now, that engine is under threat.

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 17**

3–5 p.m.

##### **TRAINING FOR ALL RALLY HILL DAY PARTICIPANTS**

National Press Club, Washington DC

6–8 p.m.

##### **RECEPTION TO CELEBRATE MEDICAL RESEARCH**

Russell Senate Office Building, Washington DC

#### **Thursday, September 18**

7–9 a.m.

##### **RALLY FOR MEDICAL RESEARCH BREAKFAST**

Hilton Washington DC National Mall The Wharf

9 a.m.–5 p.m.

##### **RALLY FOR MEDICAL RESEARCH HILL DAY**

Meetings with House and Senate offices

**MAKE PLANS** to join us September 17 and 18 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!