



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

**Marketing and  
Branding Guide**

July 28, 2026

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## **TO ACCESS THESE FILES:**

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

<https://aacr.box.com/v/2026RallyMedRes>

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  
2026 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 16-17, 2026, 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 2027 and beyond.

## RALLY LOGO

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



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More **Progress**  
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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 **Hope**  
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



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

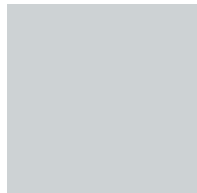
HEX: DE1D32



RALLY BLUE - (Pantone 7455 C)

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

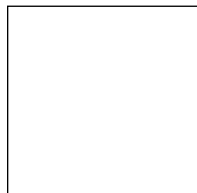
HEX: 3E5BA9



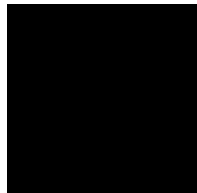
RALLY GRAY - (Pantone 427 C)

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:** 2605009N\_26Rally\_FB\_1200x628.jpg  
(to be used as a non-promoted instream post)  
Use **RallyforMedicalResearch.org** and  
**#RallyForMedicalResearch** in the live type  
when posted.

**X**

**Cover Image**

**File Name:** X\_Cover\_1500x500.jpg



**Profile Image**

**File Name:** X\_Profile\_400x400.jpg



**Instream Image**

**File Name:** 2605009N\_26Rally\_X\_1024x512.jpg

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

## FLYER

# LET YOUR VOICE BE HEARD!

Participate in the  
Rally for Medical  
Research Hill Day

September 16-17, 2026



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 17, 2026, 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 16

3–5 p.m. EDT

#### RALLY FOR MEDICAL RESEARCH TRAINING

Embassy Suites by Hilton Washington DC Convention Center, Washington DC

6–8 p.m. EDT

#### A RECEPTION TO CELEBRATE THE LIFESAVING MEDICAL RESEARCH SUPPORTED BY NIH

Dirksen Senate Office Building Room 106, Washington DC

#### Thursday, September 17

7–9 a.m. EDT

#### RALLY FOR MEDICAL RESEARCH BREAKFAST

Embassy Suites by Hilton Washington DC Convention Center, Washington DC

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 16 and 17 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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More **Progress**  
More **Hope**  
More **Life**™

#### FOR MORE INFORMATION:

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

26050090

PDF File Name: Flyer\_26Rally\_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\_26Rally\_600x100.jpg



File Name: WebAd\_26Rally\_728x90.jpg



File Name:  
WebAd\_26Rally\_300x600.jpg



File Name:  
WebAd\_26Rally\_160x600.jpg



File Name:  
WebAd\_26Rally\_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 16

3–5 p.m.

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

Embassy Suites by Hilton Washington DC Convention Center, Washington DC

6–8 p.m.

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

Dirksen Senate Office Building Room 106, Washington DC

#### Thursday, September 17

7–9 a.m.

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

Embassy Suites by Hilton Washington DC Convention Center, Washington DC

9 a.m.–5 p.m.

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

Meetings with House and Senate offices

**MAKE PLANS** to join us September 16 and 17 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!